CALL TO ORDER / ROLL CALL:

1. In the absence of the Vice Chair, Marv Southard, Commissioner Jonathan Fielding called the meeting to order at 1:39 pm. Quorum was present.

COMMISSION: (Items 2 – 3)

2. Election of Commission Chair

Nominations were opened for the position of Commission Chair. Mayor Michael Antonovich was nominated by Commissioner Jonathan Fielding. There were no other nominations.

M/S (Jonathan Fielding / Neal Kaufman) APPROVED AS RECOMMENDED
NOTE: Mayor Michael Antonovich assumes leadership of the meeting and proceeds with the next agenda item.

3. Election of Commission Chair

Nominations were opened for the position of Commission Vice Chair. Commissioner Jonathan Fielding was nominated by Commissioner Jane Boeckmann. Commissioner Carolyn Wilder seconded the nomination.

Commissioner Nancy Au nominated Commissioner Alma Martinez. Commissioner Angie Stockwell seconded the nomination.

CEO Evelyn V. Martinez asked Legal Counsel Craig Steele for clarification regarding the election of the Commission Vice Chair. Legal counsel commented that the bylaws limit individuals from serving more than two consecutive terms as Vice Chair. As such, this makes Commissioner Marv Southard ineligible to continue serving as the Commission Vice Chair since this would constitute his third term. Furthermore, Legal counsel stated that the bylaws do not appear to limit the total number of terms that Commissioners may serve. The Commission’s prior practice might be different but the bylaws only limits consecutive terms.

Commissioner Nancy Au commented that Commissioner Jonathan Fielding has previously served as the Commission Vice Chair and Commissioner Alma Martinez had not. She felt that all Commissioners should have an opportunity to serve in the position of Vice Chair as it provides a learning experience.

Mayor Michael Antonovich asked legal counsel if Commissioner Jonathan Fielding was eligible to serve in the position of Vice Chair. Legal counsel responded that Commissioner Jonathan Fielding was eligible.

VOTE:

- Five (5) Commissioners voted in favor of electing Commissioner Jonathan Fielding as the Vice Chair – Michael Antonovich, William Arroyo, Jane Boeckmann, Neal Kaufman, Carolyn Wilder.
- Two (2) Commissioners voted in favor of electing Commissioner Alma Martinez as the Vice Chair – Nancy Au, Angie Stockwell.
- Commissioners Jonathan Fielding and Alma Martinez abstained from voting.

Commissioner Jonathan Fielding was elected as the Vice Chair.

CONSENT CALENDAR: (Items 4 – 5)

4. Approval of Commission Meeting Minutes – Thursday, November 18, 2010

M/S (Jonathan Fielding / Jane Boeckmann) APPROVED AS RECOMMENDED
5. Approval of Monthly Financials – October, 2010 / November, 2010

M/S (Nancy Au / Williams Arroyo) APPROVED AS RECOMMENDED

COMMISSION: (Items 6 – 12)

6. Announcements by the Commission Chair

Mayor Michael Antonovich commented that he was very pleased to represent the Board of Supervisors on the Commission. Throughout the first 10 years of investments, the Commission has created numerous programs that have supportive in keeping the young people safe and providing them with opportunities to learn and to thrive.

The Commission’s new strategic plan goals provide for children to be healthy; to be born healthy and maintain a healthy weight; to be safe from abuse and neglect; and, to be ready for school. Mayor Michael Antonovich stated that before doing this, the Commission needed to become stronger in its public-private partnerships involving not only the governmental agencies but also the faith-based communities, the community-based organizations, the child advocates, local leaders, and philanthropic organizations that exist within the County.

Effective service partnerships will require that (1) each entity recognize or redefine their unique role and responsibility within each of the Commission’s goals, (2) integrate and coordinate their unique responsibility with one another, (3) achieve cost efficiency by streamlining or reducing service overlap, duplication or redundancy; (4) blend leveraging; (5) maximize funding opportunities with the various public and private grants; and, (6) compile meaningful data and share critical information, while noting the privacy and confidential laws that can serve concerns of these undertakings.

For successful public-private partnerships, the Commission will need to have (1) a vision; (2) leadership; (3) funding in program innovation and flexibility; (5) outgoing research and evaluation; and, (6) initiation of State and federal legislative changes, when necessary.

Mayor Michael Antonovich stated that during his chairmanship, the priorities will be child safety and the increased prevention of child abuse and neglect. In his view, children deserve to have their future determined in homes that are safe and nurturing. Throughout the year, support will be given to Countywide direct service programs and initiatives to prevent child abuse or prevent children from entering County supervision, with a specific focus on inter-agency service delivery integration between the Commission and Los Angeles County; and public-private partnerships with the Commission and Los Angeles County.

In December 2010, a Countywide initiative was launched called, Youth Self-Sufficiency, to ensure that the County effectively would meet the housing, the education, the social emotional well-being, and the workforce development for the 1,800 young people that are emancipated each month; who annually enter the County but leave without these abilities after the County has been their parent, supervising their growth for those 18 years. National research shows that when a youth exits care at age 18 without support, half of them are unemployed, one-third are dependent on public assistance, a quarter are incarcerated, and over a fifth are homeless. Under this inter-agency service delivery model, integrated self-sufficiency planning starts as soon as the child enters County supervision,
even if it is during the first years between birth to age five. When the child enters County supervision between the ages of birth to five, collaboration is needed between County departments, community partners, caregivers, advocates, and attorneys. Each will be begin to work together, not against each other, to achieve the following benchmarks:

a. **Housing** – ensuring that the child remains in a stable and appropriate placement with a safe parent, relative or family-like foster setting.

b. **Education** – ensuring enrollment in a high quality early care and education program.

c. **Social Emotional Well-Being** – ensuring that the child will learn good physical, good dental, eye and mental health habits and engage in interactive collaborative activities, sports games and other types of activities.

d. **Workforce Development** – ensuring that the child develop high quality friendships with other age appropriate children and learn to pay attention, follow instructions and solve problems encountered in play.

Mayor Antonovich stated that research shows that if a child achieves these benchmarks of success by the age of five, at the age of 18 years, they will have a better opportunity of becoming self-sufficient. Investment in public-private integrative self-sufficiency service delivery between these ages rather than in adulthood with joblessness, homelessness, incarceration, and long-term dependence on public assistance is the best investment.

Mayor Michael Antonovich stated that while encouraged by the Commission’s place-based investments to target and coordinate services in 14 high need communities in the County, the mission of the Commission is to support the health, safety and development of all children. Focusing direct services on 14 communities leaves 80 percent of the children in the County without services. Eighty percent of the children are left out in the cold – this is irresponsible. The best place-based approach must be pairing Countywide strategies that can prove integrative service policy and delivery to every child with the goal of both improving the lives of Countywide children and in protecting them from harm. For example, the Black Infant Health Program was established in 1989 by the State of California and has proven to be effective in addressing the high rate of infant mortality among African American families. Since this program was created, only 10 years ago, it has reduced the number of low birth weight babies and infant mortality by 50 percent among African Americans. Allocating tax payer resources to a program such as the Black Infant Health Program has a proven record of effective county-wide impact for over a decade. Another example of a critically important issue to the overall health and well-being of children is oral health. Everybody forgets about the dentist. Everybody forgets about the impact that poor dental hygiene has on a child’s ability to study and on their overall health. In fact, it can even kill a child. This is one of the most common chronic childhood diseases. Dental cavities and other dental health problems are not a cosmetic issue but can lead to serious conditions. Pain and infection caused by tooth decay lead to eating problems, speaking and learning difficulties, poor self-esteem, and dangerous bacteria that can get into a child’s bloodstream. Immune compromised children, especially foster children, by virtue of the abuse and neglect they have suffered have a greater risk of developing serious complications.

Mayor Michael Antonovich was very disappointed to learn that as of today, approximately half of the $10 million appropriated to oral health and nutrition initiatives funded five years ago under his past chairmanship in 2006 remained unallocated due to funding restrictions. Last fall, the Commissioners decided to go beyond the original strategic plan
and introduced various Countywide investment proposals allocating sufficiently more funds to reach and impact a greater number of the County’s children. Within these proposals, Mayor Michael Antonovich encouraged the Commission to focus upon the urgency of funding direct service programs that have well planned sustainability, are consist with integrative service delivery, and support the “No Wrong Door” approach. It is too confusing for families to navigate the bureaucracy. The red tape needs to be cut. Mayor Michael Antonovich stated that he wanted to eliminate the red tape.

Mayor Michael Antonovich stated the proposals being reviewed as part of the meeting agenda included direct services and, in fact, touched more lives and also supported the Commission in achieving the four goals of the new strategic plan such as the Universal Assessment of Newborns and the One Step Ahead Initiative. Given that the Governor’s budget proposal to cut unallocated Proposition 10 funds, the Commission must act swiftly and wisely to invest in quality and proven Countywide direct service programs with well planned future sustainability that benefit the children and families of Los Angeles County; otherwise, Sacramento was going to take the money and spend it on their needs, which are not the needs of the children that the Commission serves in Los Angeles County.

Mayor Michael Antonovich reiterated how pleased he was to become Chairman, once again, and vowed to work together with Commissioners to improve the quality of life for the children and their families, and together be good positive role models for them.

7. Chief Executive Officer’s Report

RECEIVED AND FILED

In addition to the written report, the following items were highlighted:

- **Bylaws** – CEO Evelyn V. Martinez reported that Commissioners have been provided a memo and draft changes to the bylaws from legal counsel. The procedures for amending the bylaws require that a 21-day review process take place. The proposed changes to the bylaws include recommendations made by the Governance Committee. Commissioners were asked to review the proposed changes to the bylaws. Legal counsel will be available to answer any questions that Commissioners may have.

  Vice Chair Jonathan Fielding asked for clarification on how conflicting comments will be addressed. Legal Counsel Craig Steele commented that conflicting comments will be included in the staff report for discussion and action at the Commission Meeting in February.

- **State Budget** – Governor Jerry Brown released his 2011-2012 budget proposal and is asking for large-scale cuts to health and human services, including a substantial amount from First 5 County Commissions.

  Governor Jerry Brown is calling for a one-time re-direction of $1 billion from existing Proposition 10 County Commission funds and half of all future revenues to the State and County Commissions. The funds would go to support Medi-Cal and other State programs for young children. The budget proposal also assumes a one-year extension of the State Commission’s $50 million contribution to the Regional Centers for early intervention services. The assumption is that this would come from diverted future
revenue, if the initiative passes. Otherwise, it would be a continuation of the state Commission’s current voluntary contribution.

With regard to the one-time, $1 billion fund balance reduction, the largest amount would come from First 5 LA and could amount to approximately $511 million, depending on how the State defines and recognizes contractual obligations. The State would use the one-time fund balance reduction to cover Medi-Cal costs for children 0-5, whereas the on-going 50 percent reduction would go toward general fund-supported early childhood services.

The State’s seizure of a large portion of First 5 LA’s existing revenue and the diversion of half of future revenue would significantly disrupt existing, as well as future programming. The Legislative Analyst’s Office has also included an alternative to the Governor’s proposal, which is to redirect all available existing and future Proposition 10 funding to the State general fund.

Staff is mobilizing to educate legislators about the consequences of the Governor’s budget plan, were it to be implemented. CEO Evelyn V. Martinez reminded Commissioners that what the Governor is proposing can only occur if it becomes a ballot initiative and approved by voters. The Governor has stated that he plans a special election in June to ask voters to approve not only the Proposition 10 re-direct of funding, but also a 5-year extension on temporary tax increases set to expire this year.

In all, the Governor is asking for $12.5 billion in spending cuts and $12 billion in revenue solutions. The plan relies heavily on a cost-savings derived from redirecting or realigning services from the State to local entities. Redirected services will include welfare, foster care, child care, and probation and other law enforcement services.

Money to cover state services that are realigned to local government would come from the tax extension approved by voters in the special election. If voters reject the tax extension, it is unclear how counties and cities with newfound obligations would cover the cost of services. Moreover, should a realignment of state welfare and other services impacting young children occur, the County would no doubt look to First 5 LA to help meet these needs. A draconian diversion of First 5 funds, as proposed by the Governor, would severely limit First 5 LA’s ability to work in partnership with the County to provide these much-needed safety net services.

- **CalWORKs Funding** – In October, the Commission approved transitional funding for an amount not-to-exceed $15 million for CalWORKs Stage 3 Child Care for the 0-5 population in Los Angeles County served by that program from November 1, 2010 through January 31, 2011. A request has been received from the office of Speaker John Perez for the transitional funding to be used for the months of January, February and March.

As this item was not on the agenda, a motion was needed to add the item to the agenda and take action.
MOTION #1:

Add “CalWORKs Funding” to the agenda as an action item.

M/S (Jonathan Fielding / Angie Stockwell) APPROVED AS RECOMMENDED

MOTION #2:

Approve the use of transitional funding approved on October 28, 2010 for the period of January 1, 2011 through March 31, 2011 instead of November 1, 2010 through January 31, 2011 as previously approved by the Commission.

M/S (Jonathan Fielding / Carolyn Wilder) APPROVED AS RECOMMENDED

- **Early Literacy Campaign** – The early literacy campaign is a regional effort by the First 5 County Commissions of Southern California including Orange, San Bernardino, Riverside, San Diego, Santa Barbara, Ventura, Kern and Los Angeles. The campaign took place during November 2010. As part of the campaign, a shared website was developed by First 5 LA Public Affairs staff – ReadEarlyReadAloud.org along with a literacy hub on the ReadySetGrowLA.org main website with early literacy resources and information. A 150,000 literacy-themed Family Guides were distributed through grantees, libraries and over 70 WIC centers and story times were held in 13 Best Start communities and contests were held through social marketing channels.

8. Approval of Motion for Funding of the Black Infant Health Program

**NOTE:** Due to a potential conflict of interest, Vice Chair Jonathan Fielding recused himself from the discussion of this item.

Mayor Michael Antonovich introduced a motion to continue the Commission’s investment in the Black Infant Health Program at the current level through June 2014 or until the place-based planning efforts are finalized and included strategies to address the alarming birth outcome inequities to the African American population in Los Angeles County.

Commissioner Alma Martinez inquired if there were any other programs funded by the Commission that addressed low birth weight for the rest of the population. Director Armando Jimenez responded that the Healthy Births Initiative had programs that primarily focused on the Lancaster-Palmdale area as well as the Harbor Corridor. In addition, the Healthy Births Initiative has a Countywide component, the Best Babies Collaborative, to look at systems improvement.

Commissioner Nancy Au asked if there instances where the Black Infant Health Program and the Healthy Births Initiative have overlapped. Director Armando Jimenez responded that programatically, there is some overlap, especially in outreach to high risk women. Outreach is a major strategy of both of these programs.

Commissioner Nancy Au asked if the Healthy Births Initiative served the African-American population. Director Armando Jimenez commented that he did not have the percentage but could bring back this information to the Commission.
Commissioner Angie Stockwell commented the Commission had worked very hard to ensure that all of its efforts would be coordinated and integrated to achieve, in essence, a comprehensive and integrated strategy. Commissioner Angie Stockwell asked how the Commission could maintain this integrated strategy without creating silos by funding specific programs. Director Armando Jimenez commented that collaboration could take place between partners for the coordination of services.

Commissioner Duane Dennis asked for clarification on the total amount of the funding request. Based on the motion, the total request was for $3,485,958.

In response to a comment made by an audience member, Commissioner Alma Martinez stated that the Commission was not being critical of this funding request. She said that the Commission had a competitive bidding process for funding projects and this request had not followed the established process. While she was impressed with the work of the Black Infant Health Program, she encouraged Commission staff to work closely with this program to establish evaluation criteria so that this program could be evaluated similarly to how other programs are funded and evaluated by the Commission.

Commissioner Neal Kaufman supported the comments made by Commissioner Alma Martinez. He also suggested that the Commission consider a performance-based contract for these types of service programs.

Commissioner Nancy Au asked that the Black Infant Health Program work closely with the Healthy Births Initiative so that the Best Babies Collaborative could integrate services that would benefit the African American community and there could be clear tracking of the impact made by these services.

Mayor Michael Antonovich encouraged the Commissioners to take a vote on this issue as presented in the motion.

M/S (Michael Antonovich / William Arroyo) APPROVED AS RECOMMENDED

NOTE: After the Commission voted, Vice Chair Jonathan Fielding rejoined the meeting.

9. Approval of Motion for County-Wide Universal Assessment of Newborns

Commissioner Neal Kaufman clarified that the parent-child interactive training proposal would be combined as a single motion including universal assessment of newborns. To his knowledge, the parent-child interactive training component had not been fully analyzed. It was his understanding that this component would be coming to the Commission in February for approval.

Commissioner William Arroyo commented that he was very familiar with the parent-child interactive training component. He said that it was evidence-based and would wholeheartedly support it. Commissioner William Arroyo further commented that the Department of Mental Health (DMH) has funded many such interventions throughout Los Angeles County. Furthermore, Commissioner William Arroyo urged the Commission to
make sure that this component was included in any piece of universal assessment of newborns that is funded.

Commissioner Neal Kaufman commented that this was useful information but stated that the Commission had a decision to make – (1) to bring the parent-child interactive training component back with a staff report in February, or (2) vote on this component at the meeting.

Commissioner Neal Kaufman stated that he was only prepared to speak on the universal assessment of newborns components. The idea of the original proposal was to have the ability to offer a voluntary assessment of the family and child at birth, at a hospital setting, prior to discharge. The family would have an assessment to identify their needs. Some of these families would need a more in depth assessment, estimated at 20 percent of newborns, presumable done in the home. One of the challenges with doing assessment is that it may deliver the need for a large number of services.

During the initial presentation of this proposal in November, 2010, the following key questions were asked:

   a. Is it a good idea to do the assessment at the hospital?
   b. How would the assessment be setup?
   c. Is this project reflecting too much of a direct-service model that was going too far from the most recent strategic plan?
   d. Is this program sustainable and/or scalable?

Commissioner Neal Kaufman commented that he had worked with staff and consultants in addressing these questions and the recommendation before the Commission addressed the questions previously posed during the initial discussion of this proposal in November, 2010.

In his opinion, Commissioner Neal Kaufman commented that a universal assessment needed to take place at the hospital in order to reach out to as many children as possible, given that 99 percent of children are born in a hospital. He expressed his neutrality regarding whether the assessment should be done at a hospital or by a community organization. He felt that this issue could be delegated to implementation planning for each particular hospital involved in this project.

Commissioner Kaufman also commented that an assessment could be considered the beginning of a direct service but was not actually a service until a person received a benefit. Assessment, alone, does give some benefit and could lead to additional referrals for services. The way this project was structure to do far more than just assess the child. It would collect information that could help understand outcomes of prenatal and peri-natal approaches and provided a way of understanding of what are the needs by population.

Commissioner Kaufman commented that scalability and sustainability was a challenge with any audacious project. The project would require $107 million over the next five years, of which up to $54 million would come from First 5 LA. The assumption was that the Commission had the way to control the lever of how many assessments would get done, which would power how much it would cost. If the Commission was unsuccessful in levering funds from Medi-Cal, Healthy Families and County government matches, such as DCFS, then the Commission could make a choice to not increase the number of
assessments. This could be done by gradually identifying areas to be assessed, focusing on areas of the highest need and the most likely to receive a benefit.

Commissioner Alma Martinez commented that she would be comfortable supporting this project if it was clarified that it was not a direct service project.

Commissioner Nancy Au commented that she was not sure if the assessment of newborns was helpful as it seemed that the project was more focused on data gathering on the number of births within Los Angeles County. She asked if hospitals were already collecting this type of data. Vice Chair Jonathan Fielding commented that hospitals collect a limited amount of data.

Commissioner Nancy commented that she was facing challenges with the reality and practicality of implementing the universal assessment. Commissioner Kaufman commented that the Commission needed to place trust on the system that was being put in place, with checks and balances, evaluation methods and a controlled pace that would allow the Commission to determine what were the best approaches within those settings.

Vice Chair Jonathan Fielding commented that similar programs existed in San Diego and Santa Barbara and that the Commission would be building upon those programs that have been successful with these challenges.

Commissioner Nancy Au asked if the Best Start Communities would serve as the platform for rolling out this program because it was in this context that the Commission would be dealing with this particular issue. In this scenario, the Commission would be partnering with hospitals that already have the right mentality to work with First 5 LA to develop this project.

Commissioner Neal Kaufman commented that each hospital was different and that each served diverse populations, not necessarily within the Best Start Communities.

Commissioner Jane Boeckmann commented she was supportive of the program but asked for clarification on how the $54 million would be spent. Commissioner Neal Kaufman said the bulk of the funding would be designated for the assessment of each baby, a more intense assessment of an estimated 20 percent that would require this type of assessment, and gap funding of services.

Commissioner Duane Dennis commented that he fully supported universal assessment as it is beneficial for program purposes but also for planning and policy. He also inquired if there was staff capacity for this program as the current Commission staff was built around a place-based approach with 14 targeted communities and Countywide strategies, not including the projects recently proposed by Commissioners. Commissioner Duane Dennis asked if different staffing patterns would need to be considered.

Commissioner Neal Kaufman stated, that in his opinion, additional funds would need to be allocated from this project toward staffing since there would be additional staff work. He felt this could be addressed during implementation planning.
CEO Evelyn V. Martinez commented that she was doing an assessment of current staff resources, from a management perspective, to see if additional resources would be initiative-based or part of the operating budget.

Commissioner Nancy Au commented that the starting point for implementation of this project should be with the Best Start Communities.

Commissioner Neal Kaufman commented that the way the program was conceptualized was to reach out to 75 percent of births outside of the Best Start Communities.

Mayor Michael Antonovich commented that it was his understanding that Commissioner Carolyn Wilder had proposed an additional $20 million for the parent-child interactive training component. Furthermore, he stated that the motion should be for $74 million.

Commissioner Neal Kaufman commented that assessment has not been finalized on the parent-child interactive component but that it would be brought to the Commission in February.

Mayor Michael Antonovich stated that if the $74 million could not be approved at the meeting, then he would make a motion for this item to be continued, in its entirety, to February.

Commissioner Neal Kaufman commented it would be okay to delay the vote but asked for clarification as to why this needed to take place. Mayor Michael Antonovich commented that Supervisor Mark Ridley-Thomas believed that it would be in the best interests of everyone for this item to be postponed if no agreement was reached on the $74 million.

Vice Chair Jonathan Fielding asked if this project could be approved in principle given the lengthy discussion.

Commissioner Alma Martinez asked for clarification on what was being approved “in principle.” As she did not have information on the additional $20 million, she was not comfortable approving this additional allocation.

Commissioner Neal Kaufman commented that the Commission was approving “in principle” the discussion and that final action on the total of $74 million would be approved in February when information on the $20 million would be presented.

Commissioner Deanne Tilton stated that she would rather have an approval be made for an amount up to $74 million.

**AMENDED MOTION:**

Approve the universal assessment of newborns and the parent-child interactive training program, in principle, and the $74 million allocation to be brought back to the Commission in February for final approval.

M/S (Jonathan Fielding / Neal Kaufman) APPROVED AS AMENDED
Commissioner Harriette Williams commented that the Commission had 14 place-based communities that would be autonomous and be able to make their own decisions. She cautioned Commissioners on imposing a top-down approach.

Commissioner Nancy Au expressed concern over duplication of services. In this instance, the assessment piece with Welcome Baby! and the Best Babies Collaborative Network. She truly felt that as good stewards of Commission resources that duplication should not be created. Commissioner Nancy Au directed Commission staff to make sure that resources are not wasted and avoid duplication of services.

Chief Program Officer Antonio Gallardo reassured Commissioner Nancy Au that as staff, this was the first step toward designing the project. As part of the design process, staff would carefully review the 16 models to look for lessons learned and for ways to find integration to maximize investments.

10. Approval of Motion for One Step Ahead Initiative

Commissioner Jonathan Fielding reported that the One Step Ahead Initiative was designed to influence lifetime nutrition, safety and health behaviors in targeted high risk population. This initiative would provide essential child development information, safety supplies, literacy and other resources to low income families, Countywide, over a five-year period. The One Step Ahead Initiative was based on an evidence-based project that was implemented in the largest WIC Program in Los Angeles County and in the country.

As part of his presentation, Vice Chair Jonathan Fielding distributed a published evaluation that has shown Spanish-speaking children, who received four years of intervention, had a significantly higher school readiness than the control group. This was an evidence-based intervention with the same partners that are being suggested in the proposed One Step Ahead Initiative. As a result of the partnership with the WIC Program, there was significant potential for Countywide impact, particularly among infants and children living in poverty. The WIC Program provides services to two-thirds of all infants and nearly half of all children in Los Angeles County, ages one to five years. The project seeks to retain families receiving WIC Program services and to increase the number of low income families receiving critical care and basic necessities they might otherwise be unable to perform. The five-year budget of the proposed initiative was for $30 million and included a declining First 5 LA funding contribution starting at 100 percent in Year 1 of the project and ending with 28 percent of the total cost in Year 5. The proposal included a recommendation that a sustainability consultant be asked to develop a long-term sustainability plan.

Vice Chair Jonathan Fielding commented that Commissioner Alma Martinez had suggestions for modifications for the project, which deserve to be reviewed. However, Vice Chair Fielding also commented that he felt these suggested modifications were not part of the same. The proposal is standalone.

Vice Chair suggested to Mayor Michael Antonovich that the discussion be separated into two parts—(1) base proposal, and (2) options from Commissioner Alma Martinez to be considered.
Commissioner Duane Dennis inquired how the number of children to be served was calculated; and, if this number excluded the children in the Best Start Communities. Vice Chair Jonathan Fielding commented that he was not clear if the children in the Best Start Communities were excluded from the calculation but assured Commissioners that the project was not a duplication of effort. The One Step Ahead Initiative would be an enhancement to existing WIC Program services within the Best Start Communities.

Commissioner William Arroyo asked if there was research supporting a specific model and no research for other models, then why would the Commission entertain any consideration of models that were not supported by research.

Commissioner Alma Martinez commented that she had suggested the Family Literacy Model, for which there exists evidence-based research. The Commission already supports and had been funding literacy programs in this model. Since these programs are being defunded as of June 30, 2011, one of the ideas of the Commission was that work be done with existing grantees, who have a proven record of success, to see if capacity could be built for them to be eligible for other funding opportunities.

In her opinion, Commissioner Alma Martinez felt that the Commission should attempt to integrate existing grantees in this type of program rather providing funding to a federal program, regardless of the good work that is done.

Vice Chair Jonathan Fielding agreed with a lot of what was stated by Commissioner Alma Martinez but did not fully concur with everything. He stated that there was an evidence-based program that could not have certain parts substituted by services offered of grantees, no matter how successful these grantees were. With respect to providing funding to the federal government, Vice Chair Jonathan Fielding said that the proposed program was being built on the scaffolding of an already successful program, which was funded by the federal government and added components that would increase further effectiveness.

Commissioner Nancy Au commented that the Commission already had years of investments in particular initiatives that address the issue being addressed by the One Step Ahead Initiative. For instance, The Children’s Council had been doing parent engagement around literacy and the School Readiness Initiative has been funded for 10 years. She commented that the Commission should not lose sight of what has been implemented within Los Angeles County that has demonstrated to be impactful with documented results. Commissioner Nancy Au requested that the Los Angeles Office of Education (LACOE), the Los Angeles Unified School District (LAUSD) and The Children’s Council, which have been Commission partners, work in partnership with the WIC Program. She would like for collaboration to take place to be more impactful without having to “reinvent the wheel.”

Vice Chair Jonathan Fielding stated that he was not against the suggestions made by Commissioner Alma Martinez and felt that close collaboration was absolutely critical.

Commissioner Harriette Williams commented that there was an opportunity for a very rich research model incorporating all entities. She felt that it did not need to be a “either/or” situation.
Commissioner Neal Kaufman commented that conceptually there were two models. The One Step Ahead Initiative was the mass production model in that there would be 100,000 children impacted in Year 1 and 200,000 children impacted in Year 2, whereas Family Literacy did not have this type of capacity. He felt that both were necessary but this approach was the large population-based approach to try to do a little bit for a lot of people. The Family Literacy Programs were more targeted to a small number of recipients who get a much richer and in-depth service. Commissioner Neal Kaufman stated that both approaches were needed.

Commissioner Alma Martinez commented that her idea was to foster support for this initiative as it was questionable when it was introduced in November, 2010. Her intent was to save this initiative by trying to make it stronger through the incorporation of services by Family Literacy grantees. Her intent was not to change the initiative but rather to keep it from dying.

 Commissioner Angie Stockwell stated that she was opposed to separating the base proposal and the options suggested by Commissioner Alma Martinez. She felt the options made the proposal stronger and yielded more benefits.

Commissioner Harriette Williams stated that the Commission has built capacity in several County agencies that would be lost if the Commission was not able to engage them in a model or goal of the Commission.

Vice Chair Jonathan Fielding commented that the One Step Ahead Initiative had a parent education component.

Commissioner William Arroyo said that he could not underscore the economic reality and urged all Commissioners to reach out to as many children as possible with current diminishing resources. He urged Commissioners to carefully consider programs that would have the biggest benefit and were worth the investment.

Commissioner Nancy Au commented that she was totally confused when Commissioners made such type of remarks. She asked Director Armando Jimenez that up until the current point in time, based on the way the Commission allocated grants and resources, how many children were truly impacted. Director Armando Jimenez responded that it ranged from one to three percent.

Commissioner Nancy Au then asked what was the projected impact with the place-based approach. Director Armando Jimenez responded that it ranged from 20 to 25 percent. Commissioner Nancy Au stated that, once and for all, based on these percentages, the Commission had not done the right thing because only one to three percent within Los Angeles County had been impacted by the actions of the Commission. She said that there was no validity to Commissioner William Arroyo’s argument about reaching out to as many children as possible. Commissioner Nancy Au noted that in the Countywide approach, a better job was going to be done in aligning policy and the system to support the targeted approach.

Commissioner Neal Kaufman commented that there were two complementary proposals. One proposal would expand a program through a public health approach to the population.
The second proposal had three models that were directed toward smaller target populations.

**AMENDED MOTION:**

Approve the One Step Ahead Initiative as recommended and direct staff to come back with suggestions for other programs and a recommended allocation for such suggestions to be further discussed at the Commission Meeting of February.

M/S (Jonathan Fielding / Neal Kaufman) **APPROVED AS AMENDED**

**ROLL CALL VOTE:**

- Michael Antonovich - Yes
- William Arroyo – Yes
- Nancy Au – No
- Jane Boeckmann – Yes
- Jonathan Fielding – Yes
- Neal Kaufman – Yes
- Alma Martinez – No
- Angie Stockwell – No
- Carolyn Wilder – Not Present

11. Approval of a New 18-Month Performance-Based Contract with 211 LA County in the Amount of $1,746,183 which Includes a $22,000 Roll-Over from the Prior Agreement

In an effort to provide greater operating flexibility for 211 LA County and streamline administrative and reporting requirements, Alt Mayer Consulting worked with First 5 LA and 211 LA County to develop a performance-based agreement for information and referral services. The proposed agreement moves away from mandated levels of staffing and services to an approach that gives both First 5 LA and 211 LA County greater flexibility in responding to changing service demands. Additionally, the proposed new agreement significantly reduces the data collection and reporting requirements for 211 LA County. The data collection requirements mirror those of the County of Los Angeles, reducing unique “First 5 LA” requirements on 211 LA County staff and operations.

The proposed agreement provides for the following key definitions and outcomes:

- **Target Population:** Pregnant women and parents/primary caregivers of children 0-5 who are seeking information regarding Targeted Services. Specifically, the Target Population are those individuals whose initial/primary service problem is linked to one or more of First 5 LA’s four priority outcomes.

- **Outcome 1:** The Target Population receives timely and efficient responses and referral information to their inquirers and concerning their child’s health and development.

- **Outcome 2:** The Target Population receives accurate, knowledgeable information in response to their inquiries concerning a pregnant woman or their child’s health and development.

- **Outcome 3:** 211 LA County provides First 5 LA accurate demographic data concerning the Target Population.

The proposed agreement defines a series of performance measures and milestones to evaluate the achievement of each outcome. In addition, the proposed establishes
performance targets or, in some circumstances, establishes a timeframe in which performance targets will be developed based on an evaluation of the baseline of services being provided.

In addition to altering the nature of how the contract is implemented, the agreement also narrows the overall scope of services being provided. Recognizing that demand did not achieve expected levels of participation, the new agreement will no longer encompass telephonic health care enrollments and providing social work services through the use of a Parent Support Specialist. The proposed agreement would also eliminate 211 LA County from servicing the 1-888-FIRST5LA line which will be manned in the future by First 5 LA directly to allow for more tailored services. The volume of calls on this line had fallen as low as 325 calls a month and staff is exploring options on how this line can be better utilized in the future.

In order to transition to a new scope of services, both First 5 LA and 211 LA County agreed that a 3-month transition period would be required to adjust staffing, provided necessary training and allow for a revised operational approach. As such, the agreement sets forth a tiered approach to the payment structure. First, approximately $22,000 in unspent funds from the prior contractual period would be rolled over to the new contract to provide training to 211 LA County staff on the new operating model. Second, the first 3 months of the agreement would be funded at existing levels of funding to facilitate the transition. And third, the final 15 months of the agreement would be based on a new funding model reflecting the revised scope of services and outcome framework.

The proposed new agreement would be retroactively effective to January 1, 2011.

M/S (Neal Kaufman / Angie Stockwell) APPROVED AS RECOMMENDED

12. Public Comment

Teresa Bikoletich
Judy Gomez, PHFE-WIC
Henry Hearns, Antelope Valley SPA 1
Pina Hernandez, PHFE-WIC
Rae Jones, Great Beginnings
Gerri Perry Kemp
McKinley Kemp
Lynn Kersey, MCH Access

Jenni Kuida, LTSC
Gwendolyn Manning
Yvette Nero-Scott
Yanci Panameno, Northeast Valley Health Corporation-WIC
Shannon Whaley, WIC
Letitia Wright, Prototypes

ADJOURNMENT

The meeting adjourned at 4:43 pm.

The next regularly scheduled Commission meeting will be on:

February 10, 2011 at 1:30 pm
Multi-Purpose Room
750 N. Alameda Street
Los Angeles, CA 90012

Meeting minutes were recorded by Maria Romero.