COMMISSIONERS PRESENT:

Commissioners:
Nancy Au
Jane Boeckmann
Renatta Cooper
Jonathan Fielding (Alternate)
John Hatakeyama (Alternate)
Neal Kaufman
Gloria Molina (Chair)
Maria Veloz (Vice Chair)

Ex-Officio Commissioners:
Chuck Hurewitz
Jacquelyn McCroskey
Matt Rezvani
Deanne Tilton

COMMISSIONERS ABSENT:

Commissioners:
Carolyn Wilder

Ex-Officio Commissioners:
Jacquelyn McCroskey

STAFF PRESENT:

Evelyn V. Martinez, Executive Director
Victor Abalos, Director of Communications
Anthony Bellanca, Director of Finance
Casey Beyer, Director of Government Affairs
Lisa Brabo, Director of Grants Management
Armando Jimenez, Director of Research & Evaluation
Marilyn M. Morton, Director of Management Services
Teresa Nuno, Director of Planning & Development
Maria Romero, Executive Assistant

LEGAL COUNSEL:

Craig Steele, Attorney-at-Law

CALL TO ORDER / ROLL CALL

1. Chair Gloria Molina called the meeting to order at 1:40 p.m.

CONSENT CALENDAR: (Items 2 – 3)

2. Approval of Commission Meeting Minutes – February 10, 2005

   M/S (Maria Veloz / Neal Kaufman) 
   APPROVED AS RECOMMENDED

3. Approval of Monthly Financials

   M/S (Maria Veloz / Neal Kaufman) 
   APPROVED AS RECOMMENDED

COMMISSION: (Items 4-11)

4. Announcements by the Chair

   RECEIVED
5. Executive Director’s Report

**RECEIVED AND FILED**

In addition to the written report, Executive Director Martinez commented on the following Commission-related issues.

- **LAUP Lease** – The lease for the second floor space has been signed with LAUP. The targeted date of occupancy is September 1, 2005.

- **All About the Kids Day** - First 5 LA was one of eight Southern California County Commissions attending the “All About the Kids Day” on February 16, 2005. The day-long event was well received by those participants representing the State Legislature. In addition to staff, Commissioners Molina and Veloz also attended the event and met with key members of the Legislature.

6. Approval of First 5 LA Connect Funding Recommendation

Director Lisa Brabo provided background information on First 5 LA Connect. As previously reported at the February Commission meeting, the conclusion of the initial three-year project is providing the Commission with the opportunity to re-evaluate the need and objectives for this service, particularly in light of the recently adopted Next Five strategic plan.

Due to its multiple components, First 5 LA Connect was phased in over the term of the three-year contract. The selected contractor was successful in developing the infrastructure during the planning phase (April 1, 2002 - December 31, 2002). The infrastructure included the creation of an expansive database, the establishment of a state of the art call center, and the hiring and training of qualified staff among other key activities necessary to launch the service. The steadfast commitment of NexCare Collaborative and Commission staff on this project has lead to the attainment of a unique and prominent call center service for parents and caregivers in Los Angeles County.

Director Brabo reviewed the call center comparison matrix between First 5 LA Connect and 211 Info Line. What stood out in this comparison was that Info Line is a larger, more complex call center than First 5 LA’s single-focus call center. Info Line has many contracts for call center services assisting a number of different populations. The approach often used by Info Line is to develop subunits within the staff that specialize in the specific topics to these specific populations, which is the approach that Info Line would use if First 5 LA contracts with them.

The 888 telephone number currently used for First 5 LA Connect can be routed to 211 for a minimal cost. This means that anyone calling the 888 number would have their call answered by 211 as though 211 were the number they had dialed.

Commissioner Hurewitz commented how First 5 LA Connect through the NexCare Collaborative recruited social workers, offered parental support, and had enrolled two-thirds of the people in health care, moreso than the Department of Health Services. Further, Commissioner Hurewitz commented how there has been no independent evaluation of the 211 Info Line. (NOTE: The 211 Info Line will not go “live” until July 1, 2005.)

Commissioner Hurewitz stated that the Commission was terminating an extremely experienced and successful warmline. He suggested that if the Commission was to choose to fund another contractor, that First 5 LA Connect be funded for one year. This one year period would serve as the transition phase.
Commissioner Fielding gave the correct statistics for DHS Contractor enrollment and said that while First 5 LA Connect receives incoming calls from the community, the Department of Health Services is involved in extensive community outreach. DHS contractors also assist all family members, assist with more complex applications, and conduct follow up.

Commissioner Boeckmann expressed concern about the mixing First 5 LA funding with the County as 211 Info Line is a contractor of the County.

Director Brabo commented that one of the suggestions for incorporating of First 5 LA Connect services with the 211 Info Line would be to create a sub-unit component within the 211 Info Line.

Commissioners heard public comment on this issue.

Chair Molina commented that the funding of First 5 LA Connect was not about declining revenues. The funding of First 5 LA Connect focuses on the provision of services. The County sees this provision of such services through the 211 Info Line as part of a social services network. The Info Line has a proven track record. It only seems for a very natural marriage between First 5 LA Connect and the 211 Info Line. Chair Molina also commented that the 211 Info Line was going to be hiring the expertise it needs to focus on prenatal to five population and would also have the “warm and fuzzy” characteristic of First 5 LA Connect. Chair Molina urged the Commission to look at the capability of being able to interface with a larger network.

Commissioner Cooper commented that the Commission needs to embark upon a different route. The issue is about sustainability. Currently, there is a sustainable model with different economies of scale.

Commissioner Fielding commented that First 5 LA Connect has done a good job. The Commission is currently in the position to form a strong partnership. The best option is to move forward with a focus on cost-effectiveness of services.

MOTION:

Authorize staff to Integrate First 5 LA Connect Services into the Los Angeles County 211 Call Center Service utilizing the full First 5 LA Connect Call Center Model, Insurance Enrollment and Professional Assistance with an allocation of $10.9 million for the five-year period of July 1, 2005 through June 30, 2010 from unallocated revenues with monthly progress reports presented to the Board of Commissioners.

M/S (Maria Veloz / Jonathan Fielding) APPROVED AS RECOMMENDED

7. UPDATE: Neighborhood Data Use Collaborative

Due to time constraints, this agenda item was deferred to the April Commission meeting.

8. UPDATE: Partnership for Families (PFF) Initiative

Director Nuno provided a verbal update on the meeting that had taken place on March 3rd at the Hall of Administration to further discuss the components of the proposed PFF Implementation Plan.

Commissioner Cooper asked if perhaps a working group needed to be formed to focus on this initiative and provide staff with clearer direction. Chair Molina commented that the meetings would be public and open to all Commissioners.

9. UPDATE: The American Institutes for Research (AIR) Report on Selected Findings from Year 2 of the Family Literacy Initiative Evaluation
The American Institutes for Research (AIR) and the Center for Improving Child Care Quality (CICCQ) at UCLA were hired by First 5 LA in 2002 to conduct a four-year independent evaluation of the First 5 LA Family Literacy Initiative. AIR is an independent, not-for-profit organization with extensive experience in research and evaluation in child development, adult literacy, and early childhood education. CICCQ participates in research and evaluation partnerships with community programs and agencies in order to improve the lives of children. The AIR-UCLA team has work closely with First 5 LA, the Family Literacy Support Network, and the grantees throughout the evaluation.

The Initiative-wide evaluation is both formative (i.e., interim findings are reported on an annual basis in order to enhance implementation and program results) and summative (i.e., program impacts will be described at the end of three years of program implementation) and covers both the family literacy grantees and the Family Literacy Support Network (FLSN). The first year of the evaluation focused primarily on implementation issues. While the second year of the evaluation continued to explore implementation issues, some short-term outcomes have been observed in families participating in the programs. Year 1 findings were presented to the Commission in May 2004 and the Commission requested that AIR present again once enough time had passed to capture short-term outcomes.

10. PRESENTATION: LAUP Early Launch Activities

This agenda item was deferred to a later date at the request of Graciela Italiano-Thomas, CEO of LAUP.

11. Public Comment

Karla Ascencio, Private Citizen
Rosa Cisneros, Private Citizen
John DiCecco, LAUSD
Helmer Duverge, Center for Family Literacy
Elena Espinoza, Social Services Advocate
Elda Garcia, Hawthorne School District
Robert Gerarde, LACOE
Liz Guerra, Family Literacy Support Network
Elizabeth Harris, EMT Associates
Gabriela Hernandez, Private Citizen
Patricia Herrera, Lantern Regional Center
Roy Jensen, Private Citizen

Lynn Kersey, MCM Access
Joanna Lyman, Social Services Advocate
Hana Malmeth, Private Citizen
Maribel Martin, Info Line Los Angeles
Kenneth Mitchell, Community Advocate
Nilo Salimpour, Nilon Public Relations
Josefa Salinas, Private Citizen
Ellen Silver, PAC-LAC
Martha Sosa, Registered Nurse
Isabel Vazquez, LAUSD
William Well, NexCare Collaborative
Marlene Zapata, FLASC

ADJOURNMENT

The meeting adjourned at 4:22 p.m.

The next Commission meeting is scheduled for:

April 14, 2005 at 1:30 p.m.
Multi-Purpose Room
750 N. Alameda Street
Los Angeles, CA 90012

Meeting minutes recorded by Maria Romero.