



To: First 5 Alameda County Commission
From: Patricia Zapanta, Finance and Administration Director
Date: September 18, 2009
Subject: 2009-10 and 2009-11 Contract Authorizations

REQUESTED ACTION

To review and approve the following contract authorizations.

BACKGROUND

Per our Financial Policies Section VII, the Commission must approve contract amounts in excess of \$25,000. The following contracts require specific authorization from the Commission.

FY 2009-10 INTERACTIVE PARENTING MEDIA (CHILDHOOD MATTERS) - \$342,240

At the June 25, 2009 meeting, the Commission approved a contract with Interactive Parenting Media to continue the production and broadcast of Childhood Matters and Nuestros Niño's parenting radio shows (2009-13 Strategic Plan, page 11). First 5 Alameda County has offered to hold the regional contract including 8 other First 5 Commissions in an effort to consolidate and streamline performance and reporting requirements. Most recently, First 5 Santa Cruz agreed to contribute \$5,000 to the FY 2009-10 contract (a reduction of \$20,000 from the previously approved amount), First 5 Sonoma has agreed to contribute \$20,000 and First 5 Santa Clara has agreed to contribute an additional \$12,200. First 5 Alameda County has decided not to charge the 2% administrative fee from each Commission's contribution as previously agreed due to the additional work created by the allocation of these administrative funds. The addition of and changes to these funds increases the Interactive Parenting Media contract amount from \$331,995.20 to \$342,240 for which Commission approval is needed.

The First 5 Commissions participating in the FY 2009-10 contracts are as follows:

FIRST 5 COUNTY COMMISSION	AMOUNT
First 5 Alameda	\$75,000
First 5 Contra Costa	\$60,000
First 5 Marin	\$30,000
First 5 Monterey	\$60,040
First 5 San Francisco	\$15,000
First 5 San Mateo	\$25,000
First 5 Santa Clara	\$52,200
First 5 Santa Cruz	\$5,000
First 5 Sonoma	\$20,000

We are also requesting approval of contracts with each of the participating First 5 County Commissions in order to contract with and receive funds from them.

ACTION REQUESTED: Recommend an amended contract of \$342,240 with Interactive Parenting Media for FY 2009-10 and additional contracts with the First 5 Commissions listed above at the stated amounts.

FISCAL IMPACT: None. First 5 Alameda County’s \$75,000 contribution to the regional contract is budgeted. Revenue from the other participating county commissions will be used towards the regional contract and offset expenses.

RECOMMENDATION: Recommend an amended contract of \$342,240 with Interactive Parenting Media for FY 2009-10 and additional contracts with the First 5 Commissions listed above at the stated amounts.

FY 2009-11 PARTNERING FOR CHANGE II - \$21,000.00

An RFP was released in June 2009 to select the organizations that will participate in Partnering for Change II, a project of First 5’s Cultural Access Services to support the work of agencies in developing culturally competent services (2009-13 Strategic Plan, page 16). 9 organizations responded to the RFP and seven were selected for funding. These agencies will receive a \$3,000 stipend to participate in a year-long discussion group to identify common areas of concern in their work on cultural competency and receive technical assistance from Ms. Laurin Mayeno. This stipend increases the aggregate 2009-10/11 payments of several organizations, and the increased amounts require Commission authorization.

AGENCY	ORIGINAL CONTRACT AMOUNT	NEW CONTRACT AMOUNT
Alameda Family Services	N/A	\$3,000
Brighter Beginnings*	\$931,291.73	\$934,291.73
City of Fremont*	\$31,500	\$34,500
CEID* (Center for Early Intervention on Deafness)	\$31,500	\$34,500
Kidango	\$195,000	\$198,000
Lotus Bloom	N/A	\$3,000
MOCHA* (Museum of Children’s Art)	\$31,500	\$34,500

- *Brighter Beginnings currently has a community grant for \$33,541.73 (2009-10) and a Family Support Services teen parenting contract for \$897,750 (2009-11)
- *City of Fremont currently has a community grant for \$31,500.00 (2009-10)
- *CEID currently has a community grant for \$31,500.00 (2009-10)
- *Kidango currently has Family Support Services mental health consultation contract for \$120,000 (2009-11) and a Support Strategies SART training for ECE providers contract for \$75,000.
- *MOCHA currently has a community grant for \$31,500 (2009-10)

ACTION REQUESTED: Recommend new and increased contract amounts for Partnering for Change participants as specified above.

FISCAL IMPACT: None. All funds are budgeted.

RECOMMENDATION: Recommend new and increased contract amounts for Partnering for Change participants as specified above.

Submitted by:

Reviewed by:

Patricia Zapanta,
Finance and Administration Director

Mark Friedman,
Chief Executive Officer