

MEETING OF THE FIRST 5 COMMISSION OF SAN DIEGO

April 27, 2009
2:00 p.m. – 4:00 p.m.
County Administration Center
1600 Pacific Highway, Room 358
San Diego, CA 92101

AGENDA

ITEM	SUBJECT	PRESENTER
	Call to Order and Introductions	Chairwoman Jacob
Action	Approval of the Minutes of the Meeting of the First 5 Commission of San Diego – February 26, 2009 and March 9, 2009. Supporting Documents	Chairwoman Jacob
	Opportunity for Public Comments Items not on the Agenda – Limit two minutes per speaker. (<i>Request to Speak</i> slips for this item or any other item on the agenda must be submitted to Commission staff prior to the meeting being called to order.)	Chairwoman Jacob
Action	Consent Calendar The Commission will vote on any action items not pulled for discussion by Commissioners or members of the public.	Chairwoman Jacob
1 Public Hearing Action	Public Hearing Sunset Review of Policies Comments limited to two minutes per speaker. Supporting Documents The Commission is asked to approve extending four policies at their sunset review date with only minor revisions. Overview The enactment of AB 109 and SB 35 in 2006 amended the California Health and Safety Code Sections 130100-130155. The revised Code placed a number of new requirements on county commissions established under Proposition 10. County commissions were required to adopt formal policies on contracting & procurement, administrative costs, conflict of interest, long-range financial planning, financial condition, evaluation, and salaries and benefits in a public hearing by July 1, 2006 to continue receiving State Prop 10 funds. These policies	Chairwoman Jacob Martin Cherry Operations Manager

	<p>were adopted by the Commission in June 2006.</p> <p>At the time the policies were adopted a sunset date of June 30, 2009 was established. In accordance with the sunset date, Commission staff has reviewed four of the policies and are recommending none, or only minor changes to each policy. The remaining three policies will be brought to the Commission in June 2009.</p> <p>Administrative Rate Policy F5C-012: This item requests the Commission's approval to add the definition of "Operating Costs" to the Commission's current Administrative Rate Policy. The Finance Committee has reviewed and approved this recommended change.</p> <p>Contracting and Procurement Policy F5C-013: Minor changes were made to this policy to include adding Policies CFC-016: Responsive Funds Requests and CFC-021: Contract Extensions to the listing of Commission contracting policies on page 2 of 3.</p> <p>Salaries and Benefits Policy F5C-014: There are no recommended changes to this policy.</p> <p>Conflict of Interest Policy F5C-015: There are minor language changes to this policy.</p> <p>Staff Recommendation:</p> <ol style="list-style-type: none"> 1) Open the Public Hearing. 2) Receive public comments. 3) Close the Public Hearing. 4) Adopt the Commission Policies on: Administrative Rate, Conflict of Interest, Contracting and Procurement, and Salaries and Benefits. 5) Set the sunset date of June 2012 for each policy. <p>Fiscal Impact The Health and Safety Code grants the State First 5 Commission authority to withhold funding from any county commission failing to comply with the requirements under AB 109 and SB 35.</p>	
<p style="text-align: center;">2 Public Hearing Action</p>	<p>Public Hearing Annual Review of Strategic Plan Comments limited to two minutes per speaker Supporting Document</p> <p>This is the annual review of the Strategic Plan required by the County ordinance that created the First 5 Commission #9108, Sec. 84.108 (B) 3.</p> <p>Overview: Sections 130140 (C)(iii) and (E) of the California Health and Safety Code require that each county First 5</p>	<p style="text-align: center;">Chairwoman Jacob</p> <p style="text-align: center;">Lauren Chin, Community Engagement & Planning Manager</p>

	<p>Commission annually review its Strategic Plan in a public hearing. The current Strategic Plan ends on June 30, 2009. Prior to the end of the fiscal year the Commission will be asked to adopt a new Strategic Plan to guide the Commission into the future. FY 2009-10 is a transition year in which funding for the Commission's major initiatives has already been authorized per Commission action in November and December 2008 under the current Strategic Plan. In FY 2009-10, the Commission will be transitioning to the new Strategic Plan once adopted.</p> <p>Staff Recommendation:</p> <ol style="list-style-type: none"> 1. Open Public Hearing. 2. Receive public comment. 3. Review and accept the current Strategic Plan for 2004-09 of the First 5 Commission of San Diego. 4. Close Public Hearing. <p>Fiscal Impact: The Health and Safety Code grants the State First 5 Commission authority to withhold funding from any county commission failing to annually review its Strategic Plan.</p>	
<p style="text-align: center;">3 Action</p>	<p>Innovative Grants: Recommendations for Award Supporting Document</p> <p>The Commission is asked to approve a 12 month contract for \$71,800 with Heart and Hands Working Together.</p> <p>Overview: On August 4, 2003, the Commission approved Policy F5C-010 for Innovative Grant Funds (Item 8). The intent of the Innovative Grant Fund is to encourage the development of new direct service approaches or techniques, or to replicate best practices that assist the physical, social, emotional, and/or cognitive development of children ages 0-5 and their families. Up to \$75,000 may be authorized per applicant.</p> <p>The request before the Commission is to consider approving the following innovative grant per the recommendations of the Source Selection Committee: Heart and Hand Working Together (up to \$71,800).</p> <p>Staff Recommendation:</p> <ol style="list-style-type: none"> 1) Find that the proposed grant activities are consistent with the Commission's Strategic Plan, further the support and improvement of early childhood development within the County and provide a public benefit. 2) Receive and approve the recommendation to award a contract to the following organization: Heart and Hand Working Together (up to \$71,800). This one-year innovative project will be 	<p style="text-align: center;">Interim Executive Director Zinser</p> <p style="text-align: center;">Grace Young Contracts and School Readiness Manager</p>

	<p>implemented during two fiscal years, FY 2008-09 and FY 2009-10. Approving this recommendation also authorizes the County Auditor & Controller to issue payments for this contract in both fiscal years as a project length budget.</p> <p>3) Authorize the Commission’s Interim Executive Director or her designee to negotiate and execute the grant for this organization.</p> <p>Fiscal Impact: Up to \$71,800 from the Innovative Grants line item in the Commission’s approved budget for FY 2008-09. If this grant award is approved, the balance remaining in the Innovative Grant fund will be \$617,505.</p>	
<p style="text-align: center;">4 Action</p>	<p>Responsive Fund Recommendations for Award Supporting Document</p> <p>The Commission is asked to approve a 3-year contract for \$1,076,858 with the San Diego County Office of Education.</p> <p>Overview: On October 16, 2006 (Item 8), the Commission approved Policy CFC-016, the Responsive Fund Request Policy, to ensure the Commission has the ability to promptly fund projects that are not part of planned initiatives. Responsive funds can be used for new opportunities, urgent needs, pilot projects, or leveraging efforts that support the Commission’s Strategic Plan.</p> <p>The Commission’s Standing Committee for Responsive Funds, comprised of Commissioners Wooten and Skiljan, reviewed proposals and is recommending the Commission fund the San Diego County Office of Education to provide the California Department of Education’s Preschool Learning Foundations materials for training and professional coaching to local center-based and family child care providers that offer preschool services to children ages 3-5.</p> <p>Staff Recommendation:</p> <ol style="list-style-type: none"> 1) Find that the proposed grant activities are consistent with the Commission’s Strategic Plan, further the support and improvement of early childhood development within the County and provide a public benefit. 2) Approve the recommendations of the Standing Committee for Responsive Funds and award up to \$1,076,858 as a project length budget over a three-year period, to the San Diego County Office of Education for the Preschool Learning Foundations Project; 3) Authorize the Commission’s Interim Executive 	<p style="text-align: center;">Interim Executive Director Zinser</p> <p style="text-align: center;">Grace Young Contracts and School Readiness Manager</p>

	<p>Director or her designee to negotiate and execute a project length contract with the San Diego County Office of Education.</p> <p>Fiscal Impact: Up to \$1,076,858 from the Responsive Funds line item in the approved FY 2008-09 budget. If approved, the Commission will expend the remaining balance of the Responsive Funds for FY 2008-09.</p>	
<p style="text-align: center;">5 Action Presentation</p>	<p>Report on the Status of Children 0-5 in San Diego County Supporting document</p> <p>The request before the Commission is to accept the report on the Status of Children 0 – 5 in San Diego County.</p> <p>In 2005 and 2008, (every 3 years), First 5 San Diego conducted the Family Survey to gather data not otherwise available on children ages 0 to 5 and their families. In the fall of 2008, over 1,200 households in San Diego County with children ages 0 to 5 responded to a random-digit-dial telephone survey on a range of issues concerning young children. 845 of these families also completed the Ages & Stages Questionnaire – Social Emotional (ASQ-SE), providing data on social emotional factors for young children.</p> <p>This year’s report includes other data sources to provide a compendium of data on the status of young children in San Diego County in the Commission’s four core areas: health, learning, families and community support. The Commission will receive a presentation on the report highlights.</p> <p>The report was reviewed by the Commission’s Evaluation Leadership Team.</p> <p>Staff Recommendation:</p> <ol style="list-style-type: none"> 1) Accept the Report on the Status of Children 0-5 in San Diego County. <p>Fiscal Impact: None.</p>	<p style="text-align: center;">Lynn Eldred Program and Evaluation Manager</p> <p style="text-align: center;">Paul Harder President of Harder + Company Community Research</p>
<p style="text-align: center;">6 Information</p>	<p>Finance Committee Report Supporting Document</p> <p>This is a standing agenda item report from the Finance Committee.</p> <p>Overview: The Finance Committee met on March 24, 2009. This item updates the Commission on its financial status as of</p>	<p style="text-align: center;">Michael Carr, Chair, Finance Committee</p>

	<p>February 28, 2009 and presents the YTD Balance Sheet.</p> <p>Staff Recommendation: None. For information only.</p> <p>Fiscal Impact: None</p>	
<p>7 Information Discussion</p>	<p>Draft Budget for FY 2009-10 Supporting Document</p> <p>This is the Commission's first review of the FY 2009-10 budget.</p> <p>Overview The proposed budget for FY 2009-10 is presented for review and discussion by the Commission. The budget will be presented to the Commission for final approval at the June 3rd meeting. The proposed budget and financial plans have been reviewed by the Finance Committee.</p> <p>Staff Recommendation: None. For information only.</p> <p>Fiscal Impact: None at this time.</p>	<p>Interim Executive Director Zinser</p> <p>Michael Carr, Chair, Finance Committee</p>
<p>8 Information</p>	<p>Preschool for All (PFA) Follow-up Supporting Document</p> <p>This item is in response to the Commission's request for additional information at the March 9, 2009 meeting.</p> <p>Overview: At the Commission meeting on March 9, 2009, San Diego County Office of Education (SDCOE) provided an overview of the PFA Demonstration Project and highlighted its accomplishments mid-way through the 5 year project period.</p> <p>At the request of the Commission the following additional information is being provided by the SDCOE:</p> <ol style="list-style-type: none"> 1) An estimated 37,098 four-year old children could be served if PFA was to be implemented county wide at an estimated annual cost of \$107,601,205. 2) An estimated 20,006 children could be served if PFA was to be provided for only the most needy children* in San Diego County at an estimated cost of \$58,026,602 annually. 3) As a result of the PFA Demonstration Project there have been statistically significant increases in child outcome scores and increases in staff professional development and preschool quality improvement overall. 4) The "ripple effect" of the PFA Demonstration project provides enhanced services to non-PFA children, parents and teachers. Also, the knowledge and skills gained by staff through PFA will continue to benefit all the children that they 	<p>Interim Executive Director Zinser</p> <p>Grace Young Contracts and School Readiness Program Manager</p> <p>Denise Meek San Diego County Office of Education</p>

	<p>teach in the future.</p> <p>5) An estimated 4,743 licensed facilities could potentially benefit from PFA.</p> <p>* These estimates include implementation of Phase 1 and 2 of the Master Plan (100% of eligible children) in which it is anticipated that only 70% would voluntarily participate.</p> <p>Staff Recommendation: None. For information only.</p> <p>Fiscal Impact: None</p>	
<p>9 Presentation</p>	<p>Community Education Project Results Supporting Document</p> <p>This is a presentation on the results of the 7-month Community Education Project.</p> <p>Overview: In May of 2008, the Commission approved a strategic communications plan, developed by MJE in collaboration with staff. The plan was designed to increase awareness of the importance of children’s early development, educate parents, and increase awareness of Commission-funded services and programs available to children and families.</p> <p>First 5 San Diego and MJE implemented a seven-month (August 2008 – February 2009) Community Education Campaign. The First 5 San Diego Good Start Public Education Campaign included a new website launch, television and radio public service announcements, printed materials, mall displays, transit shelter displays, play space sponsorship and launch of a toll-free number for parents (1-888-5 FIRST 5).</p> <p>Pre- and post campaign surveys of households were conducted to measure the impact of the project in increasing awareness of the importance of the first five years, First 5 San Diego as a resource, and awareness of action steps for parents.</p> <p>The presentation will offer an overview of the impact of the First 5 San Diego Good Start Public Education Campaign and highlight the accomplishments of the project.</p> <p>Staff Recommendation: None. For information only.</p> <p>Fiscal Impact: None</p>	<p>Interim Executive Director Zinser</p> <p>Lisa Contreras Communications and Community Outreach Coordinator</p> <p>Marlee J Ehrenfeld, MJE Marketing Services, Inc.</p>

10	<p>Executive Director Monthly Report Supporting Document</p> <p>Overview The Commission will be given an update on the State Budget and impacts on Prop 10 funds.</p> <p>A written status report of Commission activities is in the agenda packet for this meeting.</p> <p>Staff Recommendation None. For information only.</p> <p>Fiscal Impact: None.</p>	Interim Executive Director Zinser
11	<p>Future Agenda Items</p> <ul style="list-style-type: none"> ➤ Approve the FY 2009-10 Budget 	Chairwoman Jacob
12	Adjournment	Chairwoman Jacob

If you need special accommodations to attend, you must call Rosa Lemus at (619) 230-6460 at least three days in advance of the meeting.

NEXT COMMISSION MEETING

June 3, 2009

2:00 p.m. to 4:00 p.m.

1600 Pacific Highway, Room 302-303

San Diego, CA 92101

Public comment on specific agenda items is taken throughout the meeting at the conclusion of each agenda item.

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