



July 28, 2022

INFORMATION ACTION

SUBJECT: CALIFORNIA STRATEGIES, LLC, CONTRACT CFF 7529, TIME-ONLY EXTENSION

Strategic Priority Area I: Child Health

Goal: All children thrive by achieving optimal health prenatal through age 5.

Strategic Priority Area II: Child Development

Goal: All children birth through age 5 have high-quality, nurturing environments that ensure their learning readiness.

Strategic Priority Area III: Family Functioning

Goal: All families have the knowledge, skills, and resources to support their children's optimal development.

RECOMMENDATION

First 5 California (F5CA) staff recommends the Commission approve a four-month, no cost extension of the California Strategies (CalSTRAT) contract (CFF 7529) from October 1, 2022, to January 31, 2023.

SUMMARY OF THE ISSUE

The purpose of this item is to request a four-month, no cost extension of the CalSTRAT contract.

In July 2018, the F5CA Commission approved \$1.05 million to expand the Commission's and First 5 counties' capacity to achieve their public policy and advocacy goals and to sustain and expand F5CA's advocacy capacity through three distinct and supportive ways:

1. Advocacy and Policymaker Education Capacity

2. Strategic Partnerships and Coalitions

3. Policy Development

The purpose of this agreement is to further the achievement of the goals set by the F5CA 2021–22 Children’s Policy Agenda, as it relates to state policy change impacting children ages 0 to 5 and their families, and advocate for F5CA’s priorities in state legislation, policies, and regulations. This support includes a range of diverse tasks such as relationship building with key decision-makers, policy strategy assistance, policy communications strategies, and direct advocacy to state agencies and the California State Legislature.

This Agreement shall expand policy agenda and advocacy coordination time directly with First 5 county commissions and the First 5 Association and increase F5CA statewide legislative and administrative advocacy activities.

Due to the COVID-19 health emergency impacting state operations, there have been delays in services provided through this contract for policy briefings and progress reports related to the state budget. Therefore, the additional time provided through this extension will allow for the activities stated above and for policy planning through December 2022 related to the next budget cycle beginning in January 2023.

SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

The Commission approved \$1.05 million in July 2018 to support public policy and advocacy efforts.

FISCAL DETAIL

This is a no cost, time-only request. There is no additional fiscal impact.

ATTACHMENTS

None.