

First 5 Commission of San Diego County
 October 19, 2015
Fiscal Year 2015 – 16 Budget Adjustment and Funding Approval

Request

The request before the Commission is to approve changes to the Operating Budget for FY 2015–16 and authorize contract amendments included in the revised Operating Budget. This proposed budget continues to support the safety net of services for young children and their families during times of diminishing resources.

Background

During the first quarter of FY 2015 – 16 new requirements have developed in a number of contracts that necessitate the need for additional funding and contract term length adjustments. The additional funding and contracting authority for contracts that will continue into next fiscal year and beyond is included as a separate staff recommendation.

First 5 Programs – Contracts that have a need for changes in funding and/or terms:

For the following programs/services, funding for Fiscal Years 2015-16 have changed.

MJE Marketing Services, Inc.: Authorize sole source contract designation for Parent & Public Education Services for \$265,000. Funding is from the FY 2015-16 Operating Budget.

First 5 San Diego provides Parent & Public Education Services to educate parents and the community on the importance of the first five years of life as directed per the Strategic Plan 2015-2020. Activities are focused on improving the healthy development of young children and include: developing strategic messages, creating public education campaigns, producing public service announcements and developing online parenting resources. The organization provides the best value for services by providing services from the planning to the evaluation stages and through their extensive expertise in early childhood issues. This year's public education campaign will focus on encouraging parents and caregivers to talk, read and sing to their young children as an effort to minimize the language gap and promote parent engagement.

Commission History:

- In FY 2012-13 and FY 2013-14, Commission accessed services through the Health & Human Agency – Agency Contract Support's blanket purchase agreement (BPA) for media vendor services in the amount of \$515,000 as approved in each year's operating budget.
- In FY 2014-15, Commission accessed services through the Department of Purchasing and Contracting's BPA for media vendor services in the amount of \$515,000 as approved in the operating budget.
- For FY 2015-16, Commission approved \$515,000 for services in the operating budget, of which \$250,000 has been approved through the Department of Purchasing and Contracting's BPA; this request for \$265,000 will allow for services through June 30, 2016.

San Diego County Library (SDCL): Authorize a MOU with the San Diego County Library for \$42,000.

The project involves the implementation of a family early literacy station (First 5 San Diego Discovery Zone) at two new San Diego County branch libraries (Alpine Library and Imperial Beach Library).

SDCL began construction of a new Alpine Library in Spring 2015 and will begin construction of a new Imperial Beach Library in Winter 2015. Funds are needed to build a First 5 San Diego Discovery Zone at each library which will promote family early literacy in the home by providing parents and caregivers of children ages 0 through 5 with knowledge, tools and resources. The Alpine Library is scheduled to complete construction in Spring 2016 and the Imperial Beach Library is scheduled to complete construction in Fall 2016.

Commission History:

- On April 8, 2013 (Item 5), Commission awarded a contract and approved funding to SDCL for the Family Early Literacy Project for up to \$128,000 as a project length budget for a one-year period from the Parent Education and Family Engagement line in the approved FY 2012-13 budget.
- In FY 2013-14, Commission completed the implementation of family early literacy stations at five San Diego County branch libraries as part of Commission's Family Early Literacy Project.

Sweetwater Authority Fluoridation Project: Add funding of \$310,333 to the Community Water Fluoridation line in the approved FY 2015-16 Operating Budget, and contract with the Sweetwater Authority.

The Sweetwater Authority Fluoridation project involves installation of fluoridation equipment at three facilities in the South Region (Perdue Water Treatment Plant, National City Wells and Richard A. Reynolds Desalination). The construction bidding process is complete and due to construction delays and actual construction bids being higher than estimates, bids received were greater than the budgeted amount. In September 2015, Commission staff received a revised project timeline and budget from the Contractor.

Additional funds are needed to complete the project in addition to extending the contract term through December 31, 2017, and adding two one-year option periods. Once completed, the project will serve approximately 16,000 children ages 0 through 5 in the Sweetwater Authority service area.

Commission History:

- On June 13, 2011 (Item 8), the Commission authorized the Executive Director or her designee to work with the First 5 Fluoridation Coordinator (the California Dental Association) to initiate contract work with Sweetwater Authority for up to \$1,449,740.
- On June 17, 2013 (Item 8), the Commission increased the funding of the Community Water Fluoridation project by \$650,000.

Link to the Strategic Plan

The FY 2015 – 16 Operating Budget supports the Strategic Plan 2015 – 2020 and will allow programs that will further the support and improvement of early childhood development within the County and provide a public benefit.

Link to *Live Well San Diego*

The Operating Budget for FY 2015 – 16 supports *Live Well San Diego* by providing services and opportunities to promote healthy lifestyles, family engagement and thriving environments for children and their families.

Staff Recommendations

- 1) Find that the proposed First 5 San Diego funding allocations are 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) Authorize the Executive Director, or her designee, to negotiate and execute a sole source contract with a project length budget with MJE Marketing Services, Inc. for up to \$265,000 for FY 2015-16. Additionally authorize:
 - a. Four (4) option years for FY 2016-17, 2017-18, 2018-19, and 2019-20, not to exceed \$515,000 per year as approved in the operating budget.
 - b. The Executive Director to access the Department of Purchasing and Contracting's blanket purchase agreement with MJE Marketing Services, Inc. for up to \$515,000 per year.
- 3) Authorize the Executive Director, or her designee, to execute a MOU with a project length budget with the San Diego County Library for up to \$42,000, through June 30, 2017.
- 4) Authorize the Executive Director, or her designee, to execute a contract amendment with a project length budget with Sweetwater Authority, add \$310,333 to the contract and extend the initial contract term through December 31, 2017 with two additional one-year option periods.

Fiscal Impact

- 1) Up to \$515,000 will be authorized per fiscal year for years 2016-17, 2017-18, 2018-19, and 2019-20 from the Parent and Public Education line in the approved Financial Spending Plan.
- 2) The Community Water Fluoridation line in the approved FY 2015 – 16 Operating Budget will increase by \$310,333.
- 3) A total of \$617,333 (\$265,000 for MJE Marketing, \$42,000 for SDCL, and \$310,333 for Sweetwater Authority) will be authorized for contracts from the approved FY 2015 – 16 Operating Budget.