

**FIRST 5 CALIFORNIA COMMISSION MEETING**  
**AGREEMENT RATIFICATIONS**

The California Children and Families Bylaws state the First 5 California Executive Director and the Chief Deputy Director have delegated authority from the Commission to enter into or amend contracts of \$150,000 or less that are deemed necessary and appropriate to carry out the provisions and purposes of the California Children and Families Act. For all contracts in excess of \$150,000, after the Commission has authorized expenditures for such contracts, the Commission delegated to the Executive Director and his or her designee the authority to award and enter into such contracts. Once executed, all agreements in excess of \$5,000 must be ratified by the Commission.

<b>Contract No.</b>	<b>Vendor</b>	<b>Description</b>	<b>Amount</b>	<b>Account</b>	<b>Authorization/Authority</b>
CFF 5513	Data Center Interworks, Inc.	Qualtrics Platform License (Software for Collecting, Organizing, and Understanding Data for Agencies and Partners/Stakeholders)	\$5,970.91	Research and Development 0637	<u>Bylaws Article XI Section II:</u> Delegation to enter into contracts for \$150,000 or less, and to enter into contracts deemed necessary to conduct business
CFF 7598 Amendment 1	Rescue Agency Public Benefit, LLC	Amendment added for Commission preauthorized funds for multi-functional messaging for target audiences	\$10,000,000.00	Mass Media 0631	<u>8/19/2020, Item 5:</u> Approval for up to \$67 million to fund mass media and public relations campaigns
CFF 7683	Actum II, LLC	Federal Advocacy Consulting Services	\$250,000.00	Education 0634	<u>10/28/2021, Item 7:</u> The Commission approved \$4.5 million for Strategic Advocacy Support Services over four years

**AGENDA ITEM: 3b**  
**DATE OF MEETING: May 23, 2024**

<b>Contract No.</b>	<b>Vendor</b>	<b>Description</b>	<b>Amount</b>	<b>Account</b>	<b>Authorization/Authority</b>
CFF 7701	Partners in Public Innovation	Services to Review and Revise Policy and Procedure Manual, Contracts and Procurement Office	\$74,360.00	Unallocated 0639	<u>Bylaws Article XI Section II:</u> Delegation to enter into contracts for \$150,000 or less, and to enter into contracts deemed necessary to conduct business
CFF 7702	Brazelton Touchpoints Foundation, Inc.	Keynote Speaker (Joshua Sparrow, MD) for the 2024 Child Health, Education, and Care Summit	\$5,000.00	Education 0634	<u>Bylaws Article XI Section II:</u> Delegation to enter into contracts for \$150,000 or less, and to enter into contracts deemed necessary to conduct business
CFF 7703	Department of General Services	Human Resources Services	\$172,261.00	Administration 0638	<u>12/14/2023, Item3c:</u> The Commission approved \$172,261.00 for Human Resources Services
CFF 7706	Catbird Strategies, LLC	Proposition 10 Technical Assistance Consulting Services to First 5 County Commissions	\$9,750.00	Research and Development 0637	<u>Bylaws Article XI Section II:</u> Delegation to enter into contracts for \$150,000 or less, and to enter into contracts deemed necessary to conduct business