CALL TO ORDER / ROLL CALL:

1. Chair Knabe called the meeting to order at 1:43 pm. Quorum was not present.

CONSENT CALENDAR: (Items 2 – 3)

2. Approval of Commission Meeting Minutes – Thursday, October 8, 2009

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

3. Approval of Monthly Financials – September, 2009

   M/S (Jonathan Fielding / Don Knabe) APPROVED AS RECOMMENDED

COMMISSION: (Items 4 – 13)

4. Announcements by the Commission Chair

   RECEIVED
The following items were highlighted:

- Chair Knabe asked that the Commission meeting adjourn in memory of Howard Ross Jacobs, First 5 LA’s Government Affairs Manager, who passed away after a brief illness.

- Commissioner Knabe thanked the Commissioners and staff for the hard work and dedication to First 5 LA program over the past year. He stated that it had been a productive year with many accomplishments, specifically the defeat of the State ballot initiative (Prop. 1D), the creation of a stronger partnership with LAUP, and the new direction the Commission is taking in implementing a place-based approach to future programs.

5. Service Recognition of Commission Chair & Ex-Officio Commissioner

First 5 LA presented Chair Knabe with a “Save the Children” commemorative tie and LAUP presented him with children’s artwork. Both items were presented to Chair Knabe in appreciation for his dedication and commitment to children’s issues throughout Los Angeles County.

6. Executive Director’s Report

**RECEIVED AND FILED**

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

- **Literacy Campaign** – Executive Director Martinez thanked Commissioner Harriette Williams for representing First 5 LA and helping to kick off the early literacy campaign with a “red carpet” affair at the Julian Dixon library. Approximately 180 toddlers and parents from the School Readiness programs attended. Constance Marie Lopez was the celebrity guest and participated in a read-along with the children. In appreciation, Commissioner Williams was presented with a picture frame that included candid photographs of her at the various events she has attended on behalf of First 5 LA.

- **Ad-Hoc Governance Workgroup** – At the special Joint Planning Committee Meeting of October 26, 2009, it was decided that an Ad-Hoc Governance Workgroup, with four Commissioners, be established to have discussions on potential new governance structures and make recommendations to the Commission as part of the strategic planning process. Commissioners Duane Dennis and Deanne Tilton have volunteered to serve on the Workgroup. Chair Knabe has appointed Commissioners Jane Boeckmann and Corina Villaraigosa to the Workgroup. The first meeting will be scheduled in early December.

- **Policy Roundtable** – A meeting has been scheduled for Monday, November 16, 2009. The Policy Roundtable is being convened to get input about the new policy agenda for 2010-2015.

- **Planning Committee Meeting** – A meeting has been scheduled for Thursday, November 19, 2009. Nationally renowned experts will be making a presentation on community capacity building.
7. Approval of Motion to Instruct Staff to Explore Ways to Utilize up to $5 Million of the Remaining Funding Available Under the Oral Health and Nutrition Initiative and Partner with Community Health Clinics, Particularly Those Providing Dental Services to Children Aged 0-5, in Order to Increase Access to Oral Health Services

Acknowledging that the Commission’s has long recognized the urgent need to promote good oral health for young children, Chair Knabe presented the motion for approval.

M/S (Don Knabe / Jonathan Fielding) APPROVED AS RECOMMENDED

8. Approval to Proceed with Contract Negotiations with Fenton Communications to be the Best Start LA Marketing and Communications Contractor for a Period of 30 Months for an Amount Not-to-Exceed $3 Million

Director Carol Baker reported that on June 11, 2009, the First 5 LA Board of Commissioners approved an allocation of $9.7 million for the marketing and communications efforts associated with Best Start LA. At that meeting, the Commission requested that First 5 LA’s Public Affairs Department inform the Commission of their choice of a contractor prior to entering contract negotiations with the chosen agency.

On August 28, 2009, First 5 LA released a Request for Qualifications (RFQ) for a Best Start LA Marketing and Communications Contractor. The terms of the RFQ were for a contractor for a total amount of funding not-to-exceed $3 million for a two and one-half year period through June 30, 2012. The initial contract was for approximately six months (through June 30, 2010), with yearly contract renewals for fiscal years 2010-11 and 2011-12.

First 5 LA staff recommends that Fenton Communications be awarded the contract to be the Best Start LA Marketing and Communications Contractor for 30 months for up to $3 million. Fenton Communications, in partnership with Draper Consulting Group, bring almost 50 years of social marketing and public education experience working with non-profits and foundations. With offices in New York City, Washington D.C., San Francisco and Santa Monica, they bring a wealth of knowledge, connections and expertise to each campaign they work on, and will be an invaluable member of the Best Start LA team.

Chair Knabe asked what type of services were to be provided by Fenton Communications. Per the RFQ, Fenton Communications would be responsible for social marketing, the creation of collateral materials, and serving as an intermediary with the Best Start LA communities.

Commissioner Fielding asked if the 30-month contract period was going to be rolled out in phases. Fenton Communications will work with each BSLA demonstration community, addressing needs specific to each of the communities. The strategies developed will also be used for future target communities.

M/S (Jonathan Fielding / Nancy Au) APPROVED AS RECOMMENDED
9. Amend the Approval to Authorize Staff to Negotiate the Continuation of the Contract to Complete the Partnerships for Families (PFF) Initiative Evaluation with the University of Southern California (USC) School of Social Work in the Place of the Regents of the University of California, Los Angeles (UCLA) Center for Healthier Children, Families, and Communities

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

Director Armando Jimenez reported that in June 2005, the Commission approved the implementation plan for Partnerships for Families (PFF), a $50 million, five-year child abuse prevention initiative. In implementing Partnerships for Families, First 5 LA partnered with the Department of Children and Family Services (DCFS) and community-based agencies to improve the safety and well-being of children and families in Los Angeles County. The initiative began funding as of February 2006, with a five-month planning period and implementation of services as of July 1, 2006. The initiative is scheduled to end in January 2011.

In September 2009, the Commission approved the continuation of the contract to complete the Partnerships for Families (PFF) Initiative Evaluation. As per the board memo language, this Commission approval allows staff to negotiate specifically with the University of California, Los Angeles (UCLA) Center for Healthier Children, Families, and Communities for this contract.

The PFF evaluation had previously designated The UCLA Center for Healthier Children, Families, and Communities as the fiscal and administrative lead on this project. As per the September approval for the evaluation continuation, staff immediately began contract negotiations with the Office of Contracts and Grants Administration (OCGA) at UCLA for the 2009-2010 evaluation contract. After seeking the advice of legal counsel, and discussion between directors and staff in the Grants Management & Legal Compliance Department and Department of Research & Evaluation, contract negotiations between First 5 LA and UCLA’s Office of Contract and Grants Administration have concluded unsuccessfully. This is due to a contractual issue around required language that UCLA is unwilling to accept.

Staff and grantee organizations recognize that the PFF evaluation work should continue and that a solution is required to allow us to move forward with this work. Staff’s preference would be to approach UCLA’s collaborative partner, the USC School of Social work, to propose designating them as the project fiscal and administrative lead for future evaluation activities. This change in the project fiscal and administrative lead would likely enable First 5 LA to enter into a successful contract to continue evaluation activities and complete the PFF evaluation as planned. Furthermore, given that the PFF evaluation team has historically consisted of key academic staff from the USC School of Social Work, and that the full time project director is from the USC School of Social work, staff are satisfied that the USC School of Social work have the required level of content knowledge, capacity and expertise to assume the role as project fiscal and administrative leads and to meet all PFF evaluation goals.

The proposed change in fiscal and administrative lead on the PFF evaluation is in no way a reflection of the quality of work completed by The UCLA Center for Healthier
Children, Families, and Communities. This change is necessitated by a contractual language disagreement. Staff also feel the change in the fiscal and administrative lead on the PFF evaluation project will in no way compromise the quality or integrity of the evaluation work. In addition, all continued evaluation activities would be completed within the approved allocated amount.

Before the change in fiscal and administrative lead can be made staff will require the consent of the Commission to enter into contract negotiations with the USC School of Social work. This is because the wording in the September 10th board memo specifically requested Commission approval to negotiate with UCLA’s Center for Healthier Children, Families for the PFF evaluation continuation, rather than an unspecified evaluation contractor.

Given the promising findings to date and the need to continue to evaluate the PFF initiative as it moves into its final year, it is necessary for staff to come up with a working solution so that contractual disagreements do not affect the continuation of the PFF evaluation, impeded our ability to implement the proposed evaluation scope of work or prevent us from meeting our overall evaluation objectives.

Staff’s strong belief is that a change in the project’s fiscal and administrative lead is the best solution and this change would not alter the proposed 2009-2010 evaluation scope of work, the evaluation budget or the overall evaluation objectives. In addition, staff believes that contract negotiations with the USC School of Social Work can be completely expediently using the desired deliverables based structure for the contract, evaluation budget and scope of work. Staff also believes that implementing a change in project fiscal and administrative lead should not impact the proposed evaluation timeline for more than a few months nor affect the execution of the overall evaluation design.

Staff is confident that the USC School of Social work, to include the two current PFF evaluation Co-Principal Investigators, and PFF evaluation Project Director, will be able to bring together the necessary expertise to continue the evaluation and have the required capacity to act as the fiscal and administrative lead. This solution will allow for the continuation of an evaluation focused on following-up with families who have participated in PFF in previous years to identify how their lives have been changed, the strategies that were most effective in bringing about those changes, and the implications for First 5 LA’s future, place-based investments under the new strategic plan.

Commissioner Dennis inquired about the reason for the impasse in negotiations. Legal Counsel Steele responded that UCLA did not want to adhere to contractual requirements on the use of data collected.

Commissioner Fielding asked for clarification on the Commission’s proprietary rights regarding data collected by contractors. Legal Counsel Steele reiterated that the Commission does not censure any publications that may result from data collection. Through a contract stipulation, the Commission does require coordination prior to the use of data collected on a First 5 LA program. The coordination allows for First 5 LA to know that data collected on one of its programs is being used and for what purpose.
Director Jimenez commented that coordination is required to ensure that information being reported about First 5 LA is accurate and for the Commission to be properly acknowledged for the work that it is doing in the community.

M/S (Don Knabe / Jonathan Fielding) APPROVED AS RECOMMENDED

10. Approval of Staff to:

   1. Develop a Collaborative Relationship with The California Endowment
   2. Develop a Partnership with the Central Long Beach Community
   3. Allocate Funds Not-to-Exceed $9,712,500 Over Five Years to Implement the Best Start LA Model in this Community in Order to Launch Best Start LA Demonstration Community #2

Director Teresa Nuno reported that in November of 2006, First 5 LA’s Board of Commissioners approved an action plan and benchmarks for Best Start LA (BSLA) that outlined the outcomes, strategies and capacity strengthening “Building Blocks” for continued implementation. At this time, Commissioners directed staff to return for approvals of allocations to roll out these benchmarks. The action plan serves as a foundation for the goals and deliverables outlined in this request and includes objectives specific to implementation of five demonstration communities.

In September 2008, the board approved a budget and the strategic targeting of a geographic area for the first demonstration community. This memo outlined the expected outcomes and three-strategy approach to achieving them, including a series of family visits called Welcome, Baby!, place-based and community mobilizing activities. The second demonstration community will maintain these outcomes and this approach. Lessons learned from the first Demonstration Community will inform the implementation of subsequent Best Start LA demonstration communities.

Through the second Best Start LA demonstration community, First 5 LA is launching a broad-based partnership in a community with families, community organizations, government agencies, funders, elected public officials, civic organizations, urban planning organizations, and neighborhood associations who share our commitment to create neighborhoods and communities that support early childhood development. Best Start LA communities will positively contribute to the well being of its members by emphasizing the role communities can and will play in strengthening and linking existing community, organizational, and family assets, in creatively redesigning existing assets to support environments that are friendly to young children, and in developing new assets to achieve Best Start LA outcomes. The implementation of the second Best Start LA demonstration community will also inform the development of the place-based efforts throughout the Strategic Plan implementation process.

It is First 5 LA’s intention to demonstrate and evaluate the effectiveness of the Best Start LA countywide capacity building investments and the Demonstration Community three-strategy approach of Welcome, Baby! family visits, community mobilizing, and place-based activities in achieving the identified outcomes.

Staff has been engaged in ongoing discussions with Commissioner Liaisons to identify the second demonstration community for Best Start LA. Staff developed a set of criteria to identify Demonstration Community #2 based on ongoing Commissioner feedback and lessons learned from the first demonstration community. The selection process for the
second demonstration community was specifically informed by the following criteria. First, precedent set by the first Demonstration Community selection process during which it was determined that when possible, BSLA should target communities where First 5 LA would have an opportunity to build on a current investment that demonstrates clear linkages with outcomes and strategies of BSLA. Second, Commissioner direction and First 5 LA’s ongoing commitment to the development of partnerships and leveraging to sustain our investments within the communities in which they are implemented. And finally, by the need as indicated by the Best Start LA meta-index of indicators—the scatter plot—pertinent to the BSLA approach and outcomes.

Staff recommends that the second Demonstration Community target the Central Long Beach area which is one of three geographic regions within Los Angeles County targeted as part of Building Healthy Communities, a 10-year initiative of The California Endowment (TCE) that will make substantial investments in 14 communities to ensure that children there are healthy, safe and ready to learn. TCE believes that success stories at the local level will play a big role in helping make the case to decision-makers at the state level who can change policies and laws to bring the benefits of healthy communities to all Californians. It is important to note that the TCE’s other two Los Angeles County target areas, Boyle Heights and South Figueroa Corridor/Vermont-Manchester, are within close proximity to the first demonstration community, with the South Figueroa area overlapping geographically.

In addition to working with the Central Long Beach community to develop a collaborative relationship to launch Demonstration Community #2, staff recommends that First 5 LA work to develop a collaborative relationship with TCE to strengthen and support the Commission’s Demonstration Community #2. This recommendation is based on the Commission’s long-standing commitment to leverage our investments and sustain our outcomes through the identification of partnerships. The Commission shares with TCE a vision for creating sustainable change within communities. TCE’s Building Healthy Communities investment is closely aligned with BSLA with respect to its outcomes and place-based approach to achieve these outcomes.

Targeting the Central Long Beach community for Best Start LA Demonstration Community #2 provides a unique opportunity for First 5 LA to collaborate with TCE to leverage our investment and integrate approaches to achieve similar outcomes. Of TCE’s Building Healthy Communities outcomes, eight of the 10 align closely with Best Start LA outcomes.

The two other outcomes are unique to Building Healthy Communities plan and do not specifically align with Best Start LA outcomes. The achievement of these two outcomes in the Central Long Beach area would complement Best Start LA efforts in this area and promote the achievement of Commission goals based on the relationship between health and child/community well-being. The TCE Building Healthy Communities Requests for Proposals states that TCE’s goals “are informed by the fact that health problems are intrinsically linked to...education, child development...the environment and other issues,” which Best Start LA seeks to address.

The Central Long Beach geographic region represents a community with a low-level of child and family well-being and an average level of resources, based on the Best Start LA scatter plot. This community is among those in the county with the greatest number
of children under the age of five living in poverty, as well as the least educational attainment among parents. Targeting a geographic region with low well-being and average resources provides an appropriate starting point for the successful achievement of the Best Start LA outcomes given the need and opportunity to build on the existing capacity. Among the significant resources in this community are a strong city-based health care system and a number of invested foundations. These resources have a significant effect on the opportunity to have the desired impact on the target population. Additionally, the Central Long Beach area is an optimal region in which to expand the Best Start LA investment due to its geographic and cultural diversity, consisting of a population that is 66% Hispanic, 18% African-American, 7% Asian, 7% Non Hispanic/White and 1% Other.

Staff is proposing a process for the planning and implementation of Best Start LA Demonstration Community #2 based on lessons learned from the implementation of the first Demonstration Community. The recommended process for selecting the Second Demonstration Community is designed to strengthen community partnerships and increase intra-community knowledge and awareness. Staff recommends a non-competitive selection process to identify its partners in the Central Long Beach area in which First 5 LA will require that community leaders collaborate on a single proposal within the designated geographic area. Staff would first issue an LOI to inform interested community members and stakeholders of the intent to launch Demonstration Community #2 and invite their participation in the collaborative response to the Request for Proposal (RFP). The recommended collaboration with TCE will also provide First 5 LA a reciprocal opportunity for staff to build on lessons learned from their Building Healthy Communities proposal process in which they required community leaders to collaborate on a single proposal for each of their identified 14 geographic regions statewide.

The Request for Proposal will outline what is required of a Best Start LA Community and will be similar to the first Demonstration Community Request for Proposal in terms of scope and objectives. First 5 LA staff will be actively engaged in the proposal development process to provide various kinds of support including being available to answer questions and providing technical and other assistance as it is determined to be needed.

First 5 LA will establish relationships with up to three hospitals serving the Central Long Beach community in order to implement Welcome, Baby! Hospitals will be targeted for potential partnership based on their market share of births being discharged to the community. Upon finalization of adjustments to the Central Long Beach geographic boundaries, based on community-level input received during The California Endowment planning phase the Commission will offer the hospital or hospitals serving the greatest number of births in the geographic area the opportunity to develop a strategic partnership with First 5 LA. Staff will proceed to contract negotiations with up to three hospitals based on the hospital’s commitment to target families within the defined geographic area. Recent discharge data indicates that, in doing so, First 5 LA has an opportunity to offer Welcome, Baby! to up to 88% of the target population and to a minimum of one-third.

The proposed budget for the five-year implementation is based on the cost projections and budget assumptions from Demonstration Community #1. The budget has been
adjusted to ensure coordination and standardization of the Welcome, Baby! strategy across three hospital discharge populations:

Commissioner Fielding asked how the evaluation framework would be impacted with this new collaboration approach with The California Endowment in Demonstration Community #2. In essence, this community would be receiving a double investment based on the alignment of goals and objectives.

Director Jimenez commented that this collaboration provides a tremendous advantages since The California Endowment is covering age ranges that are much boarder than First 5 LA. This gives First 5 LA the opportunity to move beyond age five years in the assessment period.

Commissioner Kaufman commented that it was exciting to have a collaboration with The California Endowment but it does add the challenge of going to scale. He said it was very important to know what basic principles could be expanded into other Best Start LA communities that would not have funding from The California Endowment.

Commissioner Kaufman proposed the following motion amendment to codify the collaborative relationship being developed with The California Endowment:

**AMENDMENT #1:**


M/S (Neal Kaufman/ Jonathan Fielding) APPROVED AS RECOMMENDED

Commissioner Kaufman then proposed the subsequent amendment to document the non-competitive process to be used in selecting the community:

**AMENDMENT #2:**

> In collaboration with The California Endowment, Develop a partnership with the Central Long Beach Community, in collaboration with The California Endowment, using a community strengthening and non-competitive process.

M/S (Neal Kaufman/ Jonathan Fielding) APPROVED AS RECOMMENDED

Commissioner Au commented that Demonstration Community #2 will provide the Commission with more lessons to be learned.

**AMENDED MOTION:**

Approval of Staff to:

2. In collaboration with The California Endowment, Develop a partnership with the Central Long Beach Community, in collaboration with The California Endowment, using a community strengthening and non-competitive process.
3. Allocate Funds Not-to-Exceed $9,712,500 Over Five Years to Implement the Best Start LA Model in this Community in Order to Launch Best Start LA Demonstration Community #2

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

11. Approval of the Six Recommended Applicants, as Outlined in the Attached COF Cycle Three Funding Recommendations Report, consisting of Policy and Advocacy Projects for an Amount Not-to-Exceed $2,690,133

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

Director Nuno reported that as approved in November 2006, COF reflects a responsive giving strategy to address community needs and changing social trends through organizational capacity building grants and policy and advocacy grants. For Cycle Three of COF, First 5 LA coordinated its grantmaking efforts with both the FY 2009-2015 Strategic Plan and the First 5 LA Policy Agenda by funding policy and advocacy projects utilizing a countywide approach and requested proposals from public agencies and private nonprofit organizations demonstrating impact in Los Angeles County.

In September, 2009, an RFP was released announcing COF Cycle Three. Twenty one applications were received for the third cycle and following an initial screening for eligibility, staff selected fifteen applicants for review. Proposals were reviewed both internally and externally resulting in the selection of six recommended applicants.

Commissioners were provided with a COF Cycle Three Funding Recommendations Report of the six recommended applicants. The report outlined the comprehensive application and review processes employed to evaluate the proposals, as well as key revisions made to these processes following Cycle Two. A description of each applicant agency and proposed project was also included within the report.

Commissioner Fielding commented that he would like future cycles to be more closely aligned with the Commission’s priority goals.

Commissioner Fielding asked how the Commission’s success would be measured in the project being funded for the National Council of La Raza regarding dual language teacher competencies.

Executive Director Martinez commented that the success would be measured by the impact made on public policy. The project is five years where networking with local and state level policy makers will take place as well as, raising awareness of dual language issues.

Director Jimenez commented that if teacher competencies and curriculum are improved, then outcomes would also be influenced.
Commissioner Stockwell commented that as an example, the National Council of La Raza started providing direct services but quickly recognized that in order to provide greater services, they have to move beyond direct services and become involved in advocacy and policy. The long range outcome for First 5 LA has tremendous implications in strategic planning because the Commission wants to collaborate, build partnerships, and push the policy agenda. Commissioner Stockwell further commented that starting at this level was crucial.

Commissioner Dennis asked how the findings of these efforts will inform the Commission policy agenda. The previous two COF cycles have greatly informed and leveraged the Commission’s policy agenda. Policy grantees have been provided an additional opportunity to collaborate through quarterly meetings where experiences can be shared that have resulted from the COF projects.

M/S (Jonathan Fielding / Evangelina Stockwell) APPROVED RECOMMENDED

12. Approval of the Community Selection Criteria and Process to Select First 5 LA’s Target Communities for the FY 2009-2015 Strategic Plan

Director Nuno reported that on June 11, 2009, the First 5 LA Board of Commissioners approved a new Strategic Plan for FY 2009-2015. This strategic plan represents a new commitment by the Commission to direct funding to specific communities in LA County. The adoption of a “place-based” approach has multiple benefits, including the ability to focus resources on families most in need; to create a seamless pipeline for children through which to more effectively serve families along the continuum of a child’s development; to fund creative partnerships with families, communities residents, and other funders; and to better measure First 5 LA’s impact across funding areas. In addition, place-based funding recognizes that the places where children live are strong influencers on their ability to be safe, healthy, and ready to learn. Since the approval of the strategic plan, staff has begun the process of identifying the communities where First 5 LA will target its funding for the next five years.

Joint Planning Committee Meetings (JPCM) were held on July 16th and September 17th where staff presented information about the community selection process that is currently being conducted, including an overview of the process and the specific indicators that are being considered. Staff received input from Commissioners on the selection process and was given direction to bring guiding principles of community selection to the Commission for further discussion and approval. The guiding principles were presented and approved at the October 8th Commission Meeting.

Staff also received direction during the October 8th Board Meeting to bring for approval the specific community selection criteria that will be used for community selection. Since July 2009, staff has been developing the following intensive community selection process consisting of three levels.

**Level I: Needs Analysis.** Level I consists of two parts.

- **Part 1:** An initial analysis of community need based on Best Start LA indicators, the level of current First 5 LA investment, and the birth rate. For details of these indicators, please see Attachment A. This analysis resulted
in the identification of 56 communities presented at the Joint Planning Committee Meeting on July 16th.

- **Part 2:** A refinement of the Part 1 analysis based on the identification of the indicators of need most commonly used across various studies, particularly within the child readiness literature. Part 2 was conducted by Healthy City, who was able to access the most current data for various indicators. An analysis of this data resulted in the identification of a sub-set of communities that will continue to Level II. For the list of these indicators, please see Attachment A. Please note that a variety of weighting methods were used when assessing this data, all of which resulted in the identification of the same twenty communities of highest need. In order to maintain the Commissioners’ commitment to geographic diversity, an additional four communities will be considered for the Level II analysis because the majority of the top twenty communities are located in two supervisorial districts.

**Level II: Strengths and Capacity Analysis.** The Level II analysis consists of four criteria:

- Community leadership capacity,
- Community infrastructure,
- Engagement of multiple sectors, and
- Prior and current investments and resources.

Staff is recommending that these four criteria be weighted equally for data analysis purposes. This recommendation is based upon several levels of vetting which include comparing commonly used indicators of community strengths and capacity in other place-based initiatives, interviews to include local and national experts on community capacity, and the opinions and expertise of community members themselves, derived from survey data. The community survey was widely distributed and resulted in 148 responses. The community responses affirm that community members are in accord with the categories First 5 LA has selected as important and relevant when assessing a community’s strengths. The open ended responses indicate that community members also support focusing on communities with high need and choosing communities where there is a lack of investment, but where there is potential to build upon community interest, receptiveness and commitment to partnering with First 5 LA.

Level II will be conducted using an array of available resources. Specifically, Healthy City will conduct an analysis of quantitative indicators of community strengths, focusing particularly on the criteria of community infrastructure and prior and current investments and resources. Simultaneously, staff-consultant teams will collect qualitative data, pertaining particularly to community leadership capacity and the engagement of multiple sectors. The consultant team has recognized leadership and expertise in conducting community assessments. Information will be collected by this team through focus groups and stakeholder interviews. The staff-consultant teams will also use observational data and environmental scanning techniques in the communities and will draw upon First 5 LA institutional knowledge and wisdom, gained through a decade of experience working in these communities.

Commissioner Stockwell asked how the indicator of “prior and current investments/resources” was to be quantified. Part of the qualitative analysis will
include the development of a rubric which will help define a low-mid-high level of investments.

Commissioner Kaufman commented that he was pleased with the criteria being presented. Commissioner Kaufman also stated that it gave the community a good sense of the transparency that the Commission has been talking about in recent months.

Commissioner Kaufman asked for clarification on the allocation percentages to be presented at the January 14th Commission meeting. It was his understanding that in the initial year of the strategic plan (Year Zero), the Commission inferred exactly how the total sum of investments in the next six years would be spent between countywide and place-based strategies. In addition, Commissioner Kaufman inquired if at the January 14th Commission meeting, will a recommendation be introduced based on the total amount of revenue available from prior projected revenue for future use, a percent allocation distribution across countywide, place-based and administration areas in order to have a better understand of what proportion of the funds would go toward to countywide activities versus place-based activities.

Commissioner Kaufman was correct in his understanding of the allocation percentages to be presented at the January Commission meeting. A more detailed recommendation on revenue allocations would be presented to the Commission in May. Given this, Commissioner Kaufman commented that the January Commission meeting be highly publicized. He felt that Commissioner participation was critical in this decision.

Commissioner Kaufman asked why Supervisorial Districts were used for community selection rather than Service Planning Area (SPA) Districts. The direction received from Commissioners at the September Joint Planning Committee, was for staff to be mindful of Supervisorial Districts boundaries and to use them as key for geographical diversity. Furthermore, when prioritizing high need communities, need is not equally distributed across the County. For example, there are no communities of need in SPA 5.

Commissioner Dennis suggested that any exceptions to be considered by the Commission in community selection should be done at the end of the process.

Commissioner Fielding stated that countywide and place-based efforts need to be done in tandem to serve as many children as possible, prenatal to five years, throughout the County.

M/S (Jonathan Fielding / Nancy Au) APPROVED RECOMMENDED

13. Public Comment

Celia Ayala, Los Angeles Universal Preschool (LAUP)
Janice French, LA Best Babies Network
Katherine Reuter, St. John’s Child and Family Development Center

ADJOURNMENT

Chair Knabe wished everyone a joyous holiday season.

The meeting adjourned at 4:25 pm.
SUMMARY ACTION MINUTES

The next regularly scheduled Commission meeting will be on:

    January 14, 2010 at 1:30 p.m.
    Multi-Purpose Room
    750 N. Alameda Street
    Los Angeles, CA  90012

Meeting minutes were recorded by Maria Romero.