

FIRST 5 COMMISSION OF SAN DIEGO
1495 Pacific Highway, Suite 201 MS A-211
San Diego, CA 92101-2417
(619) 230-6460

Commissioners Present:

Dianne Jacob, Chairwoman
Carol Skiljan, Vice Chair
Sandra McBrayer, Secretary
Nick Macchione
Dr. Wilma Wooten

Staff Present:

Barbara Jiménez, Executive Director
Grace Young, Contracts & School Readiness Program Manager
Lynn Eldred, Program & Evaluation Manager
Martin Cherry, Operations Manager
David Smith, Sr. Deputy County Counsel
Tale Halse, Policy Advisor

Minutes for May 3, 2010

Call to Order and Introductions

Chairwoman Jacob called the meeting of the First 5 Commission of San Diego to order at 2:03 p.m.

Approval of Commission Meeting Minutes - April 5, 2010

ON MOTION OF Commissioner McBrayer, seconded by Commissioner Skiljan, the Commission approved the minutes of April 5, 2010.

AYES: Jacob, Skiljan, McBrayer
ABSENT: Macchione, Wooten
ABSTAIN: None
NOES: None

Opportunity for Public Comments

No public comments received.

Commissioner Recusal Reminder

Chairwoman Jacob reminded the Commissioners to recuse themselves from voting on any agenda item that has a real or perceived conflict of interest.

Consent Calendar

ON MOTION OF Commissioner Skiljan, seconded by Commissioner McBrayer, the Commission approved formation of the consent calendar with items 1, 2, 3, and 4 approved on consent.

AYES: Jacob, Skiljan, McBrayer
ABSENT: Macchione, Wooten
ABSTAIN: None
NOES: None

Chairwoman Jacob commended Commission staff for the work they did on item 3 "Healthy Development Services Regional Services Networks Contract Approval".

1. Approval of the FY 2010-11 Budget and 10-Year Financial Spending Plan

ON MOTION OF Commissioner Skiljan, seconded by Commissioner McBrayer, during the formation of the consent calendar, the Commission approved the FY 2010-11 Operating Budget.

AYES: Jacob, Skiljan, McBrayer
ABSENT: Macchione, Wooten
ABSTAIN: None
NOES: None

2. School Readiness Initiative Contract Extensions

ON MOTION OF Commissioner Skiljan, seconded by Commissioner McBrayer, during the formation of the consent calendar, the Commission:

- 1) Found that the proposed contract amendments for the School Readiness Initiative are consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood education within the County and provides a public benefit.**
- 2) Acted on the final option year to extend the contract through June 30, 2011 and approved the following fund amounts, totaling \$1,381,748, for the FY 2010-11 School Readiness program in the following school districts:**
 - ◆ **Escondido Union School District: Up to \$757,774 for FY 2010-11;**
 - ◆ **Oceanside Unified School District: Up to \$462,260 for FY 2010-11;**
 - ◆ **Vista Unified School District: Up to \$161,714 for FY 2010-11.**
- 3) Authorized the Executive Director or her designee to negotiate and execute contract amendments with the three school districts listed in the above recommendation.**

AYES: Jacob, Skiljan, McBrayer
ABSENT: Macchione, Wooten
ABSTAIN: None
NOES: None

3. Healthy Development Services (HDS) Regional Services Networks Contract Approval

ON MOTION OF Commissioner Skiljan, seconded by Commissioner McBrayer, during the formation of the consent calendar, the Commission:

- 1) Found that the proposed Healthy Development Services- Regional Services Networks allocation is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit.**
- 2) Received and approved the recommendations from the source selection committee for contract awards to the following organizations and authorized the Executive Director or her designee to negotiate and execute a contract with the 6 organizations listed below for up to \$59,425,000 (an estimated \$11,885,000 per year for 5 years) as a project length budget for FY 2010-11 through FY 2014-15 for the Healthy Development Services-Regional Services Networks.**
 - ◆ **North Coastal: Rady Children's Hospital San Diego - Up to \$1,851,141 per year for a total of up to \$9,255,705 for 5 years;**
 - ◆ **North Inland: Palomar Pomerado Health - Up to \$1,752,134 per year for total of up to \$8,760,670 for 5 years;**
 - ◆ **North Central: Rady Children's Hospital San Diego - Up to \$2,040,598 per year for a total of up to \$10,202,990 for 5 years;**
 - ◆ **Central: Family Health Centers of San Diego - Up to \$2,458,936 per year for a total of up to \$12,294,680 for 5 years;**
 - ◆ **East: Family Health Centers of San Diego - Up to \$1,693,773 per year for a total of up to \$8,468,865 for 5 years;**
 - ◆ **South: South Bay Community Services - Up to \$2,088,418 per year for a total of up to \$10,442,090 for 5 years.**

AYES: Jacob, Skiljan, McBrayer
ABSENT: Macchione, Wooten
ABSTAIN: None
NOES: None

4. Communications Contract Extension

ON MOTION OF Commissioner Skiljan, seconded by Commissioner McBrayer, during the formation of the consent calendar, the Commission:

- 1) Found that the proposed contract extension with MJE Marketing Services is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit.**
- 2) Authorized the Executive Director or designee to execute and negotiate a contract amendment with MJE Marketing Services, Inc. for a total of up to \$120,000. The contractor will also administer Parent and Public Education services funding per the FY 10/11 Operating Budget.**

AYES: Jacob, Skiljan, McBrayer
ABSENT: Macchione, Wooten
ABSTAIN: None
NOES: None

5. Information and Referral Services Contract Amendment

At its previous meeting, the Commission directed staff to provide additional information on the 211 San Diego contract deliverables. Commissioner McBrayer thanked commission staff for the information. She stressed the need to focus the Commission's efforts in setting goals and outcomes to ensure that callers to 211, who have a child 0-5 or a pregnant woman in the household, are getting the referrals they need.

*Commissioners Wooten and Macchione arrived at this time

The Commission asked John Ohanian, CEO of 211 San Diego, to respond to several questions.

The Commission discussed the possibility of a pay for performance incentive contract model. Commissioner Macchione offered Commission staff the assistance of the Agency Contract Support unit of the Health and Human Services Agency and the County's contracting team. He suggested that staff work with these departments to develop a pay for performance contract template. He stated that the process may take between 3 to 6 months. Staff will research and provide an update at the next Commission meeting on June 7, 2010. The Commission discussed authorizing an extension to the 211 San Diego contract to allow staff to research and develop a pay for performance contract.

The Commission also discussed its public awareness campaign. Commissioner Macchione requested that staff report back on whether more people received First 5 services or used the Commission's website due to the campaign.

ON MOTION OF Commissioner Skiljan, seconded by Commissioner Wooten, the Commission approved a 3 month extension to the contract with 211 San Diego for Information and Referral Services starting July 1, 2010 with an amendment to the contract that includes monthly reporting and data collection. The funding for the 3 month extension is \$200,000.

AYES: Jacob, Skiljan, McBrayer, Wooten
ABSENT: None
ABSTAIN: Macchione
NOES: None

6. Developmental Services Needs of Children from Substance Abusing Families

Executive Director Jiménez reported that there is a large number of drug exposed babies that are born annually in San Diego County that may not be accessing the Healthy Development Services program. There are two current efforts to address the developmental delays of this high-need population. A federally funded grant awarded to Health and Human Services Agency (HHSA) Child Welfare Services (CWS) in 2008 has been providing developmental screenings and follow-up services to CWS involved children whose parents are receiving substance abuse treatment at 3 select women's outpatient treatment sites within the County. One site is located in the North Coastal region, another in South Region, and the third is in East Region.

Executive Director Jiménez provided the Commission with information regarding an opportunity to work with Alcohol and Drugs Services on a pilot project that could potentially impact children in the other 3 HHSA regions not currently providing developmental services for children.

The Commission discussed the developmental services needs of children from substance abusing families. Staff was asked to provide a recommendation for Commission consideration at its June 7, 2010 meeting.

7. TPAC Report and Presentation on Targeted At Risk Home Visiting

Commissioner Skiljan reported that during the strategic planning process, the Commission identified the importance of a targeted approach that would reach mothers during the prenatal stage; and the planning team recommended an intensive home visitation strategy that employed an evidence based model with clear outcomes. Over the last three meetings, TPAC reviewed and discussed information on data and indicators pertaining to at-risk populations in San Diego County.

Staff member Lauren Chin gave a summary of TPAC's discussions on this subject. She mentioned that the two national evidence based program models identified and suggested for consideration are: Healthy Families America (HFA), and Parents As Teachers (PAT).

Commissioner Macchione congratulated Commissioner Skiljan and staff member Chin, and the TPAC members for the report. He suggested developing a San Diego version of the accreditation models. He asked staff to facilitate a conversation with all its partners so we can leverage our efforts.

Commissioner McBrayer would like to see a landscape map that shows all of the different subgroups, being served in each the region, by zip code, so we can show the gaps we are filling. She stressed the need to have coordination among our own contracts and services.

Commissioner Wooten spoke in favor of the accreditation process; she commented that accreditation speaks to standards and outcomes measures.

Public Comment:

Annamarie Martinez from Palomar Pomerado Health spoke in support of the At-Risk Home Visiting program. She commended staff for doing great work and providing great feedback around the at-risk population. She urged the Commission to look at using bachelor-level-license professionals in the service delivery similar to Healthy Development Services and Preschool for All.

8. Finance Committee Report

Staff member Martin Cherry gave an update on the Commission's financial status as of March 31. He presented the Balance Sheet and the 3rd Quarter Statement of Revenues and Expenditures which includes FY 2009-10 Budget Projections.

Commissioner Macchione commended staff for projecting a 3.3% administrative rate.

9. Executive Director Monthly Report

Executive Director Jiménez reported that the Governor's January budget assumed that there will be voluntary contributions from First 5 California of \$50 million to the Department of Developmental Services for the Early Start program. First 5 California and the First 5 Association reached out to the local commissions to talk about how to fill that gap of \$50 million. A lot of the local commissions indicated that they are already filling that gap through contributions to Early Start and through the needs of the community locally. At the last meeting in April, First 5 California allocated \$50 million for the Early Start program with the Department of Developmental Services for this fiscal year.

Many local commissions are identifying additional needs in shelter and housing, and potential gaps for families with children that fall under safety-net funding. The First 5 Association is collecting this information so they can publicize what the local commissions are doing.

First 5 California is proposing to reduce the size of the Kit for New Parents by going green, putting it on line, and targeting distribution to low-income families. They want to reduce the number of kits from 475,000 to 300,000 state-wide next year. The First 5 California Commissioners approved an RFP process for this but they urged First 5 California staff to go back and work with the local commissions to identify whether or not local commissions want to continue providing the free kit to all families with the possibly of local commissions

augmenting the cost of these kits. First 5 San Diego is in the process of sharing information and data with First 5 California and the First 5 Association.

First 5 California approved \$2 million per year for 3 years to support Educare programs. Educare is a state-of-the-art, evidence-based, full-day, full-year program for at-risk children 0 to 5. There are currently 10 sites in operation nationally. The David and Lucille Packard Foundation funded West –Ed to undertake a feasibility study that has led to the identification of 3 to 4 potential sites in California. San Diego is on the list of potential sites.

10. Future Agenda Items

- ◆ Allocation of FY 09-10 budget savings
- ◆ Sunset Review of policy CFC-005 Support of Community Events and Educational Symposia
- ◆ Proposed solicitation for the Home Visitation Initiative
- ◆ 211
- ◆ Developmental services

11. Adjournment

Chairwoman Jacob adjourned the meeting of the Commission at 3:25 p.m. to reconvene on June 7, 2010.

Respectfully submitted for your review and approval:

Notes by: Rosa Lemus

Sandra McBrayer

Date