SUMMARY ACTION MINUTES

APPROVED: 09-20-07

FIRST 5 LA

SUMMARY ACTION MINUTES
Commission Meeting
July 12, 2007

COMMISSIONERS PRESENT:

Commissioners:
Nancy Au
Jane Boeckmann
Jonathan Fielding (Vice Chair)
Neal Kaufman
Marvin Southard
Evangelina Stockwell
Corina Villaraigosa
Carolyn Wilder

Ex-Officio Commissioners:
Matt Rezvani
Deanne Tilton
Harriette Williams

COMMISSIONERS ABSENT:

Commissioners:
Zev Yaroslavsky (Chair) [Excused]

Ex-Officio Commissioners:
Jacquelyn McCroskey (Excused)

STAFF PRESENT:
Evelyn V. Martinez, Executive Director
Carol Baker, Director of Public Affairs
Anthony Bellanca, Director of Finance
Yolanda Bosch, Director of Grants Management & Legal Compliance
Armando Jimenez, Director of Research & Evaluation
Teresa Nuno, Director of Planning & Development
Maria Romero, Executive Assistant

LEGAL COUNSEL:
Craig Steele, Attorney-at-Law

CALL TO ORDER / ROLL CALL:

1. Vice Chair Fielding called the meeting to order at 1:42 pm.

CONSENT CALENDAR: (Items 2 – 3)

   M/S (Nancy Au / Neal Kaufman) APPROVED AS RECOMMENDED

3. Approval of Monthly Financials
   M/S (Nancy Au / Neal Kaufman) APPROVED AS RECOMMENDED

COMMISSION: (Items 4 - 10)

4. Announcements by the Commission Chair
   RECEIVED
5. Executive Director’s Report

**RECEIVED AND FILED**

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

- **Summer Safety FunFest:** The Summer Safety FunFest took place at the Exposition Park Intergenerational Community Center on Saturday, July 7, 2007. The event was attended by approximately 300 families who took advantage of child bicycle helmet and infant car seat giveaways and free infant CPR classes. Stories about summer safety ran on the Spanish-broadcasting station, Univision as well as local radio stations such as LA City 35 and Hot 92.3 FM. Public service announcements ran on various radio stations including KIIS FM, K-LOVE, Power 106 and K-EARTH 101. Commissioner Stockwell attended the event and was interviewed by the local media.

- **LAUP Board Meeting:** Prior to the Commission meeting, Commissioner Kaufman, Armando Jimenez, Carol Baker and Anthony Bellanca attended a special LAUP Board to respond to any questions that the Board had regarding the motion introduced by Commissioner Kaufman and action taken by the Commission meeting of June 14th on the proposed LAUP budget and Scope of Work for FY 2007-08.

  Commissioner Kaufman commented that the LAUP Board understands the action taken by the Commission and recognize that what the Commission is asking of LAUP should be done. The LAUP Board also understands the September 14th deadline for submitting their self-sufficiency plan to the Commission. Commissioner Kaufman expressed confidence in that the Commission’s message was made clear to the LAUP Board.

6. Approval of Funding for the Continuation of Evaluation Management and Training (EMT) Associates’ External Evaluation of the First 5 LA Parent Helpline for Two Additional Years for an Amount Not-to-Exceed $450,000 from the Research and Evaluation Allocation

Director Jimenez reported that the following were key activities of the external evaluation of the First 5 LA Helpline.

- Call Monitoring: A scorecard will continue to be used to monitor calls from the First 5 LA Parent Helpline. This scorecard is fashioned after one used in the national evaluation of the Centers for Disease Control and Prevention’s CDC-INFO hotline. It has been recognized nationally for its innovation, as well as its grounding in observational research.
- Implement Data Feedback Loop (includes Qualitative and Quantitative Data)
- Analyze and Report Call Statistics
- Conduct mystery calls: Calls to the First 5 LA Parent Help Line in which the caller assumes the identity of a service consumer in order to verify that the hours of operation are being adhered to and that appropriate calls are forwarded to the social worker. Calls are conducted in English and Spanish.
- Analyze the results of brief automated customer satisfaction surveys
- Conduct satisfaction survey
- Analyze the Customer Management System data
- Analyze demographic data and provide reports to First 5 LA profiling callers in major demographic areas
- Analyze call volume in comparison to media events in order to determine the impact of marketing campaigns: Analyze the reported methods by which callers hear about the
service in order to determine marketing opportunities. Analysis is conducted by ethnic group in order to specify media methods suitable for diverse communities

- Conduct quality assurance analysis of 211 LA IT systems in order to verify accuracy
- Provide technical assistance to 211 LA related to IT systems, and provides expert advice on the desktop program used to collect data on First 5 LA Parent Help Line callers.

The new focus of the evaluation, for the two additional years, will be: (1) the impact on the target population and their service providers; (2) the added value of the initiative to the current system of care; and (3) gaps in needed services and means of bridging these gaps.

In order to assess progress toward these goals, the planned areas of assessment for service providers and consumers may include topics such as awareness, target population need, satisfaction, information utilization, network linkages, quality improvement, description of the consumer/service provider and social support.

EMT’s evaluation work currently has provided the Commission with vital performance and service data about the Parent Help Line to date. The evaluation results thus far have been important in helping facilitate important quality improvement measures for the 211 LA County service delivery on the Parent Help Line. However, it is anticipated that during the next two years, EMT will shift some of its present monitoring efforts to the broader focus of the collection and evaluation of community based/population based data.

Additionally, the confidential Parent Help Line phone number will continue to be the backbone of First 5 LA’s marketing and community outreach efforts. Ongoing quality assurance and evaluation work is necessary to ensure that this important bridge between our target population and the services they require is working as effectively as possible.

Commissioner Au inquired if there were any plans in place to address the issue of low call volume. Specifically, Commissioner Au asked if any collaborative efforts were taking place with Los Angeles County regarding the public awareness of the First 5 LA Helpline. Director Jimenez commented that public awareness is primarily resulting from First 5 LA’s marketing campaign and through grantees.

M/S (Nancy Au / Angie Stockwell) APPROVED AS RECOMMENDED

7. Approval of First 5 LA Public Affairs Plan and Budget that Integrates Community and Media Outreach, Advocacy, Marketing Partnerships, Public Education Campaigns and Other Communication Efforts to Achieve Commission Goals Related to Initiatives and Projects

Director Baker reported that in September 2005, the Commission approved a one-year allocation of $3,530,000 to execute the 2005-2006 Public Affairs Plan that included a marketing survey of attitudes and perceptions, re-branding of the organization, multi-faceted public outreach and education efforts, and a comprehensive news media outreach program. The Public Affairs Department executed the approved plan, stretching budgeted dollars through the 2006-2007 fiscal year and implementing, among other successful efforts, a multi-media, multi-lingual public education campaign last year in communities targeted for First 5 LA-funded services.

The Department’s proposed new Public Affairs Plan will support the following efforts through the end of the Commission’s current Strategic Plan:

- Selection of marketing/communications contractor
- Public education campaigns
- Government affairs/advocacy efforts
- The Ready. Set. Grow! Marketing Partnership Program
• Targeted public information efforts to support Commission goals and initiatives
• Marketing research to determine effective messaging strategies and outcomes
• Conference funding

Director Baker commented that the proposed Public Affairs Plan for FY2007-08 and FY2008-09 attempts to build on existing knowledge and resources in a number of ways. For example, by leveraging initiative-specific marketing funds, the plan envisions augmenting direct marketing efforts tied to initiatives with supportive broad public education messaging in communities targeted for First 5 LA-funded services. The plan also ensures a continuity of education efforts by utilizing, where appropriate, existing advertisements and other media tools developed as part of the previous Public Affairs Plan. Similarly, the plan envisions leveraging media partners and knowledge bases developed over the past two years to maximize opportunities for messaging and added dollar values.

The Public Affairs Plan for FY2007-2008 and FY2008-2009 presents the next steps regarding outreach and education for this organization in accordance with the values, goals and objectives outlined in the Strategic Plan.

Commissioner Southard commented that potential leveraging opportunities for the Commission existed with the Mental Health Services Act since it has a significant investment for prevention and early intervention through a public education campaign to reduce the stigma related to mental illness. Furthermore, Commissioner Southard commented that he would be very supportive and encouraged that a Commissioner be designated as a delegate to the planning process of the prevention and early intervention component of the Mental Health Services Act.

Director Baker commented that taking into the consideration the $720,000 balance remaining from the last marketing allocation, the total request being made for the implementation of the proposed Public Affairs Plan approximately $2.9 million assuming the carryover balance.

Commissioner Fielding commented that he would like to see a list of accomplishments from the prior marketing plan. Director Baker responded that it is very difficult to measure outcomes since First 5 LA is not marketing goods but rather services such as the First 5 LA Parent Helpline. Furthermore, Director Baker commented that a marketing research plan would be developed prior to implementation of this new proposed Public Affairs Plan.

M/S (Corina Villaraigosa / Neal Kaufman) APPROVED AS RECOMMENDED

8. Approval for staff to implement grantee capacity building and sustainability activities (as recommended at the Operations Committee meeting of September, 2006) including negotiation of all appropriate contracts, in accordance with the Cross-Cutting Approaches conceptual framework. Specific activities include:

  o Approval to implement the Sustainability Project for approximately 60 grantee organizations (approximately 180 participants) during FY 2007-2008 at an estimated cost of $350,000.
  o Approval to begin the 18-month Annie E. Casey Leadership in Action program during FY 2007-2008 at an estimated cost of $280,000.
  o Approval to implement additional grantee capacity building technical assistance activities, aligned with the CCA conceptual framework between July 2007 and November 2007 at an estimated cost of $30,000. Ongoing related activities will be incorporated in the comprehensive CCA Implementation Plan to be approved by the Board this fall.

Director Nuno reported that in creating the Next Five Strategic Plan (2004-2009), the First 5 LA Commission identified three “programmatic strategies” of capacity building, systems
improvement, and sustainability. In November 2005 through the Revised Programmatic and Fiscal Policies, the Commission approved a total allocation of $48 million to implement five programmatic approaches, known as the Cross-Cutting Approaches (CCA): capacity building, systems improvement, sustainability, policy and advocacy, and data. In June 2007, the Commission approved a conceptual framework for the CCA, which outlined short and long-term outcomes and potential strategies and activities for this allocation. The CCA conceptual framework is designed to “support the conditions that promote family-centered communities” by building community protective factors, including the development of stable local organizational networks and an integrated service infrastructure.

Organizations and their networks have always been central to the work of First 5 LA through its relationships with grantees. In September 2006, the First 5 LA Operations Committee recognized the importance of supporting grantee capacity building and sustainability by approving specific activities to occur during FY 2006-2007. These activities were designed to enhance support for the Commission’s current investments in a timely manner via a phased-in approach. In September 2006, the Operations Committee approved the following activities:

1. Implementation of a pilot phase of the Sustainability Project.
2. Discussions with the Annie E. Casey Foundation about partnering on a Leadership in Action project.
3. Development of a comprehensive framework for grantee capacity building and sustainability (technical assistance) that is in coordination with the Commission’s full implementation of the Cross-Cutting Approaches.

In October 2006, the Grants Management department launched the pilot phase of the Sustainability Project with 16 grantees. At the conclusion of the pilot project, grantees presented comprehensive, multi-year sustainability plans and received feedback from 14 local funders, nonprofit leaders and county representatives through First 5 LA’s Sustainability Project Resource Forum held in June 2007.

In November 2006, First 5 LA Directors met with the Annie E. Casey Foundation’s (AECF) Leadership in Action Program (LAP) staff. Following that meeting, the Directors recommended continued discussions around partnership development. The Operations Committee approved the development of a formal partnership with AECF. From March through June 2007, negotiations have taken place between First 5 LA and AECF staff to continue to develop the specific deliverables and related outcomes of the partnership.

First 5 LA initiated the development of a comprehensive framework for grantee capacity building and sustainability to accomplish the outcomes of the CCA. This framework will be designed to address the specific capacity building, organizational effectiveness and sustainability needs of grantees – both individually and collectively – in an adaptable, accessible and relevant manner. Furthermore, staff is recommending the continued implementation of the grantee capacity building and sustainability support programs that were previously approved by the Operations Committee and have been developed in alignment with the CCA Framework. In order to respond to time-sensitive implementation opportunities, staff are requesting a release of funds from the CCA allocation prior to the approval of the CCA Implementation Plan (tentatively November 2007) for the (1) The Sustainability Project, (2) The Annie E. Casey Leadership in Action Program, and (3) Grantee Capacity Building – Technical Assistance Activities.

M/S (Neal Kaufman / Angie Stockwell) APPROVED AS RECOMMENDED
9. Renewal of the Los Angeles County Children’s Planning Council (CPC) Strategic Partnership with First 5 LA

A. Approval to Renew the CPC Strategic Partnership with First 5 LA for up to $4,250,000 from the Cross-Cutting Approaches (CCA) Allocation for a Period of Four Years From October 1, 2007 to September 30, 2011. This partnership renewal includes the following agreements:

1. Continuing the development of the CPC SPA/AIC Council infrastructure to further expand the community organizing and engagement efforts throughout the councils
2. Strengthening the participation of diverse ethnic communities, including parent and resident involvement, in each of the SPA/AIC Councils to better reflect the demographics of Los Angeles County
3. Integrating new technologies in the SPA/AIC Councils to further enhance data collection to enhance better informed policy decisions impacting children and families
4. Implementing the Community Building Institute (CBI) to increase parent leadership in SPA/AIC Councils

B. Approve a progressive match requirement of 10% each year after the first year.

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

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

CPC’s work has been in alignment with the First 5 LA Strategic Plan and the revised Programmatic and Fiscal Policies particularly in relation to the Commission’s interest in capacity building, systems improvement, sustainability, data and policy. These approaches are the cornerstones of the Cross-Cutting Approaches (CCA) Conceptual Framework also approved by the Board in June.

The agreements for the continued partnership are being recommended based on the analysis of the CPC Sunsetting Review made by the Commissioner Liaisons and by staff. This includes agreements about the strategic role of the SPA/AIC Council system and their community organizing role in LA County for future First 5 LA investments and the importance of the SPA/AIC Councils to provide capacity building for local neighborhoods and parents for the overall purpose of improving countywide child outcomes. In addition, the work of CPC is in alignment with the overall goal of the CCA to Support the conditions that promote family-centered communities that (1) are safe, secure and nurturing places for families to live, learn, work, and play within; (2) maximize and strengthen a family’s ability to be resilient and able to fully support their child’s optimal emotional, cognitive, and physical development.
Director Nuno commented that the continued CPC strategic partnership, being recommended for approval, was built upon four agreements: (1) Further development of the SPA/AIC Council system, (2) ethnic diversification of the SPA/AIC Council system, (3) the use of new technologies to enhance the SPA/AIC Council system, (4) strengthening of the Community Building Institute (CBI). Staff is also recommending an allocation with a progressive match.

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

1. **Agreement #1(a):** Continue the development of SPA/AIC Council infrastructure.
   **Agreement #1(b):** Expansion of the community organizing efforts through the SPA/AIC Councils.

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

3. **Agreement #3(a):** Integration of new technologies in the SPA/AIC Councils to enhance data collection.
   **Agreement #3(b):** Increase and promote the use of technology to educate and advocate on behalf of children and families.

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

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

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<th>Total Budget</th>
<th>First 5 LA Funds</th>
<th>CPC Match</th>
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<td>Year 1 - 0% Match</td>
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These new funds to CPC and the required match will expand CPC’s work across the four agreements during the course of four years and strategically position it to further increase a countywide commitment to positive child outcomes and to promote sustainability. Moreover, this progressive match requirement will enable and support CPC’s efforts to diversify its funding streams in accordance with its Strategic Plan:

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

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

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

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

This funding recommendation is consistent with the Commission’s new policy on AB 109/SB 35.

M/S (Marv Southard / Neal Kaufman) APPROVED AS RECOMMENDED

10. Public Comment

None.

ADJOURNMENT

The meeting adjourned at 3:11 pm.

The next Commission meeting is scheduled for:

September 20, 2007 at 1:30 p.m.
Multi-Purpose Room
750 N. Alameda Street
Los Angeles, CA 90012

Meeting minutes recorded by Maria Romero.