

FIRST 5 LA

SUBJECT:

Renewal of the Los Angeles County Children’s Planning Council (CPC) Strategic Partnership with First 5 LA

RECOMMENDATION:

1. **Approval to renew the CPC strategic partnership with First 5 LA for up to \$4,250,000 million dollars from the Cross-Cutting Approaches (CCA) allocation for a period of four years from October 1, 2007 to September 30, 2011. This partnership renewal includes the following agreements:**
 - **Continuing the development of the CPC SPA/AIC Council infrastructure to further expand the community organizing and engagement efforts throughout the councils**
 - **Strengthening the participation of diverse ethnic communities, including parent and resident involvement, in each of the SPA/AIC Councils to better reflect the demographics of Los Angeles County**
 - **Integrating new technologies in the SPA/AIC Councils to further enhance data collection to enhance better informed policy decisions impacting children and families**
 - **Implementing the Community Building Institute (CBI) to increase parent leadership in SPA/AIC Councils**

2. **Approve a progressive match requirement of 10% each year after the first year as shown below:**

	Total Budget	First 5 LA Funds	CPC Match
Year 1- 0% Match	\$1, 250, 000	\$1, 250, 000	-
Year 2-10% Match	\$1, 250, 000	\$1, 125, 000	\$125, 000
Year 3-20% Match	\$1, 250, 000	\$1, 000, 000	\$250, 000
Year 4-30% Match	\$1, 250, 000	\$ 875, 000	\$375, 000
	\$5,000, 000	\$4, 250, 000	\$750, 000

3. **Authorize staff to negotiate the Scope of Work (SOW) including evaluation and accountability plan, budget, and contract of the strategic partnership with CPC’s Executive staff.**

BACKGROUND:

On June 14, 2007, staff presented a discussion item to the Board on the Sunsetting Review of the CPC Strategic Partnership to provide insight into the review process as well as to establish an agreement on the continuation of this strategic partnership (Appendix 1). As presented and discussed at the June Board meeting, the CPC Sunsetting Review, which includes both staff and Commissioner Liaison participation, indicates that CPC has achieved significant milestones established in its SOW with the Commission and has been in compliance overall in terms of financial and programmatic criteria.

CPC’s work has been in alignment with the First 5 LA Strategic Plan and the revised Programmatic and Fiscal Policies particularly in relation to the Commission’s interest in capacity building, systems improvement, sustainability, data and policy. These approaches are the

cornerstones of the Cross-Cutting Approaches (CCA) Conceptual Framework also approved by the Board in June.

The agreements for the continued partnership are being recommended based on the analysis of the CPC Sunsetting Review made by the Commissioner Liaisons and by staff. This includes agreements about the strategic role of the SPA/AIC Council system and their community organizing role in LA County for future First 5 LA investments and the importance of the SPA/AIC Councils to provide capacity building for local neighborhoods and parents for the overall purpose of improving countywide child outcomes. In addition, the work of CPC is in alignment with the overall goal of the CCA:

Support the conditions that promote family-centered communities that:

- *Are safe, secure and nurturing places for families to live, learn, work, and play within;*
- *Maximize and strengthen a family's ability to be resilient and able to fully support their child's optimal emotional, cognitive, and physical development.*

Therefore, a continued partnership with CPC is recommended as part of the larger work of the CCA.

DISCUSSION:

Staff is recommending a continued CPC strategic partnership built upon four agreements: (1) Further development of the SPA/AIC Council system, (2) ethnic diversification of the SPA/AIC Council system, (3) the use of new technologies to enhance the SPA/AIC Council system, (4) strengthening of the Community Building Institute (CBI). Staff is also recommending an allocation with a progressive match.

These four agreements align with the CPC 2007-2009 Strategic Plan (Appendix 2) which focuses on building the capacity of local communities through the SPA/AIC Council infrastructure and their desired outcomes in general. SPA/AIC Councils need to continue to expand and strengthen their connection with a wider range of stakeholders in the community and County agencies. This reach creates and empowers a broader set of stakeholders and County agencies to potentially affect change in their culture of operation with local communities such that members of the community are included in the decision making about important resources delivered to children and families. Therefore, each of these four agreements aligns with the CCA concept of involving families to build new models of interaction within institutions and other stakeholders in local communities. As outlined below, each of these four agreements support the outcomes and strategies from CCA conceptual framework and elements from the CPC Strategic Plan which identifies their program goals, objectives, and desired outcomes:

Agreement #1a: Continue the development of SPA/AIC Council infrastructure.

Rationale: The development of a more homogeneous operational and administrative system throughout the SPA/AIC network infrastructure will facilitate more effective interaction between county agencies, community service providers, funders, educational institutions, parents and families for the benefit of children in those communities. CPC's Strategic Plan reinforces this agreement: *Based on the work of the SPA/AIC Councils over the last four years, we know that parents, residents, and young people throughout Los Angeles County have the interest, passion, and commitment to be leaders in their neighborhoods, and want to partner with government and others to shape their own destinies.* The SPA/AIC Councils are invested in organizing and mobilizing local stakeholders so that every single neighborhood is built up to its highest potential.

Link to CCA: This agreement aligns with Outcome #1: Improved social connections within and across families, community members, and organizations.

Agreement #1b: Expansion of the community organizing efforts through the SPA/AIC Councils.

Rationale: The SPA/AIC Councils connect local parents and community members with stakeholders in the community and neighborhoods. SPA/AIC Councils have empowered communities and families to advocate for change and transformation in their communities. It is also in alignment with Goal 2 of CPC's Strategic Plan that states: *Our experience is that people in the neighborhood are more effective social change agents and that they have the answers to what is needed to live in healthy and thriving communities. And we believe that people in government or social service agencies—as public servants—should work collaboratively and in partnership with community members to develop solutions to community members to develop solutions to difficult problems.*

Link to CCA: This agreement aligns with Outcome #1: Improved social connections within and across families, community members, and organizations.

Agreement #2: Increase the participation of diverse ethnic communities within the SPA/AIC Council system.

Rationale: The changing ethnic composition and diversity of LA County requires that ethnic representation at each SPA/AIC council reflects the demographics of each SPA. This should include staff, volunteers, community members, faith communities, and agencies working with different ethnic groups.

Link to CCA: This agreement aligns with Outcome #2: Improved integrated child and family services that are accessible and culturally appropriate.

Agreement #3a: Integration of new technologies in the SPA/AIC Councils to enhance data collection.

Rationale: The use of new technologies to collect and process data will facilitate the SPA/AIC Councils to measure the impact of their work. New technologies will assist councils to process daily data collection for analysis and to assess performance measurements and desired outcomes. Furthermore, the use of new technologies will improve key CPC data products such as the Scorecard and expand development of community networks.

Link to CCA: This agreement aligns with Outcome #3: Improved integrated data systems for community knowledge management and utilization.

Agreement #3b: Increase and promote the use of technology to educate and advocate on behalf of children and families.

Rationale: New technologies will facilitate the dissemination of information in local communities around the SPA/AIC Councils. The development of virtual communities, centered on the councils, will empower community members that have been left behind in the technological race. New technologies will elevate the level of advocacy in each of the SPA/AIC Councils in order to impact new policies affecting children and families.

Link to CCA: This agreement aligns with Outcomes #1 and #3: Improved social connections within and across families, community members, and organizations and improved integrated data systems for community knowledge management and utilization.

Agreement #4: Launching of the Community Building Institute (CBI) to develop the capacity of parents, residents, and institutional partners to build community and strengthen partnerships that improve the lives of children and families.

Rationale: The CBI is a key piece in the community capacity efforts of the Commission’s partnership with CPC. It will provide multiple training tracks at different levels (parents, youth, institutions, and staff and volunteers). The CBI will tailor training to increase the capacity of a range of diverse stakeholder groups.

Link to CCA: This agreement aligns with Outcome #1: Improved social connections within and across families, community members, and organizations.

Budget: The renewed CPC budget projects a four year scenario that will align it with the timeline of CCA, P-3 focus area, and the subsequent First 5 LA Strategic Planning efforts. Staff is recommending allocating \$4,250,000 dollars from the CCA to support efforts across the four agreements along with an accountability and evaluation plan. Staff also recommends establishing a progressive match requirement of 10% each year after the first year which would account toward a total match amount of \$750,000 dollars. This progressive match is based on the Commission’s expectation of its strategic partners, contractors, and grantees to develop a sustainability plan beyond the funding provided by First 5 LA. These funds can be used to invest in such activities as community engagement training resources and technological enhancements within the SPA/AIC Council system, development of the CBI curriculum that includes multiple training tracks, e-advocacy training for parents and community stakeholders, community asset mapping, the Scorecard, and other relevant activities related to the four agreements. The table below details the distribution of this allocation in relation to the match requirements:

	Total Budget	First 5 LA Funds	CPC Match
Year 1- 0% Match	\$1, 250, 000	\$1, 250, 000	-
Year 2-10% Match	\$1, 250, 000	\$1, 125, 000	\$125, 000
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	\$5,000, 000	\$4, 250, 000	\$750, 000

These new funds to CPC and the required match will expand CPC’s work across the four agreements during the course of four years and strategically position it to further increase a countywide commitment to positive child outcomes and to promote sustainability. Moreover, this progressive match requirement will enable and support CPC’s efforts to diversify its funding streams in accordance with its Strategic Plan:

How to sustain the work is a core operational concern. The CPC Foundation Board is charged with the responsibility of developing a strategic development plan that ensures the long-term sustainability of the organization, as well as with assisting the CEO in identifying and pursuing new fund-raising opportunities.

Staff has developed the funding recommendation based on an analysis of the current CPC strategic partnership budget and related programmatic activities of the past five years, cost estimates of potential activities across the above mentioned agreements, and information gathered from a meeting of the Sunsetting Review with Commissioner Liaisons. As mentioned, the budget will be applied across the four agreements and the accountability and evaluation plan during the four years of Commission funding. CPC’s match of \$750,000 dollars may include in-kind support.

Accountability and Evaluation. The Commission and CPC will establish an agreement on the design of an evaluation and accountability plan to capture the mechanics of implementing project-level accountability and evaluation when staff negotiates the SOW for this partnership. The Commission’s revised evaluation and accountability framework was approved on November 2006.

Following approval of this continued partnership with CPC, staff in collaboration with CPC's executive staff and the participation of SPA/AIC Council members and stakeholders will begin development of a comprehensive SOW (including an accountability and evaluation plan) in addition to the contract and budget. Development of this SOW may include community interviews, community forums, and stakeholder meetings to clearly delineate the desired outcomes.

Staff has prepared this funding recommendation consistent with the Commission's new policy on AB 109/SB 35.

For Office Use

Board Action Taken:

Approved: Yes No Further Discussion

Referred to Committee/Work Group: _____

APPENDIX 1

APPENDIX 2