



**Wednesday February 13, 2013 Policy Committee Meeting Minutes**

**1:00 p.m. – 3:00 p.m.**

**3725 Westwind Blvd. Carnelian Room**

**Attendees (listed alphabetically)**

Alfredo Perez, First 5 Sonoma County  
 Alissa Gentile, On the Move, V.O.I.C.E.S. Sonoma  
 Carol Simmons, Child Care Planning Council  
 Christine Cook, District Attorney’s Office  
 Chuck Fernandez, Catholic Charities  
 David Koch, Probation Department  
 Efren Carrillo, Board of Supervisors District 5  
 Elece Hempel, Petaluma People Services Center  
 John Hartwig, Information Services Department  
 Jerry Dunn, Human Services Department (Project Sponsor)  
 Gigi Mertle, Department of Child Support Services  
 Jynx Lopez, River to Coast Children’s Services  
 Megan Sirna, Human Services Department (Project Staff)  
 Mike Perry, Public Defender’s Office  
 Larissa Heeren, Human Services Department (Project Staff)  
 Lauren Grayman, Big Brothers, Big Sisters North Bay  
 Lori Norton, County Administrators Office  
 Marla Stuart, Human Services Department (Project Manager)

Mike Kallhoff, United Way of the Wine Country  
 Oscar Chavez, Community Action Partnership  
 Rita Scardaci, Department of Health Services  
 Robin Bartholow, North coast Builders Exchange  
 Robert Judd, Community Foundation  
 Shirlee Zane, Board of Supervisors, District 3  
 Steven Herrington, Sonoma County Office of Education

**Members of the Public (listed alphabetically)**

Angie Dillon-Shore, Community Action Partnership  
 Cindy Butner, The Press Democrat  
 Darlene Fiscus, United Way of the Wine Country  
 Kellie Noe, Department of Health Services  
 Kelly Bass-Seibel, Santa Rosa Chamber of Commerce  
 Kelly Elder, Department of Health Services  
 Lori Norcia, Volunteer Center of Sonoma County  
 Susan Starbird, Starbird Creative

<b>Topic</b>	<b>Discussion</b>	<b>Decision</b>	<b>Next Steps</b>
<b>Welcome, Introductions, Minutes</b>	Jerry welcomed the group and the group did introductions. <b>Motion to approve minutes from November 2012 meeting.</b>  Marla informed the group that she will be pursuing her PhD at U. C. Berkeley.	Motion: Alfredo Second: Rita Ayes: 18 Noes: 0 Absent: Robert, Mike, Alissa, Efren Abstain: 0	None
<b>Reports</b>	Robert Judd, Mike Kallhoff and Alissa Gentile arrived.	None	None

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	Marla provided a summary of the report to be presented to the Board on February 26 <sup>th</sup> and a quarterly update on Upstream Investments implementation.		
<b>Engagement work plan</b>	<p><b>Presentation from the engagement team:</b> This group has met twice and is working towards implementing the Board directive from November 2011 to expand the Upstream Investments outreach campaign. The group presented about the work plan which details the following:</p> <ul style="list-style-type: none"> <li>• We will prioritize new target audiences and study best practices in engaging them. We will set goals that are specific, measurable, attainable, relevant and time-bound.</li> <li>• We will work with community partners to create a shared Collective Impact Declaration. This will allow them to explain their role in multiple collective impact initiatives, simplifying and unifying the ask to our community.</li> <li>• We will build a shared database to record all contacts made and lessons learned in the course of our outreach. This will allow us to build on our shared work.</li> <li>• We will develop audience-specific messages that use clear and simple language. We will include inspirational stories and concrete calls to action.</li> <li>• We will identify the best channels for engaging and maintaining participation. We will provide more interactive media and engage with our audiences via their preferred channels.</li> <li>• We will create new outreach materials and revise existing ones. This may include some shared webpages for aligned initiatives</li> <li>• We will strategically sequence our engagement, building on our prior interactions and making continual improvements.</li> <li>• We will, of course, let you know how we are doing along the way. We will report to the Policy Committee as needed and to the Board of Supervisors at the end of 2013.</li> <li>• While we may not use these words with our new audiences, through this engagement campaign we will further our mission to Invest early, invest wisely, and invest together.</li> </ul> <p>Shared collective impact declaration: This group will provide one format for organizations to articulate their participation in all the aligned initiatives. We also plan to do more to share information about outreach around aligned initiatives.</p> <p><b>Discussion:</b></p> <ul style="list-style-type: none"> <li>• How will others know where we are doing engagement</li> <li>• Shared calendar</li> <li>• We will report out from this but maybe not share the database with everyone.</li> <li>• How will you address conflicts that arise around presentations for fundraising</li> <li>• We have made a commitment to have discussions when these issues arise.</li> <li>• Business ask—fundraising is an obvious one. Are there others?</li> </ul>	None	None

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	<ul style="list-style-type: none"> <li>• Yes but we are not sure exactly what that looks like. This may end up being a plug and play or more of a conversation.</li> <li>• This has been difficult with the Justice Center because there are multiple organizations under one roof.</li> </ul> <p>Efren Carrillo arrived.</p>		
<p><b>Shared Outcomes Measurement Work Plan</b></p>	<p><b>Marla introduced Angie Dillon-Shore and Kelly Elder to speak on behalf of the Shared Outcomes Measurement Workgroup.</b> They shared the following about the progress of this project.</p> <ul style="list-style-type: none"> <li>• An action plan for a one-year shared outcome measurement workgroup was approved in August 2012. The workgroup is prepared to achieve the following deliverables before December 2013, when a three-year scope of work is presented to the BOS for approval: <ul style="list-style-type: none"> <li>○ Community-wide shared outcomes</li> <li>○ Three year funding strategy and budget</li> <li>○ Contract with a vendor for a shared measurement system</li> <li>○ Plan for the formation of external research institute</li> <li>○ Signed MOUs from all participating organizations and entities</li> <li>○ Three-year scope of work</li> </ul> </li> <li>• Shared outcome measurement that currently exists in Sonoma County is among organizations serving the same clients and is driven by the services they receive, what we are looking to do is track cohorts of Sonoma County residents regardless of the services they receive.</li> <li>• The outcomes we are going to develop will inform our knowledge of the population data available in the Upstream Investments Indicators</li> <li>• To make this work, we need large community buy in from all sectors, with that being said, we believe that no one organizations should own the data system or data and propose a non-profit research institute</li> <li>• We understand this is a lengthy process and will require substantial funding, and are prepared to develop a three year funding strategy and budget</li> </ul> <p><b>Members reviewed the Shared Outcomes Measurement Work Plan and provided the following comments:</b></p> <ul style="list-style-type: none"> <li>• Someone from SRJC and Sonoma State. Some funding comes from them and their tracking systems are very different.</li> <li>• Ask them to become to the external research institute.</li> <li>• Someone from the business community, someone who would give you a different perspective.</li> <li>• Three-year scope of work—are there processes for determining how the flow of information is being captured and secured.</li> <li>• Policies and procedures for the institute or owner. These will be presented with the proposal to the Board in December.</li> </ul>		<p>Get info from Rita about these efforts.</p>

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	<ul style="list-style-type: none"> <li>• Philanthropy, users, we are building a longitudinal set of data that outside researchers may want to use— they will pay too.</li> <li>• Who will fund this? I do not think non-profits should fund this. We are not looking at how I (individual org) am making a difference to a collective difference. We need to still be able show what our organizations are doing.</li> <li>• Freedom of information implications for charging for data.</li> <li>• There are possibilities for both aggregate and organization-specific data. It may start with aggregate and build.</li> <li>• Want to have some built in analytics.</li> <li>• It is possible that the County will hold the first contract and then transition it to another entity.</li> <li>• What are others doing? There has been stuff in WA and Connecticut that is similar. What does that leadership structures look like? How does it fit with our leadership plan for Upstream?</li> <li>• National ReadyBy21 has database meetings. I will be attending their meeting to learn about that.</li> <li>• Looking at what other groups such as First 5 and United Way are doing to make sure</li> <li>• More representation from seniors on the workgroup. Even if we continue to work around things for children, seniors will continue to be important into the future.</li> <li>• Creation of outcomes and contracts for County departments should be informed by this. We do quantitative rather than qualitative summaries.</li> <li>• Is there emerging activity at the federal level? If this system could help me comply with their requirements (ISD). See write up in NACO. This is a big funding incentive for us.</li> <li>• Whitehouse discussion on ...something and social impact bonds...</li> <li>• Ownership conversation is not over. We think it should be separate so that several orgs can be represented on the Board.</li> <li>• Needs to be a way to attract someone like Google to work with us. I want to make sure we are thinking ahead for opportunities. There might be other possibilities.</li> <li>• Nashville corporation that funded a database and licensing structure.</li> <li>• There could be a little workgroup on funding creatively. There may be private sector interest in funding this. This is an exciting opportunity.</li> <li>• We may need to be regional in order to be accurate. WE need to build this in a way that allows for expansion.</li> <li>• With the institute, we need to take the long view so that whoever is doing it is around for the next 20 years.</li> <li>• And you need common definitions.</li> <li>• Agreement around sharing the data needs to be agreed upon before any investment is made.</li> <li>• MOUs are limited to regulatory obstacles. We need to be able to articulate these issues in a legislative</li> </ul>		

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	advocacy campaign. <ul style="list-style-type: none"> <li>• You may be able to charge for the aggregate data because you are providing an additional service. We need to check the rules.</li> <li>• Magnolia Place Initiative: How do you hold everyone accountable? Do you have MOUs? No, they hold themselves accountable. They are committed to the big picture.</li> <li>• The intent is to create information that is accessible. We need to put some security in place so that we can share as much as possible.</li> <li>• A local institute to support local data creation and move this forward.</li> <li>• Real estate agents are the point people in describing quality of life for this area. They must be interested in this because we are making their work easier.</li> </ul>		
<b>Public Comment</b>	Angie Dillon-Shore and Kelly Elder provided additional comments on the shared outcomes measurement discussion.		
<b>Adjourn</b>	Meeting adjourned at 2:18 p.m.	None	None

**Upstream Investments Policy Committee 2013 Meeting Schedule**

*February 13, 2013, 1:00 p.m. to 3:00 p.m.—3725 Westwind Blvd., Santa Rosa*

*May 8, 2013, 1:00 p.m. to 3:00 p.m.-- 3033 Cleveland Ave., Santa Rosa*

*August 14, 2013, 1:00 p.m. to 3:00 p.m.-- 3033 Cleveland Ave., Santa Rosa*

*November 13, 2013, 1:00 p.m. to 3:00 p.m.-- 3033 Cleveland Ave., Santa Rosa*