



**Committee Members:**

George Halvorson, Shana Hazan, Jackie Majors, and Kris Perry

**Executive Director:** Camille Maben

April 22, 2020, Public Education and Outreach  
Advisory Committee Meeting Highlights

**Item 1 – Opening Remarks**

Call to Order: Ms. Maben called the meeting to order at 1:02 p.m.

Committee Members Present: George Halvorson, Shana Hazan, Jackie Majors, and Kris Perry

**Announcements**

None

**Item 2 – Public Comment**

None

**INFORMATION ITEMS**

**Item 3 – First 5 California Branding and Logo Design**

Charna Widby, First 5 Los Angeles, presented 11 First 5 California (F5CA) logo designs (see Attachment A) for consideration and feedback.

**Discussion**

Commissioner Majors asked about F5CA's capacity and how to move forward.

Ms. Widby stated considering capacity is important but that moving forward was not urgent. She said she is in favor of waiting to make a logo decision and defers to staff.

Ms. Maben stated being in the middle of the COVID-19 pandemic, she didn't want to change the logo because people are looking to F5CA for guidance and resources. She further stated people know F5CA, and its colors and brand, and that changing in the middle of COVID-19 could be confusing, and not the best time to roll this out.

Chair Halvorson shared he did not particularly like anything in the set of logos and needs to spend more time thinking about it. He asked to hear others' opinions.

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Commissioner Majors shared logo number 3 stood out to her and felt it had strength, stability, a strong foundation, and captured some of the old logo without culture shock. She also stated she liked logo number 9 as well, as it “speaks to her early childhood education side.”

Commissioner Hazan shared logo 3 feels young and not too serious. She also had a positive reaction to logo 9, as she thought it is optimistic, forward-looking, and promising.

Ms. Maben asked the group for their feedback on the color palettes.

Commissioner Majors stated she favored logo 3 for the color palette, with the blue California being prominent.

Chair Halvorson stated he thought logo 3 is sprightly and California is very noticeable.

Commissioner Hazan shared she likes the purple and blue on logo 3 but is on the fence with the shade of teal as it feels dated.

Ms. Widby stated more primary colors could be offered, based on the feedback, or the group could focus on the two logos and move forward.

Chair Halvorson recommended postponing the decision.

Commissioner Alvarez shared her support for the color scheme on logo 3, particularly the purple, but is indifferent to the green. She stated her concern is the historical use of the hand, and how it connects to the broader First 5 network and what it means moving forward.

Ms. Maben stated many counties have built their logos off the F5CA logo, and that the counties want to see what F5CA does before they potentially make changes.

Commissioner Alvarez questioned if there was an opportunity to get feedback from the network on how the logo is integrated into the system overall, and what the timeline is with the current COVID-19 situation.

Ms. Maben responded by saying it is possible as they tighten and narrow what the committee is looking at and that staff could go back to a small group of the counties to get their feedback on the narrowed choices.

Member Perry asked about the budget amount, and the financial implications of the change.

Ms. Maben stated that information could be provided at the next meeting.

### **Public Comment**

None

## Item 4 – Process for Future Public Education and Outreach Contract

Ms. Maben introduced Jamiann Collins-Lopez, to provide an overview of the Request for Proposals (RFP) process.

Ms. Collins-Lopez, Information Officer I, shared the following components:

1. **Developing New Scope of Work:** The timeframe is 6 to 12 months prior to the contract start date. The Project Manager and Contracts and Procurement office develop the scope of work.
2. **Advertising the RFP:** Upon completion of the approved contract, the RFP will be released and advertised for ten days. During this period, interested bidders can ask questions and notify F5CA of an intent to bid.
3. **Evaluation Period:** This phase can take two to three months. Contractors are asked to develop a plan and present it to F5CA. The evaluation process goes through an extensive review to ensure contractors meet the minimum qualifications.
4. **Review of the Proposals:** Proposals will be reviewed and scored by the Project Management team. The top scoring bidders will be asked to give an in-person presentation to the Project Management team. The Contracts and Procurement Office will review the scoring and inform the Project Management team of the winning bid.
5. **Intent to Award:** A public notice is posted when there is an Intent to Award. Contractors have 5 days to protest or provide an intent to protest. If this occurs, it stops the clock and DGS reviews the protest to determine if it is legitimate. If there are no protests, the Contractor and F5CA can move forward in the agreement development. F5CA's goal is to award a contract prior to the current contract expiring.

Ms. Collins-Lopez provided background on the goals of the current contract:

- Development of a minimum 2 statewide media campaigns focused on the health and well-being of children ages 0 to 5.
- Conducting market research and analyzing research used to influence the development and execution of campaigns utilizing all mediums.
- Target California's diverse population of parents and caregivers of children 0 to 5, including children with special needs and hard-to-reach communities.
- F5CA's Public Education and Outreach Campaign has executed the "Talk. Read. Sing.®" campaign encouraging and empowering parents and caregivers to engage with their children from the moment they're born.
- Achieving statewide exposure, and reach First 5 audiences via multiple touch points throughout their day.

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- Television and radio are used to provide maximum coverage throughout the state, with digital, social, and targeted community outreach.
- Management of First5California.com, which provides a bilingual destination for parents and caregivers information and downloadable resources.
- The First 5 traveling Express van offers several resources to families through direct connections throughout the state.

Ms. Collins-Lopez stated the new contract will continue promoting Talk. Read. Sing.<sup>®</sup>, but will have new and updated concepts to expand the messaging and reach to parents around early childhood development.

She stated F5CA staff intends to ask the Commission to fund a new three-year media/PR contract in July 2020, with the intent to release the RFP by December 2020. She shared that to accomplish this, F5CA will begin the development of a scope of work incorporating goals for both the media and PR contract expectations for the next 3 years. She concluded by stating staff would like to have a contractor selected by early 2021.

## **Discussion**

Member Perry asked how high-level deliverables would be shaped in the RFP and what the procedures would be for bidders to respond.

Frank Furtek, Chief Deputy Director and Legal Counsel, responded with the following:

- Guidelines or goals are set in various areas with enough specificity within the RFP to provide examples of what bidders would do to meet those goals.
- A scoring system is created using a matrix to provide a point total for the bidder's proposal. Additionally, state requirements include disabled veterans points, small business points, and other points that must be factored in to determine a bidders total.
- This Advisory Committee sets high-level goals and priorities. F5CA staff will use that input and develop an RFP incorporating those goals and priorities and set point totals within the matrix.

The Advisory Committee suggested the following contract goals:

- Public awareness on equity with a focus on populations who are vulnerable – evidence on bidder experience in this area
- Multi-channel, reinforcement of key messages in a variety of ways and formats, including culturally competent and multi-lingual

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- Core credibility and core competency in child development related issues
- Alignment to Strategic Plan; mission-driven content, leveraging strengths and capacity
- True to equity approach in contracting process – intentional about process to ensure bidders have the right experience and how equity is a part of the bidder’s strategies
- Bidder shares F5CA’s values and mission
- Media campaigns (at least 2) over term of contract (3 years) – maintain steady drumbeat over time, given changing population and stages, with spikes on specific topics
- More frequent social-media offerings
- Focus on media relations to get content in print, TV, and social
- Perpetual contact – identify key messengers, develop relationships to promote/maintain trust as a data source for ages 0 to 5
- Uplifting other partners who serve as experts and resources
- Market research – identify current, reputable, existing sources of information, leveraging best value approaches
- Continue research and working toward measurable outcomes
- Branding and communication coordination with counties/Association
- Elevate awareness – trusted messengers, elevating the importance of child wellbeing and investment in ages 0 to 5 with an opportunity and our unique role to make change
- Overall tone, brand consistency, elevating reputation, and expertise
- Build in flexibility/room for adjustment in RFP for circumstances like COVID-19

**Public Comment**

None

**Item 5 – Adjournment**

Ms. Maben adjourned the meeting at 3:05 p.m.