

**FIRST 5
Sacramento Commission**

**SUSTAINABILITY COMMITTEE
2750 Gateway Oaks Drive, Suite 330
Sacramento, CA 95833**

AGENDA

TUESDAY

November 21, 2017

2:00 P.M.

Members: Donna Sneeringer, Terrie Porter, Christina Elliott

Advisory Committee Member(s): Robert Silva, Carolyn Curtis

Staff: Julie Gallelo, LaTina Price, Erin Maurie

Clerk: Gail Syputa

1. Call to Order
2. Public Comment on Non-Agenda Matters
3. Approve Draft Action Summary from August 15, 2017
4. Approve Sustainability Committee Calendar for 2018
5. Approve 2018 Policy Platform
6. Receive Staff/Member Update on Policy and Advocacy activities
7. Discuss Network Strategy and partnership led by First 5 Association with First 5 CA and county First 5's.
8. Receive SSP Operational Workplan Update
9. Discuss Sustainability Technical Assistance Planning
10. Receive Cannabis Revenue Overview and Opportunities discussion
11. Discuss "Family Friendly" Hospital and Business Policies related to prenatal care and delivery
12. Committee Member Comments
13. Upcoming Events and Future Agenda Items
14. Adjourn

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2750 Gateway Oaks Drive, Suite 330
Sacramento, CA 95833**

DRAFT ACTION SUMMARY

TUESDAY

August 15, 2017

2:00 P.M.

Members: Donna Sneeringer (Chair), Terrie Porter, Christina Elliott (Vice-Chair)

Advisory Committee Member(s): Robert Silva, Carolyn Curtis

Staff: Julie Gallelo, LaTina Price, Erin Maurie

Clerk: Gail Syputa

Absent: Carolyn Curtis, Donna Sneeringer

1. Call to Order

Action: Meeting was called to order and a quorum was established.

2. Public Comment on Non-Agenda Matters

Robert Silva gave kudos to First 5 staff and Christina Elliott for all the work that was involved preparing and presenting the Systems Sustainability Plan and Implementation Plan at the August 2017 Commission meeting. He congratulated staff on the approval of both plans and commended the process.

3. Approve Draft Action Summary from June 20, 2017

Action: Silva/Porter. Approved as recommended.

4. Presentation: Teresa Machado, Common Sense Kids Action

Teresa Machado, Policy Associate for Common Sense, presented to the Committee highlighting their current advocacy efforts, website and social media presence. Teresa also spoke about their current and next steps for grassroots parent advocacy work.

Committee members engaged with questions around fundraising, work with legislators, collaborations with other organizations, advocacy tools for parents and how First 5 Sacramento can leverage their efforts.

5. Receive Staff/Member Update on Policy and Advocacy activities

4CA Trauma Informed Policy Day

Erin Maurie and Carolyn Curtis attended the policy event that provided education on Adverse Childhood Experiences (ACEs) and how to have a trauma informed approach. The message was taken to the Capitol to educate legislators on ACEs.

Blue Ribbon Commission Update

This item was tabled to the next meeting when Donna Sneeringer can provide an update.

Information was given on The Raising of America – Equal Rights to Parental Leave that is scheduled for August 28, 2017 from 5-7PM in the Eureka Room at the State Capitol.

6. Discuss Leveraging Contract Requirement

LaTina Price discussed how leveraging resources and sustainability has been a requirement of funders in past contract language and will continue to be a requirement with this the upcoming three-year funding cycle and will include guidelines for the funders.

The Sustainability Committee has been tasked with reviewing and editing the contract language as the RFPs are expected to be released in September 2017. There will be language regarding leveraging requirements, definitions for leveraging and expectations of our funded agencies.

Eric Harold reviewed documents on the definitions of sustainability and leveraging, sample tracking tools, and a depiction of the desired leveraged funding outcomes in 2021.

Committee members discussed expectation of contractors, accountability tracking of First 5, consequences and technical assistance for contractors not meeting requirements, and timelines. Recommendations were made for updates to the contract language that was provided by staff and subsequent questions to be included in the RFA for scoring.

Action: Staff to create a final draft inclusive of the Committee's recommendations and send to the Committee for review prior to inserting the language in the RFA's.

7. Discuss Systems Sustainability Plan Next Steps

LaTina Price led the discussion on the next steps for operationalizing the Systems Sustainability Plan. The committee discussed the format of the SSP Operational Workplan and prioritized FY 2017-18 strategies that would require a more detailed outline of activities. Staff will begin drafting the Operational Plan and will bring completed documents to the committee for review.

8. Committee Member Comments

Action: None.

9. Upcoming Events and Future Agenda Items

On August 18th, there will a First 5 tour with legislative staff from Senator Pan's office at the Oak Park Multi Service Center. Programs highlighted will be WellSpace children's dental clinic, their perinatal cultural broker program and WIC breastfeeding and nutrition services. Staff continues to reach out to Assembly member Cooley and Cooper to schedule tour in their districts.

Committee members discussed future partnership opportunities begin with presentations at the Sustainability Meeting. Suggestions included: City of Sacramento regarding Marijuana tax efforts, other local child advocates and trauma informed educators.

Adjourn: 4:14PM

Respectfully submitted,

Gail Syputa, Clerk
First 5 Sacramento Commission



SUSTAINABILITY COMMITTEE CALENDAR 2018

Third Tuesday, bi-monthly

2:00-4:00 p.m.

First 5 Community Room

MONTH

FEBRUARY 20

MAY 15

AUGUST 21

NOVEMBER 20



2018 Policy Platform* Prioritizing Young Children Ages 0-5

Health

- **Advocate for increased** access to and utilization of health and dental services for young children and pregnant women.
- Support and promote universal developmental screenings and connection to early intervention services.
- Support efforts to fill gaps in breastfeeding services and supplies that may emerge from changes to the Affordable Care Act (ACA) or other barriers to care.

Early Care and Development

- Expand access to high quality early care and education programs.
- Expand access to affordable childcare and early care programs.

Empowered Families

- Support programs and policies that reduce the incidence of child abuse, neglect and death.
- Support sustainability of Family Resource Centers and other community hubs for integrated services for children and families.
- Increase social capital by **engaging the community through grassroots efforts and** supporting family connections to community resources.

Systems Change and Sustainability

- Support systems, **policies and programs** that lessen the impact of Adverse Child Experiences (ACEs) and build resiliency through trauma informed approaches.
- Preserve and increase funding streams dedicated to early childhood, including Proposition 10 revenues.
- Identify new revenue streams for child development programs at the local, state and federal level.
- Support legislation that protects the well-being of children.

* The Policy Platform addresses organizational and legislative change through two approaches:
1. Changes to organizational and programmatic policies and procedures with providers; and
2. Policy changes at a larger systematic level, such as passing new laws at the city, county or state level.



First 5 Sacramento Commission – Sustainability Planning Q & A

What are we trying to achieve with Sustainability?

Beginning in the new 3 year Strategic Planning period July 2018 through June 2021 funding levels are set at over \$20 million annually. Through contract negotiations with our funded partners, we will establish a baseline of what core services and milestones can be achieved with this level of funding. In July 2021, as things stand now, funding will be reduced to \$14.3 million which is around a 30% cut. It is the goal of First 5 to work with our contractors over the next 3 years to develop a sustainability plan and identify ways to keep core services and milestones at 2018 baseline levels in spite of reduced funding in 2021.

How is Sustainability Achieved?

Sustainability can be achieved any number of ways. This includes through a cash match, in-kind match, grants, fund raising, improved efficiencies, collaborative partnerships, and other sustaining strategies. Also, a key tool in achieving sustainability is developing a Sustainability Plan. First 5 has dedicated resources, which includes staff to provide technical assistance to our contractors with their sustainability planning and monitoring. First 5 is also considering hiring a Sustainability Consultant to assist and guide contractors.

Will we be punished if we are not able to meet the 10% minimum match or achieve the sustainability goal by the end of the 2018 Strategic Plan period?

The simple answer is, no. We want to work with contractors in a positive way and would only ask that organizations put forth a good faith effort to work toward these goals. However, milestones and the 10% minimum match will be included as terms of the contract. When contract terms are not met it is always a consideration for corrective action, contract modification and/or cancellation.

First 5 Definitions

Below are terms often used when discussing sustainability and have come to take on a different meaning depending on how specific industries have come to define them. In order to reduce confusion and misunderstanding, Staff has defined these common terms and how they are used when discussing First 5 programs and services.

Core Services: are considered to be all levels of service, milestones, capabilities, goals, objectives, or other deliverables expressly contained in the First 5 contract.

Sustainability: is the ability to maintain core services at a consistent level, particularly when resources are declining.

Cost Sharing: is the total cost make up to provide core services where a portion of costs are funded by First 5 and the remaining portion is funded by contractor through matching funds or in-kind match.

Matching Funds (also called Cash Match): is the portion of core services paid for by contractor with funds other than First 5 funds.

Examples:

- Contractor assigns paid staff to provide program services.
- Contractor rents a conference room to hold weekly classes.
- Contractor pays for 5,000 flyers to advertise program.

In-kind Match: Is the portion of program costs covered (typically) by third party donation of goods or services where the donation is fairly assigned a value.

Examples:

- Volunteers who provide services for the program.
- A local business donates its conference room so the program can hold weekly classes.
- A printing company donates 5,000 flyers to advertise the program.

Leveraged Resources: is the sum of all resources provided in project. This could include value added services above and beyond the core services.

Example: Contractor provides a contracted vision screening and gives the child a back pack donated by the local office supply store.

Leveraging: is a strategy that uses one set of resources to encourage additional resources to be invested.

Examples:

- Contractor partners with a toy store to provide one free toy under \$5 coupon to children receiving a health screening.
- Cost Sharing - First 5 contracts with a community based organization and requires a 10% cash or in-kind match to which the contractor agrees.

Value Added: is an enhancement to a core service a contractor provides, is not required by the contract, and is not funded by the contract.

Example: Contractor provides vision screenings and value adds a free pair of prescription glasses for kids needing glasses.

Proposition 64: Everything you need to know

Prop 64 and Prevention – Broad Goals

- Prop 64 “will legalize marijuana for those over 21 years old, protect children, and establish laws to regulate marijuana cultivation, distribution, sale and use, and will protect Californians and the environment from potential dangers.”
- “The programs shall emphasize accurate education, effective prevention, early intervention, school retention, and timely treatment services for youth, their families and caregivers.”

State Taxes Under Prop 64

- LAO predicts Prop 64 could generate low billions of dollars
- State Excise Taxes
 - Per ounce cultivation tax for growing marijuana
 - 15% sales tax on the retail price of marijuana
- Revenues
 - First directed towards marijuana regulatory costs not covered by license fees: Community Grants, Evaluation of Prop 64 impacts, Driving while intoxicated study



State Funding Under Prop 64

- Remaining Revenues
 - **20% – Law enforcement training** to recognize driving under the influence of drugs, and community-based organization education grants (mostly CA Highway Patrol)
 - **20% – Environmental restoration** to address impacts of marijuana cultivation (Departments of Fish and Wildlife and Department of Parks and Recreation)
 - **60% – Youth education, prevention, intervention and treatment** surrounding drug use
- Youth account is governed by a tri-agency agreement between the DHCS, CDPH and CDE
- No state discussions yet about how to allocate 60%



Local Revenues

- **Business Taxes:** Counties and cities that allow marijuana commerce will receive a portion of the sales tax revenues, property taxes, and local business taxes will remain within that local municipality.
- **Additional Taxes:** Prop 64 allows local municipalities to tax marijuana locally at a higher rate than the 15% baseline established by the state
 - E.g.: Sales/ Excise taxes, Cultivation/ Manufacturing/ Processing/ Distribution Taxes, Development Fees & Agreements, etc.
 - **Existing Medical MJ Taxes:** Many existing medical MJ taxes will be applied to recreational MJ on January 1, 2018.



Key Takeaways from Case Studies

1. Start with your commissioners, especially your BOS members
2. Build coalitions and partnerships (don't ignore industry)
3. Understand the budget process and timing
4. Source local data to reflect children's needs and effectiveness of existing programs
5. Call out specific services to be funded: family strengthening (*forthcoming with Thrive by Five*)

