



California Children and Families Commission Meeting

April 23, 2020

MEETING MINUTES

Agenda Item 1 – Opening Remarks

First 5 California (F5CA) Executive Director Camille Maben called the meeting to order on behalf of Chair Halvorson at 10:03 am

Commissioners Present: George Halvorson
Molly Munger
Mayra Alvarez
Monica Fitzgerald
Shana Hazan
Jackie Majors

Commissioners Absent: Muntu Davis

Ex Officio Member Present: Kris Perry

Reports:

F5CA Executive Director – Camille Maben

Ms. Maben provided an overview of the following:

- The Commission approved up to \$4 million over a two-month period to procure and distribute supplies to county providers. The initial supply distribution will include diapers, baby wipes, liquid soap, cleaning supplies, masks, and gloves. F5CA is working with the California Department of Education (CDE) and Resource and Referral agencies who are coordinating to implement the \$50 million budgeted by the Governor for supplies.
- F5CA is working with Fraser Communications to leverage books that would have been used for the F5 Express. The plan is to add over 67,000 books to the supplies that will be distributed statewide to child care providers and the broader community.

- F5CA's External and Governmental Affairs Office (EGAO) is actively participating in COVID-19 advocacy at state and federal levels in support of families and childcare providers.
- Efforts are underway to engage First 5 county commissions directly to solicit input on the potential update to the *Kit for New Parents*.
- F5CA and the CDE Early Learning and Care Division (ELCD) worked collaboratively on a unified request application to fund Quality Counts California (QCC), the state's quality improvement system. The RFA included funding from IMPACT 2020 QCC's Block Grant, California State Preschool Quality Rating Block Grant, and the Federal Preschool Development Grant. Funding will provide approximately \$267 million over three years to administer quality improvement supports to early learning and care programs across the entire state. The RFA was released on January 31, 2020.
- The Home Visiting Workforce Evaluation was released on December 13, 2019. Child Trends was awarded the contract. The release of the home visiting coordination funding was delayed due to COVID-19. \$24 million in coordination funding is intended to support cross agency coordination of local home visiting systems.
- The Dual Language Learner (DLL) Pilot Study report for providing context for DLLs in California was released in February. The findings of the report support data policies proposed in the DLL policy platform. Researchers, educators, and policy advocates participated in a panel briefing discussing the three phases of this study and the goals of the pilot.

Ms. Maben announced changes in personnel.

- Erin Gabel has left F5CA and is now a consultant to the Assembly Budget Committee.
- Alex DeCaprio was promoted to Staff Services Manager and will be F5CA's legislative coordinator.
- The position for Deputy Director in the EGAO has posted and closes on April 30.

DISCUSSION:

Commissioner Munger requested to hear more about IMPACT funds being used to support child care centers during COVID-19.

Ms. Maben responded by stating that F5CA sent an email to EDs outlining the flexibility within IMPACT that would allow counties to use their IMPACT dollars toward a number of things, including stipends to child care providers and opportunities to purchase supplies.

Commissioner Munger shared that they had some alarming information about how many child care centers have closed. She asked Ms. Maben if she has updated information on how many have closed.

Ms. Maben responded by saying that staff are working on getting that number. Ms. Maben asked Member Perry if she has any current numbers.

Member Perry explained that the Department of Social Services tracks licensed child care providers, and that as of a few weeks ago, 42,000 were registered, but the numbers have dropped to 36,000. She believes the number will fluctuate dramatically over the next several weeks for many reasons.

Commissioner Majors added that the challenge is going to be not only their ability to stay open and care for children now, but also what the child care infrastructure will look like.

Commissioner Hazan shared a local perspective about the exciting work she has been seeing in San Diego. She stated First 5 San Diego has been able to use IMPACT funds and over \$500,000 in private philanthropy to distribute over \$1 million locally in child care stipends for low-income families and essential workers, as well as financial assistance to child care providers for food, cleaning supplies, utility bills, and lost wages. She concluded by stating it is exciting to see F5CA's investment, local investments, and private philanthropy coming together to get funding into the hands of providers and families.

PUBLIC COMMENT: None.

First 5 Association of California

John Sims, Interim Director

Mr. Sims addressed the following six items:

1. Supplies – Mr. Sims thanked the Commission and F5CA for their leadership and vision. The counties are appreciative of all the materials coming in but now the hard work begins. Materials are being sent to counties based on needs reported to SupplyBank.org. The amount of materials being distributed to counties is based on their birth rates.
2. Advocacy Day – The Association has held an Advocacy Day each year in conjunction with the Commission's April meeting in order to build momentum for specific policies as well as to meet legislators. COVID-19 changed the way it was facilitated this year. Mr. Sims stated 35 local commissions and the state Commission participated.
3. Blue Shield Grant – The First 5 Association has applied for a home visiting grant from Blue Shield. The delivery of home visiting services has changed due to COVID-19. The Blue Shield Foundation approached the Association to develop a home visiting hub. If the grant is awarded, the Association pledges to work with F5CA to make the Hub a place of resources.

4. California Department of Tax and Fee Administration (CDTFA) – The Association and F5CA have had ongoing conversations with CDTFA regarding revenues, delays, accuracy, timeliness, backfill expenditures, and fees. At the January Commission meeting, the CDTFA Director committed to catching up, and it appears that will be accomplished in May. The Association is taking steps to obtain an auditor to provide an understanding of the methodology being used for backfilling determinations and to ensure its accuracy.
5. IMPACT – The Association is concerned about IMPACT 2020. CDE will be revising their Workforce Development Grant on May 15 which is the same day applications are due for IMPACT 2020. If the money is redirected or not available, F5CA would look at revising the IMPACT grants and accept amendments to the applications.

Advisory Committee Reports – Commissioners

- Public Education and Outreach Advisory Committee (PEO) – Member Perry shared that there were two presentations by staff: 1) early steps toward a Request for Proposal for a new contractor to help with the public education awareness campaign and public relations work, and 2) how the process has been conducted in the past and the anticipated timeline to wrap up the search prior to the expiration of the current contract in June 2021. The committee was able to provide some high-level advice and guidance on the type of deliverables they are interested in.
- Commissioner Majors mentioned the other item that was discussed is the branding and logo design. The PEO looked at several mock-ups and gave feedback to staff. There was also discussion on whether this is the right time to launch a new logo. The committee agreed there is no real urgency to make a decision to launch anything new or make a decision.
- Research and Evaluation – None.
- Fiscal – None.
- Executive – None.
- Program – None.
- Legislative – None.

PUBLIC COMMENT:

Malinda Margiotta, First 5 Riverside, stated she feels it's important for Commissioners to hear from providers about what is happening in the field, and that people need to start lobbying now for child care money at the federal and state levels.

Agenda Item 2 – Public Comment

None.

Action Item 3 – Consent Calendar

The Commission considered approval of the consent calendar as detailed on the agenda.

DISCUSSION: None.

PUBLIC COMMENT: None.

MOTION/ACTION: Commissioner Majors moved to approve the consent calendar.

Commissioner Munger seconded the motion.

VOTE: The Commission unanimously approved the motion.

Information Item 4 – Financial Update

Frank Furtek, Chief Deputy Director and Counsel, and Marcia Thomas, Director of the Fiscal Services Office, provided an update on the Commission's financial status.

Ms. Thomas recalled that at the January Commission meeting, CDTFA spoke about the delayed revenue distribution. She stated Proposition 10 revenues are \$203 million for July through February of the current fiscal year. She shared that F5CA is currently on schedule with Proposition 10 reconciliations and does not foresee any future delays in the remaining revenue transfers for the current fiscal year. She said F5CA anticipates receiving the final revenue transfer in July which is consistent with prior years. She mentioned F5CA continues to work with the First 5 Association to resolve areas of concern. Ms. Thomas shared a chart displaying the estimated versus the actual with a 21% increase for 2020. She explained this is in large part due Proposition 56 backfill being significantly higher than the previous year.

DISCUSSION:

Commissioner Alvarez asked for clarification on the financial plan and for guidance on where the emergency allocation is listed.

Ms. Maben stated it's on page 3, midway down in blue under "emergency supplies \$4 million" and is included in the plan as approved by the Commission.

Member Perry brought attention to Attachment B, Page 1 under Mass Media Communications. She stated that starting in 2021, there will be a new contract and it looks like F5CA has put a placeholder for \$18 million a year for the contract, which is reduced down from FY 2019–20 by \$5 million. Member Perry stated that we may want to use some of the dollars differently.

Ms. Maben responded by saying that is certainly a conversation they could have as a committee or the Commission as a whole.

PUBLIC COMMENT:

Daniel Berman, First 5 Humboldt, stated future projections of Proposition 10 caught his attention. He asked staff what date the figures were generated because they don't seem to reflect the current crisis and that Humboldt does not see the same numbers in their current revenues.

Ms. Thomas stated that First 5 California got the projections from the Department of Finance, and that other factors, such as administration assessment fees, go into the projection.

Action Item 5 – California Reads Together Initiative

Staff requested approval of funding for a statewide book dissemination and parent engagement initiative targeting low-income families.

Ms. Maben presented background on F5CA funding a statewide book initiative. It included:

- F5CA has engaged over the last year in conversations with the Administration and stakeholders on a statewide book distribution initiative.
- COVID-19 hit and the state budget priorities shifted. It did not include funding for a book program.
- Staff, working with the F5CA Executive Committee and the Association, agreed more time was needed to revise the initiative.

Commissioner Munger stated the Commission needs to give staff a chance to revise a plan and come back in July.

Commissioner Alvarez stated all options should be explored in real time.

Commissioner Majors stated the Commission needs to broaden its thinking on how it can make the best impact in the moment.

Member Perry stated committing funding for 36 months into an uncertain future and one of the hardest times in the state's history needs to be considered.

Commissioner Fitzgerald stated she liked the idea of having the ability to pivot and appreciates Member Perry's comment about F5CA being the recovery act for early childhood.

Commissioner Munger suggested staff continue the item in July. Commissioners agreed.

Mr. Furtek stated that based on the current discussion, Item 5 would be pulled off the agenda to be revisited in July for further discussion.

PUBLIC COMMENT:

Cathy Lynch, Imagination Library, Siskiyou County, stated the Imagination Library has 37 affiliates in California and that if the Commission would consider some type of emergency funding for three to six months, these books could get into the hands of children within 45–60 days.

Action Item 6 – Annual Report Guidelines for Fiscal Year 2020–21

Staff requested approval of guidelines for the data entry and preparation of the Annual Report for fiscal year (FY) 2020–21.

David Dodds, Deputy Director of Research and Evaluation, shared background on the Annual Report. He stated staff updated report guidelines for FY 2020–21, and that the primary change from prior years' guidelines is the addition of two new service categories, Family Literacy and Book Programs, and Emergency Disaster and Relief. He stated that program models under each service category were updated and most importantly, there was an updated the list of program models under home visiting and pediatric support to improve data about statewide efforts related to home visiting.

DISCUSSION: None.

PUBLIC COMMENT:

John Sims, Interim Director, First 5 Association, the Association believes the new reporting guidelines and changes proposed will help with consistency and accuracy, and will help “tell the story.” Mr. Sims asked F5CA staff to keep two things in mind as counties start to report for next year: 1) there may be some problems with reporting this year as commissions may have a problem completing their audits and 2) since counties had to pivot so quickly with their COVID-19 response, they will need to determine how to best capture the reporting for this area this year, including the result areas and narratives. Mr. Sims applauded the big picture conversation regarding the book initiative.

MOTION/ACTION: Commissioner Majors moved to approve the Fiscal Year 2020–21 Annual Report Guidelines.

Commissioner Hazan seconded the motion.

VOTE: The Commission unanimously approved the motion.

Information Item 7 – Media Campaign Update and Process for Future Public Education and Outreach Contract

Jamiann Collins Lopez, Information Officer, shared that the Public Education and Outreach Media contract will expire in June 2021. The current public relations contract will expire in April 2021. The next Request for Proposal will combine the media and public relations efforts. Ms. Lopez provided an overview on the public outreach campaigns highlighting some of the most recent efforts as well as the last several months.

DISCUSSION:

Commissioner Hazan requested context on what the benchmarks are and asking if they were being met or exceeded. She asked to hear more about the pivot to reflect what's going on currently, and how parent and families can support their children during the COVID-19 crisis.

Ms. Collins responded by stating that F5CA is finding ways to engage immediately through social media, and that they are going virtual with the First 5 Express and have made some adjustments to the parent website.

The Commission as a whole requested numbers on the views, clicks, and other data to gauge the efforts conducted through the media contract.

DISCUSSION: None.

PUBLIC COMMENT:

Renee Fraser, Fraser Communications, explained that they have all the data requested by the Commission. Ms. Fraser offered to come back and share all the content and analytics that have been created.

Information Item 8 – State and Federal Budget and Legislative Update

Alex DeCaprio, F5CA Legislative Coordinator, shared that most of their advocacy engagement efforts have shifted to budgetary and administrative partnering to fill the gaps while supporting the administration. She mentioned F5CA will continue to coordinate with partners and look for ways to engage and support the work of the Early Childhood Policy Council and the master plan research team. Ms. DeCaprio shared a few key points about what is currently known about the state process and timeline:

- By June 15, there will be a state budget passed for FY 2020–21 as constitutionally mandated.
- With Federal and State Tax Returns extended to July 15, staff will not have a complete picture of state revenues until August.

- Policy and budget hearings have been postponed until further notice.
- The majority, if not all, of the bills F5CA has been tracking as part of the two-year legislative session will probably not move.
- SB 9 appropriates up to \$1 million from the general fund for purposes related to the COVID-19 emergency.
- On April 10, \$100 million was appropriated to support child care services for essential workers and vulnerable populations.

On a federal level:

- The white house and congress are moving on a series of legislative relief packages.
- Congress has released funds to help and support several critical programs, unemployment, small businesses, and other issues people are facing during this pandemic.

California is engaging in COVID-19 response advocacy at both the state and federal levels, alongside state and federal advocacy partners to support the families on the front lines of the crisis, as well as childcare providers to make their work possible.

DISCUSSION: None.

PUBLIC COMMENT:

Nina Machado, Executive Director, First 5 Amador County, stated she appreciate the efforts and thoughtfulness and to please keep peri-natal wellness in mind when having mental health discussions. She added that Amador is an Imagination Library county and receiving the books in the mail has been a huge bright source for families.

Item 9 – Adjournment

DISCUSSION:

Ms. Maben stated that staff will reach out to Commissioners to get their availability to schedule a follow-up meeting in a timely manner.

PUBLIC COMMENT: None.

MOTION/ACTION: Commissioner Alvarez moved to adjourn.

Commissioner Majors seconded the motion.

The motion was unanimously approved by the Commission.

Chair Halvorson adjourned the meeting at 4:06 p.m.

The next scheduled Commission meeting is July 23, 2020.