

Scope of Work for the 2018 Public Relations Contract

1. Authority

In November 1998, California voters passed Proposition 10, which resulted in the creation of the California Children and Families Act of 1998 (the Act). The purpose of the Act is to promote, support, and improve the early development of children. Health and Safety Code (HSC) 130100 (a) states, “It is the intent of this act to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development and to ensure that children are ready to enter school. This system should function as a network that promotes accessibility to all information and services from any entry point into the system.”

HSC section 130125 (a) states the powers and duties of the state commission shall include, “Providing for statewide dissemination of public information and educational materials to members of the general public and to professionals for the purpose of developing appropriate awareness and knowledge regarding the promotion, support, and improvement of early childhood development.”

Funding for this Agreement shall not exceed \$2,000,000. The period of funding and program authority to operate the tasks outlined in this Agreement is Upon Department of General Services (DGS) Approval through April 16, 2021.

2. Program Purpose

The purpose of this Agreement is to create a statewide public relations strategy that builds upon the current and future F5CA media campaign, and existing state, First 5 Association (Association), and First 5 county commissions’ (county commissions) strengths and infrastructure. Additionally, the Contractor will introduce new and innovative capacities to reach California’s large, ethnically, and culturally diverse populations to move the public will-building campaign forward and to increase public and policy maker awareness of early brain science, build the F5CA brand, influence policy makers and the public through media coverage of children’s issues, develop communications tools for internal and external use, and support and assist F5CA staff, the Association, the county commissions, and the Early Care and Education (ECE) Coalition.

F5CA Strategic Plan

F5CA adopted a five-year Strategic Plan in 2014, which was updated in 2017, that established F5CA’s central vision that California’s children receive the best possible start in life and thrive. F5CA seeks to achieve this vision by convening, partnering in, supporting, and helping to lead the movement to create and implement a comprehensive, integrated, and coordinated system for California’s children prenatal

through age five and their families to optimize early childhood development. The Strategic Plan outlines F5CA's priority areas: early childhood policy and program development, enhancing research and evaluation, strengthening its internal systems, broadening public awareness, and building public will for early childhood investments. The Strategic Plan serves as a guide for the F5CA's public will and investment efforts.

The Strategic Plan is available on F5CA's website at http://www.cafc.ca.gov/pdf/about/budget_perf/F5CA_Strategic_Plan_2017.pdf.

F5CA 2019–2020 Children's Policy Agenda

The F5CA 2019–20 Children's Policy Agenda (Exhibit A, Attachment A2) is a framework for prioritizing the Commission's involvement in legislative and administrative advocacy. The F5CA 2019–20 Children's Policy Agenda prioritizes the three policy areas highlighted in F5CA's Strategic Plan – Child Health, Early Learning, and Strong and Engaged Families and Communities – as well as Revenue for children and family systems.

3. Agreement Term

The term of this Agreement is Upon Department of General Services (DGS) Approval through April 16, 2021. The Agreement shall be of no force or effect until it is signed by both parties and approved by DGS. Any delivery or performance of services commenced prior to the Contractor obtaining all written approvals shall be considered voluntary on the part of the Contractor. F5CA is not authorized to reimburse the Contractor for expenditures incurred outside the approved performance period of this Agreement.

F5CA may extend the term of the Agreement under the same terms and conditions for up to two years from the Agreement's original expiration date. Upon signing the amendment, the Contractor agrees to provide services for the extended period at the rates and terms specified in the original Agreement, or any subsequent amendment. Agreement extensions are contingent upon satisfactory performance, funding availability, and may be subject to approval by DGS.

4. Work Site and Hours

The services shall be provided statewide and performed primarily during normal business hours, between 8:00 a.m. to 5:00 p.m., Monday through Friday, except holidays.

5. Direct all Agreement Inquiries to

The Project Managers during the term of this Agreement will be:

First 5 California	Golin/Harris International, Inc.
Erin Gabel	Lori Small
2389 Gateway Oaks Drive, Suite 260	700 S. Flower Street, Suite 2400
Sacramento, CA 95833	Los Angeles, CA 90017
Phone: (916) 263-1093	Phone: (213) 335-5575
Fax: (916) 263-1360	Fax: (213) 335-5500
Email: egabel@ccfc.ca.gov	Email: lsmall@golin.com

Direct all fiscal inquiries to:

First 5 California	Golin/Harris International, Inc.
Laurie DiBartolo	Lori Small
2389 Gateway Oaks Drive, Suite 260	700 S. Flower Street, Suite 2400
Sacramento, CA 95833	Los Angeles, CA 90017
Phone: (916) 263-1086	Phone: (213) 335-5575
Fax: (916) 263-1360	Fax: (213) 335-5500
Email: ldibartolo@ccfc.ca.gov	Email: lsmall@golin.com

6. Contractor Responsibilities

The Contractor shall be responsible for the following:

- A. Consistently meeting due dates specified in the Work Plan and notifying the F5CA Contract Manager in writing of any delays in said due dates prior to the stated due date.
- B. Obtaining written approval from the F5CA Contract Manager to modify a project deliverable due date.
- C. Any costs associated with making modifications to materials and deliverables necessary to obtain F5CA approval.
- D. Informing the F5CA Contract Manager verbally, with follow-up in writing, of any problems that arise during the term of this Agreement.
- E. Assuring all final documents shall adhere to the F5CA Writing Standards Style Guide, which will be made available to the Contractor. Unless otherwise specified, all final documents will be provided in Microsoft Word, PDF, or another F5CA-approved format.

- F. Delivering any documents to be posted on the Internet, including, but not limited to, documents, PowerPoint, and Webcasts, in a text-only Word version for approval.
- G. Ensuring all website content is accessible to people with disabilities. This applies to web applications, web pages, and all attached files, as well as, the Internet.
- H. Assuring all written content, graphic, messaging, and oral communication utilizes the most effective and consistent vernacular for targeted audiences.
- I. Providing complete project information and/or documentation to the F5CA Contract Manager, as needed.
- J. Receiving prior written approval from F5CA prior to substituting key personnel assigned to the Agreement.

7. F5CA Responsibilities

F5CA shall be responsible for the following:

- A. Providing approvals to the Contractor in a timely manner regarding key tasks and deliverables, including, but not limited to, the selection of the format, content, and design of printed material, and the selection of alternate deliverables.
- B. Providing the Contractor access to F5CA staff and management as required to complete the tasks and activities for the project.
- C. Approving the Contractor's work plans, deliverables, and invoices in a timely manner and consistent with state policies and procedures.
- D. Providing the Contractor with F5CA background documents and information as needed for purposes of the Agreement.
- E. Approving delays in deliverable due dates on or before stated due date within the approved period of performance of this Agreement.
- F. Advising the Contractor of any deficiency and notify the Contractor of satisfactory corrective action to be implemented within a specified timeframe.
- G. Reimbursing the Contractor in accordance with terms of the Agreement.

8. Scope of Work

TASK 1: PROJECT MANAGEMENT AND COMMUNICATION WITH F5CA

The Contractor shall provide timely and accurate communication and coordination with F5CA, and the First 5 Commission and designated advisory groups, as appropriate.

Task 1A: Agreement Orientation Meeting

The Contractor shall participate in an in-person orientation scheduled by the F5CA Project Manager, to be held at the F5CA office (2389 Gateway Oaks Drive, Suite 260, Sacramento, CA 95833) within 15 working days following the Agreement's execution. Individuals with responsibilities for implementing the Proposed Work Plan and Presentation must be present, including the Project Manager, and other key staff (including a subcontractor(s) and/or an independent consultant(s), if applicable).

The orientation is an opportunity for F5CA and the Contractor to:

- Review each task in the Scope of Work.
- Discuss deliverables and timelines.
- Clarify scope and format of quarterly progress reports.
- Discuss methods for coordination.
- Share information, ask questions, and resolve other issues, as needed.

Deliverable	Within five (5) working days following the orientation meeting, the Contractor shall deliver orientation meeting notes to F5CA.
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Task 1B: Update Proposed Work Plan

In consultation with F5CA, the Contractor shall update the Proposed Work Plan (Exhibit A, Attachment A1), submitted by the Contractor as part of its bid in response to RFP No. CFF 7481, to serve as the Agreement Work Plan that guides the project implementation.

The updated Proposed Work Plan, hereafter referred to as the Agreement Work Plan, must:

- Include the date the Agreement Work Plan was submitted to F5CA.
- Be signed by the Project Manager.
- Span the entire length of the Agreement.
- Identify each major task by which progress can be measured, including:
 - Estimated hours to accomplish each activity for each fiscal year covered under this Agreement or part thereof and include proposed task initiation and completion dates, and approximate chronological dates for each activity, based on legislative and administrative advocacy timelines.
 - Key personnel, including subcontractors if applicable, and their role in accomplishing the required activities.
 - Coordination and management of the Agreement to ensure all tasks, activities, and functions are completed effectively and in a timely manner.
- Include milestones during which the Contractor will review implementation of Agreement activities and make modifications accordingly.

Deliverable	The Contractor shall deliver the Agreement Work Plan within 20 working days following the orientation meeting (Task 1A).
Deliverable	The Contractor shall deliver an updated Agreement Work Plan annually by July 31.

Task 1C: Weekly Project Management Meetings

The Contractor shall engage in weekly telephone meetings with the F5CA Contract Manager and/or designated staff. These meetings provide an opportunity to review and discuss task implementation and status, challenges, and findings or trends, and to recommend any updates or changes needed. The Contractor shall ensure all relevant Contractor staff, subcontractors (if applicable), and partners are included, as appropriate.

Additional project management meetings between F5CA and the Contractor may be required as deemed necessary by F5CA.

Deliverable	Within one (1) working day following each weekly project management meeting, the Contractor shall deliver a meeting summary to F5CA.
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Task 1D: Monthly Key Stakeholder Meetings

The Contractor shall engage in monthly telephone meetings with the F5CA Contract Manager and designated stakeholder groups receiving support, including the Association, county commissions, and the ECE Coalition. These meetings provide an opportunity for the Contractor to receive input and feedback on task implementation proposals for services, products, or training that might affect key stakeholders. In consultation with F5CA, the Contractor shall ensure all relevant Contractor staff, subcontractors (if applicable), and partners are included, as appropriate.

Deliverable	Within five (5) working days following each monthly key stakeholder meeting, the Contractor shall deliver meeting notes to F5CA.
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Task 1E: Progress Reports

The Contractor shall deliver a formal written progress report to update F5CA on Agreement progress at least 21 working days prior to each scheduled F5CA State Commission quarterly meeting.

Additionally, the Contractor shall provide one informal written progress report, in the form of an email summary, at least five (5) working days prior to F5CA Commission Legislative Advisory Committee (LAC) meetings, which generally occur once per quarter, but may be called anytime. F5CA will provide advance notice of LAC meetings, as appropriate.

At a minimum, written progress reports shall include the following for each task and subtask, unless otherwise directed by F5CA Contract Manager:

- Activities and results, including successes, challenges, and next steps.

- Cost updates.
- Progress completing deliverables, and/or submission of deliverables upon completion.
- Methods to evaluate the effectiveness of efforts and modifications, such as course corrections to public education efforts, resulting from those evaluations.

In addition to the above information for the final reporting period, the last progress report shall include a summary of the entire Agreement term, and include recommendations for future actions; the last progress report shall serve as a “Final Report.”

Deliverable	Per Agreement Work Plan, the Contractor shall deliver a formal written progress report at least 21 working days prior to each scheduled State Commission meeting during the Agreement term.
Deliverable	Per Agreement Work Plan, the Contractor shall deliver one informal written progress report at least five (5) working days prior to each F5CA Commission Legislative Advisory Committee meeting, as identified by F5CA.

TASK 2: CREATE OUTREACH AND STAKEHOLDER STRATEGIES FOR PARTNERSHIP ENGAGEMENT AND EXTERNAL COMMUNICATIONS

Task 2A: At the direction of F5CA, the Contractor shall meet with F5CA partner organizations, including the ECE Coalition, the Association, and interested county commissions, to craft strategic and multipurpose branding and communications templates, as well as develop communications content, including, but not limited to a story bank of First 5 impact stories statewide.

Deliverable	Per Agreement Work Plan, the Contractor shall deliver a strategic partnership and external communication and outreach plan, utilizing user-centered design principles to focus on policy influencers.
Deliverable	Per Agreement Work Plan, the Contractor shall develop and provide F5CA access to a strategic multimedia story bank of success stories featuring individuals, families, or entities that have succeeded through direct F5CA or partner organization involvement.
Deliverable	Per Agreement Work Plan, the Contractor shall develop and submit strategic and multipurpose branding and communications templates.

Task 2B: At the direction of the F5CA Contract Manager, and in concert with others as deemed appropriate, the Contractor shall develop external communications and outreach strategies, including graphic design, fact sheets, traditional media, digital and social media content, for F5CA to work in partnership with a variety of groups, organizations, policy makers, and policy influencers. This includes working with outside partnerships, agencies, and organizations to elevate awareness around systems and policy change, and community outreach efforts under the F5CA Strategic Plan.

Deliverable	Per Agreement Work Plan, the Contractor shall develop and disseminate fact sheets, articles, online and other content to partners for multiple and/or targeted audiences.
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Task 2C: The Contractor shall develop strategic advancement of existing F5CA properties, such as *First 5 California FOCUS*, *First 5 California Annual Report*, and the *2014–2019 First 5 California Strategic Plan*, as well as support for F5CA-funded programs, including Quality Counts California, First 5 IMPACT and F5CA’s *Kit for New Parents*.

Deliverable	Per Agreement Work Plan, the Contractor shall review, assess, and provide input for advancing and enhancing existing First 5 properties.
Deliverable	Per Agreement Work Plan, the Contractor shall work with F5CA to create media on F5CA-funded programs or organization involvement intended for dissemination over multiple platforms (social media, online, website, print, television or distributed by any electronic mean) that will further highlight and enhance the work and investments by F5CA and partner organizations.

TASK 3: F5 BRAND DEVELOPMENT AND AWARENESS

The Contractor shall build F5CA brand development and awareness for F5CA and the Association that develops and maintains a consistent approach to evolving the F5 network and funded programs brand, tone, and voice ensuring positive impressions across California.

The Contractor shall work to elevate F5CA's profile and standing as a leading source for resources and information on issues related to children prenatal to age five for parents, caregivers, opinion leaders, influencers, decision makers, and elected officials.

Deliverable	Per Agreement Work Plan, the Contractor shall review existing branding, campaigns, and develop new strategic and complementary logos, graphic design, and taglines.
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TASK 4: STRATEGIC MEDIA RELATIONS

The Contractor shall establish, maintain, and/or advance statewide influence with strategic market targeting based on the F5CA policy agenda, policy influence potential, and funding of F5CA programs.

Additionally, the Contractor shall establish new and/or cultivate existing media relationships to develop and pitch stories about F5CA-funded programs and policy priorities; earn media attention around initiatives, grantee projects, and other newsworthy topics that raise awareness; and generate good will towards F5CA and its efforts in the community.

Deliverable	Per Agreement Work Plan, the Contractor shall establish criteria to measure and document the positive media attention it creates around policies, initiatives, grantee projects, and other newsworthy topics that raise awareness and generate good will towards F5CA and its efforts in the community.
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The Contractor shall develop and produce written content (e.g., fact sheets, policy papers, opinion/editorial content), graphic (e.g., logo design, templates), messaging (e.g., taglines, etc.), and oral communication platforms, in a variety of literacy levels for diverse audiences, including, but not limited to, F5CA staff, F5CA grantees, partners, policy makers, and policy influencers, as well as the general public.

Deliverable	Per Agreement Work Plan, the Contractor shall develop new and timely opinion/editorial content designed to highlight the positive features or benefits of positions supported by F5CA policy or provide opinion/editorial content to counter policy or information that is in conflict or counter-productive to the goals of F5CA’s mission, Strategic Plan or F5CA 2019–2020 Children’s Policy.
Deliverable	Per Agreement Work Plan, the Contractor shall develop and disseminate template content for consistent brand, tone, and voice to evolving First 5 network and funded programs.
Deliverable	Per Agreement Work Plan, the Contractor shall develop a “speaker’s bureau,” to be used in coordination with story bank, to identify and prepare F5 counties’ staff as subject matter experts on various topics for F5CA partners.

TASK 5: CONCEPT TESTING AND MARKET RESEARCH

The Contractor shall conduct research and collect data on the F5CA/First 5 network brand and issue awareness to evaluate the positive and negative aspects of F5CA’s public education efforts using a variety of techniques (user-centered design principles, focus group, street-level intercepts, surveys, etc.) in a manner that produces measurable information that analyzes and presents the results to advise F5CA on framing its brand and coverage of policy agenda issues.

Deliverable	Per Agreement Work Plan, the Contractor shall provide a written report with analysis of the research and data, recommendations on approaches, and updated strategic approaches/plans based on the research and data results.
Deliverable	Per Agreement Work Plan, the Contractor shall conduct baseline and ongoing sampling to ensure core messaging, branding, and policy is reaching market in the best manner available. The Contractor shall provide an analysis and summary report with updated results.

TASK 6: EVALUATION AND MEASUREMENT OF IMPACT

The Contractor shall employ metrics to assess the efficacy and impact of the Agreement’s communications and marketing approaches, as well as inform course corrections to public education efforts.

Deliverable	Per Agreement Work Plan, the Contractor shall provide an analysis identifying key audiences and messaging issues for various targeted audiences.
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The Contractor shall collaborate with F5CA and its media campaign contractor(s) to develop a success measurement strategy for this public relations initiative, including establishing measurement criteria, developing baselines, benchmarking across platforms, and revising materials and strategy in light of changing public opinion and sentiments to achieve planned objectives and goals.

Deliverable	Per Agreement Work Plan, the Contractor shall identify best methodology (e.g., digital and/or social media, editorial content, television/radio advertising, etc.) for maximum benefit to reach out or provide concerted communication to various audiences.
Deliverable	Per Agreement Work Plan, the Contractor shall establish measurement criteria, develop baseline measurements, establish benchmarks across multiple platforms, and revise materials and strategy to capture changes in public opinion and sentiments.

TASK 7: INTERNAL COMMUNICATIONS STRATEGIES, INFORMATION SHARING, AND ENGAGEMENT

The Contractor shall develop core communications competencies for F5CA leadership and internal communications strategies to ensure F5CA staff and Commissioners are aware of key news and external and internal developments.

Deliverable	Per Agreement Work Plan, the Contractor shall assess existing internal communications systems and practices and provide recommendations for improvements.
Deliverable	Per Agreement Work Plan, the Contractor shall develop an updated plan that enables effective and timely provisions of communication that will provide all levels of F5CA and Commission staff.
Deliverable	Per Agreement Work Plan, by 9:00 a.m. of every business day, the Contractor shall provide daily electronic summary of news clips, articles, studies, op-eds, etc., on topics of interest to F5CA and Commission staff. Daily news clips shall include news events that occurred during weekends and/or holidays.

TASK 8: PUBLIC RELATIONS TRAINING AND CAPACITY BUILDING

The Contractor shall assist with training and capacity building of F5CA staff, Commissioners, and First 5 network partners to better communicate the goals, objectives, and successes of F5CA, the Association, and county commissions.

Deliverable	Per Agreement Work Plan, the Contractor shall provide F5CA, Commissioners, First 5 network partners, and ECE Coalition partners with training, technical assistance, and capacity building on all public relations matters semi-annually, or as determined by F5CA.
Deliverable	Per Agreement Work Plan, the Contractor shall complete a yearly review and necessary updates to content or strategic approach of F5CA Town Hall Toolkit.
Deliverable	Per Agreement Work Plan, the Contractor shall provide training and technical assistance to county commissions in planning and executing up to ten (10) town hall events annually.