



UPSTREAM INVESTMENTS

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

Executive Committee Meeting Agenda

July 17, 9:00 a.m. to 10:00 a.m.

Family Justice Center, 2755 Mendocino Ave., Suite 100

All supporting documents are available at 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 or call 707.565.5800.

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|--------------|--|----------------|
| 9:00 | Welcome, Introductions, Agenda, Minutes ACTION ITEM | Oscar Chavez |
| 9:05 | Updates
<i>Shared Outcomes Measurement –
Triple P Parenting Collective Impact
READY
Portfolio of Model Upstream Programs</i> | Upstream Staff |
| 9:20 | Approvals ACTION ITEM
<i>Agenda for August 7 Policy Committee Meeting</i> | Upstream Staff |
| 9:55 | Public Comment
<i>Please limit comments to 3 minutes</i> | Public |
| 10:00 | Adjourn | |

Upstream Investments Executive Committee 2013 Meeting Schedule

Family Justice Center, 2755 Mendocino Ave., Suite 100

September 18, 9-10 a.m.

October 16, 9-10 a.m.

December 18, 9-10 a.m.



Wednesday, April 24, 2013 Executive Committee Meeting Minutes

9:00 a.m. – 10:00 a.m.

Family Justice Center Conference Room

Attendees (listed alphabetically)

Jerry Dunn, Human Services Department

Jill Ravitch, District Attorney

Larissa Heeren, Human Services Department (Project staff)

Rita Scardaci, Department of Health Services

Topic	Discussion	Decision	Next Steps
Welcome, Introductions, Minutes	Motion to approve the meeting minutes from March 2013.	Motion: Rita Second: Jill Yes: 3 No: 0	None
Updates	<p>READY</p> <ul style="list-style-type: none"> • We were approved by the First 5 commission for \$1.5 million over about 2 ¼ years (\$.5 million less than we requested) • READY will provide a centralized data collection method to capture risk factors and outcomes for children receiving early childhood education throughout Sonoma County. The information will be collected and reported by individuals early childhood educators. These educators will receive technical assistance about how to accurately collect and report information about each child. Reports about their children and their outcomes will be provided to each participating early childhood educator. Based on their outcomes, providers will receive training and coaching to improve their outcomes. • We are hoping that this will be a pilot test of our shared outcomes measurement system. • Listed on the slide is the work we are doing currently. <p>Social Impact Bonds</p> <ul style="list-style-type: none"> • We have also been notified that we have not been selected for support from the Harvard Kennedy School of Business, Social Impact Bond Technical Assistance Lab to test social impact bonds in Sonoma County • We were interviewed and ranked highly. They are working on securing additional funding so that they might provide more organizations this support (including us). 	None	None

Topic	Discussion	Decision	Next Steps
	<p>Cradle to Career Spring Convening Who: Those who have signed the C2C pledge What: Reflect on current strategies, Plan future strategies When: May 9th, 8:00 a.m.-12:00 p.m. Where: Chop's Teen Club Why: Identify opportunities for collaboration and collective impact Upstream Role: Discuss how evidence informed practice can improve effectiveness and increase outcomes for Sonoma County youth.</p> <p>Portfolio of Model Upstream Programs We now have 54 programs on the Portfolio. There are 20 Tier 1 programs, 22 Tier 2 programs and 12 Tier 3 programs. We have received 12 applications in 2013, six of these were in the month of April, which is not yet over. We have three new reviewers on the Portfolio Review Committee: Alfredo Perez from First 5, Rob Halverson from Probation and Carlos Ayala from Sonoma State.</p>		
<p>Shared Outcomes Measurement Letter of Intent</p>	<ul style="list-style-type: none"> • This letter is an agreement to participate in the planning and an intent to participate in shared-measurement. The purpose is to get consensus and engage in order to see if there is support for shared outcomes measurement. • A diverse group has been involved in the conversation so far but this would expand the conversation to others who will want to participate. • Everyone on the Portfolio will be invited to sign a letter. We are doing an assessment to see who else. Yes, county departments will be invited to participate. • Participating means participating in focus groups, document review, or giving other input. <p>Comments</p> <ul style="list-style-type: none"> • Rita • Jill <p>Motion to approve letter of intent</p>	<p>Motion: Rita Second: Jill Yes: 3 No: 0</p>	
<p>Public Comment</p>	<p>None</p>	<p>None</p>	<p>None</p>
<p>Adjourn</p>	<p>9:35 a.m.</p>	<p>None</p>	<p>None</p>

Subject: Upstream Investments Request for New Level of Commitment

Dear Upstream Supporters,

We wanted to thank you for your continued support of and engagement in Upstream Investments and invite you to participate in one of our current projects. We are currently in the implementation phase of Upstream Investments, and one of the projects we have been working on thus far is Shared Measurement. We wanted to share our current thinking on shared measurement with you and ask you to participate in planning our next steps.

Most, if not all, of you collect data on the clients you serve. And although this data tells us a lot about our clients, it does not capture the whole picture. Our single data systems are unlikely to be able to tell us information about how our services impact other areas of our clients' lives. Additionally, many clients in our community receive services at multiple organizations; however we don't have the mechanisms to capture these connections. Upstream Investments is interested in developing one system that could answer many of the unanswered questions we have about our clients and demonstrate the effect of collective impact. Although no client level data will ever be published, to fully understand the effects of our services, we must collect information at the individual client level. We have attached a FAQ to answer some of the questions you may already have.

On July 18th and 25th, we will be holding 90 minute informational meetings to articulate our vision for shared measurement, describe our expectations for participation, and answer any questions.

- Thursday, July 18th from 1:00-2:30 pm at Petaluma Regional Library; 100 Fairground Drive, Petaluma
- Thursday, July 25th from 8:30-10:00 am at Santa Rosa Room; 2227 Capricorn Way, Santa Rosa

[Please click here to RVSP for your preferred session.](#)

We recognize that the collaboration and support needed to execute a shared measurement system is immense. Our current workgroup has done an amazing job thus far in researching best practices, discussing our research questions, and developing possible outcomes; however, to move forward we feel that it is important to gain broader community support. At this phase in our development we are looking to County departments and community organizations to signal their intent to join us in the planning process. To formalize this intent, we are requesting that you read and sign the attached Letter of Intent. This letter is not an agreement to share data, but signifies that you will give us input and participate, as appropriate to the role of your agency, in the development of a shared measurement system, with the intention to participate in data sharing in the future. The time commitment we are asking for will vary based on each organization's capacity, but might include attending a 90 minute meeting, responding to survey monkeys, or providing input through emails. We welcome any and all input, and hope that you will continue to provide feedback throughout this process.

We know that you may have questions about what this all means and what your role will be and hope that you will attend these meetings prepared to discuss your concerns and/or send us any questions you have prior.

If you have any questions, please contact Oscar Chavez at ochavez@schsd.org or 565-3812.

Thank you for your commitment to Upstream Investments!

Subject: Upstream Investments Request for New Level of Commitment

Dear Policy Committee Members,

As you know we are currently in the implementation phase of Upstream Investments, and one of the projects we have been working on thus far is Sonoma County Shared Outcomes Measurement. We wanted to share our current thinking on shared measurement with you and notify you of our next steps. Developing one system to track the outcomes of the individual clients we serve throughout the county will allow us to better measure the true effects of the services individuals receive and demonstrate the effect of “collective impact.”

On July 18th and 25th, we will be holding 90 minute informational meetings to articulate our vision for shared measurement, describe our expectations for participation, and answer any questions.

- Thursday, July 18th from 1:00-2:30 pm at Petaluma Regional Library; 100 Fairground Drive, Petaluma
- Thursday, July 25th from 8:30-10:00 am at Santa Rosa Room; 2227 Capricorn Way, Santa Rosa

[Please click here to RVSP for your preferred session.](#)

We recognize that the collaboration and support needed to execute a shared measurement system is immense. Our current workgroup, which many of you have delegated staff for, has done an amazing job thus far in researching best practices, discussing our research questions, and developing possible outcomes; however, to move forward we feel that it is important to gain broader community support. **At this phase in our development we are looking to County departments and community organizations to signal their intent to join us in the planning process. To formalize this intent, we are requesting that you read and sign the attached Letter of Intent.**

This letter is not an agreement to share data, but signifies that you will give us input and promote or participate, where appropriate, in the development of a shared measurement system, with the intention to participate in data sharing in the future. We welcome any and all input, and hope that you will continue to provide feedback throughout this process. The time commitment we are asking for will vary based on each organization’s capacity, but might include attending a 90 minute meeting, responding to survey monkeys, or providing input through emails. We have attached a FAQ to answer some of the questions you may already have.

We hope that you will attend the informational meetings and/or send us any questions you have prior.

If you have any questions, please contact Oscar Chavez at ochavez@schsd.org or 565-3812.

Thank you for your commitment to Upstream Investments!

July 1, 2013

Jerry Dunn
County of Sonoma Human Services Department
3600 Westwind Blvd.
Santa Rosa, CA 95402

Subject: Intent to Participate in Shared Measurement System Planning

Dear Jerry Dunn,

_____ acknowledges that at this point, a shared measurement system is understood to be a web-based application that allows authorized users from different organizations to enter and view relevant data in a format that is easy to read and interpret. _____ understands that the mission of the shared measurement system is to better understand the outcomes of individuals in our community and the impact that our services have or do not have on individuals, and is committed to participating in the planning process to develop such a system.

Please accept this letter as _____'s intent to participate in the planning process of the Upstream Investments shared measurement system. By way of this letter, _____ agrees to:

1. Help identify and develop shared confidentiality and security procedures for data collected, processed, stored, analyzed, and reported with the shared measurement system,
2. Collaborate with the Sonoma County Human Services Department in developing other policies and procedures about data sharing,
3. Pilot test the collecting and sharing of data, as determined during the planning process,
4. Identify resources, as necessary, to dedicate to the planning of the shared measurement system (including, but not limited to, staff for meetings, meeting space, and review of documents), and
5. Participate in the selection of the vendor and collaborate with the selected vendor to develop specific shared outcomes and a shared measurement system that links to our current computerized system(s).

_____ recognizes that this is not a commitment to share data; however _____ has the intent to enter into a future MOU to share data assuming the planning process results in a data sharing plan that is acceptable to _____.

Sincerely,



Invitations to Stakeholder Meetings

Upstream Investments is hosting two Stakeholder Meetings on July 18 and 25, 2013 to introduce the vision of shared outcomes measurement and to invite organizations to signal their intent to participate by submitting a Letter of Intent. Invitations were sent on July 5 to community based service providers, county officials, other government agencies, education providers, healthcare providers and businesses. All of these organizations have aligned with Upstream through Committee Participation, Resolutions of Alignment, and or participation with the Portfolio of Model Upstream Programs.

Community Based Service Providers

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. 10,000 Degrees
Tracie Lanier 2. Action Network
Janet Kukulinski 3. Alternative Family Services
Jay Berlin 4. Becoming Independent
Luana Vaetoe 5. Big Brothers Big Sisters of the North Bay
Lauren Grayman 6. Boys and Girls Clubs of Central Sonoma County
David Pier 7. Boys and Girls Clubs of Marin and Southern Sonoma Counties
David Solo 8. Boys and Girls Clubs of Sonoma Valley
David Pier 9. California Human Development
Chris Paige 10. California Parenting Institute
Robin Bowen 11. California Youth Outreach
Steve Velasquez 12. Catholic Charities
Chuck Fernandez 13. Child Care Planning Council of Sonoma County
Carol Simmons 14. Children & Family Circle
Cynthia Springer 15. CHOPs
Diana Curtin 16. Committee on the Shelterless
Mike Johnson 17. Community Action Partnership
Jennie Tasheff | <ol style="list-style-type: none"> 18. Community Child Care Council
Melanie Dodson 19. Community Matters
Rick Phillips 20. Community Support Network
Tom Bieri 21. Conservation Corps North Bay
Marilee Eckert 22. Drug Abuse Alternatives Center
Marlus Stewart 23. Early Learning Institute
Michele Rogers 24. Extended Child Care Coalition
Missy Danneberg 25. Family Service Agency
Cynthia Weissbein 26. Goodwill Industries
Mark Ihde 27. Jewish Family and Children's Services
Diana Klein 28. Kid Scoop News
Vicki Whiting 29. LaLuz
Juan Hernandez 30. Latino Service Providers
Wanda Tapia 31. NAMI of Sonoma County
Rosemary Milbraith 32. New Ways to Work
Steve Trippe 33. North Bay Children's Center
Susan Gilmore 34. Northern California Center for Well-Being
Alena Wall 35. Petaluma People Services Center
Elece Hempel |
|---|--|

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36. **Recourse Mediation Services**
Cathy Ward
37. **Redwood Empire Food Bank**
David Goodman
38. **Restorative Resources**
Susan Kinder
39. **River to Coast Children's Services**
Jynx Lopez
40. **Russian River Counselors**
Tony Madrid
41. **Seneca Center**
42. **Sonoma Advocates for Youth**
Matt Martin
43. **Sonoma County Adult and Youth Development**
James Gattis
44. **Sonoma County Area Agency on Aging**
Diane Kaljian
45. **Summer Search North Bay**
Kait Schroeder
46. **Sunny Hills Services**
Nancy Vogl
47. **Suzie Gruber**
Private Practitioner
48. **The Center for Social and Environmental Stewardship**
Nancy Lessa
49. **The Living Room**
Kendra McKenna
50. **Salvation Army**
Mark Gilden
51. **TLC Child and Family Services**
Lisa Rohe
52. **Verity**
Christine Castillo
53. **VOICES (On the Move)**
Amber Twitchell and Alissa Gentille
54. **Volunteer Center**
Camie Weaver
55. **West County Community Services**
Jim Maresca
56. **Women's Recovery Services**
Cheryl Stanley
57. **YWCA Sonoma County**
Denise Frey
59. **Efren Carrillo,**
5th District County
60. **County Counsel**
Barbara Fitzmaurice
61. **Community Development Commission**
Kathleen Kane
62. **County Administrator's Office**
Lori Norton
63. **Continuum of Care**
Jenny Helbraun Abramson
64. **Department of Child Support Services**
Julie Paik
65. **Department of Health Services**
Rita Scardaci
66. **District Attorney**
Jill Ravitch
67. **Economic Development Board**
Ben Stone
68. **First 5 Sonoma County**
Alfredo Perez
69. **Human Services Department**
Jerry Dunn
70. **Information Services Department**
John Hartwig
71. **Probation Department**
Bob Ochs and David Koch
72. **Public Defender**
Kathleen Pozzi
73. **Regional Park**
Caryl Hart
74. **Sherriff's Office**
Steve Freitas and HeidiKeith
75. **Water Agency**
Grant Davis
76. **Workforce Investment Board**
Sherry Alderman

Other Governmental Entities

77. **City of Petaluma**
John Brown
78. **City of Santa Rosa**
Tom Schwedhelm and Serena Lienau
79. **Juvenile Court**
Raima Ballinger
80. **Northbay Regional Center**
Robert Hamilton

County

58. **Shirlee Zane,**
3rd District County

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81. Town of Windsor

Linda Kelly

Education

82. Cloverdale Unified School District

Steven Jorgensen

83. Cotati-Rohnert Park Unified School District

Robert Haley

84. Healdsburg Unified School District

Jeff Harding

85. Petaluma City Schools and Joint Union High School District

Steve Bolman

86. Roseland School District

Gail Ahlas

87. Santa Rosa City Schools

Socorro Shiels

88. Sonoma County Office of Education (with a request to send to all school districts)

Steve Herrington

89. Sonoma County Partnership for Children

Carol Simmons

90. Sonoma Valley Unified School District

Louann Carlomagno

Healthcare

91. Kaiser Permanente Rohnert Park Medical Offices

Amy Chevrolet

92. Petaluma Health Center

Kathryn Powell

93. Petaluma Health Care District

Ramona Faith

94. Redwood Community Health Coalition

Nancy Oswald, Mary Maddux-Gonzalez, Pedro Toledo (with a request to send to all their member clinics)

95. Santa Rosa Community Health Center

Cynthia Springer

96. Sonoma County Indian Health Project

Molin Malicay

97. Sonoma Valley Community Health Center

Patricia Talbot

98. St. Joseph Health System

Dory Escobar

99. Vista Family Health Center

Naomi Fuchs

100. West County Health Centers

Mary Szczecy

Funders

101. Community Foundation

Beth Brown and Robert Judd

102. First Community Bank

Deborah Meekins

103. McCormick Family Foundation

Genine and Michael McCormick

104. Partners in Care

June Simmons

105. Petaluma Community Foundation

Marilyn Segal

106. Scholarship Sonoma

Lisa Carreno

107. Sonoma County Agriculture Preservation and Open Space District

Bill Keene

108. Speedway Children's Charities

Denise Silver

109. United Way of the Wine Country

Mike Kallhoff

110. van Loben Sels Foundation

Katherine Armstrong

111. John Jordan

Lisa Schaeffner

Business

112. Santa Rosa Chamber of Commerce

Jonathan Coe

113. North Coast Builders Exchange

Keith Woods and Robin Bartholow

114. Redwood Credit Union

Brett Martinez and Lee Alderman

115. Bischoff Performance Improvement Consulting

BJ Bischoff