

SUMMARY ACTION MINUTES

AMENDED and APPROVED: 06-10-10

FIRST 5 LA

SUMMARY ACTION MINUTES

Commission Meeting

May 13, 2010

**COMMISSIONERS PRESENT:**

**Commissioners:**

William Arroyo (Alternate)  
Jonathan Fielding  
Neal Kaufman  
Evangelina Stockwell  
Carolyn Wilder

**Ex-Officio Commissioners:**

Duane Dennis  
Deanne Tilton  
Harriette Williams

**COMMISSIONERS ABSENT:**

**Commissioners:**

Alma Martinez [Excused]  
Gloria Molina (Chair) [Excused]  
Marv Southard (Vice Chair) [Excused]

**STAFF PRESENT:**

Evelyn V. Martinez, Executive Director  
Carol Baker, Director of Public Affairs  
Yolanda Bosch, Director of Grants Management  
& Legal Compliance  
Tracey Hause, Director of Finance  
& Information Technology  
Armando Jimenez, Director of Research & Evaluation  
Teresa Nuno, Director of Planning & Development  
Maria Romero, Executive Assistant

**LEGAL COUNSEL:**

Craig Steele, Attorney-at-Law

**CALL TO ORDER / ROLL CALL:**

1. Acting Commission Chair Arroyo called the meeting to order at 1:34 pm. Quorum was present.

**CONSENT CALENDAR: (Items 2 – 3)**

2. Approval of Commission Meeting Minutes – Thursday, April 8, 2010

M/S (Jonathan Fielding / Neal Kaufman)

APPROVED AS RECOMMENDED

3. Approval of Monthly Financials – March, 2010

M/S (Jonathan Fielding / Neal Kaufman)

APPROVED AS RECOMMENDED

**COMMISSION: (Items 4 – 11)**

4. Announcements by the Commission Chair

**NONE**

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**NOTE: Item 7 was discussed out of order, following Item 4 and prior to Item 5.**

7. Approval of Motion to Provide Transition Funding to Preserve the Black Infant Health Program

**NOTE: Due to a conflict of interest, Commissioner Fielding recused himself from participating in the discussion and subsequent vote of this agenda item.**

Commissioner Carolyn Wilder welcomed Supervisors Mark Ridley-Thomas and Zev Yaroslavsky, who addressed the Commission in support of the motion to preserve funding to the Black Infant Health Program.

Both Supervisors expressed their strong interest in the continuation of the support of the Black Infant Health Program in hopes that the Commission would be supportive of the recommendation passed by the LA County Board of Supervisors. Supervisor Ridley-Thomas commented that they did not see the continued funding the Black Infant Health Program as setting precedent as similar action is being taken in other parts of California, from Kern County, Solano County, San Mateo County and San Diego County.

Supervisor Ridley-Thomas commented that the Black Infant Health Program has had a material impact in the communities from the Antelope Valley, San Fernando Valley, San Gabriel Valley, downtown south Los Angeles and the South Bay. The LA County Board of Supervisors recognizes the work of the Commission with respect to the Healthy Births Initiative that is being augmented by the specific work of the Black Infant Health Programs. It seemed to both Supervisors that such a trend needed to continue moving in the proper direction of decreasing the anomalies that are very real with respect to this demographic. Supervisor Ridley-Thomas commented that the action being asked of the Commission was appropriately justified and is defensible.

Supervisor Yaroslavsky urged the Commission to approve the funding for the LA County Black Infant Health Program. The African-American mortality rate in Los Angeles County is about twice as high as the overall County rate. In looking at the map of Los Angeles County, there are pockets of African-American families residing everywhere, including the San Fernando and San Gabriel Valleys. The Black Infant Health Program has served thousands of people who are in need of this service. In the San Fernando Valley, over 2,500 African-American families have been served with 260 pregnant women receiving direct services. The Black Infant Health Program fell victim to State budget cuts, wiping out funds that were needed to draw down federal matching funds and address disparities in birth outcomes among African-American women.

The LA County Board of Supervisors last year and again this year, has asked the Commission for financial assistance to continue this life-changing and life-saving program. Supervisor Yaroslavsky thanked the Commission for its support last year and was hopeful that the Commission would continue to do the same this year. The State is not including any funds for the Black Infant Health Program in the next fiscal year and the program is facing a sharp reduction in services to African-American babies and families across LA County unless funding is continued in some manner for this evidence-based program. Other First 5 County Commissions have invested funds in Black Infant Health Programs meeting their mission of having all young children born healthy and raised in nurturing environments. Drawing from experience as Commission Chair, Supervisor Yaroslavsky stated that the investment the Commission made in the health care of children ages 0 to 5 years is one of the greatest achievements of the Commission and of LA County. This is a small part of that general objective of providing quality

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health outcomes from children ages 0 to 5 years. All the funds that are invested in the Black Infant Health Program are funds that are invested in children ages 0 to 5 years. Supervisor Yaroslavsky stated that the Black Infant Health Program deserved the support of the Commission. He also stated that he understood the reticence of trying to backfill programs that have been cut by the State. Typically, he said that he was not a supporter of backfilling programs that have been cut by the State but programs such as the Black Infant Health Program cannot be one to fall through the cracks. This Black Infant Program is nominal in cost, the target population is easily identifiable, and there is an infrastructure in place throughout the County to provide services.

Both Supervisors Ridley-Thomas and Yaroslavsky pledged to the Commission that the Black Infant Health Program would not keep coming back to request funding. This would not be fair and both Supervisors will work to figure out a way to sustain the Black Infant Health Program without having to come back to the Commission year after year for funding.

Funding the Black Infant Health Programs would not jeopardize the other programs on the Commission's docket. Supervisor Yaroslavsky urged the Commission to approve the funding request for the Black Infant Health Program.

Commissioners were presented with information regarding invoices and payments made to the Black Infant Health from the Program Coordinators of Long Beach and Pasadena. The Department of Public Health also presented information regarding services rendered.

Commissioner Stockwell expressed a concern over equity and fairness. Commissioner Stockwell further commented that the Commission was a steward of public funding that was typically awarded through a transparent and competitive process. She further stated that she did not have a problem with the initial funding request because it was to have been a one-time request.

Commissioner Stockwell asked what were the legal implications or consequences of voting in favor of this funding request.

Commissioner Kaufman commented that he agreed with Commissioner Stockwell that the issue of transparency and fairness was critical. However, he viewed the Black Infant Health Program as a vital program asking for support from the Commission due to State budget cuts.

Legal Counsel Steele commented that the Commission has a policy that requires a process and transparency. Whether a particular process complies with such policy is up to the Commission, as the policy maker. The Commission decides whether the process has been transparent based on the set policy. Legal Counsel Steele stated that he believed that there were no legal consequences to the process that has taken place with the Black Infant Health Program funding request. In terms of the issue of supplanting, as the Commission considers this issue, it needs to make sure that it acts in a way as to not invite other agencies to take away its funding because First 5 LA has stepped in. As represented by Supervisors Ridley-Thomas and Yaroslavsky, the funding has been eliminated by the State. There is no supplanting issue at this present time. Staff should be directed to make sure that this does not turn into a supplanting issue at a future time through contract language.

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Supervisor Yaroslavsky commented that a condition could be placed in the contract that any appropriated funding by the Commissioner would be reduced commensurately by what other funding may become available from the State.

**M/S (Neal Kaufman / Carolyn Wilder) APPROVED AS RECOMMENDED**

### 5. Executive Director's Report

#### **RECEIVED AND FILED**

- **State Budget** – The Governor is scheduled to release his *May Revise* budget on May 14th, which will lay out his administration's proposal for balancing the State budget. A spokesperson for the governor has already stated that the *Revise* will not include any new taxes, and will contain absolutely terrible cuts.

The County Commissions should not be surprised if the *Revise* includes a proposal to divert First 5 funds, similar to what the Governor introduced in January. If such a proposal is made, it would take a two-thirds vote of the Legislature to put that proposal on the November ballot for voters to decide. If the redirection of First 5 funding is seriously considered by state lawmakers, Commissioners may be asked to help educate State leaders about the importance of First 5 funding to local children and their families, to the economy, and to the long-term stability of the state.

The State Commission unanimously approved a \$50 million allocation to fund the Regional Centers' Early Start program, which it had cut. Early Start provides services to children with disabilities, including autism spectrum disorder. In order to avoid supplantation issues, the First 5 California funds will be used only for newly referred children.

- **Ready. Set. Grow! Family Guide Award** – The *Ready. Set. Grow!* Family Guide received the 2009 Healthcare Public Relations and Marketing Association (HPRMA) Golden Advocate Award in the multi-page brochure category. Since 1958, HPRMA has been the leading organization for Southern California's healthcare communicators, and the Golden Advocate Award continues to be the measure of the highest quality in healthcare marketing and public relations. Covering all aspects of communication, from advertising and branding to writing and design, winning a Golden Advocate is a testament to First 5 LA creativity and superior achievement in the field.
- **Promise Neighborhoods** – Executive Director Martinez attended a Promise Neighborhoods meeting with Geoffry Canada of the Harlem Children's Zone at the Annenberg Foundation. Mr. Canada shared his knowledge and experience regarding the Promise Neighborhoods Program that will have funds available for 10 planning grants throughout the Country.

### 6. Approval of Transition Plan for the FY 2009-2015 Strategic Plan

In prior strategic plans, First 5 LA has directed its funding through comprehensive, but discreet, initiatives designed to accomplish specific objectives within the broad goal areas of Health, Safety and Early Learning. The grantmaking approach outlined in the FY 2009-2015 Strategic Plan represents a departure from this practice by funding strategies rather than initiatives through the place-based and countywide approach. Further, First 5 LA's place-based approach will necessitate a community planning

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process in order to be implemented successfully, and this time period will result in less funding being distributed to grantees initially. The Committee's discussion around the transition options have assumed that some type of support will be needed by grantees during the planning process. The desire to build upon our current investments was another important consideration.

To determine how our previous investments overlapped with the strategic plan, data on First 5 LA's current initiatives and programs was analyzed including: 1) how initiatives' timelines overlay with the Strategic Plan implementation; 2) where grantees geographically overlap with potential target communities; and 3) how the work of initiatives and grantees align with the priority strategies and outcomes outlined in the FY 2009-15 Strategic Plan. The Committee also examined transition approaches of other funders.

After considering what grantees/initiatives should be transitioned based on the data and different alternatives for how they should be transitioned, staff determined that it is in the Commission's best interest to continue funding certain grantees that meet the following criteria:

- Grantee services align with the Strategic Plan strategies
- Grantee provide services within the target communities, and
- Grantee's contract ends before the projected end of the community planning phase.

Staff further concluded that grantees funded through the initiatives who do not serve residents in the target communities should be provided funding opportunities designed to support their sustainability. In developing these options, the Committee took into account First 5 LA's internal capacity and/or the use of contractors to implement.

The proposed Transition Plan addresses a specific set of initiatives that end prior to July 1, 2011, the projected end of the target community planning process. These initiatives are Family Friends and Neighbors (FFN), Family Literacy, Healthy Births, and Partnerships for Families (PFF).

Under the proposed transition plan, grantees within these four initiatives would be eligible to receive First 5 LA support during the transition year (July 1, 2010-June 30, 2011). Contractors who were initially hired to provide technical support as outlined in the respective initiative frameworks will continue to receive funding to support grantees during the transition year. Initiatives slated to close out during or beyond FY 2011-12 will be allowed to run their course as contracted.

The Transition Plan provides recommendations for grantees based on the following categories:

- In-Target: grantees who are currently delivering services in one of the communities selected to participate in the planning process for First 5 LA's place-based activities.
- Non-Target: grantees who are currently delivering services in an area not selected to participate in the planning process for First 5 LA's place-based activities.

In-Target Community Grantees will receive up to a one-year contract extension at the same funding level and scope as their current contract. This period is tied to the planning process in the target communities, which is anticipated to be through June 30, 2011. Maintaining the same scope of work during the contract extension will allow for a streamlined process and help to ensure that contracts are completed in a timely matter.

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During the extension, grantees will be able to assess their interest and capacity to conduct strategies that will be funded through the Strategic Plan. Grantees will also have the opportunity to participate in the target community planning process.

First 5 LA will continue to provide support to In-Target Community Grantees during the remainder of the grant and/or contract extension including site visits, TA, facilitation, linking to other resources and collaborators. Translating the Strategic Plan vision to grantees will be another important role. Transitioning contractors (in addition to grantees) will provide additional support to First 5 LA to manage In-Target Community Grantees

For In-Target Community Grantees, contract negotiations will begin following the May Board meeting for those grants that end June 30, 2010 and will continue on an ongoing basis according to grantee contract end dates. The contract extension will begin at the time the grantee's individual contract is set to end and continue through June 30, 2011, or through the target community planning process.

The transition plan for grantees in the non-target communities has two components. As discussed at the March Special Planning Meeting, Commissioners proposed that Non-Target Community Grantees be given at least four months notice, from the time community selection is approved, that their grant will be ending. Thus, a three-month contract extension will be provided to Non-Target Community Grantees from the Family Literacy Initiative whose current contracts end June 30, 2010 and from the Families Friends and Neighbors Initiative.

In addition to close out funding, two options for transitional support are proposed for Non-Target Community Grantees.

- **OPTION 1:** This option consists of two phases. During the first phase, grantees may select one of three programs designed to identify potential organizational or infrastructure support needs. The second phase would build off of the information gathered during the first.
- **OPTION 2: One-time Community Investment:** This opportunity would be provided for capital or information technology (IT) improvements to increase eligibility of grantees for specific sources of funding. The intent of this grant is to increase the long-term sustainability of Non-Target Community Grantees by strengthening their infrastructure. The maximum funding amount per grantee will be \$75,000 and must be spent within one year. A concrete list of eligible and ineligible projects will be developed to ensure that funding is used appropriately and as intended. Grantees must apply for either capacity building or one-time investments, not both.

As discussed at last month's Planning Committee Meeting, there is also the recognition that Non-Target Community Grantees who deliver quality programming may be potential resources for the target communities. As appropriate, First 5 LA will inform the Target Communities of Non-Target Community Grantees as potential resources.

For Non-Target Community Grantees whose contract ends June 30, 2010, contract extensions will be provided through September 31, 2010. Grantees whose contract ends after June 30, 2010 will be closed out normally when their grant/contract is scheduled to end. Once approved by the Board, transitional support for Non-Target Community Grantees will begin in June 2010 and continue throughout the transition year. Non-

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Target Community Grantees that receive the contract extension will be able to obtain transitional support and/or apply for capacity building/one-time investments simultaneously during the contract extension.

The Transition Plan cost estimates are based on the communities going through the selection process; therefore, staff will bring updated amounts in June when the final communities are approved by the Board.

The fund balance for the four initiatives (FFN, Family Literacy, Healthy Births and PFF) as of June 30, 2009 will be \$47.2 million. A total of \$38.9 million is budgeted for FY 2009-10 and FY 2010-11 for these initiatives; however, an additional amount of \$10 million is required to fund grantees through June 30, 2011. As a result, \$1.7 million additional resources from the General Fund Balance are needed. These resources will also be used to provide close-out funding to Non-Target Community Grantees. In addition to the contract extensions, Non-Target Community Grantees will be able to access Option 1 (TA/Training and Capacity Building grant) or Option 2 (One-time Community Investment). The estimated cost of these options is \$2.9 million, bringing the total funds needed from the General Fund Balance for the Transition Plan to \$4.6 million.

In addition to grantees, First 5 LA funds several strategic partners as part of its current investments. A strategic partner, as defined in First 5 LA's Selecting Strategic Partners policy, is an existing governmental or not-for-profit entity, which has specific resources needed by the Commission, and which has the demonstrated ability or level of expertise to implement specific activities in cooperation with the Commission that are consistent with the Commission's Strategic Plan in a manner that is more cost effective and expeditious. A strategic partner is selected based on an assessment of whether other possible service providers have the same specific resources needed by the Commission rather than by going out to bid to solicit the specific expertise required. As First 5 LA develops all of the strategies for the Strategic Plan, it will be considered whether there is an appropriate role for current strategic partners and/or research partners.

A comprehensive communications plan will be implemented by First 5 LA to support the transition plan. Activities will target both sets of grantees and be designed to inform them about the options available under the transition plan. Communications support will include press releases, webinars, information on the website and in the *Monday Morning Report*, and messaging for staff managing grantees tied to the initiatives.

Staff will present to Commissioners a final budget approval for FY 2010-2011 for the Transition Plan in June 2010. The budgetary request will be based on the selection of communities and the specific initiatives and contractors included in the Transition Plan.

Once the communities have been approved in June, grantees will be notified in writing by their Program Officer of their status and the transition process.

The communications strategies will also be implemented to ensure grantees and stakeholders understand the transition plan. Negotiations to extend grantee contracts will be initiated as soon as the communities are selected and will be completed by June 30, 2010.

Commissioner Fielding inquired if there would be any consequences to delaying taking action on this item until the June Commission Meeting when the target communities would be recommended for approval. Director Jimenez commented that the Commission

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had previously directed staff to provide as much notice to grantees as possible. With this in mind, a decision needs to be made so that those grantees that are impacted have at least a three-month notice.

Commissioner Kaufman commented that by delaying the vote until the June Commission meeting, this would provide a unified package with the selection of communities and approval of transition plan.

Commissioner Au commented that she is supportive of the staff recommendations stated in the Transition Plan and felt that it would be unfair to delay this further. Commissioner Dennis echoed the sentiments of Commissioner Au. He strongly suggested that the Commission take action on this item.

Commissioner Kaufman proposed the following amendment to the motion:

Extend funding to the Family Friends and Neighbors (FFN) Initiative, Family Literacy Initiative, Healthy Births Initiative, and Partnerships for Families (PFF) Initiative through June 30, 2011.

**M/S (Neal Kaufman / Carolyn Wilder)**

### **AMENDMENT PASSED WITH 5 VOTES IN FAVOR AND 2 VOTES NOT IN FAVOR**

Commissioner Au reiterated that the Commission needed to stay true to its original intent of the place-based funding approach of the new strategic plan. Commissioner Au commented that the issue was not about cost but more so about principle as the Commission tends to waffle when tough decisions are to be made.

Following the vote of the amendment, a vote was taken on the staff recommendation which now included the amendment.

**M/S (Neal Kaufman / Carolyn Wilder)**

**APPROVED AS AMENDED**

#### 8. LAUP Performance-Based Contract

In June 2009, the First 5 LA Board approved a performance-based contract with LAUP including specific operational and performance targets for the current fiscal year. At the March 2010 Commission Meeting, staff presented the first progress report of performance against all seven outcomes and targets identified in the contract. The report demonstrated LAUP's progress in providing quality preschool as well its operational performance in terms of cost-effectiveness, parent engagement, and long-term sustainability. At the time of the March update, information was not yet available on the progress toward Outcome 3 (Child, family and community outcomes that promote children's readiness and success in school). In addition, following the discussion about LAUP saving Power of Preschool (PoP) funds with the intent to use those dollars as a match (Outcome 6) in future years, staff was instructed by the Board of Commissioners to contact the State Commission for clarification about their expectations regarding the appropriate use of PoP funding.

Commissioners were provided with an update on the two aforementioned issues and to get final input regarding the performance-based contract for FY10-11.

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- **Progress on Outcome #3: Child, family and community outcomes that promote children's readiness and success in school are achieved as measured progress in the following areas: children's language, literacy, math, social/emotional and motor skills; parent engagement; teacher and preschool quality; leveraging of community resources.**

First 5 LA contracted with Mathematica Policy Research, Inc. to evaluate the reliability and validity of using teacher/provider-administered assessment tools to monitor children's outcomes (i.e., gains from fall to spring) as well as to develop a tool to evaluate parent and community engagement.

The teacher-administered child outcome proxy measure is intended to be a relatively straightforward and brief measure that LAUP teachers can administer in future years for the purpose of monitoring children's development and learning from Fall to Spring of their LAUP preschool year.

Mathematica led a collaborative process with First 5 LA and LAUP to select and evaluate a set of measures to be considered for this purpose. They conducted an extensive review of teacher-administered measures and practices in other states and districts. Mathematica, with significant input from First 5 LA, LAUP, and members of the Research Advisory Committee, studied two potential proxy measures: a) the "Provider Administered Assessment" or PAA comprised of the Ages and Stages Questionnaire-3rd Edition (ASQ-3), Rapid Letter Naming, and the Preschool-Kindergarten Behavior Scales-2 (PKBS-2) and b) Pre-Kindergarten Observation Form (P-KOF). The P-KOF is an observation measure that was selected by LAUP for use in all programs beginning in the 2009-2010 program year.

Mathematica examined the psychometric properties of the PAA and the PKOF and their relationships with a series of standardized direct assessments administered by trained assessors. While the results are preliminary and based upon fall data only, the PAA seems to have stronger initial evidence of validity, potential for measuring growth over time, and measures more areas of development than the P-KOF. Given that the P-KOF is currently used by all LAUP providers, consideration must be given before a decision is made regarding the use of the PAA and whether other strategies should be employed to track child outcomes instead, such as continued reliance on an independent third-party evaluator.

The second area of performance in Outcome #3 was the development of parent and community engagement measures and the completion of a descriptive study using those measures. After research and input from both LAUP and First 5 LA, a final definition was developed that addresses both what parents can do outside of programs and what parents and programs can do together to support learning and development. It also addresses how programs can go about promoting engagement. A two-component survey instrument was developed: a parent instrument and a provider instrument.

Overall, both the parent and provider questionnaires performed well in each group and reliability was adequate or high for all scales. The study showed, however, that both the parent and provider instruments were too long and need to be refined in order to ensure a high response rate. While data is subject to further analysis, the preliminary results indicate that a reliable tool could be implemented beginning in FY 10/11 to capture and report parent and provider perceptions of engagement consistent with an agreed-to model.

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- **Progress on Outcome #6: LAUP achieves funding match targets as established in the June 2008 First 5 LA Board motion to sustain program levels as First 5 LA funding decreases.**

Up to this point LAUP has counted PoP funds toward the matching fund requirement set forth in the June 2008 Board of Commissioners motion. However, through a phone conversation and subsequent written response from the Executive Director of the State Commission, staff has clarified that PoP funds are intended to be a reimbursement to First 5 LA; that reimbursement is to be pooled with First 5 LA funds to support the contractor (LAUP) that we contract with to provide preschool services in LA County. We understand now that the intent of the State's PoP funding was not for First 5 LA to serve as a "pass through" fiscal agent, as has been the practice in recent years.

As a result of the prior understanding, LAUP has approximately \$12 million available that was targeted to meet First 5 LA matching fund requirements. To ensure compliance and transparency and be consistent with the State's intent, First 5 LA staff recommended that any remaining PoP balance be fully expended by LAUP during the first quarter of FY 2010-11. Moving forward, PoP funds will be pooled with First 5 LA funds to cover the LAUP budget that is approved on a yearly basis.

Staff further recommended that the existing milestones related to matching funds be reconsidered during FY 2010-11 and that a more realistic long-term sustainability plan be developed. This long term sustainability planning should consider:

- Alternative service and operating models to align LAUP with First 5 LA's new Strategic Plan
- Changes in the funding environment for preschool services at the state and federal level
- Continued collaboration with other programs and preschool providers to leverage all available resources.

Staff recommended that in establishing the targets for FY 2010-11 specific process milestones be established related to developing an updated sustainability plan. These process milestones will relate to the development, analysis and presentation of alternatives and options with the goal of implementing the recommended plan in FY 2011-12.

First 5 LA staff will bring the performance based contract, including proposed outcomes and targets, for FY 2010-11 to the Board for approval at the June 2010 meeting. Outcomes will include a mix of specific operational targets, paralleling current reporting mechanisms and additional process measures related to sustainability planning. FY 2010-11 will be the planning year and FY 2011-12 will be the target for the first year of implementing the planning recommendations.

Commissioner Fielding commented that he wanted to know how much effort LAUP has made in their fundraising efforts when their annual budget is approved in June. He said that he did not want the Commission to have the onus of having to fund LAUP beyond the scope of their contract.

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### 9. Strategic Plan Programmatic Budget: FY 2010-2011 and FY 2011-2012 Forecast

It is recommended that the Board of Commissioners consider a programmatic budget in the amount of \$39,276,000 for FY 2010-2011 encompassing Place-Based Investments, Countywide Investments, Research and Evaluation and Administration. As discussed during the February 11, 2010 Board meeting, staff will return on an annual basis for budget approval of programmatic work that will begin July 1<sup>st</sup> for the ensuing fiscal year. This yearly planning and budgeting process will provide the opportunity for Commissioners and staff to review and update the strategic plan in a timely manner.

#### PLACE-BASED INVESTMENTS

- **Partnership Development Process – \$13,848,500.** This allocation is earmarked for the Partnership Development Process in each community, which includes community capacity building activities, the various phases of partnership development and the identification of community-level responsibilities for programmatic implementation. Following approval of the implementation plan, staff will begin the process of engaging and informing stakeholders and residents within the target communities of what it means to be a Best Start community. Concurrently, First 5 LA will start conducting baseline data gathering to map out the resources and assets that exist in each community. Communities will be coached through a number of steps that best practices indicate are instrumental in putting together a comprehensive and viable proposal that will position them to be successful in achieving sustainable outcomes. Key benchmarks will be developed early on that will define each activity so that First 5 LA can fully evaluate the success of the partnership development process by each community. At the end of the partnership development phase, communities will submit to First 5 LA a comprehensive proposal for implementation of the plan.
- **Data System Integration – \$100,000.** Data System Integration is intended to support the improvement of the quality and usefulness of data collected about children and families in Los Angeles County and the programs, projects and services that support them. In the target communities this work will include, the development of grantee and contractor data collection strategies. A data collection system will be developed to collect a set of common data measures from all grantee organizations that will be uploaded into a database to populate First 5 LA dashboards. Grantees will be assessed for data and technology capacity, then provided with technical assistance, training and grant support to develop capacity as needed. First 5 LA will also launch a community data system to provide a data “home” for all community partners to upload, share and analyze the information they collect about their community and clients. Community needs, interests and capacity will drive this data system, and it will support the expansion of information and referral systems.
- **Public Education – \$1,550,000.** The Public Education efforts in each of the target communities will be aimed at building community awareness and support of First 5 LA’s place-based approach in their neighborhood and the positive impact that these efforts will have on the healthy development of their children as measured in First 5 LA’s four key goal areas. Public education is vital to partnership building in each community, starting with an awareness campaign encouraging community involvement in the process, which will also illustrate First 5 LA’s vision, define the roles and expectations, and provide community

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members with a roadmap for the process. Public education strategies in each of the target communities will mirror the countywide strategies, utilizing marketing, traditional and new/social media, government affairs and community outreach.

- **Transition Activities – \$1,700,000.** In the Transition Plan, staff is recommending that the grantees currently delivering services in one of the target communities receive a one-year contract extension at the same funding level and scope as their current contract. Maintaining the same scope of work during the contract extension will allow for a streamlined process and help to ensure that contracts are completed in a timely matter. During the extension, grantees will be able to participate in the partnership development process in order to assess their interest and capacity to conduct strategies that will be funded through the Strategic Plan. Additional detail is included in the Transition Plan.

## COUNTYWIDE INVESTMENTS

- **Data Systems Integration – \$200,000.** On a countywide level, Data Systems Integration work includes integrating data collection and tracking systems about children and families; standardizing measurement of child outcomes, especially kindergarten readiness; and improving the availability of data about children prenatal to age five and their families. Countywide data systems integration partnerships have been identified and participation in data sharing partnerships is taking place among countywide public agencies, foundations and nonprofit organizations. Part of the data system integration strategy is to determine the appropriate role for First 5 LA in these partnerships.

An internal information and data systems plan will be created to support the implementation of external data systems integration efforts. An organization-wide technology plan will also be developed based on a comprehensive review of First 5 LA's information and data needs.

- **Workforce Development – \$1,800,000.** Given the magnitude of the prenatal-to-five workforce and the diverse and complex issues it faces, First 5 LA has identified, as a common thread across the sectors, the need to ensure that providers who contribute to the care and support of the prenatal-to-five population have the necessary knowledge and skills to meet children's developmental needs. As a leader in this field, First 5 LA is in a unique position to strengthen its investments in support of refining core competencies to strengthen knowledge and practice of the prenatal-to-five workforce to better support their work with children and families. This effort would include further development and vetting of the core competencies and accompanying curriculum created under the Best Start LA Workforce Development Project.

Further, First 5 LA will integrate and embed core competencies within the County health and human service delivery system and community-based organizations. Activities would include developing and disseminating training modules, providing technical assistance, and advocating for policy change. These efforts would ensure that the workforce has the information and tools needed to effectively interact with children, prenatal to five, and families and link them to appropriate services and supports.

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- **Public Policy Agenda – \$2,000,000.** To achieve large scale and lasting change in the lives of children, families and communities, First 5 LA must proactively seek long-term public policy change. First 5 LA will use its unique role to build public support for policies and programs that benefit children prenatal through age five and their families, through efforts that complement First 5 LA's place-based investments.
- **Public Education – \$1,150,000.** The purpose of public education is “to create awareness of specific issues affecting children and families or to motivate people to change their behavior.” This is accomplished through the use of mass media and/or targeted outreach methods (i.e., brochures, posters, meetings with elected officials, partnership arrangements, community presentations, etc.) and the use of other social marketing and communications-related education tactics.

First 5 LA's public education efforts are aimed at a diverse audience of parents/primary caregivers, grantees, policy makers, stakeholders in the early childhood area and members of the general public. Specific components used to reach these audiences, include marketing, media, social/new media, community outreach, and government affairs.

- **Information and Referral - \$450,000.** The original mission of the First 5 LA Parent Helpline was to ensure “integrated, coordinated and comprehensive service to provide referral and support, and assistance to expectant parents, parents of children up to age 5 and their families.” Beginning with the new strategic plan, the information and referral program will provide services to First 5 LA populations that call 211 (0-5) or 888-FIRST5LA, maintain the infrastructure that is capable of delivering the required services, and assure the quality of the services delivered.
- **Healthy Kids – \$9,650,000.** Healthy Kids is a program to expand eligibility to existing health insurance programs by covering all children ages 0-5 living at or below 300% of the Federal Poverty Level (FPL) in Los Angeles County. The vision for Healthy Kids is to achieve health insurance coverage for all children in this category, optimize children's health and development by increasing access to coordinated and quality health care, and to support the health care safety net by increasing the pool of insured children. This initiative has been in existence for seven years and the Board of Commissioners approved the continuance of the program through the new Strategic Plan. Strategic partnerships are expected to be continued with L.A. Care Health Plan to administrator the Healthy Kids plan and the Los Angeles County Department of Public Health to administrator the outreach, enrollment, utilization and retention of the plan. This proposed allocation encompasses both insurance premiums and outreach of this program.
- **Transition Activities – \$2,900,000.** The Transition Plan recommended for grantees in the non-target communities has two components. As discussed at the March Special Planning Meeting and the April Board Meeting, Commissioners proposed that non-targeted community grantees be given at least four months notice, from the time community selections are approved, that their grant will be ending. In addition to close-out funding, two options for transitional support are proposed, including technical assistance and training and one-time community investments.

## SUMMARY ACTION MINUTES

### RESEARCH AND EVALUATION

- The purpose of the Research and Evaluation allocation is to support implementation of a comprehensive accountability and learning framework. This accountability and learning framework represents an exhaustive approach to analyzing, learning and reflecting on the progress First 5 LA is making in its investments in targeted communities and across the county. By investing in activities related to research and evaluation, First 5 LA will be better positioned to communicate its impact to relevant stakeholders including Commissioners, community partners and grantees, state and local policy makers, and other public stakeholders.

Commissioner Dennis expressed concern about the conservative budgets being presented for Years 1 and 2 given the projected revenue of over \$900 million during the next five years. Commissioner Dennis questioned the conservative approach to budgeting. Director Hause commented that it would take up two years to get programs and activities to fruition as planned.

Commissioner Fielding commented that staff needed to be realistic about how the ramping up will take place. He expressed that the Countywide activities were being held hostage to the place-based activities that they support. Commissioner Fielding urged that more funding be spent on Countywide activities to reach out to as many children as possible.

Commissioner Kaufman commented that he was disappointed at the paltry amount of projected spending. He stated that his expectation was that on an annualized basis, the Commission should be spending between \$125 to \$150 million, based on an average rate over the next five years. However, Commissioner Kaufman commented that he does want funding to be spent appropriately and efficiently. From a Commission's perspective, the Commission needs to be able to direct staff on how much should be spent per year.

Commissioner Au asked that the financial assumptions for the basis of the projections be provided to get better context.

Commissioner Williams commented that she respected Commissioner Kaufman's comments and believed that Commissioners could benefit from a planning session around this issue.

#### 11. Public Comment

Leslie Blanco, Great Beginnings for Black Babies  
Bishop Hearn, BIH Antelope Valley  
Corinne Ho, The Village Ready for School  
Kathryn Icenhower, SHIELDS for Families  
Robin Johnson, Obstetrician-Gynecologist  
McKinley Kemp, BIH Antelope Valley  
Maribel Marin, 2-1-1 LA County  
Stacy Powell, Prototypes  
Marleen Rowlett, MCCN – Black Infant Health  
Toni L. Watson, Great Beginnings for Black Babies  
Tiffany Willis, Great Beginnings for Black Babies

**SUMMARY ACTION MINUTES**

**ADJOURNMENT**

The meeting adjourned at 4:39 pm.

The next regularly scheduled Commission meeting will be on:

June 10, 2010 at 1:30 p.m.  
Multi-Purpose Room  
750 N. Alameda Street  
Los Angeles, CA 90012

Meeting minutes were recorded by Maria Romero.