SUMMARY ACTION MINUTES

APPROVED: 01-13-11

FIRST 5 LA

SUMMARY ACTION MINUTES
Commission Meeting
November 18, 2010

COMMISSIONERS PRESENT:

Commissioners:
Jane Boeckmann
Jonathan Fielding
Neal Kaufman
Alma Martinez
Gloria Molina (Chair)
Marv Southard (Vice Chair)
Carolyn Wilder

Ex-Officio Commissioners:
Duane Dennis
Deanne Tilton
Harriette Williams

STAFF PRESENT:

Evelyn V. Martinez, Chief Executive Officer
Carol Baker, Director of Policy
Yolanda Bosch, Chief Administrative Officer (CAO)
Antonio Gallardo, Chief Program Officer (CFO)
Tracey Hause, Director of Finance
Armando Jimenez, Director of Research & Evaluation
Teresa Nuno, Director of Community Investments
Maria Romero, Executive Assistant

LEGAL COUNSEL:

Craig Steele, Attorney-at-Law

COMMISSIONERS ABSENT:

Commissioners:
Nancy Au
Evangelina Stockwell

CALL TO ORDER / ROLL CALL:

1. Chair Molina called the meeting to order at 1:36 pm. Quorum was present.

CONSENT CALENDAR: (Items 2 – 3)

2. Approval of Commission Meeting Minutes – Thursday, October 14, 2010

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

Approval of Commission Meeting Minutes – Thursday, October 28, 2010

M/S (Neal Kaufman / Marv Southard) APPROVED AS RECOMMENDED
3. Approval of Monthly Financials – September, 2010

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

COMMISSION: (Items 4 – 11)

4. Announcements by the Commission Chair

None.

5. Chief Executive Officer’s Report

RECEIVED AND FILED

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

- State Budget – The state is facing a $25.4 billion budget deficit in the coming year. Exacerbating the budget gap is the expiration of several taxes imposed over the last couple of years and the termination of federal stimulus dollars. Governor Schwarzenegger has called a special session of the Legislature at the beginning of December to deal with the budget. Legislative leadership is skeptical that the Governor will be able to accomplish anything in the special session and appears ready to wait for Governor-Elect Brown to take office in January before making any major budget decisions.

The new Governor will face even more constrictions than his predecessor when it comes to balancing the budget. The outcomes of several measures on the November ballot may make closing the budget gap an even greater challenge. For example, Prop. 24, which would have repealed corporate tax breaks worth $1.3 billion, failed. The passage of several other ballot measures will further raise the difficulty factor in the budget balancing act.

Prop. 25 enables legislators to pass a budget with a simple majority vote. It does not impact the two-thirds vote requirement to raise revenue. But it will result in legislators’ pay being docked if they don’t pass a budget on time. Prop. 26 raises threshold to increase most fees to a two-thirds vote, just like with taxes. Estimates are that this measure punches a $1 billion hole in the budget immediately. Prop. 22 prohibits the State from borrowing or redirecting local funds to plug budget holes but this will create an immediate budget hole of at least $1 billion. While Prop. 25 makes passing a budget easier by waiving the two-thirds vote requirement, legislators now have fewer options at their disposal to balances cuts with some revenue increases.

- CalWORK’s Stage 3 Child Care – An Alameda Superior Court judge approved a settlement to keep CalWORKs Stage 3 Child Care funding flowing through the end of the year. The settlement extends the program through December 31, 2010 and gives families enrolled in the program the right to go through a screening process to see if they qualify for other state child care assistance programs.

This action is expected to preserve child care subsidies for the working parents of more than 56,000 children in the short term. However, Alternative Payment
Providers which disperse the funds at the local level are finding that there are in fact few alternative care options for many of these families, even if they go through the screening process and are eligible for other child care assistance. Since Stage 3 funding ends December 31, 2010, it is expected that transitional funding approved by this Commission may only be needed starting January 1, 2011. Legislative leaders anticipate passage of a bill that will restore funding to the program (and make it retroactive to the new cut-off date) soon after Governor-Elect Brown assumes office.

At the special Commission Meeting on October 28th, there was a request that staff find out how many Stage 3 child care providers who serve the 0-5 population in Los Angeles County also serve their older siblings. A chart from the Child Care Alliance has been provided that displays this data.

- **Coro CrossTalk** – On November 8th, First 5 LA and Coro CrossTalk held a panel discussion on childhood obesity that highlighted the severity of the problem in Los Angeles County. Over 70 people attended the event, including health and community leaders, as well as individuals representing elected officials. Panelists included Councilwoman Jan Perry, Dr. Michael Goran from the USC Keck School of Medicine, Rosa Soto from the California Center for Public Health Advocacy, and Alex Sosa from the Breastfeeding Task Force of Greater LA.

Panelists addressed a number of policy opportunities to promote children's healthy weight, including extending a moratorium in South L.A. on free-standing fast food restaurants and reducing consumption of sugary beverages among young children.

6. **Recognition of the Commission Chair**

Chair Molina was recognized for her dedication and commitment to children's issues throughout Los Angeles County during her tenure as Commission Chair.

7. **Approval of the Countywide Augmentation Proposals for the FY 2009-2015 Strategic Plan Submitted by Commissioners**

Chief Program Officer, Dr. Antonio Gallardo reported that the discussion of the proposed Countywide Augmentation Proposals is a continuation of the workshop that took place on Monday, November 15, 2010. During the workshop, there was an opportunity to hear from consultants and staff on the review of the proposals submitted by Commissioners. CPO Gallardo reaffirmed that these reviews were jointly conducted between consultants and Commissioners, or their appointees, and supported by staff.
Eleven of the 15 proposals were discussed at the workshop of November 15, 2010. These proposals yielded $57,037,619 in approved allocations as noted in the following table.

Table 1

<table>
<thead>
<tr>
<th>PROPOSAL</th>
<th>SUBMITTED BY</th>
<th>APPROVED ALLOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Los Angeles College Child Care Providers</td>
<td>Alma Martinez</td>
<td>$1,057,952</td>
</tr>
<tr>
<td>Tod Parks and Trails</td>
<td>Alma Martinez</td>
<td>$10,000,000</td>
</tr>
<tr>
<td>Infant Safe Sleeping</td>
<td>Deanne Tilton</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>Connecting Risk and Perinatal Service</td>
<td>Deanne Tilton</td>
<td>$200,000</td>
</tr>
<tr>
<td>Data Partnership with Funders</td>
<td>Neal Kaufman</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>ECE Workforce Consortium</td>
<td>Nancy Au</td>
<td>$37,079,667</td>
</tr>
<tr>
<td></td>
<td>Angie Stockwell</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Duane Dennis</td>
<td></td>
</tr>
<tr>
<td>Peer Support Groups for Parents</td>
<td>Jonathan Fielding</td>
<td>$2,200,000</td>
</tr>
</tbody>
</table>

The following proposals were not approved.

Table 2

<table>
<thead>
<tr>
<th>PROPOSAL</th>
<th>SUBMITTED BY</th>
<th>REQUESTED ALLOCATION</th>
<th>REASON FOR NOT APPROVING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funders Partnership</td>
<td>Neal Kaufman</td>
<td>$1,500,000</td>
<td>Initiative will be included within the Community Investments Portfolio.</td>
</tr>
<tr>
<td>Universal Assessment of Newborns</td>
<td>Neal Kaufman</td>
<td>$54,100,000</td>
<td>Requires further refinement.</td>
</tr>
<tr>
<td>Improving the nutrition and physical activity environment in child care settings.</td>
<td>Nancy Au</td>
<td>$6,197,400</td>
<td>Requires further review.</td>
</tr>
<tr>
<td></td>
<td>Angie Stockwell</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Duane Dennis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One Step Ahead Initiative</td>
<td>Jonathan Fielding</td>
<td>$30,000,000</td>
<td>Requires further refinement.</td>
</tr>
</tbody>
</table>

NOTE: The four proposals not discussed at the workshop of November 15, 2010 were presented and discussed as noted below.

NOTE: Proposal 18 was discussed out of order at the request of Vice Chair Southard who had to leave the meeting early.

b. Proposal 18: Substance Abuse Services - $15 Million Over Three Years

NOTE: Due to a conflict of interest, Commissioner Fielding recused himself from participating in the discussion of this proposal.
This proposal provides funding to increase access to and utilization of substance abuse prevention and treatment services for parents and caregivers of children prenatal to age five in cases where there is potential or risk for abuse or neglect due to substance abuse. Through this project, parents of children, aged 0-5 years old, with opened cases and identified by the Department of Children and Family Services (DCFS) as having a need for substance abuse services will be provided screening, brief intervention (information and education), referral and substance abuse treatment, as needed. The program is intended to increase parents' who are at risk for abuse or neglect of children 0-5, utilization and connection to substance abuse services through concentrated interventions and more intense referral services through (1) Substance Abuse (SA) Navigators; (2) increased training for DCFS and Substance Abuse and Prevention Control (SAPC) staff at the Department of Public Health (DPH); and, (3) public education/media campaign.

The annual budget is projected at $5 million, with approximately $3 million dedicated to staffing and the balance associated with staff training and a proposed media/educational campaign. Based on a January 2011 start date, approximately 50% of the requested funds for staffing could be expended by June 30, 2011 ($1.5 million) assuming staff could be hired or reassigned to meet this start date. Some portions of the training and education funds would also be expended.

Vice Chair Southard proposed that the money allocated for the public education campaign be used instead for additional treatment resources for perinatal women, if that is needed, and current resources are not enough to meet the demand.

Chair Molina commented that women are not successful in these treatment facilities because most of them have children and there are no supportive services to take care of the child(ren). Although not specifically mentioned in the proposal, Chair Molina asked that this issue be further evaluated. Vice Chair Southard agreed with Chair Molina’s request.

Chair Molina asked if there was a case management component to the project. Christina Altmayer, Consultant, responded that there was case management during the transition period between getting services through Substance Abuse Navigators and enrolling in substance abuse program.

Commissioner Tilton suggested making this project a pilot. Vice Chair Southard was not supportive because of the impact of the Healthcare Reform Act taking effect in 2014.

Commissioner Tilton then suggested that annual evaluations be incorporated into the timeline of the program with defined outcomes at each evaluation stage. Vice Chair Southard was supportive of this suggestion.

Chair Molina commented that this project would require an amendment of the FY 2009-2015 strategic plan because it provides direct services.
Commissioner Williams asked if the service providers would be County employees. Chair Molina recommended that these services be contracted out.

CEO Martinez commented that an amended strategic plan for FY 2009-2015 would be presented in either January or February as required by the State Commission.

M/S (Alma Martinez / Neal Kaufman) APPROVED AS AMENDED

a. Proposal 17c: Child Care Data Proposal - $10,026,628 Over Five Years

Commissioners Nancy Au and Angie Stockwell propose funding the development of a Child Care Data System that will allow stakeholders across LA County to coordinate, synthesize, maintain, analyze, and disseminate child care data. Having a coordinated data system would directly impact the ability of organizations and funders to plan more effectively in multiple ways.

The total request for the Child Care Data Proposal is $10 million over five years. During the first year of the project, the data system will be developed. In subsequent years, activities include developing GIS mapping of data and design of survey methodology; refining the data system based on stakeholder feedback; coordinating a new data methodology (survey); developing new technology (web-based reporting tool for dissemination of data); ensuring sustainability through training in technology-based tools for upload of real-time data; dissemination to communities, policymakers and providers; and providing trainings on how to use the data for media, advocacy, and community education.

A proposal analysis was presented to the Commissioners by Armand Jimenez, Director of Research & Evaluation. The analysis of this proposal concluded that the project is feasible. Data is currently being collected but needs to be organized and synthesized from a County-wide and aggregated at a County level.

Chair Molina commented that $10 million was too large a sum of money for the organization of data that is already being collected and subsequent administrative linkages.

Commissioner Kaufman expressed his concern about the type of data to be collected. It seems the data that is being collected does not provide any information on the development of children.

Commissioner Fielding asked how this project fitted into the current evaluation plan and what benefit would result of gathering this type of data. Director Jimenez commented that the project will yield data on the infant and toddler population. In addition, data would be gathered for workforce development.

Commissioner Williams suggested incorporating this project into the Data Partnership with Funders proposal previously approved with a potential allocation increase.

Commissioner Williams commented that she felt confident that the Research & Evaluation Department could administer this project with the necessary staff.
Commissioner Dennis commented that good planning data was lacking at the County level and this project would provide a mechanism for collecting this type of data.

CONSENSUS:

The Commission directed staff to look at the relationships between what has been previously funded for evaluation in the FY 2009-2015 strategic plan and the projects funded at the proposal workshop held on November 15th to see where there may be an opportunity to bring disparate data into one system. This would benefit the Commission from a planning, policy advocacy, and accountability perspective.

c. Proposal 21: Healthy Food Access Initiative - $7.5 Million Over Five Years

The Healthy Food Access Initiative is intended to increase families' access to fresh fruits and vegetables by (1) providing grant funding to non-profits, community-based and educational organizations to construct, operate and/or maintain local community gardens for low-income students or families; and, (2) providing grants to non-profit and community-based organizations that promote the purchase of healthy fruits and vegetables for low-income children through a "veggie voucher" subsidy.

Community gardens are designed to provide communities with the opportunity to develop the infrastructure to grow and consume fruits and vegetables in an effort to support obesity prevention, increase food security, provide physical activity and support community cohesion. The proposal includes complementary nutritional education for families that would support obesity prevention strategies. Efforts are currently underway to establish community gardens throughout the County. The Second Supervisorial District has committed to a goal of establishing community gardens in all of the unincorporated areas. The Los Angeles County Community Garden Council serves as a resource to local organizations attempting to establish community gardens in the County.

The project is designed to provide grants up to $400,000 per site over five years for a minimum of 25 sites, which includes one-time construction costs and ongoing maintenance and operations. The amount expended by June 30th depends on the actual contract start date, number of sites selected, amount of planning required, and the extent to which First 5 LA will fund construction costs. Additionally, the actual amount to be expended would depend on the capacity of the individual grantees to design and implement the project. Funding for the voucher program would be dependent on the number of children to be served.

A proposal analysis was presented to the Commissioners by Deena Margolis, Consultant.

Commissioner Boeckmann asked if properties were available for the community gardens. Deena Margolis commented that the proposal did not address this issue.
but there is a process for land acquisition through the City of Los Angeles or private entities. The Community Council Garden in Los Angeles does provide technical assistance in land acquisition for community gardens.

Commissioner Fielding asked how these community gardens would be related to local schools, if any, so that kids could get a sense of how food is produced and have an opportunity to participate in this process. Deena Margolis responded that that the proposal did not have a link to elementary schools or preschools.

Commissioner Martinez commented that the U.S. Drug and Food Administration (USDA) issued a RFP to provide grants to schools for community gardens. The California Endowment has been holding workshops with the USDA to do community gardens as a way of linking efforts to fight obesity.

Commissioner Dennis suggested that the community gardens be center-based programs. This would reduce the overall cost.

Commissioner Kaufman asked for clarification on the distribution of the voucher program. The WIC Program and organizations such as Hunger LA have voucher programs. The proposal proposes providing matching funds to augment those existing programs.

Chair Molina asked if the printed vouchers of the WIC Program and Hunger LA were for vegetables only and where could these vouchers be used. Deena Margolis responded that the printed vouchers are for the purchase of vegetables and can only be used at Farmers’ Markets.

Chair Molina asked how much funding was being requested for the voucher program. A total of $2.5 million was being requested over a period of five years.

Chair Molina recommended that the community gardens component move forward and suggested that leveraging opportunities be considered with The California Endowment. Chair Molina also recommended that a one-year pilot project be done to make it a more effective program in future years after evaluating lessons learned regarding community interest and maintenance.

Commissioner Fielding asked that staff evaluate the food demand of the general community given the rise in number of families needing food assistance from local food banks. He asked a report be provided on an interim basis and assess whether $500,000 per year for the voucher program is sufficient to make an impact.

REVISED MOTION WITH AMENDMENT:

The project will be funded for the amount requested of $7.5 million over a five-year period. An evaluation is to take place at the end of the first year to assess community interest, future growth and sustainability of the community garden. The voucher program component of the proposal would not be implemented until staff evaluates the food demand of the general community seeking assistance from local food banks to determine if the proposed amount of $500,000 per year is sufficient.