

FIRST 5 FRESNO COUNTY

ADMINISTERED BY CHILDREN & FAMILIES COMMISSION OF FRESNO COUNTY

Date: Wednesday, February 15, 2017

Lighthouse for Children
2405 Tulare Street
Fresno, CA 93721

Time: 11:30 a.m. – Regular Meeting

AGENDA

ITEM	SUBJECT	PRESENTER
1.	CALL TO ORDER	Chair Pacheco
2.	POTENTIAL CONFLICTS OF INTEREST Any Commission Member who has potential conflict of interest may now identify the item and recuse themselves from discussing and voting on the matter.	Chair Pacheco
3. Pg. 1	CONSENT AGENDA – ITEM 3a See attached Consent Agenda. Overview: These matters are routine in nature and are usually approved by a single vote. Prior to action by the Commission, the public will be given the opportunity to comment on any Consent Item.	Chair Pacheco E. Reyes, E.D.
4. Action Pg. 6	CHAIR APPOINTMENT TO THE LIGHTHOUSE FOR CHILDREN, INC. BOARD OF DIRECTORS Supporting Documents	Chair Pacheco E. Reyes, E.D.
5. Action Pg. 7	FINANCIAL REPORT FOR PERIOD ENDING DECEMBER 2016 Supporting Documents	E. Reyes, E.D. A. Hillis, Staff
6. Action Pg. 12	UNIVERSITY OF CALIFORNIA, SAN FRANCISCO – PRETERM BIRTH INITIATIVE CA FUNDING FOR THE GROUP PRENATAL CARE PROJECT Supporting Document	E. Reyes, E.D. Chia Vue, Staff
7. Action Pg. 14	AGREEMENT RECOMMENDATION WITH CENTRAL CALIFORNIA CENTER FOR HEALTH AND HUMAN SERVICES FOR THE PARENT COUNCIL PROJECT Supporting Document	E. Reyes, E.D. Chia Vue, Staff
8. Action Pg. 16	BIRTH-THROUGH-THIRD GRADE (B3) PHASE TWO PROCUREMENT Supporting Document	E. Reyes, E.D. H. Norman, Staff
9. Action Pg. 18	AGREEMENT RECOMMENDATION WITH RUNYON SALTZMAN, INC FOR A PUBLIC EDUCATION CAMPAIGN Supporting Document	E. Reyes, E.D. E. Campos, Staff
10. Information	EXECUTIVE DIRECTOR REPORT	E. Reyes, E.D.
11.	CLOSED SESSION A. CLOSED SESSION – CONFERENCE WITH LEGAL COUNSEL – Anticipated Litigation Significant exposure to litigation pursuant to § 54956.9(d)(2): Number of cases: 2	Chair Pacheco K. Price, Legal
12. Information	PUBLIC COMMENT Limit two minutes per speaker. Public Comment is also taken on individual agenda items throughout the meeting at the conclusion of each agenda item.	E. Reyes, E.D.
13. Information	ANNOUNCEMENTS / INFORMATION SHARING	Chair Pacheco
14.	ADJOURNMENT	Chair Pacheco
<u>NOTE:</u>	REGULAR MEETING – March 15, 2017 11:30 a.m.	2405 Tulare St. Fresno, CA 93721

NOTE: If you need disability modification or accommodation in order to participate in this meeting, please contact the Commission office at (559) 558-4900 at least 48 hours prior to the start of the meeting. Government Code Section 54954.2(a).

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CONSENT AGENDA

(Any Commissioner may pull any Consent Item for discussion or separate vote.)

ITEM	SUBJECT	PRESENTER
3a. Action Pg. 2	MINUTES FROM JANUARY 18, 2017, REGULAR COMMISSION MEETING Supporting Document	E. Reyes, E.D.

Strategic Initiatives Officer, Monica Ramirez, effective January 18, 2017. This position is in response to the awarded contract by First 5 California for F5FC to be the IMPACT Regional Hub.

As required by the Commission's procurement policies, Reyes reported out the following two executed contracts under \$50,000:

A.L. Chandler Consulting (\$4,450)

Program Name: Life Course Training Framework

Harder+Company Community Research (\$4,160)

Program Name: B3 Meeting and Facilitation Support

Construction activities continue in the shelled space of the Lighthouse for Children's third floor.

Project meeting with Valley Children's Hospital is scheduled for January 23rd to begin the development of the second construction phase of the Lighthouse for Children facility.

Reyes is continuing discussions with University of California San Francisco representatives for the possibility of entering into a partnership to host a Group Pregnancy Care research pilot program at the Lighthouse for Children.

Reyes will meet individually with each Commissioner to share updates from the partnership with the University of California San Francisco – Preterm Birth Initiative CA.

Public Comment: Commissioner Gilbert requested an update on the Lighthouse for Children's' Community Learning Center and the Child Development Center for the next Commission Meeting.

No action required.

12. PUBLIC COMMENT

Public Comment: None heard.

No action required.

13. ANNOUNCEMENTS / INFORMATION SHARING

Public Comment: Commissioner Gilbert mentioned to the new Chair that Commission staff are a great team of professionals and she believes he will enjoy being part of the Commission.

No action required.

10. CLOSED SESSION

No action to report.

11. EXECUTIVE DIRECTOR COMPENSATION

Commissioner Koontz, as a member of the ad-hoc committee for the Executive Director evaluation, recommended a four percent increase to the Executive Director's salary effective January 1, 2017.

Public Comment: None heard.

Motion by: Koontz Second by: Gilbert
Ayes: Gilbert, Koontz, Pacheco
Noes: None heard.

14. ADJOURNMENT

Public Comment: None heard.

Motion by: Koontz Second by: Gilbert
Ayes: Gilbert, Koontz, Pacheco
Noes: None heard.

FIRST 5 FRESNO COUNTY
ADMINISTERED BY CHILDREN & FAMILIES COMMISSION OF FRESNO COUNTY

Regular Business Meeting
February 15, 2017 – 11:30 a.m.

2405 Tulare St.
Fresno, CA 93721

AGENDA ITEM NO. 4

TO: Children & Families Commission of Fresno County

FROM: Emilia Reyes, Executive Director

SUBJECT: Chair Appointment to the Lighthouse for Children, Inc. Board of Directors

RECOMMENDED ACTION:

Appoint and Approve the Chair of the Lighthouse for Children, Inc. Board of Directors.

BACKGROUND:

The adopted Bylaws for the Lighthouse for Children (LFC) state that the initial Board of Directors shall be made up of three Commissioners from the First 5 Fresno County Commission. Specifically, Section 4.03 states that the initial board consists of the chair of the following administrative committees with the Commission: (1) Chair of the Administrative Committee; (2) Chair of the Finance and Program Review Committee. A "Commissioner" shall mean a person serving on the board of the Commission.

The LFC Bylaws, in Section 4.04, read "the Board shall always consist of at least three Commissioners. The board may appoint up to four additional directors; provided, however, that a) at all times the number of Commissioners are to exceed the number of Non-Commissioners, and (b) there shall never be more than four Commissioners serving as directors at any one time."

Current Lighthouse for Children Board of Directors:

Board Chair (Vacant)	First 5 Fresno County Commission Chair
Hugo Morales, Board Secretary	First 5 Fresno County Commissioner
Dawan Utecht	First 5 Fresno County Commissioner
Stacy Sablan	Sablan Legal Services

CONCLUSION:

If approved, the Lighthouse for Children Board of Directors will have an appointed Chair and will be in compliance with its adopted Bylaws.

FIRST 5 FRESNO COUNTY
ADMINISTERED BY CHILDREN & FAMILIES COMMISSION OF FRESNO COUNTY

Regular Business Meeting
February 15, 2017 – 11:30 a.m.

2405 Tulare Street
Fresno, CA 93721

AGENDA ITEM NO. 5

TO: Children & Families Commission of Fresno County
FROM: Emilia Reyes, Executive Director
SUBJECT: Financial Report for Period Ending December 2016

RECOMMENDED ACTION:

Accept financial report for period ending December 31, 2016.

BACKGROUND:

This item is intended to keep the Commission apprised of financial activity as of December 31, 2016 and to provide an opportunity to discuss and review financial activities for the reporting period.

KEY POINTS:

Revenues (36%)

- Prop 10 Revenue (43%) – First 5 California has not yet reported Proposition 10 Revenues for December 2016.
- Investment Income (-39%) – The investment portfolio experienced an unrealized market value loss during the beginning of the fiscal year. This month, however, the investment portfolio received a slight market value gain.

Operating (36%) – All expenses are within budget limits.

- Advertising Expense (83%) – Procurement advertising expenses were incurred and limited expenses in this line item are anticipated in the remainder of the fiscal year.
- Audit Expense (76%) – Payment has been made in full for audit services for period ending June 30, 2016. Due to the re-procurement of auditing services in May of 2016, a cost savings was realized within this line item.

Strategic Plan Investments (48%) - Development of contracts are on target and within budget constraints.

- Health Promotion (85%) – Includes the Commission approved amount for the African Infant Mortality Needs Assessment.
- Multi-Sector Partnerships (90%) – Includes the Commission approved amount for the Lighthouse for Children, Inc. third floor tenant improvements.
- IMPACT Program (100%) – Contract was awarded at the beginning of the fiscal year.

- Accountability and Evaluation (100%) – Evaluation, contract management and technical assistance contracts are awarded at the beginning of the fiscal year.

FY 2016-2017 Service Provider Expenses (17%) – The majority of Service Providers are reimbursed on a quarterly basis. Expenses for quarter two will be reported in the February 2017 financial report as quarter two ended December 31, 2016.

FISCAL IMPACT:

All expenses have been anticipated and are within budget constraints for fiscal year 2016 – 2017.

**FIRST 5 FRESNO COUNTY
FINANCIAL STATEMENT
DECEMBER 2016 (50%)**

Revenues				
	Budget Amounts	Actual Amounts	Variance	Percent Variance
	7/1/2016-6/30/2017	7/1/2016-12/31/16		
First 5 CA IMPACT Revenue	\$1,378,484	\$0	\$1,378,484	0%
Prop 10 Revenue	\$9,781,802	\$4,194,073*	\$5,587,729	43%
Other Revenue	\$329,061	\$82,769	\$246,293	25%
Interest Revenue - County Treasury	\$38,000	\$23,420	\$14,580	62%
Investment Income	\$263,500	(\$101,763)	\$161,737	-39%
Total Revenues	\$11,790,847	\$4,198,499	\$7,388,822	36%

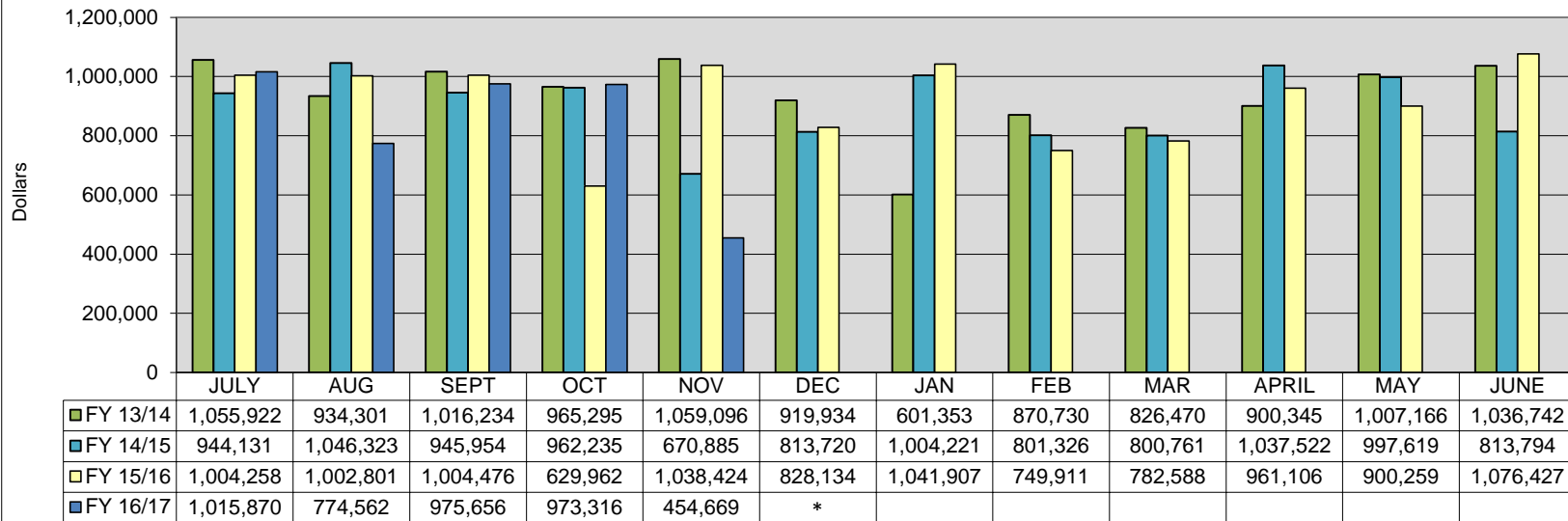
*First 5 California has not yet reported Proposition 10 funds for December 2016.

Operating				
Salary & Benefits				
	Budget Amounts	Actual Amounts	Variance	Percent Variance
	7/1/2016-6/30/2017	7/1/2016-12/31/16		
Salary Expense	\$1,163,781	\$517,293	\$646,488	44%
Payroll Tax Expense	\$111,867	\$44,217	\$67,650	40%
Retirement Expense	\$101,761	\$48,952	\$52,809	48%
Employee Benefits Expense	\$525,000	\$85,473	\$439,527	16%
Worker's Comp. Expense	\$15,605	\$0	\$15,605	0%
Education Allowance	\$5,000	\$0	\$5,000	0%
Total Salaries & Benefits	\$1,923,014	\$695,935	\$1,227,079	36%
Services & Supplies				
Advertising Expense	\$1,500	\$1,248	\$252	83%
Audit Expense	\$30,000	\$22,905	\$7,095	76%
Capital Expense - Computers & Software	\$7,500	\$1,357	\$6,143	18%
Commissioner/Advisory Expense	\$5,250	\$629	\$4,621	12%
Dues & Subscription Expense	\$35,124	\$1,167	\$33,957	3%
Equipment Rental/Maintenance Expense	\$37,926	\$9,572	\$28,354	25%
General & Administrative Expense	\$25,427	\$10,444	\$14,983	41%
Insurance Expense	\$17,218	\$5,039	\$12,179	29%
Materials and Supplies Expense	\$11,750	\$2,264	\$9,486	19%
Office Space Expense	\$97,747	\$67,474	\$30,273	69%
Program Development/Strategic Planning Expense	\$15,000	\$0	\$15,000	0%
Professional Service Expense	\$117,300	\$29,622	\$87,678	25%
Staff Training & Conference Expense	\$28,500	\$5,958	\$22,542	21%
Telephone Expense	\$26,460	\$14,027	\$12,433	53%
Local Travel Expense	\$8,100	\$595	\$7,505	7%
Total Services & Supplies	\$464,802	\$172,301	\$292,501	37%
Total Operating	\$2,387,816	\$868,236	\$1,519,580	36%

Strategic Plan Investments (Contract Awards)				
	Budget Amounts	Actual Amounts	Variance	Percent Variance
Strategic Plan Investments				
Tier 1: Children and Families				
Goal 1 - Health Promotion	\$390,000	\$330,410	\$59,590	85%
Goal 2 - Early Learning	\$740,406	\$0	\$740,406	0%
Goal 3 - Strong Families	\$442,344	\$25,000	\$417,344	6%
Total Tier 1	\$1,572,750	\$355,410	\$1,217,340	23%
Tier 2: Community Partners				
Early Childhood Partner Capacity Building	\$266,149	\$17,150	\$248,999	6%
Total Tier 2	\$266,149	\$17,150	\$248,999	6%
Tier 3: Early Childhood System of Care				
Birth to Third Grade Community Partnerships	\$469,272	\$0	\$469,272	0%
Community Relations	\$766,000	\$187,835	\$578,165	25%
Multi-Sector Partnerships	\$302,592	\$271,398	\$31,194	90%
Total Tier 3	\$1,537,864	\$459,233	\$1,078,631	30%
First 5 CA IMPACT Initiatives				
IMPACT Program	\$826,595	\$826,595	\$0	100%
IMPACT Regional Hub Program	\$551,889	\$124,362	\$427,527	23%
Total First 5 CA IMPACT Initiatives	\$1,378,484	\$950,957	\$427,527	69%
Accountability and Evaluation				
Accountability Services	\$340,000	\$340,000	\$0	100%
Evaluation Services	\$645,000	\$645,000	\$0	100%
Total Accountability and Evaluation	\$985,000	\$985,000	\$0	100%
Total Strategic Plan Investments	\$5,740,247	\$2,767,750	\$2,544,970	48%
Operations Contingency Fund	\$1,000,000	\$1,000,000	\$0	100%
Total First 5 Fresno County Budget	\$9,128,063	\$4,635,986	\$4,064,551	51%

FY 2016-2017 Service Provider Expenses				
	Budget Amounts	Actual Amounts	Variance	Percent Variance
Tier 1: Children And Families	\$5,965,579	\$1,534,665	\$4,430,913	26%
Tier 2: Community Partners	\$2,222,179	\$46,005	\$2,176,174	2%
Tier 3: Early Childhood System of Care	\$3,916,264	\$418,497	\$3,497,767	11%
Accountability and Evaluation	\$981,064	\$267,568	\$713,496	27%
Total Service Provider Expenses	\$13,085,085	\$2,266,735	\$10,818,350	17%

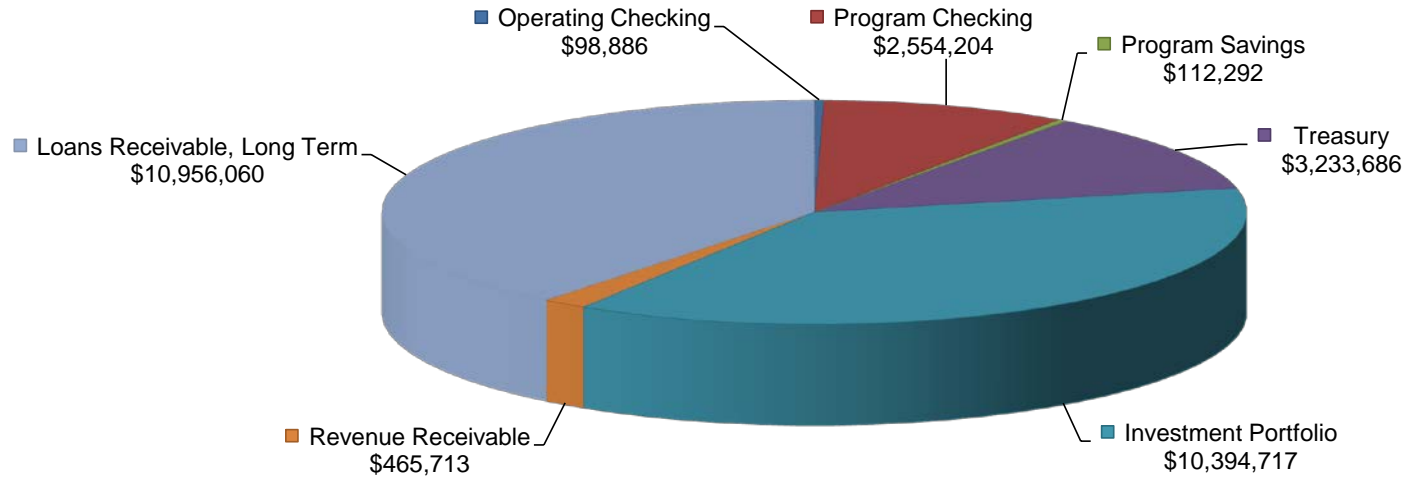
MONTHLY PROPOSITION 10 REVENUE COMPARISON



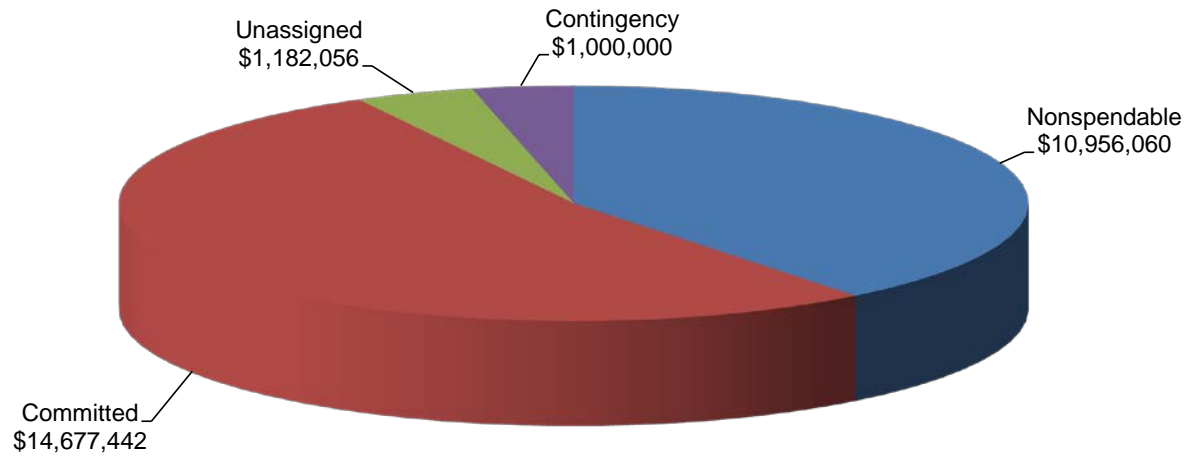
*First 5 California has not yet reported Proposition 10 funds for December 2016.

FIRST 5 FRESNO COUNTY
BALANCE SHEET
DECEMBER 2016

ASSETS



FUND BALANCE



FIRST 5 FRESNO COUNTY
ADMINISTERED BY CHILDREN & FAMILIES COMMISSION OF FRESNO COUNTY

Regular Business Meeting
February 15, 2017 – 11:30 a.m.

2405 Tulare St.
Fresno, CA 93721

AGENDA ITEM NO. 6

TO: Children & Families Commission of Fresno County

FROM: Emilia Reyes, Executive Director

SUBJECT: University of California, San Francisco - Preterm Birth Initiative CA Funding for the Group Prenatal Care Project

RECOMMENDED ACTION:

Approve staff to enter into negotiations with the University of California, San Francisco (UCSF) – Preterm Birth Initiative CA (PTBi-CA) to implement Group Prenatal Care Demonstration Project at the Lighthouse for Children.

BACKGROUND:

In January 2015, First 5 Fresno County (F5FC) commissioned an African American Infant Mortality (AAIM) Needs Assessment to better understand social determinants of infant mortality and develop recommendations designed to promote equitable health outcomes for African American children born in Fresno County. One of the key recommendations was to pilot a group prenatal care project for African American women to improve access to quality prenatal care.

The goals of group prenatal care are to empower women to take vested interest in their prenatal care experience, learn about pregnancy and childbirth, and build a deep sense of support and community. This model has shown to be an effective intervention to improve birth outcomes in other communities.

Partnering with the PTBi-CA and Fresno State's Central Valley Health Policy Institute, this project will include a two-phased approach. Phase 1 will comprise of planning, recruitment of patients and implementation of the project for 18 months. Phase 2 will launch a rigorous evaluation through a randomized control trial (RCT, Y3-Y5), including 100% participation of identified patients and physician providers.

On January 24, 2017 the Commission's Finance and Program Review Committee reviewed, discussed and recommended this item move forward for full Commission consideration.

Alignment with 2013-2020 Strategic Plan: The proposed project supports the Commission's overall goal of ensuring healthy development of young children and their families, directly aligning with Tier 1: Children and Families - Goal 1: Health Promotion.

Short-term goal(s) and long-term outcomes: If approved, Commission staff will negotiate to receive funds from UCSF PTBi-CA and assume the lead role for implementing the group prenatal care demonstration project. This includes, but is not limited to, developing, executing

and monitoring the subcontract agreement for the evaluation and hiring staff to coordinate and oversee the implementation of the project.

The long term intended outcome is to demonstrate feasibility and acceptability of a new model that is effective, sustainable, and replicable, with a focus on addressing psychological and social determinants of health for Medi-Cal enrolled women in Fresno County.

Fiscal Impact: Staff is currently in contract development negotiations with PTBi-CA and it is anticipated the amount received from PTBi-CA will be approximately \$3.1 million for 4.5 years, however, the final dollar amount is subject to change. F5FC will provide an in-kind contribution to include the use of the Community Learning Center at the Lighthouse for Children facility, one Full Time Equivalent (FTE) AmeriCorps member, administrative staff time and program supplies.

CONCLUSION:

If approved, staff will finalize negotiations with UCSF & PTBi-CA representatives to launch implementation of the project as outlined in this report. This project presents a unique opportunity for Fresno County to demonstrate effectiveness of group prenatal care model in addressing the social determinants of health and use research to promote policy change for women enrolled in Medi-Cal health insurance in Fresno County.

FIRST 5 FRESNO COUNTY
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Regular Business Meeting
February 15, 2017 – 11:30 a.m.

2405 Tulare St.
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AGENDA ITEM NO. 7

TO: Children & Families Commission of Fresno County

FROM: Emilia Reyes, Executive Director

SUBJECT: Agreement Recommendation with Central California Center for Health and Human Services for the Parent Council Project

RECOMMENDED ACTION:

Approve an agreement with the Central California Center for Health and Human Services at California State University, Fresno to establish the Parent Council in an amount not to exceed \$125,000 for 16 months.

BACKGROUND:

In January 2015, First 5 Fresno County (F5FC) commissioned an African American Infant Mortality (AAIM) Needs Assessment to better understand social determinants of infant mortality and develop recommendations aimed at promoting equitable health outcomes for African American children born in Fresno County. One of the key recommendations was to establish a Parent Council to expand community engagement in the promotion of health and wellbeing of mothers and their families.

The intent of the Parent Council is to reduce isolation and 1) provide an on-ramp for parent engagement in the Pre Term Birth initiative (PTBi), 2) support mothers at risk for preterm birth or who have experienced adverse birth outcomes, and 3) learn about their experience and interrelated risk factors (e.g., economic, racial, social, health, environmental).

Staff recommends an agreement with Fresno County Preterm Birth Collective Impact Initiative (Fresno County PTBi), housed at Central California Center for Health and Human Services at California State University, Fresno, to leverage resources and accelerate Fresno County's PTBi effort to partner with African American parents.

On January 24, 2017 the Commission's Finance and Program Review Committee reviewed, discussed and recommended this item move forward for full Commission consideration.

Alignment with 2013-2020 Strategic Plan: The proposed project supports the Commission's Tier 1: Children and Families - Goal 1: Health Promotion to support the healthy development of young children and their families.

Short-term goal(s) and long-term outcomes: Short term goals include: a) the formation of an advisory group to ensure the Parent Council design effectively addresses the needs of the African American families; b) expansion of outreach efforts to increase the number of African American parents to participate in the Parent Council and support their engagement in PTBi

steering committee and other workgroups; and c) Parent Council staff participation in meetings with other AAIM partners to work with local community “experts” on social and economic issues impacting racially, ethnically, and culturally diverse communities.

The long term intended outcome is to ensure these efforts inherently support authentic community engagement, make a sustainable positive impact on improving preterm births and infant mortality rates in Fresno County, and strengthen partnerships with community and government organizations that address the health needs of women, children, and their families.

Procurement: In accordance with the Commission’s procurement policies and procedures, a Sole Source procurement was utilized. PTBi-CA is a multi-year \$100 million initiative working to reduce the burden of prematurity in California, specifically in three communities: San Francisco, Oakland and Fresno. PTBi-CA partners with researchers, clinicians, public health experts and communities to address health disparities that contribute to prematurity among those at highest risk of preterm birth – women of color and lower income. Fresno County PTBi has already identified the establishment of a mother’s council as one of the viable strategies for addressing the complexity of preterm birth in Fresno County. This presents a unique opportunity to leverage resources through Fresno County PTBi and align efforts to achieve greater impact for improving the health and wellbeing of mothers and their families across Fresno County. The Sole Source mechanism is warranted given the capabilities, qualifications and resources of Fresno County PTBi are so unique no other vendor may comparably meet the Commission’s needs to implement this key recommendation from the AAIM needs assessment.

Fiscal Impact: Funds for the implementation of the African American Needs Assessment recommendations were allocated by the Commission during the January 20, 2016 Commission Meeting. Funds are allocated from the 2015 – 2017 Approved Two Year Budget, Tier 1 – Children and Families: Goal 1 – Health Promotion line item in an amount not to exceed \$125,000.

CONCLUSION:

If approved, staff will collaborate closely with Fresno County PTBi to launch implementation of the Parent Council as outlined in this report. By partnering with Fresno County PTBi, the Commission intends to achieve a deeper impact in improving adverse health outcomes in Fresno County. Directly aligning efforts maximizes existing partnerships and resources that work toward a common goal.

FIRST 5 FRESNO COUNTY
ADMINISTERED BY CHILDREN & FAMILIES COMMISSION OF FRESNO COUNTY

Regular Business Meeting
February 15, 2017 – 11:30 a.m.

2405 Tulare St.
Fresno, CA 93721

AGENDA ITEM NO. 8

TO: Children & Families Commission of Fresno County

FROM: Emilia Reyes, Executive Director

SUBJECT: Birth-Through-Third Grade (B3) Phase Two Procurement

RECOMMENDED ACTION:

Approve the development and release of the B3 Phase Two procurement, in a total amount not to exceed \$2 million for two years.

BACKGROUND:

In 2012 First 5 Fresno County (F5FC), in partnership with Fresno County Superintendent of Schools, the David and Lucile Packard Foundation and Early Edge California launched the Fresno County Birth-Through-Third Grade Initiative (B3). The first phase of the B3 initiative centered on partnerships with five school districts (Central Unified, Firebaugh-Las Deltas Unified, Fowler Unified, Fresno Unified and Kings Canyon Unified) committed to raising the percentage of students reading on grade level by third grade through integrated systems, quality educators and increased family and community engagement. The five school district partnership agreements will term on June 30, 2017.

In 2016 F5FC and its partners commissioned Harder+Company Community Research to conduct a B3 Exploratory Study to identify lessons learned and opportunities to sustain and scale the model in Fresno County. The study highlighted the commitment of districts to continue the program and system changes made as part of B3 and a need for continued support from F5FC to strengthen connections between districts and early childhood service providers.

The findings from the study served as the foundation for a series of planning meetings including representatives from the David and Lucile Packard Foundation, Fresno County Superintendent of Schools and First 5 Fresno County. Over the course of two months, the planning group met to identify potential strategies for future F5FC investments to promote a stronger early childhood system of care.

To this end, staff is seeking approval to develop and release a procurement opportunity for the second phase of B3, focused on building partnerships and connections within and between local education agencies and organizations serving children ages 0-5 in Fresno County. The procurement would support the integration of systems serving children and families, champion best practices in early childhood, and build an effective network of support for children and families throughout Fresno County primarily by creating staff positions to serve as integrators within large, multi-department agencies such as a local education or public agency.

On January 24, 2017 the Commission's Finance and Program Review Committee reviewed, discussed and recommended this item move forward for full Commission consideration.

Alignment with 2013-2020 Strategic Plan: The proposed funding opportunity aligns with Tier 3: Early Childhood System of Care – Goal 5: Early Childhood Systems and Network Improvement.

Short-term goal(s) and long-term outcomes: If approved, Commission staff will develop a procurement intended for release in March 2017. Staff will follow the Commission's Programmatic Procurement Policies and Procedures to review and recommend qualified agencies/organizations for consideration. Staff will work to present funding recommendations to the Commission in June 2017. The long-term outcome of this proposed procurement is to focus F5FC's investments on connecting local education agencies and early childhood service providers to establish a robust and effective system of care for all young children and families in Fresno County.

Fiscal Impact: Funding has been allocated from the Commission's 2015-2017 Approved Two Year Budget: Strategic Plan Investments – Tier 3: Early Childhood Systems of Care – Goal 5: Early Childhood Systems and Network Improvement in an amount not to exceed \$2 million. This procurement opportunity will require matching funds to promote sustainability.

CONCLUSION:

If approved, staff will develop a procurement mechanism and release in March 2017 to bring funding recommendations for approval by the Commission in June 2017. The proposed procurement is targeted on improving connections within and between agencies serving young children and builds upon F5FC's initial investment in B3. If this item is not approved, then 2017 will mark the conclusion of F5FC's Birth-Through-Third Grade investments which may jeopardize the opportunity to build upon current community momentum around systems integration and collaboration, in part due to the work of the original B3 initiative.

FIRST 5 FRESNO COUNTY
ADMINISTERED BY CHILDREN & FAMILIES COMMISSION OF FRESNO COUNTY

COMMISSION MEETING
February 15, 2017 – 11:30 a.m.

2405 Tulare St.
Fresno, CA 93721

AGENDA ITEM NO. 9

TO: Children & Families Commission of Fresno County

FROM: Emilia Reyes, Executive Director

SUBJECT: Agreement Recommendation with Runyon Saltzman, Inc. for a Public Education Campaign

RECOMMENDED ACTION:

Approve an agreement with Runyon Saltzman, Inc. to plan, develop and manage a Public Education Campaign in a total amount not to exceed \$500,000 for two years.

BACKGROUND:

In February 2016, the Commission updated its Communications Plan to be in congruence with the Commission's Strategic Plan. One of the goals of the 2016-2020 Communications Plan was to increase public education and awareness of early childhood development with clear and consistent messaging to increase reach to targeted populations.

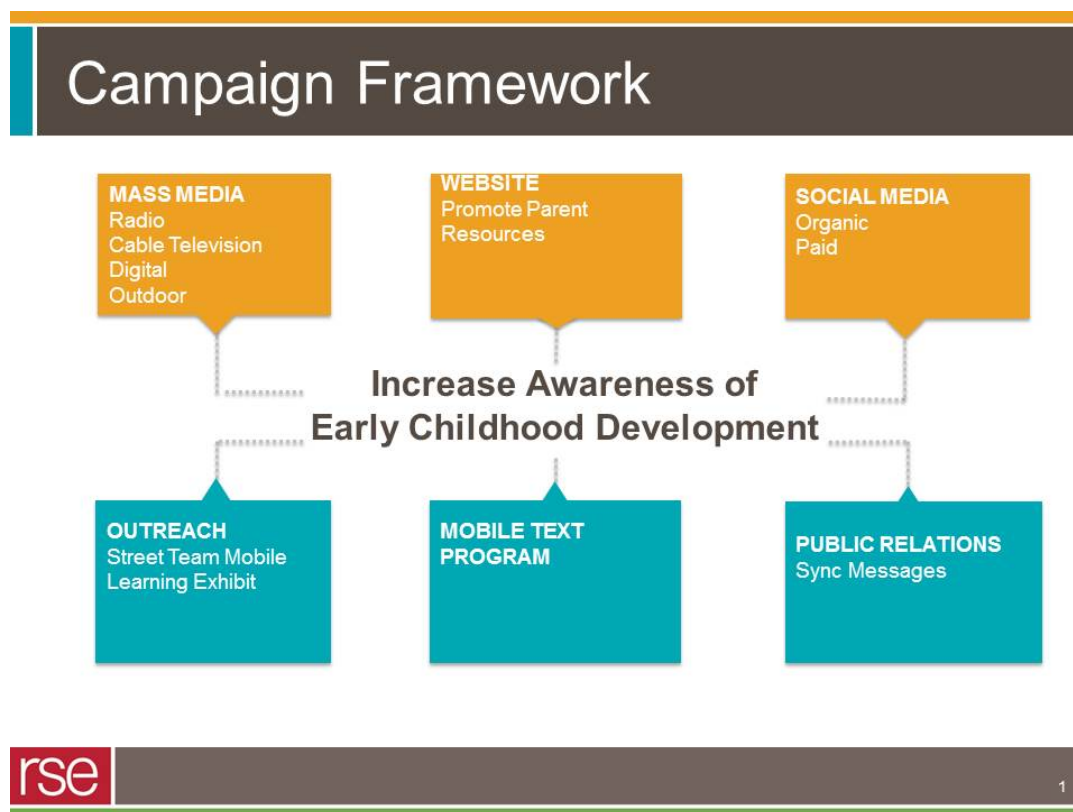
First 5 Fresno County released a Request for Proposals (RFP) procurement opportunity in November 2016 to solicit proposals for a comprehensive Public Education Campaign. Through this competitive process, Runyon Saltzman, Inc. was the firm selected for full Commission consideration to plan, develop and manage a two year public education campaign around the following key objectives detailed in the RFP:

1. Increase awareness of early childhood development topics among Fresno County residents and emphasize the importance of positive parent and adult interactions in a child's first 5 years.
2. Use strategic communication methods to effectively target and reach Fresno County's diverse population, geographic regions and ethnic communities.
3. Identify and implement a broad range of new and emerging media strategies and technology to reach and educate Fresno County residents about the importance of the first 5 years of life.
4. Reinforce the brand of the Commission as a reliable source of information for children ages 0 to 5 and their families.

Runyon Saltzman, Inc. was founded in 1960 and the full-service agency offers a wealth of expertise in multiple disciplines and practices in communications, including social marketing, advertising, public relations, digital marketing, social media, and branding to name a few. The firm has led successful social marketing campaigns throughout the Central valley and California

directed at hard-to-reach diverse populations. Their work is closely aligned with public policy issues and designed to influence attitudes and behavior.

Runyon Saltzman, Inc. has proposed a multi-media Public Education Campaign that is firmly grounded in people, events and services through English, Spanish and Hmong messages targeting adults ages 18-44. The messages will be crafted to ensure they are meaningful, relevant, and delivered through appropriate and effective channels. To support the paid media buy, Runyon Saltzman's plan includes added value and bonus media placement in a total of approximately \$149,000. Highlights of the Campaign Framework are depicted below:



On January 24, 2017 the Commission's Finance and Program Review Committee reviewed, discussed and recommended this item move forward for full Commission consideration.

Alignment with 2013-2020 Strategic Plan: The Public Education Campaign directly aligns with Tier 3: Early Childhood Systems of Care – Goal 5: Early Childhood Systems and Network Improvement resulting in a wide variety of partnerships that will strengthen community networks and broaden F5FC's reach in Fresno County.

Short-term goal(s) and long-term outcomes: If approved, the contract period will be from March 1, 2017 through February 28, 2019. Campaign planning, creative development and production will take place through the spring with the goal of an official public education campaign launch in the summer 2017. The long-term outcomes of this contract include an increase of public education and awareness about early childhood development, the critical role of positive parenting and offer actions for parents and caregivers to support the healthy development of their children.

Fiscal Impact: Funding has been allocated from the Commission 2015-2017 Approved Two Year Budget: Strategic Plan Investments – Tier 3: Early Childhood Systems of Care – Goal 5: Early Childhood Systems and Network Improvement from the Community Relations line item in an amount not to exceed \$500,000 for one two-year contract. Based on performance, need and the availability of funds, F5FC reserves the option to extend the term and conditions for up to

two additional years with dollar amount determined by the Commission's 2017-2019 Approved Agency Budget.

CONCLUSION:

If approved, staff will finalize the agreement with Runyon Saltzman, Inc. to begin on March 1, 2017. This Campaign will help raise the Commission's profile, build awareness of early childhood development and emphasize the importance of positive parent and adult interaction in a child's first 5 years. If this item is not approved, there would be a delay in implementing one of the major recommendations in the Commission's 2016-2020 Communications Plan as well as a delay in having localized efforts of public education and awareness on early childhood development and positive parenting in the first 5 years of life.