

THE INFORMATION IN THIS BOX IS NOT A PART OF THE CONTRACT AND IS FOR COUNTY USE ONLY


**Contract Number**  
 19-360 A-2

**SAP Number**

## Children's Network

<b>Department Contract Representative</b>	Karyn Baxter
<b>Telephone Number</b>	(909) 386-8369
 <b>Contractor</b>	 Children and Families Commission for San Bernardino County
<b>Contractor Representative</b>	Karen Scott, Executive Director
<b>Telephone Number</b>	(909) 242-4251
<b>Contract Term</b>	July 1, 2019 through June 30, 2023
<b>Original Contract Amount</b>	Per Last Amendment \$1,459,631
<b>Amendment Amount</b>	\$459,877
<b>Total Contract Amount</b>	\$1,919,508
<b>Cost Center</b>	5019031000

### Briefly describe the general nature of the contract:

Amendment No. 2, effective July 1, 2022, to Revenue Contract No. 19-360 (Commission Contract No. S1030) with Children and Families Commission for San Bernardino to provide Community Engagement services, activities and programs, revising contract language, increasing the total contract amount by \$459,877 from \$1,459,631 to \$1,919,508, and extending the contract for one year through June 30, 2023.

#### FOR COUNTY USE ONLY

Approved as to Legal Form

DocuSigned by:

Julie Surber, Principal Assistant County Counsel

Date June 3, 2022

Reviewed for Contract Compliance

DocuSigned by:

Patty Steven, Contracts Manager

Date June 3, 2022

Reviewed/Approved by Department

DocuSigned by:

Wendy Alvarez, Associate Network Officer,  
Children's Network

Date June 3, 2022

**CHILDREN  
AND FAMILIES  
COMMISSION  
FOR  
SAN BERNARDINO COUNTY**

**STANDARD CONTRACT**

FOR COMMISSION USE ONLY					
<input checked="" type="checkbox"/> New <input type="checkbox"/> Change <input type="checkbox"/> Cancel	Vendor Code 50000460	<b>SC</b>	Dept. 903	<b>A</b>	Contract Number  SI030 A2
Organization Children and Families Commission				Contractor's License No.	
Commission Representative Cindy Faulkner, Assistant Director			Telephone 909-386-7706		Total Contract Amount \$1,919,508
Contract Type <input type="checkbox"/> Revenue <input checked="" type="checkbox"/> Encumbered <input type="checkbox"/> Unencumbered <input type="checkbox"/> Other:					
If not encumbered or revenue contract type, provide reason:					
Commodity Code 95200	Contract Start Date July 1, 2019	Contract End Date June 30, 2023	Original Amount \$1,459,631	Amendment Amount \$459,877	
Cost Center 9033009900	GL Account 53003357	Internal Order No. 100734	Amount \$459,877		
Cost Center	GL Account	Internal Order No.			
Cost Center	GL Account	Internal Order No.	Amount		
Abbreviated Use Community Engagement & Systems Improvement		FY 22-23	Estimated Payment Amount 459,877	I/D I	Total by Fiscal Year FY   Amount   I/D

THIS CONTRACT is entered into in the State of California by and between the Children and Families Commission for San Bernardino County, hereinafter called the Commission, and

Legal Name (hereinafter called the Contractor)

San Bernardino County

Department/Division

Children's Network

Address

825 E. Hospitality Lane, 2<sup>nd</sup> Floor

Program Address (if different from legal address):

Phone

909.383.9696

Federal ID No.

95-6002748

**IT IS HEREBY AGREED AS FOLLOWS:**

**AMENDMENT NO. 2**

1. Paragraph M. Governing Board of Section III, CONTRACTOR'S GENERAL RESPONSIBILITIES, is amended to read as follows:

**M. Governing Board**

Contractor shall provide the Commission with a listing identifying the members of the Board of Directors or other governing party, written schedule of all Board of Directors or other governing party meetings and provide the Commission with copies of the Board of Directors' minutes when discussions or actions taken during these meetings may impact on the Contract. All Board of Directors' minutes shall be submitted to the Commission with each periodically required report

Auditor-Controller/Treasurer Tax Collector Use Only	
<input type="checkbox"/> Contract Database	<input type="checkbox"/> FAS
Input Date	Keyed By

submitted following approval of the minutes. Contractor's governing board must meet not less than four times per year. No board member may be an employee of the organization and no paid staff member may serve as a voting member of the governing board. Further, the Commission representative shall have the option of attending Board meetings during the term of this Contract.

2. Paragraph N. of Section III, CONTRACTOR'S GENERAL RESPONSIBILITIES is amended to read as follows:

N. Confidentiality

- Contractor shall ensure that all staff, volunteers and/or Subcontractors performing Services under this Contract comply with the Commission's Policy 18-01 Non-public Personally Identifiable Information specified at <http://first5sanbernardino.org/CommissionPolicies.aspx> prior to providing any Services. Contractor shall immediately notify the Commission of any suspected or actual breach of confidential information as further detailed in the requirements. These requirements specified at <http://first5sanbernardino.org/CommissionPolicies.aspx> are hereby incorporated by this reference.
- Contractor shall protect from unauthorized use or disclosure names and other identifying information concerning persons receiving Services pursuant to this Contract, except for statistical information not identifying any participant. Contractor shall not use or disclose any identifying information for any other purpose other than carrying out the Contractor's obligations under this Contract, except as may be otherwise required by law. This provision will remain in force even after the termination of the Contract.

3. Subsection 11 of Paragraph S. Indemnification and Insurance Requirements, of Section III GENERAL CONTRACTOR RESPONSIBILITIES, is amended to read as follows:

11. The Contractor agrees to provide insurance set forth in accordance with the requirements herein. If the Contractor uses existing coverage to comply with these requirements and that coverage does not meet the specified requirements, the Contractor agrees to amend, supplement or endorse the existing coverage to do so. The type(s) of insurance required is determined by the scope of the contract services.

Without in anyway affecting the indemnity herein provided and in addition thereto, the Contractor shall secure and maintain throughout the contract term the following types of insurance with limits as shown:

- a. Workers' Compensation/Employers Liability – A program of Workers' Compensation insurance or a state-approved, self-insurance program in an amount and form to meet all applicable requirements of the Labor Code of the State of California, including Employer's Liability with \$250,000 limits covering all persons including volunteers providing services on behalf of the Contractor and all risks to such persons under this Contract.

If Contractor has no employees, it may certify or warrant to the Commission that it does not currently have any employees or individuals who are defined as "employees" under the Labor Code and the requirement for Workers' Compensation coverage will be waived by the Commission's Director of Risk Management.

With respect to Contractors that are non-profit corporations organized under California or Federal law, volunteers for such entities are required to be covered by Workers' Compensation insurance.

- b. Commercial/General Liability Insurance – The Contractor shall carry General Liability Insurance covering all operations performed by or on behalf of the Contractor providing coverage for bodily injury and property damage with a combined single limit of not less than one million dollars (\$1,000,000), per occurrence. The policy coverage shall include:

- 1) Premises operations, fixed assets and mobile equipment.
  - 2) Products and completed operations.
  - 3) Broad form property damage (including completed operations).
  - 4) Explosion, collapse and underground hazards.
  - 5) Personal injury
  - 6) Contractual liability.
  - 7) \$2,000,000 general aggregate limit.
- c. Automobile Liability Insurance – Primary insurance coverage shall be written on ISO Business Auto coverage form for all owned, hired and non-owned automobiles or symbol 1 (any auto). The policy shall have a combined single limit of not less than one million dollars (\$1,000,000) for bodily injury and property damage, per occurrence.
- If the Contractor is transporting one or more non-employee passengers in performance of contract services, the automobile liability policy shall have a combined single limit of two million dollars (\$2,000,000) for bodily injury and property damage per occurrence.
- If the Contractor owns no autos, a non-owned auto endorsement to the General Liability policy described above is acceptable.
- d. Umbrella Liability Insurance – An umbrella (over primary) or excess policy may be used to comply with limits or other primary coverage requirements. When used, the umbrella policy shall apply to bodily injury/property damage, personal injury/advertising injury and shall include a “dropdown” provision providing primary coverage for any liability not covered by the primary policy. The coverage shall also apply to automobile liability.
- e. Professional Liability – Professional Liability Insurance with limits of not less than one million (\$1,000,000) per claim or occurrence and two million (\$2,000,000) aggregate limits
- or
- Errors and Omissions Liability Insurance with limits of not less than one million (\$1,000,000) and two million (\$2,000,000) aggregate limits
- or
- Directors and Officers Insurance coverage with limits of not less than one million (\$1,000,000) shall be required for Contracts with charter labor committees or other not-for-profit organizations advising or acting on behalf of the County.
- If insurance coverage is provided on a “claims made” policy, the “retroactive date” shall be shown and must be before the date of the start of the contract work. The claims made insurance shall be maintained or “tail” coverage provided for a minimum of five (5) years after contract completion.
- f. Cyber Liability Insurance - Cyber Liability Insurance with limits of no less than \$1,000,000 for each occurrence or event with an annual aggregate of \$2,000,000 covering privacy violations, information theft, damage to or destruction of electronic information, intentional and/or unintentional release of private information, alteration of electronic information, extortion and network security. The policy shall protect the involved County entities and cover breach response cost as well as regulatory fines and penalties.
- g. Abuse/Molestation Insurance – Contractor shall have abuse or molestation insurance providing coverage for all employees for the actual or threatened abuse or molestation by anyone of any person in the care, custody, or control of any insured, including negligent employment, investigation and supervision. The policy shall provide coverage for both defense and indemnity with liability limits of



not less than one million dollars (\$1,000,000) with a two million dollars (\$2,000,000) aggregate limit.

4. Paragraph A. Contract Amount of Section V, FISCAL PROVISIONS, is amended to read as follows:

A. Contract Amount

The maximum amount of reimbursement under this Contract shall not exceed \$ 1,919,508 for the duration of the Contract term subject to the availability of California Children and Families Trust Fund monies. The consideration to be paid to Contractor, as provided herein, shall be in full payment for all Contractor's services and expenses incurred in the performance hereof. These funds are divided as follows:

Fiscal Year 2019-20	\$ <u>459,877</u>	July 1, 2019 through June 30, 2020
Fiscal Year 2020-21	\$ <u>539,877</u>	July 1, 2020 through June 30, 2021
Fiscal Year 2021-22	\$ <u>459,877</u>	July 1, 2021 through June 30, 2022
Fiscal Year 2022-23	\$ <u>459,877</u>	July 1, 2022 through June 30, 2023



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5. Paragraphs G. and H. of Section V, FISCAL PROVISIONS, are amended to read as follows:

G. Budget Line Item Changes

A Budget Revision Request may be submitted by the Contractor to the Commission to modify a line or lines of the approved budget. The request must indicate the proposed line item changes, the budget as amended applying the requested changes and a written justification for each requested change. The request cannot result in any alteration or degradation to the program services and performance target as specified in this Contract.

The Executive Director, on behalf of the Commission, has the authority to approve (or deny) the request, provided that the modification does not deviate from the original intent of the contract or increase the total Contract amount. Contractor is limited to two (2) Budget Revision Requests per fiscal year.

The Contractor must submit any Budget Revision Requests to the Commission no later than **February 28th** of the fiscal year. Budget Revision Requests may be submitted in hard copy form with original signatures or electronically in a PDF format. Postmarked envelopes received after **February 28th** will not be accepted in lieu of receipt.

H. Budget Line Item Variance

Variances to the individual line items of Section A: Salaries and Benefits may be allowed if deemed reasonable and does not increase the total budgeted amount of Section A: Salaries and Benefits.

Annual variances of up to 10% of individual line items within Section B: Services and Supplies are allowable provided that the variance shall not result in a change to the total Contract amount or an increase to the administrative cost allocation of the approved budget. Annual variances in excess of 10% of line item cannot be made by the Contractor without prior approval of a Budget Revision Request by the Commission in accordance with Section V, Paragraph G of this Contract.

6. Paragraph A. of Section VIII, TERM, is amended to read as follows:

- A. This Contract is effective commencing July 1, 2019 and expires June 30, 2023, but may be terminated earlier in accordance with provisions of paragraph below or Section VII of this Contract.



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7. Paragraph G. of Section IX GENERAL PROVISIONS is amended to read as follows:

G. The parties acknowledge and agree that this Contract was entered into and intended to be performed in San Bernardino County, California. The parties agree that the venue of any action or claim brought by any party to this Contract will be the Superior Court of California, San Bernardino County, San Bernardino District. Each party hereby waives any law or rule of the court, which would allow them to request or demand a change of venue. If any action or claim concerning this Contract is brought by any third party and filed in another venue, the parties hereto agree to use their best efforts to obtain a change of venue to the Superior Court of California, San Bernardino County, San Bernardino District.

8. Section X, EQUAL EMPLOYMENT OPPORTUNITY/CIVIL RIGHTS is amended to read as follows:

**X. NONDISCRIMINATION**

**A. General**

Contractor agrees to serve all clients without regard to race, color, gender, gender identity, religion, marital status, national origin, age, sexual orientation, or mental or physical handicap or disability pursuant to the Civil Rights Act of 1964, as amended (42 U.S.C., Section 2000d), Executive Order No. 11246, September 24, 1965, as amended, Title IX of the Education Amendments of 1972, and Age Discrimination Act of 1975.

Contractor shall not engage in any unlawful discriminatory practices in the admission of beneficiaries, assignments of accommodations, treatment, evaluation, employment of personnel, or in any other respect on the basis of race, color, gender, gender identity, religion, marital status, national origin, age, sexual orientation, or mental or physical handicap or disability.

**B. Americans with Disabilities Act/Individuals with Disabilities**

Contractor agrees to comply with the Americans with Disabilities Act of 1990 (42 U.S.C. 12101 et seq.) which prohibits discrimination on the basis of disability, as well as all applicable Federal and State laws and regulations, guidelines and interpretations issued pursuant thereto. Contractor shall report to the applicable Commission representative if its offices/facilities have accommodations for people with physical disabilities, including offices, exam rooms, and equipment.

**C. Employment and Civil Rights**

Contractor agrees to and shall comply with the County's Equal Employment Opportunity Program and Civil Rights Compliance requirements:

**1. Equal Employment Opportunity Program**

Contractor agrees to comply with the provisions of the Equal Employment Opportunity Program of San Bernardino County and rules and regulations adopted pursuant thereto: Executive Orders 11246, 11375, 11625, 12138, 12432, 12250, and 13672; Title VII of the Civil Rights Act of 1964 (and Division 21 of the California Department of Social Services Manual of Policies and Procedures and California Welfare and Institutions Code, Section 10000); the California Fair Employment and Housing Act; and other applicable Federal, State, and County laws, regulations and policies relating to equal employment or social services to welfare recipients, including laws and regulations hereafter enacted.

**2. Civil Rights Compliance**

Contractor shall develop and maintain internal policies and procedures to assure compliance with each factor outlined by State regulation. Consistent with the requirements of applicable Federal or State law, the Contractor shall not engage in any unlawful discriminatory practices in the admission of beneficiaries, assignments of accommodations, treatment, evaluation, employment of personnel or in any other respect on the basis of race, color, gender, religion, marital status, national origin, age, sexual preference or mental or physical disabilities. The Contractor shall comply with the provisions of Section 504 of the Rehabilitation Act of 1973, as amended, pertaining to the prohibition of discrimination against qualified individuals with

disabilities in all federally assisted programs or activities, as detailed in regulations signed by the Secretary of the United States Department of Health and Human Services, effective June 2, 1977, and found in the Federal Register, Volume 42, No. 86, dated May 4, 1977. The Contractor shall include the nondiscrimination and compliance provisions of this Contract in all subcontracts to perform work under this Contract. Notwithstanding other provisions of this section, the Contractor may require a determination of medical necessity pursuant to Title 9, CCR, Section 1820.205, Section 1830.205 or Section 1830.210, prior to providing covered services to a beneficiary.

D. Sexual Harassment

Contractor agrees that clients have the right to be free from sexual harassment and sexual contact by all staff members and other professional affiliates.

9. This Amendment may be executed in any number of counterparts, each of which so executed shall be deemed to be an original, and such counterparts shall together constitute one and the same agreement. The parties shall be entitled to sign and transmit an electronic signature of this Amendment (whether by facsimile, PDF or other email transmission), which signature shall be binding on the party whose name is contained therein. Each party providing an electronic signature agrees to promptly execute and deliver to the other party an original signed Amendment upon request.

10. All other terms and conditions of the Contract remain in full force and effect.

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*continued on next page*

## ATTACHMENTS

Attachment A – Amended Work Plan for FY 22-23

Attachment B – Amended Program Budget for FY 22-23

Attachment C – Media Strategic Plan FY 22-23

Attachment D – Media Campaign Outcomes FY 22-23

All other terms and conditions of this contract remain in full force and effect.

### CHILDREN & FAMILIES COMMISSION FOR SAN BERNARDINO COUNTY

►   
Authorized Signature

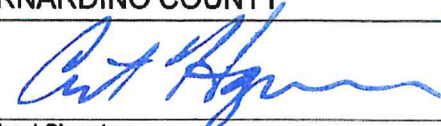
Elliot Weinstein M.D.  
Printed Name

Commission Chair  
Title

2/2/2022  
Dated

### SAN BERNARDINO COUNTY

Legal Entity

►   
Authorized Signature

Curt Hagman  
Printed Name

Chairman, Board of Supervisors  
Title

JUN 14 2022  
Dated

Official Stamp

SIGNED AND CERTIFIED THAT A COPY OF  
THIS DOCUMENT HAS BEEN DELIVERED  
TO THE CHAIRMAN OF THE BOARD  
LYNNIA MONEILL  
Clerk of the Board of Supervisors  
of the County of San Bernardino

By   
Deputy

#### Reviewed for Processing

►   
Cindy Faulkner (Feb 1, 2022 09:28 PST)

Cindy Faulkner  
Assistant Director

Feb 1, 2022  
Date


#### Approved as to Legal Form

►   
Kristina Robb (Feb 1, 2022 08:22 PST)

Kristina Robb  
Commission Counsel

Feb 1, 2022  
Date

#### Presented to Commission for Signature

► 

Karen E. Scott  
Executive Director

02/01/2022  
Date





**Agency Name:** County of San Bernardino  
**Program Name:** Children's Network  
**Service Area:** Countywide

**Contract #:** SI030 A2  
**Fiscal Year:** 2022 – 2023

<b>Expectations(s):</b>		<b>Planning, delivery, and evaluation of media campaigns, workshops and collaborative meetings for child serving agencies (0-5)</b>		
<b>Outcome(s):</b>		<b>Increase ability within cross disciplinary departments to have measurable intervention impact for children (0-5)</b>		
<b>Objective</b>		<b>Activity</b>	<b>Dosage</b>	<b>Verification</b>
Host Shine a Light on Child Abuse Award's Breakfast		Planning, development and evaluation analysis	One time	Quarterly Report
Host Children's Network Conference		Planning, development and evaluation analysis	One time	Quarterly Report
Media awareness campaigns on child abuse/neglect, safe sleep, post-partum depression, domestic violence, and father engagement in collaboration with Children's Policy Council, Child Abuse Prevention Council, First 5 San Bernardino, and other 0-5 serving agencies as deemed appropriate. See Attachment C		Bring awareness to the public about child abuse, safe sleep, shaken baby syndrome, post-partum depression, domestic violence, and father engagement. See Attachment D	Ongoing	Quarterly Report (including, planning document, media plan & campaign evaluation report and meeting minutes and correspondence)
Child Death Review meeting oversight		Facilitate monthly CDRT meetings	Monthly	Quarterly and Annual Reports
Increase awareness of community resources with First 5 funded partners		Collaborate and provide resources to bi-monthly collaboration and First 5 funded partners	Varies	Quarterly Report
Continue Shaken Baby Syndrome program		Develop partnerships with local medical clinics and various public agencies to extend shaken baby syndrome prevention training.	Ongoing	Quarterly Report
Father Engagement		1) Facilitate collaborative network that builds the capacity of family serving agencies. 2) Coordinate support services that are	Varies	Sign-in sheets/ Quarterly Report
			Ongoing	Sign-in sheets, post event evaluations, and quarterly reports

SPA 2: Systems and Networks  
Goal 2.1: Leadership as a Convener and Partner  
Objective 2.1.b: Families, providers and stakeholders collaborate effectively to improve the well-being of the child

accessible and father friendly.		Quarterly Reports
3) Conduct Trainings and events in collaboration with 0-5 serving agencies. (i.e., conference, breakfast in conjunction with CFS, early childhood reading event, Nurturing Father curriculum training, and relevant trainings pertaining to fathers with children 0-5.	Varies	Sign-in sheets, post event evaluations and quarterly reports
4) Media Campaign with an emphasis on fathers of children 0-5 (i.e., brochures, PSA, billboard, utilize free media channels, and social media).	Varies	Quarterly report including media plan and media evaluation report

Program Description:

Children's Network will provide leadership; information and resources to departments working with children 0-17 however, primary focus and percentages represented in objective (work plan expectations) are for population of children 0-5 served within San Bernardino County. The decision to highlight a particular campaign is driven by the data derived from CDRT and other meetings attended by Network Staff, as well as needs and gaps in services/campaigns that are identified through the Children's Policy Council strategic planning process.

Agency Rep Name: Janki Patel, Children's Network Officer  
 Agency Signature: Janki Patel  
 Date Signed: Feb 2, 2022

Data Type: N/A  
 Reporting Period: Quarterly  
 Program Cycle: July 2022 – June 2023



**FIRST 5 SAN BERNARDINO  
PROGRAM BUDGET  
FISCAL YEAR: 2022-2023**

ORGANIZATION:		Children's Network		DIRECTOR:		Janki Patel		PROGRAM YEAR:		2022-2023	
PROGRAM TITLE:		Community Engagement		PROGRAM DIRECTOR:		Hillary Steenson-Ray		TOTAL BUDGET:		459,877	
INITIATIVE:				FINANCE OFFICER:		Jannette Zito		RFP/CONTRACT #:		SIC30 A2	
LINE	BUDGET CATEGORY	FTE	PAY RATE	# OF HOURS	BENEFIT RATE	FSSB SALARY	FSSB BENEFITS	FSSB BUDGET	TOTAL SALARY	First 5 % of TOTAL SALARY	DESCRIPTION/ JUSTIFICATION
I.	SALARIES & BENEFITS	A	B	C	D	E	F	G	H	I	J
	Name: Position:										
1	Jannette Zito CN Analyst	0.75	26.18	1560	27%	40,841	11,027	51,868	69,157	75%	This position is for fiscal management of the FIRST 5 contracts, data collection, and analysis of data. Also provides support to SART and CAP programs. Produces the annual report and CART report. Assists in the implementation and planning of the Children's Network campaigns.
2	Xenedia Brown Child Abuse Prevention Coordinator	0.75	24.82	1560	27%	38,719	10,454	49,173	65,565	75%	Attendance at community events throughout county disseminating CAP and safety materials. Will assist First 5 contracted agencies with resource information. Assists in the implementation and planning of the Children's Network campaigns.
3	Hillary Steenson-Ray Community and Events Coordinator	0.50	32.64	1040	32%	33,946	10,863	44,808	89,616	50%	Plans and implements major CN events including conference and breakfast. Will serve as lead staff in launching Shaken baby prevention pilot with ARMIC.





**FIRST 5 SAN BERNARDINO  
PROGRAM BUDGET  
FISCAL YEAR: 2022-2023**

ORGANIZATION:		Children's Network		DIRECTOR:		Janki Patel		PROGRAM YEAR:		2022-2023	
PROGRAM TITLE:		Community Engagement		PROGRAM DIRECTOR:		Hillary Steenson-Ray		TOTAL BUDGET:		459,877	
INITIATIVE:				FINANCE OFFICER:		Jannette Zito		RFP/CONTRACT #:		SIO30 A2	
BUDGET CATEGORY		FTE	PAY RATE	# OF HOURS	BENEFIT RATE	FSSB SALARY	FSSB BENEFITS	FSSB BUDGET	TOTAL SALARY	First 5 % of TOTAL SALARY	DESCRIPTION/ JUSTIFICATION
I. SALARIES & BENEFITS		A	B	C	D	E	F	G	H	I	J
4 Juan Solis		1.00	24.40	2080	37%	50,762	18,950	69,712	69,712	100%	Under direction, performs administrative and operational program development activities; analyzes, recommends and develops policies/ procedures and tools for agency/department programs. Organizes, coordinates and implements training and outreach relating to the importance of father involvement. Acts as liaison between First 5 San Bernardino, County, and community-based organizations.
Total Salaries & Benefits						\$ 164,268	\$ 51,294	\$ 215,561	\$ 294,050		





**FIRST 5 SAN BERNARDINO**  
**PROGRAM BUDGET**  
**FISCAL YEAR: 2022-2023**

ORGANIZATION: Children's Network		DIRECTOR:	Janki Patel	PROGRAM YEAR:	2022-2023
PROGRAM TITLE: Community Engagement		PROGRAM DIRECTOR:	Hillary Steenson-Ray	TOTAL BUDGET:	459,877
INITIATIVE: 0		FINANCE OFFICER:	Jannette Zito	RFP/CONTRACT #:	SI030 A2
II. SERVICES & SUPPLIES					
Expense:		% of Allocation:		TOTAL F5SB BUDGET (\$)	Description/Justification:
1	Program Materials/ Supplies		7%	\$ 34,000	Purchase child abuse prevention literature, safe baby/toddler materials, and promotional items, for dissemination in the community. Pay for fees associated with hosting collaborative meetings and participating in community fair/events. Purchase Safe Sleep Survival kits for parents of newborns. Pay for other child abuse prevention program materials as deemed necessary (i.e., post-partum campaign that children's network develops.
2	Staff Development		2%	\$ 10,000	Staff will attend 0-5 training and conferences, as well as conferences/training related to child abuse prevention. The Network Officer and Associate Network Officer may also attend 0-5 specific training and conferences. The expenses associated with the training will include: conference registration, airfare, hotel, and meals, and automobile mileage; and are included on this line item to mirror budgeting practices of the Children's Network. Any out of State travel will be pre-approved by First 5 San Bernardino using the appropriate form and submitted as outlined in the contract.
3	Advertising		27%	\$ 125,000	Advertising related to child abuse prevention, safe sleep for infants, child burn prevention post-partum depression and fatherhood campaigns. Type and location of advertising will be based on market analysis. Year round presence of advertising is the goal with placement of at least one item per quarter. An additional advertising source will be to maintain Fatherhood website domain.



**FIRST 5 SAN BERNARDINO**  
**PROGRAM BUDGET**  
**FISCAL YEAR: 2022-2023**

ORGANIZATION: Children's Network		DIRECTOR:	Janki Patel	PROGRAM YEAR: 2022-2023	
PROGRAM TITLE: Community Engagement		PROGRAM DIRECTOR:	Hillary Steenson-Ray	TOTAL BUDGET: 459,877	
INITIATIVE: 0		FINANCE OFFICER:	Jannette Zito	RFP/CONTRACT #: SIO30 A2	
4	Printing		2%	\$ 10,000	Cost of printing brochures and posters i.e. safe sleep. Post-partum depression, and other 0-5 specific topic. Cost of printing materials related to Shaken Baby Syndrome prevention program. As well as the Annual Report and CDRT report.
5	Professional Services/ Consultants		2%	\$ 10,000	This amount will support the CE program, providers, and community partners by providing appropriate professional trainings and consultation throughout the year. The topics of the trainings will reflect the campaigns Children's Network highlights in this fiscal year. The decision to highlight a particular campaign is driven by the data derived from CDRT and other meetings attended by Network Staff, as well as needs and gaps in services/campaigns that are identified through the Children's Policy Council Strategic Planning process. Subject matter experts will be chosen to facilitate these trainings to community partners/providers, parents, families, or County employees. Children's Network will continue to campaign Safe Sleep, Dial 211, Post-Partum Depression, Shaken Baby Pilot, and will work to highlight different campaigns through the year. These trainings are intended to increase skill and knowledge in working with children ages 0-5 and families. These trainings may take place at venues throughout the County. All dollars expended in this line item will require a sign in sheet for attendees and what programs the participants provide for the 0-5 children and their families. Also, the sign in sheet must indicate whether First 5 San Bernardino funds programs/activities for attending participants or their agency.





**FIRST 5 SAN BERNARDINO**  
**PROGRAM BUDGET**  
**FISCAL YEAR: 2022-2023**

ORGANIZATION: Children's Network		DIRECTOR:	Janki Patel	PROGRAM YEAR: 2022-2023	
PROGRAM TITLE: Community Engagement		PROGRAM DIRECTOR:	Hillary Steenson-Ray	TOTAL BUDGET: 459,877	
INITIATIVE: 0		FINANCE OFFICER:	Jannette Zito	RFP/CONTRACT #: S1030 A2	
Total Services & Supplies			\$	189,000	
III.	FOOD	TOTAL F5SB BUDGET			
Event(s):		Description/Justification:			
1	Collaborative Meetings			1,080	Light refreshment will be provided at the monthly Child Abuse Prevention Meetings (\$30/meeting = \$360)/ Children's Network will also provide light refreshments at the four collaborative meetings that take place bi-monthly (\$15/meeting, 4 meetings, every other month" \$360). Additionally refreshments will be provided at the monthly Inland Empire Father Involvement Coalition Meetings (\$30/meeting = \$360)
2	Training and Community Events			6,236	Food for County-wide trainings and community events. Specific trainings will be chosen through-out the year to reflect the campaigns that Children's Network highlights. Examples include, but are not limited to: Safe Sleep, Post-Partum Depression, Car seat safety, Dial 211, Shaken Baby Project and Father Engagement. Actual cost of food may vary depending on the number of attendees and food chosen. AU dollars expended in this line item will require a sign in sheet for attendees and what programs the participants provide for the 0-5 children and their families. Also, the sign in sheet must indicate whether First 5 San Bernardino funds programs/activities for attending participants or their agency.
	Total Food		\$	7,316	
IV.	TRAVEL				



**FIRST 5 SAN BERNARDINO**  
**PROGRAM BUDGET**  
**FISCAL YEAR: 2022-2023**

<b>ORGANIZATION:</b> Children's Network		<b>DIRECTOR:</b> Janki Patel	<b>PROGRAM YEAR:</b> 2022-2023
<b>PROGRAM TITLE:</b> Community Engagement		<b>PROGRAM DIRECTOR:</b> Hillary Steenson-Ray	<b>TOTAL BUDGET:</b> 459,877
<b>INITIATIVE:</b> 0		<b>FINANCE OFFICER:</b> Jannette Zito	<b>RFP/CONTRACT #:</b> SIO30 A2

Destination:		Purpose:	TOTAL F5SB BUDGET	Description/Justification:
1	Total Travel		-	
V.	SUBCONTRACTORS			
Organization Name:			TOTAL F5SB BUDGET	Description/Justification:
1	National Orange Show		10,000	The annual Shine a Light on Child Abuse Prevention Awards Breakfast is held at this central location each year.
2	Ontario Convention Center		38,000	This is the only venue that can meet the needs of our conference based on our large attendance. The total fees cover rental, food, parking, and other fees for over 500 participants.
Total Subcontractors			48,000	
VI.	INDIRECT COSTS			
	Percent:			
	Basis:			
Total Indirect Costs			-	
<b>TOTAL FIRST 5 BUDGET</b>			\$ 459,877	



## Children's Network

### 2022-2023 CE Media Campaign Strategic Plan

Each year Children's Network strives to raise awareness of the risk factors of child abuse and neglect and available resources in our County to prevent this occurrence through our media campaigns. Topics are selected to coincide with national awareness months when appropriate to increase the efficacy of each campaign message. Demographic information and rates of risks and/or occurrences are analyzed to drive decisions on where to focus our efforts and what modes of advertising will be most effective.

Children's Network's January's goal of Safe Sleep for Infants campaign is to increase awareness of the importance of putting infants to sleep in a safe and appropriate environment. Increased awareness will be measured by the number people who view our message on safe sleep for infants.

In February we launch our Family Violence prevention campaign. Our goal is to get the community and families thinking about the long term effects of family violence. What a child sees and hears can affect them for a lifetime. Additionally, our PSA encourages families to seek more information and resources by dialing 2-1-1.

April is Child Abuse Prevention Month and we will focus our efforts around prevention. Our PSA states that, "In these trying times the combined stresses of life can have devastating effects, but it doesn't have to be this way. There are resources to help from housing assistance to child care. To find the help you need dial 2-1-1 because a community in unity will prevent child abuse." Additionally, if help is needed we know that 2-1-1 is a 24-hour child abuse reporting hotline so if help is needed they will be pointed in the right direction.

In May our message is to let families know the prevalence of maternal mental health issues after the birth of a baby and to normalize seeking help. In our messaging we encourage family and friends to reach out to new moms in their life, check-in and offer support. We also connect the community to available resources.

June is our Fatherhood Engagement month. We envisioned that narrative to be what it should have always been – for fathers/ father figures and / or male role models actively engage with their children and families so that our communities thrive. Just as our motto states, strengthening fathers strengthens communities. In addition, we implemented a goal to shift the cultures within our programs and systems so that our fathers and families are served holistically and intentionally by creating father friendly environments. By engaging fathers, we can also help prevent child abuse & neglect in our communities and throughout the Inland Empire.

For the 2021-2022 fiscal year, our media team worked to elevate our advertising efforts this fiscal year by looking at data on each of these campaigns and find which geographical areas we need to target with our advertising. Our team worked with our San Bernardino County Public Health Epidemiologist, used data from our Child Death Review Team, KidsData.org, and Dial 2-1-1 through SoCal United.

Additionally, for our Safe Sleep campaign, we looked at SIDS data from the CDPH Vital Statistics, Death Statistical Master file for 2007-2016. The data we utilized gave us target areas in San Bernardino County with the highest rates of incidences of unsafe sleep, number of calls for domestic violence and child abuse, number of calls reaching out for resources about maternal mental health and highest rates single parent households per city in San Bernardino County. The data was clear across all campaigns that our

focus should be to find more modes of advertising in the high desert. The decision to allow data drive the decision of where to saturate the campaign messaging will help us to make decisions of effectiveness when we evaluate end of the year reach.

Our new methods of advertising in the 2021-2022 fiscal year include ads on public transit bus shelters in high traffic areas of the high desert with Victor Valley Transit, and video ads at the DMV in Barstow.

Additionally, now that the community is beginning to open back up we will bring back our movie theater ads that reached the community in all parts of the county including the high desert.

Another new method that will target families of young children is the Peach Jar flyer distribution. Peach Jar is a platform used by many schools to share information in English and Spanish.

These new methods will elevate our ongoing methods, Facebook boosting and Bus Ads, which have given us successful outcomes and analytics that show a high rate of advertising impressions. Facebook boosting has a feature that allows us to target specific demographics such as age, location and gender. Our mini-tail bus ads on the back of 42% of busses in the East Valley and West End will also continue as it provides the most recognized visibility in the community.

Additionally, we were able to elevate and expand our advertising reach by using other available funding to increase our impact. Previously, we had to choose between Spectrum TV and Streaming and movie theater advertising due to the high cost of each. Using other funding for Spectrum TV and Streaming will allow for expansion of reach for all of our campaigns.

We know that increased awareness is measured by how many views our campaigns reach. Attached are our spreadsheets from fiscal year 2019-2020 and 2020-2021 with number of impressions each method of advertising has brought to each of these campaigns as a whole. These numbers have helped us to measure best methods of advertising. We were able to see that in one year our number of impression increased by 8.3 million views. Our 2022-2023 plan is to continue with the successful methods of advertising because we expect to see an increase in viewing rates in our targeted zip codes over previous campaign years.

A final Children's Network goal for our 2022-2023 media plan is to consult with media expert on how to further strategically elevate our messages to impact our outcomes. For the county that will be our new Chief Communication Officer at our County Administrative Office. Along with this insight, a review of 2021-2022 media plan success and challenges will be key to designing continuing efforts in advertising methods.

We will use the outcomes of the FY 2021-2022, to help pinpoint the most effective medium to reach families and to see if targeting our campaign placements based on the data provided will prove to be effective. We will analyze this data at the end of the FY and move to make more informed decisions for FY 2022-2023.

Children's Network CE Media Campaigns  
2019-2020 Media Impressions

Campaign Periods	Movie Theaters	Streaming	Geo-fencing	Billboards	Digital Billboard	Bus Ads	IE Kids Directory	Spanish Radio	Facebook Boosting
Impressions in Jan. - Feb.	352,120			498,588		6,304,000	20,000	1,214,400	109,700
Impressions April- June		109,499	169,680	625,952	500,000	5,673,000	30,000	1,821,600	120,900
Impressions during Extension in August						1,891,000			
<b>Project Total</b>	<b>352,120</b>	<b>109,499</b>	<b>169,680</b>	<b>1,124,540</b>	<b>500,000</b>	<b>13,868,000</b>	<b>50,000</b>	<b>3,036,000</b>	<b>230,600</b>
*Impressions indicate number of views reported by the contracted vendor									
Total Annual Reach 19,440,439									

2020-2021 Media Impressions

CE Campaigns	Spectrum Cable TV SP	Spectrum Cable TV SP	Spectrum Streaming	Spectrum Streaming SP	Bus Ads	Facebook Boosting
January- Safe Sleep	891,063	95,570	78,022	34,861	3,152,000	87,500
February- Domestic Violence Awareness	887,268	46,783	78,281	35,016	6,304,000	67,774
April- Child Abuse Prevention	944,830	43,123	92,322	21,135	3,152,000	18,578
May- Maternal Mental Health Awareness	940,327	44,488	82,536	30,882	3,152,000	47,800
June- Fatherhood Engagement	917,387	40,457	78,340	35,135	6,304,000	52,421
<b>Project Total</b>	<b>4,580,875</b>	<b>270,421</b>	<b>409,501</b>	<b>157,029</b>	<b>22,064,000</b>	<b>274,073</b>
*Impressions indicate number of views reported by the contracted vendor						
**SP is used to abbreviate Spanish 27,755,899						

COVID-19 Impact: \*Please note our strategies for delivery of PSA's changed in 2020-21 due to the impact of the pandemic. In person advertising such as movie theaters would not be as effective as people stayed home, so our advertising changed to their streaming services. Boosting on Facebook, advertising on cable tv and streaming networks were a more effective way to deliver messages. Our team worked with all of our advertisers in March or 2020 to amend our contract agreements. For example, we continued with bus ads in order to keep some of our physical presence in the community, however, Lamar advertising gave us increase in our advertising advertising time periods due to less traffic.

### **Children's Network Media Campaign Outcomes**

**Macro-level goal of media campaign:**

Increase engagement and empower of at-risk families or families in need of immediate assistance to seek our resources they need.

**Macro-level measurable outcome:**

See a 10% increase in volume of calls to Children's Network and 211 from families who viewed or saw campaign messaging seeking more information and/or connection to resources. (Increase engagement and interest of families)

- This will be tracked through a call log that was developed to capture data regarding calls that come in regarding connections to resources (excel spreadsheet)
- Connecting with 211 at the end of each campaign month to see if there was an increase in the number of calls regarding the particular campaign topic and what assistance was requested.

**Micro-level goal of media campaign:**

Increase community-level awareness of risk and protective factors of child abuse through the following campaigns: safe sleep for infants, domestic violence prevention, child abuse prevention, maternal mental health, and father engagement. It is our hope that we increase awareness in the community of these risk and protective factors of child abuse. By increasing awareness, the community can identify risk and protective factors in their families and communities.

**Micro-level measurable outcome:**

See a 10% increase in the number of impressions from the various mediums selected this fiscal year. (increase in overall # of impressions)

- This will be tracked through data reports sent to us at the end of each campaign from the vendors we are working with.





### AGENCY INFORMATION

**Contract #:** SI030 A2

**Legal Entity:** County of San Bernardino

**Dept./Division:** Children's Network

**Project Name:** Community Engagement & Systems Improvement

**Program Site Address:** 825 East Hospitality Lane, 2<sup>nd</sup> Floor  
San Bernardino, CA 92415

**Client Referral Phone #:** (909) 383-9677

### CONTACT INFORMATION

#### SIGNING AUTHORITY/ CONTRACT REPRESENTATIVE

**Name:** Curt Hagman **Title:** Fourth District Supervisor and Chairman,  
Board of Supervisors

**Address:** 385 N. Arrowhead Avenue, 5<sup>th</sup> Floor  
San Bernardino, CA 92415 **Direct Phone #:** (909) 387-4830

**E- Mail:** [Curt.Hagman@bos.sbcounty.gov](mailto:Curt.Hagman@bos.sbcounty.gov) **Fax #:** \_\_\_\_\_

#### CONTRACT REPRESENTATIVE

**Name:** Janki Patel **Title:** Network Officer

**Address:** 825 East Hospitality Lane, 2<sup>nd</sup> Floor  
San Bernardino, CA 92415 **Direct Phone #:** (909) 383-9696

**E- Mail:** [Janki.patel@hss.sbcounty.gov](mailto:Janki.patel@hss.sbcounty.gov) **Fax #:** (909) 383-9688

#### PROGRAM CONTACT

**Name:** Hillary Steenson-Ray **Title:** Community & Events  
Coordinator

**Address:** 825 East Hospitality Lane, 2<sup>nd</sup> Floor  
San Bernardino, CA 92415 **Direct Phone #:** (909) 383-9651

**E- Mail:** [Hillary.steenson-ray@hss.sbcounty.gov](mailto:Hillary.steenson-ray@hss.sbcounty.gov) **Fax #:** (909) 383-9688

#### FISCAL CONTACT

**Name:** Jannette Zito **Title:** Staff Analyst II

**Address:** 825 East Hospitality Lane, 2<sup>nd</sup> Floor  
San Bernardino, CA 92415 **Direct Phone #:** (909) 383-9758

**E-Mail:** [Jannette.zito@hss.sbcounty.gov](mailto:Jannette.zito@hss.sbcounty.gov) **Fax #:** (909) 383-9688

ET Approved: 9/9/2020

**ADDITIONAL CONTACT (Describe):** Program

<b>Name:</b>	<u>Wendy Alvarez</u>	<b>Title:</b>	<u>Associate Network Officer</u>
<b>Address:</b>	<u>825 East Hospitality Lane, 2<sup>nd</sup> Floor San Bernardino, CA 92415</u>	<b>Direct Phone #:</b>	<u>(909) 383-9758</u>
<b>E-Mail</b>	<u><a href="mailto:walvarez@hss.sbcounty.gov">walvarez@hss.sbcounty.gov</a></u>	<b>Fax #:</b>	<u>(909) 383-9688</u>

## PROGRAM INFORMATION

**TYPE OF AGENCY** Government Agency **Describe:** County

## PROGRAM DESCRIPTION

Children's Network will provide leadership, information and resources to departments working with children 0-17 however, primary focus and percentages represented in objective (work plan expectations) are for population of children 0-5 served within San Bernardino County

**REGION**  
Countywide

**STRATEGIC PRIORITY AREA & GOAL**    ☒ Child Health    ☐ Quality Early Learning    ☐ Family Support

**INVESTMENT AREA**    ☐ Direct Services    ☒ Systems Level Efforts    ☒ Supportive Strategies

**Defined by the Strategic Plan**

**ASSIGNED ANALYST:** Renee Jones

**ASSIGNED ACCOUNTANT:** Willmar Gultom

**PROCUREMENT TYPE:** ☐ Competitive ☒ Non-Competitive  
Selected

**CONTRACT AMOUNT**

Fiscal Year	Original Amount	Amendment Amount	Total
2019-2020	\$ 459,877	\$	\$
2020-2021	\$ 459,877	\$80,000	\$539,877
2021-2022	\$ 459,877	\$	\$
2022-2023		\$459, 877	\$
<b>Total</b>	<b>\$ 1,919,508</b>		

# Contract packet for Children's Network, SI030 A2

Final Audit Report

2022-02-01

Created:	2022-01-31
By:	Ann Calkins (acalkins@cfc.sbcounty.gov)
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Adobe Sign





# ATT A Children's Network SI030 A2

Final Audit Report

2022-02-02

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By:	Ann Calkins (acalkins@cfc.sbcounty.gov)
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