



# UPSTREAM INVESTMENTS

*It is easier to build strong children than to fix broken lives.*

## Executive Committee Meeting Agenda

December 19, 2012, 10:30 a.m. to 11:30 a.m.  
CAO Conference Room, 575 Administration Drive

All supporting documents are available at [www.SonomaUpstream.org](http://www.SonomaUpstream.org) and at the Board of Supervisors office at 575 Administration Drive, Room 100A, Santa Rosa, CA, during normal business hours. For accessibility assistance with this agenda or supporting documents, please e-mail [Info@SonomaUpstream.org](mailto:Info@SonomaUpstream.org) or call 707.565.5800.

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|--------------|--|----------------|
| <b>10:30</b> | <b>Welcome, Introductions, Agenda, Minutes ACTION ITEM</b>         | Jerry Dunn     |
| <b>10:35</b> | <b>Updates</b>   | Upstream Staff |
| <b>10:40</b> | <b>Discussion Items</b>  | Upstream Staff |
|              | <i>Indicators of Success: Calls to Action</i>                      |                |
|              | <i>Evidence of Upstream principles in County Activities Report</i> |                |
|              | <i>Draft Report to the Board of Supervisors</i>                    |                |
|              | <i>Outreach Committee Applications</i>                             |                |
| <b>11:25</b> | <b>Public Comment</b>  | Public         |
|              | <i>Please limit comments to 3 minutes</i>                          |                |
| <b>11:30</b> | <b>Adjourn</b>   |                |

### Upstream Investments Executive Committee 2013 Meeting Schedule Family Justice Center, 2755 Mendocino Ave., Suite 100

January 16, 9-10 a.m.  
March 20, 9-10 a.m.  
April 24, 9-10 a.m.  
June 26, 9-10 a.m.  
July 17, 9-10 a.m.  
September 18, 9-10 a.m.  
October 16, 9-10 a.m.  
December 18, 9-10 a.m.





**Wednesday Sept 19, 2012 Executive Committee Meeting Minutes**

10:30 a.m. – 11:30 a.m.

BOS Caucus Room: 575 Administration Drive, Santa Rosa CA

**Attendees (listed alphabetically)**

Efren Carrillo, Board of Supervisors District 5

Jill Ravitch, District Attorney’s Office

Jerry Dunn, Human Services Department (Project Sponsor)

Larissa Heeren, Human Services Department (staff)

Megan Sirna, Human Services Department (staff)

Marla Stuart, Human Services Department (Project Manager)

Rita Scardaci, Department of Health Services

Steven Herrington, Sonoma County Office of Education

<b>Topic</b>	<b>Discussion</b>	<b>Decision</b>	<b>Next Steps</b>
<b>Welcome, Introductions, Minutes</b>	<b>Motion to approve the June and July minutes.</b>	Move: Jill Second: Rita Ayes: 5	None
<b>Indicator and Shared Outcomes Measurement Workgroup</b>	<p>The Indicators Workgroup was convened after the August Policy Committee meeting to propose changes to the Indicators of Success Report, based on Policy Committee recommendations.</p> <p>These recommendations included:</p> <ul style="list-style-type: none"> <li>• They would improve the data</li> <li>• Propose the interpretation.</li> <li>• Propose action items.</li> </ul> <p>The Indicator Report workgroup has been moving forward on update, refining the indicators report. Megan Sirna provided an update on the group’s progress including proposed changes to content and format. The changes they will be recommending include:</p> <ul style="list-style-type: none"> <li>• Improvements to preschool data and housing affordability data.</li> <li>• No changes to the Department of Justice data.</li> <li>• Changed some indicators to be more in line with Health Action indicators.</li> <li>• Changed the format for each indicator.</li> <li>• Decided to use comparable counties (those used for comparison by the Economic Development Board).</li> <li>• Have started to discuss and write the narrative.</li> </ul> <p>Feedback</p> <ul style="list-style-type: none"> <li>• The group reviewed a sample two page spread which includes the proposed format changes.</li> </ul>	None	Present revised draft to Executive Committee at October meeting

Topic	Discussion	Decision	Next Steps
	<p>The Healthy Sonoma rubric is designed to be aspirational. It is a national system that would allow us to compare to other counties and states and use the data for geo-mapping, etc. The group agreed that the new format was better but felt it should align more closely with the HealthySonoma.org indicators.</p> <ul style="list-style-type: none"> <li>• Discussion of what the results mean and who we should compare ourselves to. If there is a change, make clear what your value statement is.</li> </ul> <p>The Indicators workgroup will become the workgroup for Shared Outcomes Measurement. Marla updated the committee on the membership for this group, shared the dates for future meetings and asked for recommendations for additional workgroup members.</p> <ul style="list-style-type: none"> <li>• Mindy Porter will represent SCOE.</li> <li>• Dr. Silver from the Department of Health Services will be asked to participate.</li> <li>• Community Foundation may not be represented, per their preference but it is recommended they are kept abreast of the workgroup's progress.</li> </ul>		
<b>Report out on Surveys</b>	<p>Upstream staff has conducted surveys of the Portfolio Review Committee members and of the Portfolio Application Workshop attendees. Reports from each of these surveys were provided to the Committee and the findings were discussed briefly. It is the goal of the staff to continually improve our workshops and the Portfolio Review process.</p>	None	None
<b>Upstream support Cradle to Career</b>	<p>Update on Upstream Investments support to the education initiative (Cradle to Career). In the November 2011 report to the Board of Supervisors, Upstream Investments agreed to support the emerging community-wide initiative related to education. This initiative has grown into Cradle2Career (C2C). Upstream Investments has supported this initiative development by participating on the planning committees, recommending indicators of success, and prioritizing programs that meet the C2C objectives for technical assistance for the Portfolio of Model Upstream Programs. Another way that Upstream is supporting C2C is by organizing the booths at the C2C kick-off on September 20th. 25 programs will be showcased in booths.</p>	None	None
<b>Upstream Investments in Funding Decisions</b>	<p>Upstream Investments has now been included in many different ways in funding decisions. This meeting will be a chance for people to tell us how this is going. In this one-time meeting we will discuss experiences using Upstream in funding decisions and ideas funders have for making Upstream a more powerful, including:</p> <ul style="list-style-type: none"> <li>• How are you using Upstream?</li> <li>• How is it working for you? What are the strengths and weaknesses so far?</li> <li>• How can we expand and/or standardize our collective use of Upstream in our funding decisions?</li> <li>• How can we track how much funding is granted using Upstream as one of the funding criteria?</li> </ul>	None	None

Topic	Discussion	Decision	Next Steps
	<ul style="list-style-type: none"> <li>What ideas do you have for making Upstream a more powerful tool for you?</li> </ul> Discussion: Maybe we should see how much funding is being put into the Portfolio. We should talk about how to reach out to benefactors.		
<b>Agenda for Next Policy Committee Meeting</b>	Feedback on Inspiration: Testimonial of success or client stories would be better than the current format. Discussion about evidence of Upstream principles in County activities and Recognition for aligned polices and systems change will be held until the next meeting.	None	New format for inspiration
<b>Public Comment</b>	None	None	None
<b>Adjourn</b>	Adjourned at 10:45 a.m. The next meeting is August 2 <sup>nd</sup> from 9:00 a.m. to 11:00 a.m.	None	None

**Upstream Investments Executive 2012 Meeting Schedule**

*October 24, 2012, 10:30 a.m. to 11:30 am*

*December 19, 2012 10:30 a.m. to 11:30 am*

*575 Administration Drive, Santa Rosa CA*



# Calls to Action

The Upstream Investments Policy Committee urges partners throughout the community to use the information in this report to take action. Working collectively, we can see real social change in the areas reflected by these 22 indicators. The Upstream Policy Committee invites individuals and organizations to engage in the following actions.

## **Address racial and ethnic disparities**

Prioritize and expand strategies that successfully address racial and ethnic disparities. For instance,

- Promote bilingualism and encouraging individuals to preserve native languages. Expand support for bilingual education.
- Increase Spanish outreach materials and approaches that target Latino communities.
- Identify which programs on the Portfolio of Model Upstream Programs address racial and ethnic disparities. Expand these programs.
- Encourage community-based approaches that serve Latino community members to apply for the Portfolio of Model Upstream Programs so their work can be recognized.
- Increase funding for education.

## **Widely disseminate and use this report to promote collective impact**

Widely share this report throughout the community. Schools, businesses, cities, non-profits, faith-based communities, and individuals can all use this information to focus their engagement and contribute to collective impact in our community.

- This report provides basic population information that can suggest trends and areas to improve. When possible, seek more detailed information to expand understanding in specific areas such as homelessness, domestic violence, and health care.
- Share this information with clients.
- Promote the use of this information in policy development and funding decisions.
- Increase community outreach and awareness of services. Communicate this data in a way that make sense for different audiences.
- Prioritize evidence-based, promising, and emerging practices.
- Whenever possible, prioritize early interventions and the indicators related to early life.
- Understand the impacts of funding and regulatory shifts (such as the elimination of state redevelopment funds and the HUD requirement to shift priority for rent assistance from a prevention focus to a focus on long-term homeless).
- Understand the relationships between the public and private sectors and the impact of these relationships on success.

### **Expand effective practices; Sunset ineffective practices;**

Our communities and organizations are complex adaptive systems. Success requires an ever-changing array of approaches from the public and private sectors. We have a collective desire to improve our home and community environments and a shared understanding that some approaches are not successful. In a spirit of respect and partnership, use this information to

- Create an architecture about how we interpret and use data to make decisions about program.
- Understand and expand our effective practices.
- Understand and sunset ineffective practices.
- Identify and fill gaps.
- Innovate and experiment.

### **Engage Business**

Encourage local businesses to use this information and engage in community-wide collective impact activities. For instance,

- Identify and communicate the benefits of business engagement.
- Partner with existing and new businesses to expand employment opportunities for youth, minorities, and other groups identified in this report as experiencing disparities or challenges.
- Provide incentives to business for engagement.
- Promote family-friendly worksites, such as on-site child care, to support successful transition from poverty and unemployment to self-sufficiency.
- Eliminate barriers that employers face in hiring at risk youth and adults. For instance, consider expungements for felons.
- Partner with utility companies to educate the community through inserts in utility bills.