



**Executive Officer's Report
April 3, 2013 Meeting**

DATE: March 27, 2013
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 April 3, 2013.

A. Informational Items (Report)

Financial Highlights (included in Attachment 1)

B. Strategic Communications Report (Report)

Curt Pringle & Associates provides strategic communications services in the areas of legislative advocacy, community partnership, and public awareness. Their report on strategic communications activities for March 2013 is attached. Curt Pringle & Associates will make a presentation on the accomplishments and plans at the May Commission meeting.

C. Report on Activities to Promote Autism Awareness (Report)

April is Autism Awareness Month, and the Children and Families Commission is working in partnership with The Center for Autism and Neurodevelopmental Disorders of Southern California on a multifaceted communications program to coincide with the observance. Our goal is to generate awareness about The Center for Autism, reinforce the Commission's long-term investment, and educate families about the importance of early detection. The planned activities acknowledge and emphasize the communitywide partnership necessary in confronting the challenges of autism, and have been planned according to the following themes: *Discover. Teach. Heal. Community.* Activities range from media tours of The Center, to an App Jam event, to a gala under the stars at UC Irvine. Following are just a few examples of what's planned:

- The Commission will submit an op-ed to the OC Register authored by Sandra Barry and Dr. Al Mijares about the benefits of early detection and intervention of autism.
- Commissioners have been invited to tour The Center for Autism on Friday, April 5th and meet Derek Paravicini, an autistic, blind musical savant.
- UCI Irvine Health School of Medicine Gala themed, "Creativity & Magic: Discovering Tomorrow's Medicine Today," will take place in a large tent on the campus. A highlight of the evening will be the presentation of the Dean's Award to Bill and Nancy Thompson

Commissioners

Executive Director

in recognition of their major contributions to autism research and treatment. Christina Altmayer, Executive Director will be attending on behalf of the Commission.

- Senator Lou Correa will host a Town Hall meeting on Thursday, April 18 at the Regional Center to discuss how Orange County is transforming autism care.
- For two weeks in April, UC Irvine student teams will be tapping their energy and creativity to create the next generation of mobile apps to benefit persons with autism. Titled “Autism AppJam,” the unique event is being sponsored by UC Irvine and the Center for Autism & Neurodevelopmental Disorders of Southern California. The event will culminate on April 19 at which a team of judges – including professionals from Blizzard Entertainment, Google, Yahoo and IBM – will award the top teams prizes and recognition.

D. Follow-up Actions to March Commission Meeting (*Report*)

The presentation of the Long-Term Financial Plan included a report on the status of the catalytic funding strategy, an update on the projected revenue through Fiscal Year 2016/17, and funding options for new catalytic opportunities. Commission staff is responding to the direction and recommendations from the Commission members in response to the presentation including: modeling the YMCA Santa Ana project in other communities; coordinating with non-profit and health organizations for dental options for children on Medi-Cal; and continuing the discussion of the catalytic options at the June planning meeting.

E. Board of Equalization Update (*Report*)

As reported to the Commission last week, the Commission Executive Director, in partnership with First 5 California and the First 5 Association, met with Board of Equalization (BOE) member George Runner and senior representatives on the BOE staff in Sacramento. The discussion focused on the rising BOE administrative costs as compared to the declining tobacco tax revenues. The BOE staff confirmed that the administrative costs for FY 2012/13 are \$17.2 million, and that they anticipate the cost for FY 2013/14 to be \$17.6 million. The California Children and Families Trust Fund absorb 52.2% of the cost for the Total Cigarette Program Funding; the .50 per pack tax represents the 57.5% of total California cigarette tax per pack. The differential represents the baseline cost of collection and enforcement prior to Proposition 10 passage and is reportedly in compliance with the non-supplanting provisions of Proposition 10. This cost analysis will be reviewed as part of analysis of the cost allocation plan that BOE is currently developing.

As a result of the meeting, BOE staff agreed to share a draft of the proposed cost allocation model in May, and allow an opportunity for Commission representatives to review and comment on the proposed approach. Additionally BOE committed to meeting with First 5 CA and County Commission representatives three times each year to present and discuss proposed budget changes. This is critical information as it will allow County representatives to directly present the impact of proposed BOE changes on Prop 10 revenue and the local impact of the increased administrative fees.

As previously reported, the Orange County Commission revenue is reduced by approximately \$1 million per year in support of BOE administrative costs. The access to new reports and financial information marks a significant step forward in BOE's transparency on the administrative fee calculations and collaboration between First 5 California and county commissions.

F. June Planning Meeting (*Report*)

The annual June Planning Meeting is scheduled for Wednesday, June 5, 2013. Specific location is still being confirmed. The meeting will feature Paul Tough, contributing writer the *New York Times* and author of **How Children Succeed, Grit, Curiosity, and the Hidden Power of Character**. The Commission, in partnership and Orange County United Way and THINK Together, is hosting Mr. Tough for a keynote address at the June Orange County Forum event. Prior to the OC Forum event, the Commissioners will have an opportunity to hear and discuss how his research could inform our early childhood investments. No Proposition 10 tax dollars will be used to support this event. The Commission's underwriting expenses will be funded from contribution balances remaining from the community awards events previously sponsored by the Commission.

Following Mr. Tough's comments, the Commission will discuss the status of priorities that have been identified by Commissioners over the past year. Suggested topics include: childhood obesity prevention, behavioral health, and oral health. Subsequent workshops to provide an in-depth discussion of the topics following the June Planning meeting will be scheduled using the approach employed this past year.

ATTACHMENTS:

1. Financial Highlights
2. Strategic Communications Report



Financial Highlights

As of February 28, 2013

Comparison of Budget vs. Actual Fiscal Year 2012-13 Unaudited Period Ending 02/28/13

	<u>FY 2012-13 Amended Budget</u>	<u>FY 2012-13 Actual Expenses</u>	
<u>Financing Sources</u>			
Tobacco Tax Revenue	\$27,971,800	\$14,179,159	50.7%
Interest Earnings	150,000	211,169	140.8%
Other Revenue	<u>1,448,126</u>	<u>1,085,298</u>	74.9%
Revenue Total	\$29,569,926	\$15,475,626	
<u>Expenses</u>			
Healthy Children	\$18,497,394	\$6,640,246	35.9%
Strong Families	3,619,500	1,496,535	41.3%
Early Learning	6,841,025	967,499	14.1%
Capacity Building*	<u>3,165,355</u>	<u>1,225,970</u>	38.7%
Program Services	\$32,123,274	\$10,330,250	
Admin. Functions**	<u>3,212,908</u>	<u>1,872,312</u>	
Total Operating Exp.	\$35,336,182	\$12,202,562	

*Includes Evaluation costs of \$438,320

**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 \$1,872,312 and encumbrances of \$624,393 were 7.07% of the Fiscal Year 2012-13 Amended Budget of \$35,336,182 and are projected to be 8.77% at year end.

Total Encumbrances as of February 28, 2013

Healthy Children	\$20,698,332
Strong Families	\$2,895,491
Early Learning	\$5,055,628
Capacity Building	\$3,034,981
Admin. Functions	\$624,393

Revenue and Cash Balance Update

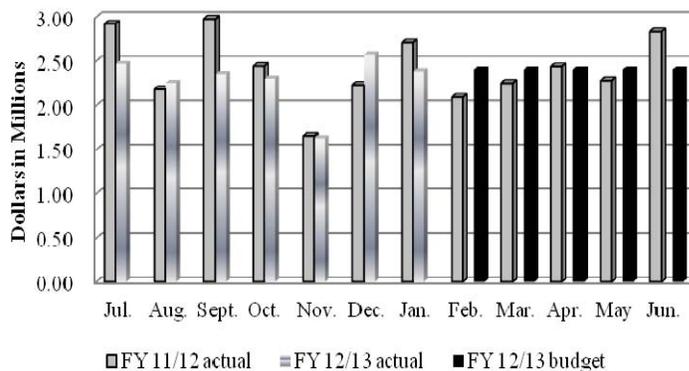
The Commission's total Tobacco Tax Revenue through January 2013 as reported by First 5 California is \$15,952,109. Prop 10 revenues for July - January are now 2.25% lower than the estimated budget plan of \$16.32 million. As of February 28, 2013, tobacco revenue has been received through December 2012.

Interest earnings for July 2012 through January 2013 are \$211,169. Other revenue of \$1,085,298 includes grant revenues for the VISTA program, CARES Plus, MAA, ARRA Health Research reimbursements, and other miscellaneous revenue items.

Catalytic Funding Update

As of January 31, 2013, \$7.7 million has been disbursed and \$31.81 million was encumbered.

Fiscal Year 2011-12 & 2012-13 Tobacco Monthly Revenues



Forecasted Fiscal Year 2012-13 Ending Fund Balance

From Commission Long Term Financial Plan

Beginning Fund Balance, July 1, 2012	\$78,716,844
Forecasted Revenue	29,569,926
Budgeted Program Expenses	(32,123,274)
Budgeted Administrative Expenses	(3,212,908)
Catalytic Projects	<u>(55,000,000)</u>
Projected June 30, 2012 Fund Balance	\$17,950,588*

*based on Commission action through February 2013



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

From: Todd Priest, Vice President

Date: March 26, 2013

Subject: March 2013 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:

Legislative Advocacy

- Curt Pringle & Associates provided strategic guidance to Commission staff on the issue of the escalating administrative fees assessed by the California State Board of Equalization (BOE) related to Proposition 10. CP&A arranged, developed materials and attended a meeting with BOE Member George Runner, Christina Altmayer, the First 5 Association and others. The BOE's General Counsel, Deputy Director of Administration, and the Special Taxes department-lead also participated. Future meetings are being planned in order to provide the Commission with a clear understanding of which factors are used in determining the administrative fees.
- Curt Pringle & Associates scheduled and attended a briefing with Assemblyman Allan Mansoor and his district staff. The briefing was also attended by Christina Altmayer and Kelly Pijl. The purpose of the briefing was to provide Assemblyman Mansoor with an update on the catalytic investments made by the Commission following the AB 99 decision. In addition, Commission staff provided Mr. Mansoor information on the programs/grantees that are funded within his district and countywide. The Assemblyman offered to conduct an *Essentials for Young Lives* drive at his upcoming District Office Open House. CP&A will provide his staff with the needed materials.
- Curt Pringle & Associates scheduled and attended a briefing with the District Director and a staff member for Assemblywoman Sharon Quirk-Silva. The briefing was attended by Kelly Pijl. The purpose of the briefing was to provide Assemblywoman Quirk-Silva's office with an update on the catalytic investments made by the Commission following the AB 99 decision, as well as the programs in her district. Her office has indicated that they will be sending a staff member to the Center for Autism site visit in April.

- Curt Pringle & Associates scheduled and attended a briefing with Assemblyman Tom Daly and his district staff. The briefing was attended by Christina Altmayer and Kelly Pijl. The purpose of the briefing was to provide Assemblyman Daly's office with an overview of the Commission and an update on the catalytic investments made by the Commission following the AB 99 decision.
- Curt Pringle & Associates scheduled and attended a briefing with Senator Mark Wyland and his district staff. The briefing was also attended by Christina Altmayer and Kelly Pijl. The purpose of the briefing was to provide Senator Wyland with an update on the catalytic investments made by the Commission following the AB 99 decision. In addition, Commission staff provided Mr. Wyland information on the programs/grantees that are funded within his district and countywide.
- Curt Pringle & Associates is working to schedule a briefing with the City of Fullerton in April. The briefing will be attended by Commission staff, Councilwoman Jennifer Fitzgerald and the City Manager.
- Curt Pringle & Associates has provided Commission staff with the monthly state budget/legislative update that may be included in a weekly update to the Commission.

Community Partnership

- Curt Pringle & Associates worked with and received approval from the Senate Rules Committee in Sacramento to hold the 4th Annual *Essentials for Young Lives* donation drive in the State Capitol. The drive in Sacramento will take place May 3 – 10, 2013. CP&A is coordinating a press conference in the Capitol will take place on May 6th.
- Curt Pringle & Associates is coordinating with the First 5 Commissions in Yolo, Fresno, Sacramento and Ventura Counties to encourage and increase their involvement in the *Essentials* campaign in Sacramento. Several of the Commissions have committed to help with various components of the event.
- Curt Pringle & Associates secured and received confirmation that the Automobile Club of Southern California will participate in the 2013 *Essentials* campaign with a \$2,500 donation to HomeAid Orange County to purchase diapers for the drive.
- Curt Pringle & Associates has been assisting HomeAid Orange County with the development and printing of collateral materials for the 2013 *Essentials* campaign.
- Curt Pringle & Associates has been coordinating with the County of Orange to prepare for their involvement in the *Essentials* drive throughout county departments.
- Curt Pringle & Associates developed a press release for the *Essentials* drive to be distributed in April.

- Curt Pringle & Associates met with staff from the Village of Hope in preparation for the *Essentials for Young Lives* Community Partner Luncheon, which will be held on May 2, 2013.

Public Awareness

- Curt Pringle & Associates researched data and had a conference call with Commission Chair Sandra Barry in order to develop an op-ed article to highlight the importance of early detection/early development for Autism Awareness Month in April. In addition, our office secured Dr. Al Mijares, Superintendent of the Orange County Department of Education, as a co-author on this op-ed. The op-ed will be submitted to various media outlets for publication in April.
- Following the Commission's March meeting, Curt Pringle & Associates wrote and distributed a press release regarding the Commission's continued financial commitment to homeless service providers. Our firm distributed the press release to over fifteen media outlets, including the Orange County Register, Los Angeles Times, Orange Coast Magazine, Orange County Business Journal, and OC Metro.
- Curt Pringle & Associates worked on several components of a potential resource guide on services for children with autism that could be available for Autism Awareness Month. In addition, CP&A researched the "Light It Up Blue" campaign for World Autism Awareness Day for future involvement.

Upcoming Activities and Focus:

- Autism Awareness Month, April 2013
- Additional Legislative office visits
- BOE Administrative Fees
- Further engagement with Allergan
- City briefing, City of Fullerton
- City briefing, City of Garden Grove
- On-going efforts for *Essentials for Young Lives* campaign