

**FIRST 5 VENTURA COUNTY
COMMISSION MEETING
MINUTES**

April 20, 2017

Commissioners Present: Bruce Stenslie, Kelly Long, Dr. Michael Gollub, Barry Zimmerman, Dr. Carola Oliva-Olson, Barbara Marquez-O'Neill, Dr. Robert Levin

Excused Absence: Stan Mantooth, Dr. Cesar Morales

Staff Present: Nani Oesterle, Jennifer Johnson, Lauren Arzu, Petra Puls, Leah Moore, Amy Schroeder

Public Present: Rafaela Frausto, Erik Sternad, Alicia Villicana, Carrie Murphy

OPENING

1. Welcome

Co-Chair Marquez-O'Neill opened the meeting at 1:02 p.m.

2. Approval of Minutes from February 16, 2017

A motion was made by Commissioner Long, seconded by Commissioner Stenslie, to approve the minutes from the February 16, 2017 Commission meeting. The motion passed unanimously.

3. Agenda Approval and Review of Commission Packets

Petra Puls provided an overview of the supplemental packet.

A motion was made by Commissioner Gollub, seconded by Commissioner Long, to approve the agenda. The motion passed unanimously.

4. Public Comments/Correspondence

There were no comments from the public.

5. Presentation – 2-1-1 Ventura County – Erik Sternad, Executive Director, Interface Children and Family Services

Petra Puls introduced Erik Sternad, Executive Director Interface Children and Family Services, to present on 2-1-1, a call line for community resources. Petra took a moment to recognize Interface as a valuable partner of First 5 Ventura County, noting that 2-1-1 is celebrating its 12th year. Erik noted that First 5 Ventura County was one of the original investors in the 2-1-1 program at its inception. He explained that over 30,000 community members contact 2-1-1 annually, with 11,000 of those through the guided search on the website, and 20,000 callers. Erik announced that 2-way texting was launched in February, recognizing the new generation's texting preferences. Erik highlighted the top 10 web search terms, noting that those numbers mirror the data on the types of calls received. He stated that Oxnard has a much higher percentage of

callers (47%) for general calls. Commissioner Long inquired if the marketing was more prevalent in Oxnard to reflect those higher numbers. Erik advised that 2-1-1's marketing budget is almost non-existent, and that most of the callers are referred from other non-profits or from family members who have utilized the services. He then gave an overview of the statistics for the needs of callers with children 0-5 in the home and pregnant callers.

Commissioner Gollub noted the high instance of requests for mental health and addiction services and asked if 2-1-1 is able to help these callers. Erik advised that there are resources in the community that they are able to direct these callers to. Commissioner Gollub noted that he had heard that there was a porosity in mental health services available for post-partum depression. Erik advised that there may be areas of greater need, and it is a challenge to maintain support for early intervention programs.

Erik explained that most callers are coming to 2-1-1 with multiple needs, and that first address the crisis at hand, and then address the other underlying needs. Erik explained that the highest unmet current needs are emergency shelter and transitional housing, with 24% of callers reporting that those needs are not being met. Commissioner Levin commented that hunger/food did not make the list of unmet needs. Erik commented that it is a good indicator that individuals have resources for food, however, funding cuts are forthcoming, and we will need to watch how these statistics change.

Erik gave an overview of upcoming projects that include engaging transportation system for trip planning and single point of entry for homeless services. He summarized that 2-1-1's funding sources include the County of Ventura contributing 44%, First 5 Ventura County contributing 20%, and cities and United Way contributing the remaining percentage. Erik closed by asking for help on getting the word out about reaching 2-1-1 via calling, texting or online.

Commissioner Long asked about immigration services and individual's distrust of reaching out to government agencies. Erik explained that callers are not specifically stating distrust. He noted that educate materials on a persons' rights if approached by I.C.E are available. Commissioner Gollub asked whether the transportation services would be offered for well child visits, post-partum visits etc. Erik advised that 2-1-1 uses Google's public transportation routes and schedules on a limited basis, but are looking to expand. Commissioner Stenslie asked for clarification on the change in contributions that make up 2-1-1's funding. Erik advised that the make-up of funding has changed over the years but starting in 2009, the County of Ventura implemented a matching program with cities that resulted in the current make-up. Commissioner Stenslie asked if 2-1-1 receives adequate funding, and Erik answered that the basic needs are being met, but additional funding is needed to expand services, including tech services. Commissioner Gollub asked if First 5 has approached the County or Cities for additional funding. Petra answered that First 5 currently leverages funds through partnerships with public agencies, like Public Health or Behavioral Health.

CONSENT AGENDA

6. Receive and File the First 5 Ventura County Financial Reports as of February 28, 2017.

A motion was made by Commissioner Long, seconded by Commissioner Oliva-Olson, to approve the consent agenda. The motion passed unanimously.

REGULAR AGENDA

7. Public Hearing on the First 5 California (State Commission) Annual Report for FY 2015-16

Petra Puls provided an overview on First 5 California's FY 2015-16 Annual Report. She summarized First 5 California's efforts and investments in expanding the policy and advocacy work. Petra highlighted several policy wins during the last year, including legislation that raised the legal smoking age to 21, including e-cigarettes as a taxable tobacco product, and the inclusion of smoking cessation programs as a covered benefit under Medical. Regarding the summary of the key result areas, Petra cautioned that some of the information can be misleading as the classification is rather broad for some categories and the intensity varies.

Petra provided comparisons of Ventura County vs. State averages, noting that some of our programs are similar to state averages. Petra summarized the Improved Systems of Care items, which include Help Me Grow and the Prenatal Workgroup. She noted that the EduCare Santa Clara County opened this past year. She touched on efforts made in Race to the Top (RTT), noting First 5 Ventura County's participation and accomplishments since 2012. She explained that RTT funding was monumental in creating a statewide system for quality rating and improvement.

Petra summarized efforts with Hands on Express, Kit for New Parents and the various tobacco cessation programs, including the No Butts Hotline. Petra talked about the teacher effectiveness program Cares Plus that supports the early education workforce. She noted that last year 20 AA and BA degrees were issued, with a total of 129 degrees overall. Commissioner Long asked about support for existing teachers to keep them current. Petra explained that teachers have several opportunities for ongoing education including trainings provided by the Ventura County Office of Education (VCOE). Commissioner Oliva-Olson added that First 5 California is also building ongoing professional development systems.

Chair Marquez-O'Neill opened the public hearing on the First 5 California Annual Report for Fiscal Year 2015-16. There were no public comments. Chair Marquez-O'Neill closed the public hearing.

A motion was made by Commissioner Zimmerman, seconded by Commissioner Long, to approve the consent agenda. The motion passed unanimously.

8. Report of Committees

a. Administration and Finance Committee

Commissioner Stenslie reported on the Administration and Finance Committee's review of the budget assumptions and that the budget will be presented in May. He also noted that while new staff was hired, salary disparities have been observed with existing staff. He advised that the Committee will be reviewing how to address this issue.

9. Recommendation to Release Request for Proposals for Pay for Success Feasibility Study

Petra Puls provided an overview of the RfP, its purpose and scope of work. She stated that the RfP is looking to identify contractors who have conducted this type of feasibility study in the past. Petra advised that proposals are due May 24, 2017 and would anticipate work to start in July 2017.

Commissioner Stenslie inquired if there are any Pay for Success projects currently implemented in Ventura County. Petra advised she is aware of a similar effort through the County, however it is not specifically for preschool. Commissioner Zimmerman stated that Probation Agency is working on a similar project. Commissioner Marquez-O'Neill asked how F5VC will advertise the RfP. Petra answered that staff will directly notify about 10 firms who have done similar studies, as well as the regular avenues of advertisement.

A motion was made by Commissioner Stenslie, seconded by Commissioner Oliva-Olson, to approve recommendation to release Request for Proposal for Pay for Success Feasibility Study. The motion passed unanimously.

10. Review and Discussion of Key Recommendations and Findings from the First 5 Ventura County Annual Evaluation Report – Fiscal year 2015-16

Petra Puls provided a brief overview of the key findings and follow-up items from the First 5 Ventura County FY 2015-16 Annual Evaluation Report. She suggested that more emphasis should be put on Nutritional Education as 60% of parents report serving sweetened beverages to children. She noted that half of parents reported their children have over 3 hours of screen time per day, and that education, as well as alternative strategies and activities are needed. Petra noted that parents report an inability to acquire high quality Spanish speaking books. Commissioner Long noted that the Ventura County Library has e-books to download. Commissioner Oliva-Olson commented that it is difficult to find high quality Spanish speaking books. She advised that VCOE has submitted a national grant that uses Talk, Sing, Read and the dual-language strategies. Petra noted that the DRDP's English Language Development domain showed the greatest gains overall, however, also had the fewest children being ready for Kindergarten.

Petra summarized the follow up actions including addressing sugary drinks, early literacy and access to Spanish language books, and supporting parents in reducing screen time. Petra noted that proposed next steps include developing benchmarks for an evaluation framework, conducting a deeper evaluation of PACT during the next year and delaying the action of the parent survey until spring 2018.

A motion was made by Commissioner Long, seconded by Commissioner Oliva-Olson, to approve follow-up and summery actions proposed by staff. The motion passed unanimously.

11. Report from Acting Executive Director

Petra Puls referred to her written report and began with an update on Administrative Operations, welcoming Lauren Arzu and Holly Goldberg as Program Managers. She advised recruitment is still ongoing for the remaining vacancies. She provided an update on Commission Updates noting the Grand Opening of Nyeland Acres Community Center in an underserved neighborhood. She

reported on several efforts around training funded partner staff on the ASQ developmental screening tool. Petra gave an update on countywide strategies, noting Ventura County Public Health reported 5,185 oral health risk assessments and fluoride varnish applications administered through medical clinics. Petra announced that two new preschool facility loans are being processed, one for Princeton Academy to provide 54 new spaces, and a second loan for ABC Kids Preschool for converting existing, unused space at the Boys and Girls Club of Greater Oxnard. Petra noted HMG-CA is using Ventura's Early Intervention Guide (EIG) as a template for developing a state-wide version with the option for local customization.

Petra provided an update on Community Initiatives, noting that Take 5 and Read to Kids will hold its second annual event on May 5, 2017. She announced that in March, F5VC submitted a proposal for a grant to help strengthen parent leadership efforts. Petra advised that nearly 100 funded and community partner staff attended the all-day training "Cultural Context for Parents and Early Childhood Educators" by Zero to Three, a training that focused on understanding the influence of culture, its role in early childhood development, parenting and how to create strategies to supporting the diversity of families in our community.

Petra continued with county, regional and national updates. She reported staff is exploring a partnership with the Baby Box Company who provides free bassinet sized cardboard boxes with a mattress, sheet, and supplies (including diapers and wipes) to expectant mothers who complete a brief educational video. She reported on pending legislation including AB 60, which would update State Median Income level and 12-months continuous child care income eligibility. She gave an overview of other upcoming events. Chair Marquez-O'Neill asked if there was a timeline in place for all NfL's to be trained on ASQ. Petra answered that most of the NfL's have already trained staff on this screening tool. Petra concluded her report with a video from a Parent Leadership interview.

12. Commission Member Comments

Commissioner Long stated that she had difficulty finding Pleasant Valley NfL's list of classes and asked staff to follow-up. Commissioner Oliva-Olson noted that she will be absent during summer months, in case there are issues with quorum.

13. Next Meeting

The next meeting will be held on Thursday, May 18, 2017, at the Ventura County Community Foundation, 4001 Mission Oaks Blvd, in Camarillo.

The meeting was adjourned at 2:40 p.m.