



**DESERT HEALTHCARE FOUNDATION
BOARD MEETING
Board of Directors
December 19, 2017
4:00 p.m.**

Or As Soon After The Adjournment of the Desert Healthcare District Board Meeting

Jerry Stergios Building, 2nd floor
Arthur H. "Red" Motley Boardroom
1140 N. Indian Canyon Drive, Palm Springs, California 92262
This meeting is handicapped-accessible

<i>Page(s)</i>	AGENDA	<i>Item Type</i>
	<i>Any item on the agenda may result in Board Action</i>	
	<p>A. CALL TO ORDER – President Rogers Roll Call _____ Director Zendle _____ Director Wortham _____ Director Matthews _____ Vice-President Hazen _____ President Rogers</p>	
1-2	<p>B. APPROVAL OF AGENDA</p>	Action
	<p>C. PUBLIC COMMENT At this time, comments from the audience may be made on items <i>not</i> listed on the agenda that are of public interest and within the subject-matter jurisdiction of the Foundation. The Board has a policy of limiting speakers to no more than three minutes. The Board cannot take action on items not listed on the agenda. Public input may be offered on agenda items when they come up for discussion and/or action.</p>	
	<p>D. CONSENT AGENDA All Consent Agenda item(s) listed below are considered to be routine by the Board of Directors and will be enacted by one motion. There will be no separate discussion of items unless a Board member so requests, in which event the item(s) will be considered following approval of the Consent Agenda.</p>	
3-5	<p>1. BOARD MINUTES a. Meeting Minutes of November 28, 2017</p>	
6-14	<p>2. FINANCE AND ADMINISTRATION a. Consideration for Approval Foundation November 2017 Financial Statements F&A Committee approved December 12, 2017</p>	



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Page(s)	AGENDA	Item Type
	E. DESERT HEALTHCARE FOUNDATION CEO REPORT	Information
	F. FINANCE & ADMINISTRATION COMMITTEE	
15-17	a. Draft Minutes of the December 12, 2017 F&A Committee Meeting	Information
	G. OLD BUSINESS	
18-19	1. cvHIP Metrics - Alejandro Espinoza, Program Officer and Outreach Director	Information
20-27	2. cvHIP Marketing Proposal	Action
	3. Strategic Plan Infrastructure: Policy and Research Function	
28-51	a. CA Endowment Program Support Grant Agreement	Action
52-55	b. Health Policy Analyst & Community Health Analyst Job Descriptions	Action
	H. NEW BUSINESS	
	I. DIRECTOR'S COMMENTS & REPORTS	Information
	J. ADJOURNMENT	Information

**DESERT HEALTHCARE FOUNDATION
BOARD OF DIRECTORS
MEETING MINUTES
November 28, 2017**

A Meeting of the Board of Directors of the Desert Healthcare District was held in the Arthur H. "Red" Motley Boardroom, Palm Springs, CA.

Attendance

Members

Carole Rogers, RN – President
Mark Matthews – Treasurer
Les Zendle, MD – Director

Absent

Kay Hazen – Vice-President/Secretary
Jennifer Wortham, Dr.PH – Director

Staff

Herb K. Schultz, CEO
Chris Christensen, CFO
Donna Craig, Senior Program Officer
Alejandro Espinoza, Program Officer and Outreach Director
Andrea S. Hayles, Clerk to the Board

Legal Counsel

Jeffrey G. Scott

Guests

None

CALL TO ORDER

The meeting was called to order at 4:45 p.m. by President Rogers.

APPROVAL OF AGENDA

President Rogers asked for a motion to approve the agenda.

#17-39 MOTION WAS MADE by Director Matthews and seconded by Director Zendle to approve the agenda.

Motion passed unanimously.

Roll Call Vote:

AYES 3 Director Zendle; Director Matthews; President Rogers

NOES: 0

ABSTAIN:

ABSENT: 2 Vice-President Hazen; Director Wortham

Motion Passed 3-0

PUBLIC COMMENT

None

CONSENT AGENDA

Submitted for approval:

- 1. Board Minutes
 - a. Meeting Minutes of October 24, 2017
- 2. Finance and Administration
 - a. Consideration for approval Foundation October 2017 Financial Statements. F&A approved November 14, 2017

**#17-40 MOTION WAS MADE by Move Director Matthews and seconded by Director Zendle approve Consent Agenda.
Motion passed unanimously.**

Roll Call Vote:

AYES 3 Director Zendle; Director Matthews; President Rogers

NOES: 0

ABSTAIN:

ABSENT: 2 Vice-President Hazen; Director Wortham

Motion Passed 3-0

DESERT HEALTHCARE DISTRICT CEO REPORT

None

FINANCE & ADMINISTRATION COMMITTEE

- 1. Draft Minutes of the November 14, 2017 F&A Committee Meeting
- 2. Consideration to approve Boys & Girls Club Ready Set Swim Jr – Service Agreement \$6,000 F&A approved November 14, 2017

Director Matthews detailed the Minutes of the November 14 meeting and the Boys and Girls Club Ready Set Swim Jr Service Agreement for \$6,000.

**#17-41 MOTION WAS MADE by Director Zendle and seconded by President Rogers to approve Boys & Girls Club Ready Set Swim Jr – Service Agreement \$6,000.
Motion passed unanimously.**

Roll Call Vote:

AYES 3 Director Zendle; Director Matthews; President Rogers

NOES: 0

ABSTAIN:

ABSENT: 2 Vice-President Hazen; Director Wortham

Motion Passed 3-0

OLD BUSINESS

1. cvHIP Metrics
Alejandro Espinoza, Program Officer and Outreach Director, provided an update on the cvHIP metrics.

NEW BUSINESS

1. cvHIP Marketing Plan Update
Herb K. Schultz, CEO, explained that the Foundation has moved forward with O'Bayley Communications Marketing Plan and the incoming Communications and Marketing Director will participate with the CEO on the contract engagement.

LEGAL COUNSEL COMMENTS & REPORTS

No report was given.

DIRECTOR'S COMMENTS & REPORTS

ADJOURNMENT

The meeting was adjourned at 4:49 p.m.

ATTEST: _____

Carole Rogers, President
Desert Healthcare Foundation Board of Directors

Minutes respectfully submitted by Andrea S. Hayles, Clerk of the Board

DESERT HEALTHCARE FOUNDATION					
NOVEMBER 2017 FINANCIAL STATEMENTS					
INDEX					
Statement of Operations					
Balance sheet					
Allocation of Restricted Funds					
Deposit Detail					
Check Register					
Credit Card Expenditures					
Schedule of Grants					

Desert Healthcare Foundation
Profit & Loss Budget vs. Actual
 July through November 2017

	TOTAL					
	Nov 17	Budget	\$ Over Budget	Jul - Nov 17	Budget	\$ Over Budget
Income						
4000 · Gifts and Contributions	102,500	33,333	69,167	102,500	366,666	(264,166)
4003 · Grants	0	0	0	2,000,000	300,000	1,700,000
4007 · Grant Income - RSS Jr	1,353		1,353	17,916		17,916
4116 · Bequests - Frederick Lowe	20,209	6,667	13,542	44,332	33,335	10,997
4130 · Misc. Income	0	83	(83)	0	415	(415)
8015 · Investment Interest Income	5,491	5,000	491	26,620	25,000	1,620
8030 · Change in Value of CRT's	0	500	(500)	515	2,500	(1,985)
8040 · Restr. Unrealized (Gain/Loss)	11,143	2,083	9,060	40,493	10,415	30,078
Total Income	140,696	47,666	93,030	2,232,377	738,331	1,494,046
Expense						
5001 · Accounting Services Expense	628	628	0	3,140	3,140	0
5035 · Dues & Memberships Expense	0	100	(100)	21	500	(479)
5057 · Investment Fees Expense	1,031	1,933	(902)	8,115	9,665	(1,550)
5065 · Legal Costs Ongoing Expense	0	100	(100)	0	500	(500)
5100 · Office Supplies Expense	0		0	207		207
5101 · DHCD-Exp Alloc Wages& benefits	26,563	51,096	(24,533)	132,815	255,480	(122,665)
5106 · Marketing & Communications	74	20,833	(20,759)	5,874	104,165	(98,291)
5110 · Other Expenses	151	21	130	301	105	196
5115 · Postage & Shipping Expense	0	8	(8)	0	40	(40)
5120 · Professional Fees Expense	0	83	(83)	8,269	415	7,854
5210 · RSS Jr - Expense Clearing Acct	412		412	837		837
8051 · Major grant expense	70,000	25,000	45,000	70,000	125,000	(55,000)
8052 · Grant Expense - Collective/Mini	0	1,667	(1,667)	2,000,000	8,335	1,991,665
8053 · Grant Expense - RSS Jr	1,353	0	1,353	17,916		17,916
Total Expense Before Social Services Fund	100,212	101,469	(1,257)	2,247,496	507,345	1,740,151
5054 · Social Services Fund	0	2,083	(2,083)	14,000	10,415	3,585
Net Income	40,484	(55,886)	96,370	(29,120)	220,571	(249,691)

Desert Healthcare Foundation
Balance Sheet
As of November 30, 2017

		Nov 30, 17
ASSETS		
Current Assets		
Checking/Savings		
100 · CASH		
	146 · Checking - Pacific Premier 6718	1,634,242
	149 · Money Market - Pacific Premier	1,934
	150 · Petty Cash	200
	Total Checking/Savings	1,636,377
Accounts Receivable		
	324 · RSS Jr Receivable	1,353
Other Current Assets		
476-486 · INVESTMENTS		
	477 · Morgan Stanley-Investments	
	477.2 · Unrealized Gain/(Loss)	18,986
	477 · Morgan Stanley-Investments - Other	1,795,039
	Total 477 · Morgan Stanley-Investments	1,814,025
	486 · Merrill Lynch	
	486.1 · Merrill Lynch Unrealized Gain	192,003
	486 · Merrill Lynch - Other	594,773
	Total 486 · Merrill Lynch	786,776
	Total 476-486 · INVESTMENTS	2,600,801
500 · CONTRIBUTIONS -RCVB -CRTS		
	515 · Contrib RCVB-Pressler CRT	66,928
	530 · Contrib RCVB-Guerts CRT	119,011
	Total 500 · CONTRIBUTIONS -RCVB -CRTS	185,939
	601 · Prepaid Payables	2,360
	Total Other Current Assets	2,789,100
	Total Current Assets	4,426,830
Other Assets		
	460 · Investments - Point Center Fin	
	461 · Reserve - Point Center - Loan	(25,015)
	460 · Investments - Point Center Fin - Other	25,015
	Total Other Assets	-
	TOTAL ASSETS	4,426,830

Desert Healthcare Foundation
Balance Sheet
As of November 30, 2017

		Nov 30, 17
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
	1000 · Accounts Payable	108,913
	1052 · Account payable-DHCD Exp Alloc	162,406
	Total Accounts Payable	271,319
Other Current Liabilities		
	2184 · Grant Payable - RSS Jr	(2,593)
	2190 · Current - Grants payable	1,691,728
	Total Other Current Liabilities	1,689,134
	Total Current Liabilities	1,960,454
Long Term Liabilities		
	2186 · Grants payable	200,000
	Total Liabilities	2,160,454
Equity		
	3900 · Retained Earnings	2,295,496
	Net Income	(29,120)
	Total Equity	2,266,376
TOTAL LIABILITIES & EQUITY		4,426,830

DESERT HEALTHCARE FOUNDATION					
BALANCE SHEET 11/30/17					
ALLOCATION OF MAJOR CATEGORIES/LIABILITIES					
		T/B	GENERAL Fund	Restricted Funds	Trusts
ASSETS					
	146 · Checking Pacific Premier 6718	1,634,242	46,242	1,588,000	
	149 · Money Market Pacific Premier Bank	1,934	1,934		
	150 · Petty Cash	200	200		
	Total 100 · CASH - UNRESTRICTED	1,636,377	48,377	1,588,000	-
Accounts Receivable					
	324- RSS Jr. Receivable	1,353	1,353		
	Total Accounts Receivable	1,353	1,353	-	-
477 · Invt-Morgan Stanley					
	477.2 · Unrealized Gain	18,986	18,986		
	477 · Invt-Morgan Stanley	1,795,039	1,493,905	301,134	
	Total 477 · Invt-Morgan Stanley	1,814,025	1,512,891	301,134	
6441	486.1 · Merrill Lynch Unrealized Gain	192,003	192,003		
	486 · Merrill Lynch	594,773	594,773	-	
	Total 486 · Merrill Lynch	786,776	786,776	-	
	515 · Contrib RCVB-Pressler CRT	66,928			66,928
	530 · Contrib RCVB-Guerts CRT	119,011			119,011
	601 · Prepaid payables	2,360	2,360		
	Total Current Assets	4,426,830	2,351,757	1,889,134	185,939
	TOTAL ASSETS	4,426,830	2,351,757	1,889,134	185,939
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
	1000 · Accounts Payable	108,913	108,913		
	1052 - Account Payable - DHCD - Alloc Expenses	162,408	162,406		
	2190 - Grants Payable - Current Portion	1,689,134		1,689,134	
	Total Current Liabilities	1,960,454	271,319	1,689,134	-
	2186 - Grant Payable - Long Term	200,000		200,000	
	Total Liabilities	2,160,454	271,319	1,889,134	-
Equity					
	3900 · Retained Earnings	2,295,496	2,109,557		185,939
	Net Income	(29,120)	(29,120)		
	Total Equity	2,266,376	2,080,437	-	185,939
	TOTAL LIABILITIES & EQUITY	4,426,830	2,351,757	1,889,134	185,939

Desert Healthcare Foundation
Deposit Detail
 November 2017

Type	Date	Name	Amount
Deposit	11/28/2017		122,709
		Chris Kraus - Wellness Park Donation	(2,500)
		Music Theater International	(10,907)
		American Society of Composers	(8,962)
		Tams-Witmark Music Library	(340)
		Walter L. & Patricia Rootness-Beneficiary	(100,000)
TOTAL			(122,709)
		Total Deposits	122,709

Desert Healthcare Foundation
Details for credit card Expenditures
Credit card purchases - October 2017 - Paid November 2017

Number of credit cards held by Foundation personnel -1

Credit Card Limit - \$5,000

Credit Card Holders:

Chris Christensen - Chief Executive Officer

Routine types of charges:

Office Supplies, Dues for membership, Supplies for Projects, Programs, etc.

Year	Statement		Expense Type	Amount	Purpose
	Month Charged	Total Charges			
		\$ 140.01			
Chris' Statement:					
2017		\$ 65.62	Foundation		
			5110	\$ 25.00	Desert AIDS Walk registration
			5110	\$ 40.62	Late fee & interest expense
				\$ 65.62	
Herb's Statement:					
2017		\$ 74.39	Foundation		
			5106	\$ 27.71	CEO breakfast meeting
			5106	\$ 46.68	CEO/SPO lunch meeting
				\$ 74.39	

Desert Healthcare Foundation
Check Register
As of November 30, 2017

Type	Date	Num	Name	Amount
100 - CASH				
146 - Checking - Pacific Premier 6718				
Bill Pmt -Check	11/02/2017	10795	Coachella Valley Assoc of Governments - Palm Desert	(103,000)
Bill Pmt -Check	11/02/2017	10796	Coachella Valley Assoc of Governments - Palm Springs	(103,000)
Bill Pmt -Check	11/08/2017	10797	Alejandro Espinoza	(2,610)
Bill Pmt -Check	11/08/2017	10798	TOP Shop	(3,017)
Bill Pmt -Check	11/20/2017	10799	Alejandro Espinoza	(128)
Bill Pmt -Check	11/20/2017	10800	Vanessa Smith	(87)
Bill Pmt -Check	11/27/2017	10801	Alejandro Espinoza	(24)
Bill Pmt -Check	11/27/2017	10802	Attorney General's Registry of Charitable	(75)
Bill Pmt -Check	11/27/2017	10803	Cardmember Services	(140)
Bill Pmt -Check	11/27/2017	10804	Desert Recreation District	(13,969)
Bill Pmt -Check	11/27/2017	10805	Franchise Tax Board	(10)
TOTAL				(226,060)

DESERT HEALTHCARE FOUNDATION						
OUTSTANDING GRANTS AND GRANT PAYMENT SCHEDULE						
November 30, 2017						
TWELVE MONTHS ENDED JUNE 30, 2018						
		6/30/2017	New Grants		11/30/2017	
A/C 2190 and A/C 2186-Long term		Open	Current Yr	Total Paid	Open	
Grant ID Nos.	Name	BALANCE	2017-2018	July-June	BALANCE	
BOD - 11/21/13	California Health Portal 2014 and 2015 - \$200K	\$ 42,451		\$ 2,416	\$ 40,035	HP
DHCD BOD 1/28/14	DHCD BOD - approved \$50K for Collective fund	\$ 27,757		\$ -	\$ 27,757	Shared Facility
Restricted Donation	Cal Endowment - \$130K for collective fund	\$ 10,000		\$ -	\$ 10,000	Shared Facility
	Mayor's Check recorded - \$100K HP	\$ 100,000		\$ -	\$ 100,000	100 HP
	Mayor's Check recorded - \$100K HP	\$ 100,000		\$ -	\$ 100,000	100 HP
3/17/16 - Mayor's Race	Mayor's Check recorded - \$100K RSS	\$ 97,296		\$ 53,908	\$ 43,388	RSS
BOD - 9/27/16 (#918)	Desert Highland Gateway Community Health & Wellness	\$ 39,788		\$ 24,261	\$ 15,527	DHG
BOD - 7/25/17 (#937)	West Valley Homelessness Initiative - Matching Grant		\$ 2,000,000	\$ 515,000	\$ 1,485,000	Homelessness
BOD - 9/26/17- RSS	RSS Funds-From Investment Funds for additional 4th year		\$ 70,000	\$ -	\$ 70,000	RSS
TOTAL GRANTS		\$ 417,292	\$ 2,070,000	\$ 595,585	\$ 1,891,707	
Summary: As of 11/30/17						
Health Portal:	\$ 240,035	\$ 200,000		A/C 2190	\$ 1,691,707	
Swim	\$ 113,388	\$ 417,292		A/C 2186	\$ 200,000	
West Valley Homelessness Initiati	\$ 1,485,000	\$ -		Total	\$ 1,891,707	
Shared facility use:				Diff	\$ -	
Cal Endow and School Dist	\$ 37,757					
DHG:	\$ 15,527					
Total	\$ 1,891,707					
Amts available/remaining for Grant/Programs - FY 2017-18:						
Amount budgeted 2017-2018		\$ 300,000		\$ 300,000		
Amount granted year to date		\$ (70,000)				
Mini Grants:		\$ -				
Net adj - Grants not used:						
Balance available for Grants/Programs		\$ 230,000				

**DESERT HEALTHCARE FOUNDATION
FINANCE, ADMINISTRATION, REAL ESTATE AND LEGAL COMMITTEE
MEETING MINUTES
December 12, 2017**

A Meeting of the Finance, Administration, Real Estate and Legal Committee of the Desert Healthcare Foundation was held in the Desert Healthcare District Conference Room, 2nd Floor, Palm Springs, CA.

Attendance:

Members

Mark Matthews, Chairman/Treasurer
Dr. Les Zendle, Director

Absent

Staff

Herb Schultz, CEO
Chris Christensen, CFO
Donna Craig, Senior Program Officer
Alejandro Espinoza, Program Officer and Outreach Director
Mary Pannoni, Accounting/Admin Support
Andrea S. Hayles, Clerk to the Board

Community Members

Sid Rubenstein, Community Member

CALL TO ORDER

The meeting was called to order at 3:32 p.m. by Chair Matthews.

APPROVAL OF AGENDA

It was moved and seconded (Director Zendle, Chair Matthews) to approve the agenda. Motion passed unanimously.

PUBLIC COMMENT

There were no public comments.

APPROVAL OF MINUTES

Submitted for approval:

1. Minutes – November 14, 2017

It was moved and seconded (Director Zendle, Chair Matthews) to approve the minutes of November 14, 2017. Motion passed unanimously.

CEO REPORT

None

FINANCIAL REPORTS

1. Financial Statements
The November 2017 financial statements were reviewed.
2. Asset Allocations Schedule - November 2017
The asset allocation schedule was reviewed.
3. Deposits
The November 2017 deposit detail was reviewed.
4. Check Register
The November 2017 check register was reviewed.
5. General Grants Schedule
The general grants schedule was reviewed.

It was moved and seconded (Director Zendle, Chair Matthews) to approve the November 2017 Foundation Financial Reports and forward to the Board for approval. Motion passed unanimously.

OTHER MATTERS

1. cvHIP Marketing Plan – Action

Herb K. Schultz, CEO, explained the 18-month cvHIP Marketing proposal from O'Bayley Communications with a separate advertising component to support the budget.

It was moved and seconded (Director Zendle, Chairman Matthews) to approve the cvHIP Marketing Plan and forward to the Board for approval.

2. Strategic Plan Infrastructure: Policy and Research Function
 - a. CA Endowment Program Support Grant Agreement

Herb K. Schultz, CEO, described the lengthy details of the three strategic priorities as it relates to the infrastructure functionality, the partnership with University of California Riverside for community research, and the Board's acceptance of the Health Policy Analyst contingent on grant funding.

It was moved and seconded (Director Zendle, Chair Matthews) to approve the CA Endowment Program Support Grant Agreement and forward to the Board for approval. Motion passed unanimously.

b. Health Policy Analyst & Community Health Analyst Job Descriptions

It was moved and seconded (Director Zendle, Chair Matthews) to approve the Health Policy Analyst & Community Analyst Job Descriptions and forward to the Board for approval.

Motion passed unanimously.

ADJOURNMENT

The meeting was adjourned at 4:18 p.m.

ATTEST: _____
Mark Matthews, Chairman Finance and Administration Committee/Treasurer
Desert Healthcare District Board of Director

DRAFT

Summary of Activity September 11, 2017 to December 4, 2017

Active Users: 1657

Programs viewed: 1716

Top Five (5) Search Terms *

1. General (668)
1. Housing (570)
2. Counseling (224)
3. Mental Health (94)
4. Transportation (94)
5. Recursos para la comunidad (71)

Top Five (5) Binders *

1. Homeless (941)
2. Food Assistance (744)
3. Seniors (737)
4. Mental Health (697)
5. Disabled (619)

Top five (5) viewed programs*

1. WIC (125)
2. Taxi Voucher Program (83)
3. Full Service Partnership (FSP) Adult Program (74)
4. Adult Education Programs (65)
5. Bike Routes (60)

Source of Program Views:

(29% Search Function ; 71% Binder Function)

Referrals: 59

(11% clicked to email agency - 89% clicked to print info)

Top Three (3) Referred Programs*

1. Desert Regional Medical Center Cardiac Health Classes (12)
2. Counseling Services – Jewish Family Service of the Desert (9)
3. Transitional Housing (9)
4. Full Service Partnership and adult program (5)
5. New Life (4)
3. Outpatient Treatment (4)
3. Emergency Shelter (4)
3. Counseling Services (4)

* These figures are running totals up to December 4, 2017.



Date: December 19, 2017

To: Board of Directors

Subject: cvHIP Marketing Plan – O’Bayley Communications Service Agreement

Staff Recommendation: Consideration to approve an 18-month service agreement with O’Bayley Communications to assist the Foundation in the development of a Coachella Valley Health Information Portal (cvHIP) marketing plan.

Background: At the DHCF Board meeting in November 2013, the Board voted to support the development of a comprehensive community health portal through its partnership with the City of Palm Springs. The collective fund, administered by the DHCF, is restricted to the development and implementation of a community health information portal (cvHIP).

DHCF entered into a contract with Purple Binder, Inc. on October 10, 2014 for the set-up of a community resource directory for the Coachella Valley (cvHIP) and to service for deployment. Additionally, an annual contract has been approved in subsequent years to provide the necessary support by Purple Binder to host, administer, update, and provide all technical support for the continued Coachella Valley specific online health and wellness resource tool branded as cvHIP.

DHCF is now ready to begin marketing cvHIP. At Staff’s request, a proposal was received from O’Bayley Communications to guide the development and implementation of a robust marketing plan. This proposal includes the O’Bayley team’s Staff time necessary to create this marketing initiative and Staff moved it forward to the F & A Committee. In outlining and expressing support for this proposal at the F & A Committee, the CEO and new Director of Marketing and Communications, Michele McKinney, discussed additional activities already undertaken to analyze the potential elements and costs associated with advertising to support the marketing initiative. It was agreed that Staff will work together with O’Bayley Communications to guide this advertising plan, which will be brought forward at a later date.

The F&A Committee, on December 12, 2017, recommended forwarding to the Board of Directors for consideration for approval.



Fiscal Impact:

The service agreement includes an estimated cost in the range of \$68,940-\$72,000. The collective fund holds a current balance of \$240,000. The requested approval is for the service agreement only. The advertising plan will be developed and brought forward at an early 2018 F&A Committee meeting.



1890 E. Desert Park Avenue, Palm Springs CA 92262
760.778.3525 • F: 760.778.3529 • tim@obayley.net • obayley.net

November 20, 2017

Herb Schultz
Desert Healthcare District & Foundation
Via e-mail

Dear Herb,

We enjoyed meeting with you, Alejandro, and Councilmember Roberts to discuss the promotion of cvHIP. Given our long history of working with the City and our familiarity with the District & Foundation, we believe we are uniquely suited to take the lead with the launch and ongoing promotion of cvHIP.

With this proposal we are offering a preliminary overview of the activities we would perform for you. Once the agreement is accepted, we will develop a more comprehensive scope of work that further defines forecasted activities.

From our conversation, we identified three primary areas of work relating to Public Relations and Media Relations:

- 1) Identity/brand development
- 2) Advertising
- 3) Public and Media Relations including plans for community outreach

Our fees are based on a professional estimate of the time it will take to complete each phase of a project and are billed at our hourly rate of \$90.

Please note that advertising planning and placement is only billed at our hourly rate, and we don't mark up any advertising costs. This means more of your budget goes directly to any ad buy. The same is true for any printing that we might coordinate on your behalf: we don't add any markup to the cost.

This proposal is meant to cover an anticipated initial 18-month period. The following is a recap of the typical costs associated with the specific items we discussed, and an anticipated range is applied for many of the items that are listed below. Please review our proposal and let us know your thoughts or if we can answer any questions.

We appreciate the opportunity to assist the District / Foundation in its efforts to communicate the benefits of cvHIP to the entire community.

Sincerely,

Tim O'Bayley

EXECUTIVE SUMMARY

CvHIP fits the mission and goals of the Desert Healthcare District & Foundation by connecting residents to health and wellness services in the community. It will link disenfranchised and underserved residents to healthcare, food pantries, wellness activities, and other health and wellness services.

Our challenge is to promote cvHIP in ways that reach not only the affluent but also those without smartphones or high-speed internet at their fingertips. We will develop a campaign that clearly communicates to as many people in the valley as possible what cvHIP is, encourages its use, and create metrics to measure the site's use.

Target demographics include youth, seniors, LGBTQ, Native Americans, Latinos, veterans, the disabled and homeless communities.

We will create a brand identity for cvHIP that is memorable, clever, and endearing. Slogans targeting various demographic groups of the community will be used. This campaign will be similar in some ways to the successful "Get Tested Coachella Valley" in that it will be bold, attractive, and everywhere.

We will utilize many methods, including printed materials for and direct outreach to entities such as schools, boys and girls clubs, senior centers, cities (and CVAG), libraries, hospitality industry groups, community-based organizations like Well in the Desert, Desert AIDS Project, Angel View, and others. We will also have a separate campaign directed at people who work at these community centers who can refer their clients to cvHIP.

A campaign spokesperson / ambassador could be utilized for the launch and perhaps changed on a regular basis. The spokesperson would be someone like Tim Bradley, and would be used primarily for TV spots, while a 'character' (think Smokey the Bear) would be developed to connect the campaign with the community in a way that is 'safer' than permanently linking it to a celebrity.

Public Relations activities will include a comprehensive program of community outreach, social media posts, coordinating with City Communications efforts, and traditional media relations.

PROPOSAL

Strategy and Consultation

We will meet with you and evaluate your communications issues on a regular basis to stay abreast of potential concerns and external developments. When we meet in person (or strategize by phone), we charge for our time and advice/consultation.

Initial Strategy Planning: 8-10 hours

\$720 - 900

Ongoing: 2 to 4 hours per month for 18 months; total: 36 to 72 hours

\$3,240 - \$6,480

Creative Direction

Throughout all of our work that involves branding, graphic design, and the creation of anything visual that represents elements of the campaign, Creative Direction is needed. The amount of time will vary from month to month, depending on what is being developed. The majority will be up front as the initial campaign and its supporting elements are prepared.

Time estimate – average 5 hours/month over 18 months; total 90 hours

\$8,100

Identity Development / Branding

As we discussed, cvHIP needs a strong identity to effectively reach the target audiences. We will create a logo, a ‘mascot’ and other marketing elements needed to make cvHIP consistently recognizable.

Time estimate: 24 to 30 hours

\$2,160 - \$2,700

We will develop marketing slogans (tag lines), some of which that are universal, and some that are specifically used in marketing and outreach to specific segments of the community.

Time estimate: 5 hours

\$450

Public Relations, Outreach, and Media Relations

To launch and continue to support cvHIP, we will create messaging and language to provide clear and concise summaries and reasons to access the site to constituents, the community, and the media. This will entail some copywriting. The goal here is to build awareness and referrals. Projects included would be drafting summaries about cvHIP, drafting news releases, conducting community outreach to other local organizations, pitching stories to media and arranging interviews.

The time for this is difficult to assess at this stage, but a good starting point would be about 8 hours/month x 18 months; total 144 hours

\$12,960

Advertising

A strong advertising campaign will be developed to reach the community. We recommend an initial launch campaign followed by a summer ‘refresh’ in which some of the messaging is changed to more directly address full-time residents. A second wave would kick off in the Fall of 2018.

The messaging in this advertising will be adjusted to reach the various populations mentioned above.

Planning and evaluating advertising opportunities for initial launch, Summer refresh, and Fall refresh campaigns:

- English and Spanish print media including newspapers, magazines, free publications, etc.
- TV & radio local
- Outdoor advertising - billboards/bus shelters etc.
- Online/digital/social media
- Internal meetings and client meetings
- Visiting Population
 - Transient Print Media

40 hours over 18 months

\$3,600

Management/Execution of 15+ ad contracts

- Negotiate rates
- Initiate and review contracts
- Manage Deadlines
- Liaison for Bilingual

50 hours over 18 months

\$4,500

Accounting/Tracking/Management

Maintain files/contracts and verify ads ran as planned
Review/audit incoming billing and forward for payment

80 hours over 18 months

\$7,200

Graphic Design

- Print & digital advertising for local publications/web sites
 - 15+ unique print ads, plus various digital ads – 24 hours \$2,160
- Digital (outdoor/billboard) – 4 hours \$360
- Digital for social media – 8 hours \$720
- Signage (Pop-up banners for health fairs, Village Fest, COD Street Fair, etc.) – 8 hours \$720
- Printed materials
 - Rack cards – 5 hours \$450
 - Posters – 6 hours \$540
 - Bookmarks – 4 hours \$360

Production for Television Spots

Three spots (outside vendor fee is estimated at \$1,000 each*) \$2,700
 Concept and Creative Brief, production assistance - 30 hours

Social Media Content and Community Engagement

To ensure the campaign keeps communicating messages to the target audiences, we will design a comprehensive social media program and implement the posts.

- Designing social media strategy
10 hours upfront \$900
- Implementing social media posts
10 hours monthly for 18 months \$16,200

TOTAL* \$68,940 – \$72,000

If we should find that there is more work desired/required by you, we can talk about exactly what you need and how best to accomplish it at the lowest possible cost.

If this proposal is acceptable to you, please sign and return via a scanned copy in email or fax to 760-778-3529. If you have questions or would like us to add or delete work suggested here, please let us know.

Thanks again for giving us the opportunity to talk with you about your Public Relations needs.

*** Terms and Conditions**

- This proposal does not include any ad placement, video production, printing, postage, or mailing-house charges. All of those would generally be billed directly to you by the vendor involved.
- Media coverage (stories, interviews, etc.) is not something that we (or anyone) can guarantee. While we strive for spectacular results, we will always aim to keep everyone’s expectations at a level that we think is realistic.
- Time spent on each project is tracked daily, and clients are billed monthly, at the end of each month. Our detailed breakdown is a record of the work performed.
- We only bill for work performed. If we don’t do something included on this proposal, or if it takes less time than anticipated, you’ll only get billed for what we actually do.
- Clients are requested to please pay invoices within 15 days of receipt.

CONTRACT FOR PUBLIC RELATIONS WORK

This memo will serve as a contract between O'BAYLEY COMMUNICATIONS (hereafter called PR Firm) and DESERT HEALTHCARE DISTRICT & FOUNDATION (hereafter called Client) at Palm Springs, California for work PR Firm will complete as described in the Proposal dated November 20, 2017. This work will begin on a mutually agreeable date and continue for an initial period of 18 months. During this time period, PR Firm will undertake the activities outlined in the Proposal.

All work will be performed in a professional manner. No guarantees are made regarding earned media. It is our professional experience that we achieve earned media placements for our clients, however we do not control editors, publishers or news assignment editors and in no way can we promise that they will publish or broadcast information about Client.

Upon completion of this work, PR Firm will have performed all items described in the Proposal, which specifies the Scope of Work. If Client requests PR Firm complete additional activities not described in the Proposal, PR Firm will propose an addendum to this contract and additional fees may apply.

In exchange for services described in the Proposal, Client will compensate PR Firm a fee as specified in the Proposal. The PR Firm will invoice Client when activities covered in the Proposal are performed, at the end of each month. Terms are net due within 15 days of billing. Timesheets / work records will be maintained and provided to Client with invoices. This fee covers all services, except third party services, unless specifically called for in the Scope of Work. Third party services include printing, advertising, video editing, photography, videography, or web-based press release distribution fees.

PR Firm will secure advance approval from Client for any expense outside the Scope of Work. Media events and any other public relations initiatives will require approval from Client before scheduling. Storylines and press releases will also be approved prior to distribution.

This agreement may be cancelled in writing by either party with 30 days notice. Should Client opt to cancel this agreement through no fault of PR Firm, Client agrees to compensate PR Firm for the amount of the work performed but not yet billed and any expenses to the point of termination.

In case collection proves necessary, Client agrees to pay all fees (legal or other) incurred by that process.

Additionally, Client agrees to work with PR Firm to complete this project within the specified timeframe by providing requested information and feedback in a timely manner to keep within the project timeline. If delays on the part of Client's staff or representatives cause the project to exceed the timeframe described in this contract, additional fees may apply.

continued

CONTRACT FOR PUBLIC RELATIONS WORK - continued

PR Firm shall treat as confidential all information relating to this project. PR Firm shall not, without prior consent of Client, use or disclose such information to persons not authorized by Client to receive same.

PR Firm shall perform the work with efficiency, promptness and diligence and shall execute the work in a skillful, competent manner, in accordance with the standards of PR Firm's profession, generally described as that degree of skill and care ordinarily exercised by professionals performing work of a scope, purpose, and location comparable with services to be provide under this Agreement.

If you accept the terms described herein, please signify your agreement by signing your name below and returning this agreement to:

Tim O'Bayley, Principal
O'Bayley Communications
1890 E. Desert Park Avenue, Palm Springs, CA 92262
760-778-3525 tim@obayley.net

For Client's Business

Name: _____

Title: _____

Printed Name: _____

Date: _____

For O'Bayley Communications

Tim O'Bayley _____

Date: _____



Date: December 19, 2017

To: Board of Directors

Subject: Grant Funding to Support DHCD/F-UCR Community Partnership
(Policy and Research)

Staff Report: For your consideration, the Finance and Administration Committee recommends signing a contract to accept \$200,166 in one-year funding from The California Endowment to support two employed positions for a DHCD/F-UCR School of Public Policy Community Partnership focused on public policy and research.

Background:

- As a part of the Board's adoption in June of its comprehensive three-year Strategic Plan and consistent with the Board's new vision, support was provided for the creation of a new position, "Health Policy Analyst," contingent upon receiving private funding and starting January 1 or after.
- As a part of the development of the Board's new vision and Strategic Plan, Staff contacted The California Endowment (TCE), other funders, government and academic officials, community-based organizations, providers, and a significant number of other stakeholders, successfully robust participation in the Board's process to maintain and deepen existing relationships and build new ones for potential future partnerships.
- As Staff began to work through funding a robust policy and research function, TCE was contacted to gauge its interest; not only was TCE interested, we discovered that we both had similar conversations with the UCR School of Public Policy regarding goals and objectives and how best to develop and implement this function to benefit the entire Coachella Valley.
- We readily accepted an invitation from TCE to bring both of our organizations together so that we could consider whether building a community partnership on policy and research, comprised of DHCD/F and UCR, could and should be recommended for development.
- After several discussions among our organizations, a shared vision emerged built on the DHCD/F Board's Strategic Plan, and a decision was made to formally request funding for this proposed community relationship.

- In late September, with the informal support of Board President Rogers and Finance & Administration Chair/Director Matthews, Staff jointly developed and submitted a grant application (attached) to TCE in which DHCD/F would be the contractor and UCR would serve as the subcontractor. Funding was requested for two positions instead of the previous plan for one Health Policy Analyst to ensure the resources necessary for a successful community partnership.
- The Health Policy Analyst position, as previously envisioned, would conduct policy analysis and quantitative and qualitative policy research for both the District and Foundation. The data mined will assist in the provision of education and strategic advice and support to the Board, Staff Team, and greater community (including program participants) on the impact of local, regional, state, and federal laws, regulations, and policy proposals in the Coachella Valley.
- In the discussions our organizations had prior to submitting a proposal, it became clear that in the best of all worlds, we could separate out the policy and research functions to maximize impact. Although the work of each incumbent would be closely linked, all agreed that we would move this concept forward to TCE.
- Specifically, the Community Health Analyst would connect with community organizations to identify the research needs of economically disadvantaged communities in the Coachella Valley, and to propose and conduct original and secondary research that increases the visibility and legitimacy of factors that prove or impede community health and social equity in the region.
- DHCD/F has a strong partnership with HARC (Health Assessment and Research for Communities), funding the organization's startup and subsequent three Community Health Monitors.
- There are similarities between HARC and our proposed functions in that both entities would engage with community organizations to inform and improve community health and well-being. Both would utilize research and analysis to facilitate better decision-making regarding health and quality of life. The provision of data could lead to the improvement of the social determinants of health and both would utilize community outreach to disseminate these data findings.
- However, improvements in community health in the Coachella Valley depend significantly on shifting local government philosophies, policies and resources to a focus on prevention, equity, and empowerment of marginalized communities.
- The DHCD/F-UCR School of Public Policy partnership would take the already documented needs provided by HARC and other community needs assessments to a level of opportunity to advance such knowledge by conducting data and policy analysis directed towards such community health issues, with the goals of informing public policy professionals and collaborating with public servants and the community to solve problems.
- The undergraduate and graduate connection with UCR School of Public Policy would be a key differentiator. Research and public engagement are connected intimately with the teaching/mentoring enterprise. It also would increase leadership and employment opportunities in community health and health policy through the internships, externships and community member trainings.

- TCE notified staff in the last week of this award, agreeing to fund the entire proposal as submitted.
- In light of this exciting development, the CEO met with HARC Executive Director Jenna LeComte-Hinely PhD on Thursday, December 14 to discuss the District/Foundation's continued support of HARC's extensive data and analysis work in general as well as the organization's Triannual Health Needs Assessment. Further, the CEO and Ms. LeComte-Hinely how this proposal would support, build-off, and expand HARC's work – not duplicate it. Dr. LeComte-Hinely was thankful for the dialogue and agreed that public policy research is different from the work that HARC does, and is looking forward to our organizations continuing to work closely together. In fact, she thinks she has some candidates for the Community Health Analyst (Research) position.

Fiscal Impact:

Grant revenue of \$200,166 to support Health Policy and Community Health Analysts positions as well as administrative expenses.

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THE CALIFORNIA ENDOWMENT
PROGRAM SUPPORT GRANT AGREEMENT

Desert Healthcare Foundation

EIN 95-2567237

Grant Number 20181928

This Program Support Grant Agreement (“Agreement”), upon execution on behalf of Grantee in the spaces provided for signature, will evidence Grantee’s agreement with and commitment to The California Endowment (“The Endowment”) as follows:

I. GRANTEE’S STATUS

This grant is specifically conditioned upon Grantee’s status as an eligible grantee of The Endowment in accordance with this Section. Grantee warrants and represents that it is one of the following: (a) a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code of 1986, as amended (the “Code”), and is not a private foundation as defined in Section 509(a) of the Code, (b) a governmental unit referred to in Section 170(c)(1) of the Code, or (c) a college or university that is an agency or instrumentality of a government or political subdivision of a government, or owned or operated by the same, within the meaning of Section 511(a)(2)(B) of the Code. If grantee is a Section 501(c)(3) organization described in (a), Grantee has provided The Endowment with a copy of IRS determination letter(s) evidencing its status as an eligible grantee and Grantee warrants and represents that such determination letter(s) are currently in full force and effect. Regardless of Grantee’s current tax status, Grantee will notify The Endowment immediately of any actual or proposed change in tax status.

II. PURPOSE OF GRANT

Improving Community Health Research, Data and Policy Analysis: To support a new partnership that seeks to provide community health policy analysis, research and data to inform community health efforts and interventions in the Coachella Valley.

This grant is made only for the specific charitable purposes described in this Agreement. The grant funds, which includes any interest earned on the funds, may not be used for any other purpose without prior written approval from The Endowment.

III. EXPECTED OUTCOMES OF GRANT

1. The development of a community-university partnership between the Desert Healthcare District/Foundation and University of California, Riverside (UCR) School of Public Policy, to increase access to relevant, accessible and trusted sources of health policy analysis, research and data information concerning vulnerable populations, their most urgent needs, and the best methods for meeting those needs as well as supporting community based agencies in capacity building for research and evaluation, validation of existing efforts, and recommendations for program enhancements, as evidenced by:

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- a. Co-develop the partnership structure and public launch event.
- b. Co-develop annual research plan that addresses critical community health goals, including East Coachella Valley and Building Healthy Communities Coachella Valley e.g. health, economic, and environmental goals as well as other timely, strategically opportunistic health policy research and data evaluation.
- c. Develop, disseminate and publish at least 8 community health policy and research briefs.
- d. Co-Develop and host at least four community forums to discuss priority health policy and research briefs.
- e. Increased community partnerships and collaborations around community health and wellness
- f. Demonstrated progress on select community health indicators
- g. Demonstrable increase in resources and investments responding to community health needs

2. The creation of intervention strategies informed by the lived experiences of community residents as well as the applied knowledge of program design and implementation that will directly improve the health of underserved communities in the Coachella Valley, as evidenced by:

- a. Increased outreach activities to bring greater awareness of existing and emerging ordinances and policies, including but not limited to provision of individual and group training and creation of informational materials--through internships, externships, and community member training.
- b. Investments in the human capital of valley residents to reduce disparities and increase leadership and employment opportunities in community health and health policy.
- c. Develop at least 2 briefs that highlight proven and potential best practices in addressing various community health issues based on applied research and aligned community perspectives.

3. The creation of evidence-informed policy(s) through research and data analysis generated that is informed by the context of local cultures and economic realities--to use with policymakers, community based agencies (such as the Building Healthy Communities Coachella Valley) and community residents to inform and generate the best policy to address community health, as evidenced by:

- a. Host open-forums to gather and solicit input from community residents to generate community-informed policy and vet potential approaches.
- b. Host community forums to report back to community based agencies, advocates and residents the evidence-informed policy(s) developed and share related brief(s).
- c. Host at least three presentations and learning sessions with policymakers on various health policy research and data briefs produced.

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IV. AMOUNT OF GRANT

\$200,166.00, payable as follows.

\$200,166 upon The Endowment's receipt of this executed Agreement;

First payment is contingent upon receipt of this original signed Agreement.

V. PERIOD OF GRANT

Grant funds are to be applied to expenses incurred for the period from December 1, 2017 to November 30, 2018, unless otherwise agreed upon in writing by The Endowment.

VI. TERMS AND CONDITIONS OF GRANT

Grantee agrees that the grant is subject to the following conditions:

A. Expenditure of Grant Funds.

1. Use of Funds. Grantee must spend the grant funds only for the purposes described above.
2. Prohibited Uses. Grantee shall not use any of the funds from this grant in a manner inconsistent with Section 501(c)(3) of the Code, including:
 - a. carrying on propaganda, or otherwise attempting, to influence legislation, provided that this Section shall not prohibit the use of grant funds for any communication that constitutes nonpartisan analysis, study, or research, or a response to a written request for technical assistance from a government body, as defined in Section 4945 of the Code and regulations thereunder,
 - b. influencing the outcome of any specific public election,
 - c. carrying on, directly or indirectly, any voter registration drive,
 - d. inducing or encouraging violations of law or public policy, or
 - e. causing any private inurement or improper private benefit to occur.
3. Payment of Funds to Related Parties of The Endowment. No part of these grant funds shall be paid to any director, officer, or employee (or their family members) of The Endowment for any purpose.

B. Return of Funds. Grantee shall return to The Endowment any grant funds under the following conditions:

1. If The Endowment, in its reasonable discretion, determines that the Grantee has not performed in accordance with this Agreement; or
2. Any portion of the funding is not used for grant purposes.

C. Records, Audits, Site Visits. Funds provided by The Endowment, together with any interest thereon, shall be accounted for separately in the Grantee's books and records. A systematic accounting record shall be kept by the Grantee of the receipt and disbursement of such funds. The Grantee shall retain original substantiating documents

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related to restricted grant expenditures and make these records available for The Endowment's review upon request. Grantee shall be responsible for maintaining adequate financial records of this grant program. The Endowment, or a designated representative, reserves the right, upon written notice, to audit Grantee's books and records relating to the expenditure of any funds provided by The Endowment as a restricted grant.

- D. Reports. Grantee shall make interim written reports to The Endowment according to the schedule set forth below. Each such written report shall describe in detail the use of the granted funds, compliance with the terms of the grant, and the progress made by the Grantee toward achieving the purposes for which the grant was made, during the period covered by such report. All such reports must be signed by an officer of the Grantee.

The schedule of due dates for such written reports is:

Final Report: December 31, 2018

- E. Licensing and Credentials. The Grantee hereby agrees to maintain, in full force and effect, all required governmental or professional licenses and credentials for itself, its facilities, and for its employees and all other persons engaged in work in conjunction with this grant.
- F. Management and Organizational Changes. The Grantee agrees to provide immediate written notice to The Endowment if significant changes or events occur during the term of this grant which could potentially impact the progress or outcome of the grant, including, without limitation, changes in the Grantee's management personnel or losses of funding.
- G. Public Reporting. The Grantee agrees to disseminate to the public, by using established channels of communication, pertinent information relating to the results, findings, or methods developed through this grant.
- H. Publications; License. Any information contained in publications, studies, or research funded by this grant shall be made available to the public following such reasonable requirements as The Endowment may establish from time to time. Grantee grants to The Endowment an irrevocable, nonexclusive license to publish any publications, studies, or research funded by this grant at its sole discretion.
- I. Knowing Assumption of Obligations. Grantee acknowledges that it understands its obligations imposed by this Agreement, including but not limited to those obligations imposed by reference to the Code. Grantee agrees that if Grantee has any doubts about its obligations under this Agreement, including those incorporated by reference to the Code, Grantee will promptly contact The Endowment or legal counsel.
- J. Terrorist Activity. The Grantee agrees that it will use the grant funds in compliance with all applicable anti-terrorists financing and asset control laws, regulations, rules, and executive orders, including, but not limited to the USA Patriot Act of 2001 and Executive Order 13224.
- K. Identification of The Endowment. Grantee shall ensure that The Endowment is clearly identified as a funder or supporter of Grantee in all published material relating to the subject matter of the grant. Grantee shall list The Endowment as a funder or supporter in its annual report (if any). All proposed Grantee external communications regarding The Endowment shall be submitted first to The Endowment for its review and approval.

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- L. The Endowment Letterhead and Logo. Use of The Endowment letterhead or logo is prohibited without prior written consent from the Communications Department of The Endowment.
- M. Subgrantees. With regard to the selection of any subgrantees to carry out the purposes of this grant, Grantee retains full discretion and control over the selection process, acting completely independently of The Endowment. There is no agreement, written or oral, by which The Endowment may cause Grantee to choose any particular subgrantee. Grantee shall ensure that every subgrantee, if any, shall be bound by the terms and conditions of this Agreement with respect to the use of grant funds.
- N. No Agency. Grantee is solely responsible for all activities supported by the grant funds, the content of any product created with the grant funds, and the manner in which any such product may be disseminated. This Agreement shall not create any agency relationship, partnership, or joint venture between the parties, and Grantee shall make no such representation to anyone.
- O. No Waivers. The failure of The Endowment to exercise any of its rights under this Agreement shall not be deemed to be a waiver of such rights.
- P. No Further Obligations by The Endowment. This grant is made with the understanding that The Endowment has no obligation to provide other or additional support or grants to the Grantee.
- Q. Remedies. If The Endowment determines, in its reasonable discretion, that Grantee has substantially violated or failed to carry out any provision of this Agreement, including but not limited to failure to submit reports when due, The Endowment may, in addition to any other legal remedies it may have, refuse to make any further grant payments to Grantee under this or any other grant agreement, and The Endowment may demand the return of all or part of the grant funds not properly spent or committed to third parties, which Grantee shall immediately repay to The Endowment. The Endowment may also avail itself of any other remedies available by law.
- R. Indemnification. Grantee irrevocably and unconditionally agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless The Endowment, its officers, directors, employees, and agents, from and against any and all claims, liabilities, losses, and expenses (including reasonable attorneys' fees) directly, indirectly, wholly, or partially arising from or in connection with any act or omission of Grantee, its employees, or agents, in applying for or accepting the grant, in expending or applying the grant funds, or in carrying out any project or program to be supported by the grant, except to the extent that such claims, liabilities, losses, or expenses arise from or in connection with any act or omission of The Endowment, its officers, directors, employees, or agents.
- S. Captions. All captions and headings in this Agreement are for the purposes of reference and convenience only. They shall not limit or expand the provisions of this Agreement.
- T. Entire Agreement; Amendments and Modifications. This Agreement constitutes the entire agreement of the parties with respect to its subject matter and supersedes any and all prior written or oral agreements or understandings with respect to the subject matter hereof. This Agreement may not be amended or modified, except in a writing signed by both parties.

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U. Governing Law. This Agreement shall be governed by, and construed and interpreted in accordance with, the laws of the State of California, applicable to contracts to be performed wholly within said state.

VII. ACCEPTANCE OF AGREEMENT

The Endowment reserves the right to withhold or suspend payments of grant funds if the Grantee fails to comply strictly with any of the terms and conditions of this Agreement or any other grant agreement between The Endowment and Grantee.

If this Agreement correctly sets forth your understanding and acceptance of the arrangements made regarding this grant, please countersign and return to The Endowment.

“THE ENDOWMENT”

“GRANTEE”

THE CALIFORNIA ENDOWMENT,
a California nonprofit public benefit corporation.

DESERT HEALTHCARE FOUNDATION

In Process

By: 
BCA4FFD699E94C7...

By: _____

Name: Anthony Iton, M.D.

Name: Herb Schultz

Title: Senior Vice President

Title: _____

Date: 11/30/2017 | 10:01 AM PST

Date: _____



Payment Form

The California Endowment issues electronic payments via an ACH credit directly to your bank account. In order to process your payment, please enter your Bank Name, nine-digit ACH Bank Routing Number and Bank Account Number in the fields below. Please note that any inaccurate information entered may result in a delayed ACH payment or payment by check.

Please note that fees of \$0.10-\$0.20 cents may be imposed by your bank for each ACH transaction. Please refer to your bank representative for details.

If you prefer not to receive payment electronically, please enter "N/A" in the fields, and The Endowment will issue a paper check that will be mailed via US post.

Grantee Organization Name	Desert Healthcare Foundation
Project Title and File Number	Improving Community Health Research, Data and Policy Analysis (20181928)
Grantee Organization Address	1140 North Indian Canyon Drive Palm Springs, CA 92262
Payee Organization Name	Desert Healthcare Foundation
Bank Name	
ACH Bank Routing Number	
Bank Account Number	
Confirm Bank Account Number	
Name of Authorized Person Providing Banking Information	
Title of Authorized Person Providing Banking Information	
Phone Number for Authorized Person Providing Banking Information	
Contact email address (we will send an email confirmation once the ACH is processed)	

By signing this form, I confirm that the above bank information is accurate and that I authorize The California Endowment to issue an ACH credit to the above named account:



I further acknowledge that The California Endowment cannot be held liable for lost funds due to incorrect bank information provided. A funds transfer from The California Endowment's bank to a submitted incorrect bank account will require any future distributions to be in paper check form only.

Signed by:
Title:

A small icon for DocuSign, consisting of a blue square with rounded corners. Inside the square, the letters "DS" are positioned above a stylized signature "DE".

In Process



Monitoring Form

Desert Healthcare Foundation

1140 North Indian Canyon Drive

Palm Springs, CA 92262

Project Title and File Number: Improving Community Health Research, Data and Policy Analysis (20181928)

The California Endowment uses online submission of monitoring reports for grantees. Upon receipt of this completed form and your signed Grant Agreement, we will establish an online account for you. Only one accountholder per grant is allowed. Thereafter, you will be able to log into that account, establish a permanent password, view reporting requirements and submit reports.

Should you have any questions, please contact tcegrantreports@calendow.org

Reporting Contact – person responsible for submitting reports

Name:

Title:

Phone number:

Fax number:

Email address:

Organization website:

www.calendow.org

Certificate Of Completion

Envelope Id: 9A583E8B9A9C40C1A0F69C95EFC2A112	Status: Sent
Subject: 20181928, Grant from The California Endowment to Desert Healthcare Foundation	
Source Envelope:	
Document Pages: 9	Signatures: 1
Certificate Pages: 5	Initials: 1
AutoNav: Enabled	Envelope Originator:
Envelopeld Stamping: Enabled	Stephen Gould
Time Zone: (UTC-08:00) Pacific Time (US & Canada)	1000 N Alameda St
	Los Angeles, CA 90012
	sgould@calendow.org
	IP Address: 64.60.230.130


Record Tracking

Status: Original	Holder: Stephen Gould	Location: DocuSign
11/28/2017 8:20:57 AM	sgould@calendow.org	

Signer Events

Dolores Estrada
 destrada@calendow.org
 Director, Grant Operations
 The California Endowment
 Security Level: Email, Account Authentication (Optional)

Signature



Using IP Address: 64.60.230.130


Timestamp

Sent: 11/28/2017 8:24:05 AM
 Viewed: 11/28/2017 1:00:55 PM
 Signed: 11/28/2017 1:01:31 PM

Electronic Record and Signature Disclosure:
 Not Offered via DocuSign

In Process

Anthony Iton, M.D.
 aiton@calendow.org
 Senior Vice President
 The California Endowment
 Security Level: Email, Account Authentication (Optional)

DocuSigned by:

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 Using IP Address: 64.60.230.130

Sent: 11/28/2017 1:01:32 PM
 Viewed: 11/30/2017 10:01:10 AM
 Signed: 11/30/2017 10:01:15 AM

Electronic Record and Signature Disclosure:
 Not Offered via DocuSign

Herb Schultz
 hschultz@dhcd.org
 Security Level: Email, Account Authentication (Optional)

Sent: 11/30/2017 10:01:17 AM
 Resent: 11/30/2017 2:53:58 PM
 Viewed: 12/8/2017 12:47:51 PM

Electronic Record and Signature Disclosure:
 Accepted: 12/8/2017 12:47:51 PM
 ID: 38fa484c-f6a6-4b69-a7de-0914b6c66be2

In Person Signer Events	Signature	Timestamp
Editor Delivery Events	Status	Timestamp
Agent Delivery Events	Status	Timestamp
Intermediary Delivery Events	Status	Timestamp
Certified Delivery Events	Status	Timestamp
Carbon Copy Events	Status	Timestamp

Electronic Approvals
 eapprovals@calendow.org
 Security Level: Email, Account Authentication (Optional)

Carbon Copy Events	Status	Timestamp
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Electronic Record and Signature Disclosure:

Accepted: 3/5/2012 10:45:26 AM

ID: a140b8cb-882d-4d5f-b94d-fd95b51f9f42

TCE Grant Reports

tcegrantreports@calendow.org

Security Level: Email, Account Authentication
(Optional)

Electronic Record and Signature Disclosure:

Accepted: 3/6/2014 11:30:39 AM

ID: 5ffd3a07-009e-4507-9716-d78a999b2f93

Notary Events	Signature	Timestamp
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Envelope Summary Events	Status	Timestamps
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Envelope Sent

Hashed/Encrypted

11/30/2017 2:53:58 PM

Payment Events	Status	Timestamps
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Electronic Record and Signature Disclosure

In Process

DRAFT

ELECTRONIC CONSENT

Acknowledging your access and consent to receive materials electronically

To confirm to us that you can access this information electronically, which will be similar to other electronic notices and disclosures that we will provide to you, please verify that you were able to read this electronic disclosure and that you also were able to print on paper or electronically save this page for your future reference and access or that you were able to e-mail this consent to an address where you will be able to print on paper or save it for your future reference and access. Further, if you consent to receiving notices and disclosures in electronic format on the terms and conditions described below, please let us know by clicking the 'I agree' button below.

By checking the 'I agree' box, I confirm that:

- I can access and read this ELECTRONIC CONSENT; and
- I can print on paper the disclosure or save or send the disclosure to a place where I can print it, for future reference and access; and
- Until or unless I notify The California Endowment as described above, I consent to receive through electronic means notices, disclosures, authorizations, acknowledgements, and other documents made available to me by The California Endowment during the course of my relationship with you.

ELECTRONIC CONSENT DISCLOSURE

From time to time, The California Endowment (we, us or Organization) may be required by law to provide to you certain written notices or disclosures. Described below are the terms and conditions for providing to you such notices and disclosures electronically through the DocuSign, Inc. (DocuSign) electronic signing system.

Please read the information below carefully and thoroughly, and if you can access this information electronically to your satisfaction and agree to these terms and conditions, please confirm your agreement by clicking the 'I agree' button.

Getting paper copies

At any time, you may request from us a paper copy of any record provided or made available electronically to you by us. You will have the ability to download and print documents we send to you through the DocuSign system during and immediately after signing session and, if you elect to create a DocuSign signer account, you may access them for a limited period of time (usually 30 days) after such documents are first sent to you. You may request delivery of such paper copies from us by following the procedure described below.

Withdrawing your consent

If you decide to receive notices and disclosures from us electronically, you may at any time change your mind and tell us that thereafter you want to receive required notices and disclosures only in paper format. How you must inform us of your decision to receive future notices and disclosure in paper format and withdraw your consent to receive notices and disclosures electronically is described below.

Consequences of changing your mind

If you elect to receive required notices and disclosures only in paper format, it will slow the speed at which we can complete certain steps in transactions with you. To indicate to us that you are changing your mind, you must withdraw your consent using the DocuSign 'Withdraw Consent' form on the signing page of a DocuSign envelope instead of signing it. This will indicate to us that you have withdrawn your consent to receive

notices and disclosures electronically from us and you will no longer be able to use the DocuSign system to receive notices and consents electronically from us or to sign documents electronically from us.

How to contact The California Endowment

You may contact us to let us know of your changes as to how we may contact you electronically, to request paper copies of certain information from us, and to withdraw your prior consent to receive notices and disclosures electronically as follows:

To contact us, please email or call your Endowment representative directly.

To advise The California Endowment of your new e-mail address

To let us know of a change in your e-mail address where we should send notices and disclosures electronically to you, you must send an email message to your Endowment representative and in the body of such request you must state: your previous e-mail address, your new e-mail address. We do not require any other information from you to change your email address.

In addition, you must notify DocuSign, Inc. to arrange for your new email address to be reflected in your DocuSign account by following the process for changing e-mail in the DocuSign system.

To request paper copies from The California Endowment

To request delivery from us of paper copies of the notices and disclosures previously provided by us to you electronically, you must send us an e-mail your Endowment representative and in the body of such request you must state your e-mail address, full name and title, legal name of organization, US Postal address, and telephone number.

To withdraw your consent with The California Endowment

To inform us that you no longer want to receive future notices and disclosures in electronic format you may:

- i. decline to sign a document from within your DocuSign session, and on the subsequent page, select the check-box indicating you wish to withdraw your consent or you may;
- ii. send an e-mail to your Endowment representative and in the body of such request you must state your e-mail, full name and title, legal name of organization, US Postal Address, and telephone number. We do not need any other information from you to withdraw consent. The consequences of your withdrawing consent for online documents will be that transactions may take a longer time to process.

Required hardware and software

Operating Systems:	Windows® 2000, Windows® XP, Windows Vista®; Mac OS® X
Browsers:	Final release versions of Internet Explorer® 6.0 or above (Windows only); Mozilla Firefox 2.0 or above (Windows and Mac); Safari®, 3.0 or above (Mac only)
PDF Reader:	Acrobat® or similar software may be required to view and print PDF files
Screen Resolution:	800 x 600 minimum

Enabled Security Settings:	Allow per session cookies
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** These minimum requirements are subject to change. If these requirements change, you will be asked to re-accept the disclosure. Pre-release (e.g. beta) versions of operating systems and browsers are not supported.

In Process

Briefly describe your proposed program, project, or initiative (150-200 words):

Improvements in community health in the Coachella Valley depend significantly on shifting local government philosophies, policies, and resources to a focus on prevention, equity, and empowerment of marginalized communities. In a proposed partnership between Desert Healthcare District/Foundation and University of California, Riverside School of Public Policy, this initiative aims to support health policy, research, data, and outreach that informs the ability of community members and organizational partners to move policy/budget impact analysis and power-building strategies for improving community health in the Coachella Valley.

This strong research and training partnership will raise the profile of community health issues in the Coachella Valley through the following activities:

1. leveraging health-related public policy analysis, research expertise, and data resources in conducting analyses of pressing community health issues
2. developing and disseminating relevant and time-sensitive health policy information through research, data briefs, and community outreach
3. hosting community forums to discuss the policy and research briefs, engage community feedback through outreach, and identify other health issues of community interest
4. increase leadership and employment opportunities in community health and health policy among valley residents through internships, externships, and community member trainings.

(word count: 190)

Please briefly describe the community health need or opportunity that this program, project or initiative will address (word count 100-150):

The Coachella Valley has many community health needs rooted in social determinants of health. Notably, the homeless count has risen 43% on an annual basis; 90,000 food insecure individuals visit food banks and pantries monthly; 40% residents pay more than 30% for rent; 5150s are on the rise and there are no local inpatient hospital beds to treat the mentally ill; and there is a three to five year wait for low-income/affordable housing accessibility.

Many community needs assessments and health monitors have been conducted and disseminated over the years that call attention with data to the abovementioned and other community health needs. Motivated by those many documented needs, this partnership offers the opportunity to advance such knowledge by conducting data and policy analysis directed towards such community health issues, with the goals of (a) informing public policy professionals, and (b) collaborating with public servants and the community to solve public problems. (word count = 147)

If you previously received Endowment support to work on this need or opportunity...:

N/A

What are the top 3-5 changes you expect to see as a result of this proposed grant? We are especially interested in changes to policies, systems, practices, organizational capacities and community norms that improve health.

1. The development of a community-university partnership between the Desert Healthcare District/Foundation and UCR School of Public Policy, to increase access to relevant, accessible and trusted sources of health policy analysis, research and data information concerning vulnerable populations, their most urgent needs, and the best methods for meeting those needs as well as supporting community based agencies in capacity building for research and evaluation, validation of existing efforts, and recommendations for program enhancements.
2. The creation of intervention strategies informed by the lived experiences of community residents as well as the applied knowledge of program design and implementation that will directly improve the health of underserved communities in the Coachella Valley.
3. The creation of evidence-informed policy(s) through research and data analysis generated, that is informed by the context of local cultures and economic realities—to use with policymakers, community based agencies (such as the Building Healthy Communities Coachella Valley) and community residents to inform and generate the best policy to address community health.

How will you know whether/when these changes have occurred? Please copy each change you listed above and then provide 1-4 specific, measurable indicators of progress and success under each change.

1. The development of a community-university partnership between the Desert Healthcare District/Foundation and UCR School of Public Policy, to increase access to relevant, accessible and trusted sources of health policy analysis, research and data information concerning vulnerable populations, their most urgent needs, and the best methods for meeting those needs as well as supporting community based agencies in capacity building for research and evaluation, validation of existing efforts, and recommendations for program enhancements, as evidenced by:
 - a. Co-develop the partnership structure and public launch event.
 - b. Co-develop annual research plan that addresses critical community health goals, including East Coachella Valley and Building Healthy Communities Coachella Valley e.g. health, economic, and environmental goals as well as other timely, strategically opportunistic health policy research and data evaluation.

- c. Develop, disseminate and publish at least 8 community health policy and research briefs.
 - d. Co-Develop and host at least four community forums to discuss priority health policy and research briefs.
 - e. Increased community partnerships and collaborations around community health and wellness
 - f. Demonstrated progress on select community health indicators
 - g. Demonstrable increase in resources and investments responding to community health needs
2. The creation of intervention strategies informed by the lived experiences of community residents as well as the applied knowledge of program design and implementation that will directly improve the health of underserved communities in the Coachella Valley, as evidenced by:
- a. Increased outreach activities to bring greater awareness of existing and emerging ordinances and policies, including but not limited to provision of individual and group training and creation of informational materials—through internships, externships, and community member training.
 - b. Investments in the human capital of valley residents to reduce disparities and increase leadership and employment opportunities in community health and health policy.
 - c. Develop at least 2 briefs that highlight proven and potential best practices in addressing various community health issues based on applied research and aligned community perspectives.
3. The creation of evidence-informed policy(s) through research and data analysis generated that is informed by the context of local cultures and economic realities—to use with policymakers, community based agencies (such as the Building Healthy Communities Coachella Valley) and community residents to inform and generate the best policy to address community health, as evidenced by:
- a. Host open-forums to gather and solicit input from community residents to generate community-informed policy and vet potential approaches.
 - b. Host community forums to report back to community based agencies, advocates and residents the evidence-informed policy(s) developed and share related brief(s).
 - c. Host at least three presentations and learning sessions with policymakers on various health policy research and data briefs produced.

How is your organization uniquely qualified to undertake this work and achieve the targeted changes? (100-150 words)

Since 1999, **more than \$70 Million** by the Desert Healthcare District/Foundation has been invested to expand and improve access and improve community health through board leadership and a best practice grant administration department. It has led collective efforts to address:

- healthcare access,
- the local healthcare workforce shortage,
- health disparities,
- socioeconomic determinants of health, and
- public health issues

In past years, the District/Foundation has measured Community Health Status including Socioeconomic Determinants of Health, in part, through:

- Health Assessment Resource Center (HARC)
- Desert Hot Springs Health Assessment Oversampling
- LGBT needs assessment
- Desert Highland Gateway Community Health Needs Assessment
- Market analysis and assessments
- Voters surveys of the District and the East Valley

With the proposed expansion of the Desert Healthcare District/Foundation to cover both Western and Eastern Coachella Valley, the region is poised to make significant progress on health and well-being issues that low income communities face in the region. The strategic plan priorities of the District/Foundation will advance a One Coachella Valley perspective and approach to community health by transforming the role, reach and impact of the Desert Healthcare District/Foundation.

Collaborating with UCR School of Public Policy as a premier research university in the region can bring to bear not only the expertise and credibility of its research and enterprise, but also the teaching, mentoring, and community engagement that is central to the work of the School of Public Policy.

(word count = 228)

Please briefly describe how your proposed program, project or initiative relates to the efforts of other organizations working on the same issue, with the same population and/or in the same geographic area? (100-150 words)

There are many key partner organizations in the Coachella Valley who are collaborating and collectively seeking to institute community change. By linking together these organizations that have the same goals can make changes throughout the community that would affect access for all.

The development of the community-university partnership led by Desert Healthcare District/Foundation and its grantee organizations will provide the knowledge concerning vulnerable populations, their most urgent needs, and the best methods for meeting those needs. Furthermore, UCR School of Public Policy offers many benefits to community agencies, including capacity building for research and evaluation, independent evaluation and validation of program efforts, and program enhancements.

(word count = 102)

Budget Narrative
2018XXXX – Desert Healthcare District/Foundation

Based on personnel and program expenses over a 12-month period.

Personnel – Wages and Salaries

Health Policy Analyst (1.0 FTE) \$63,000

Will conduct quantitative and qualitative policy research and analysis on major healthcare program areas and issues. The Health Policy Analyst educates and provides strategic advice to the Board, management, staff team, and the general public (including grantees) on the impact of specific local, regional, state, and federal laws, regulations and policy proposals on the health and well-being of residents of the Coachella Valley.

Community Health Analyst (1.0 FTE) \$63,000

Will connect with community organizations on a weekly basis to identify the research needs of economically disadvantaged communities in Coachella Valley, and to propose and conduct original and secondary research that increases the visibility and legitimacy of factors that prove or impede community health and social equity in the region.

Benefits at 34% \$42,480

Indirect costs \$25,326

Are calculated at 15% of total costs, excluding subcontracts. A portion of our office rent is supported through this line item.

Subcontractor \$6,000

University of California, Riverside School of Public Policy
 Payment to One Health Center at UCR SPP to cover costs associated with faculty and student travel, event support, and publication support associated with the community-university partnership

Total Yearly Program Costs \$200,166

TOTAL AMOUNT REQUESTED FROM THE CALIFORNIA ENDOWMENT \$200,166

2018XXXX, Desert Healthcare District/Foundation

	Total Project Budget		Request to TCE		Approved Budget (section to be completed by TCE staff)	
	Year 1	Total	Year 1	Total	Year 1	Total
Personnel						
Health Policy Analyst (1.0 FTE)	63,000	63,000	63,000	63,000		0
Community Health Analyst (1.0 FTE)	63,000	63,000	63,000	63,000		
Benefits @ 34%	42,840	42,840	42,840	42,840		0
Total Personnel	168,840	168,840	168,840	168,840	0	0
Non-Personnel						
<u>Operating Costs</u>						
				0		0
Total Non-Personnel	0	0	0	0	0	0
Direct Costs	168,840	168,840	168,840	168,840	0	0
Indirect Costs @ 15%	25,326	25,326	25,326	25,326	0	0
Total Direct and Indirect	194,166	194,166	194,166	194,166	0	0
Other Costs						
<u>Subcontracts</u>						
University of California, Riverside School of Public Policy	6,000	6,000	6,000	6,000		0
<u>Capital & Equipment</u>						
Total Other Costs	6,000	6,000	6,000	6,000	0	0
Grand Total	200,166	200,166	200,166	200,166	0	0

Health Policy Analyst

Description

The Health Policy Analyst conducts quantitative and qualitative policy research and analysis on major healthcare program areas and issues. Activities include writing policy reports and editing, fact-checking and reviewing report materials. Possessing knowledge of healthcare and healthcare policy, strong research, policy and analytic skills, as well as the capacity to understand and explain complex federal and state health policy, the Health Policy Analyst educates and provides strategic advice to the Board, management, staff team, and the general public (including grantees) on the impact of specific local, regional, state, and federal laws, regulations and policy proposals on the health and well-being of residents of the Coachella Valley.

Principal Duties and Responsibilities

1. Support the Board's program agenda by providing policy analysis and quantitative and qualitative policy research, analysis and advice on healthcare program areas.
2. Gather, review and analyze data; prepare policy briefs, fact sheets, webinars, and presentations.
3. Consult with healthcare subject matter experts, providers and policy makers and participate in the design and development of the best possible initiatives and programs to promote the health and well-being of residents of the Coachella Valley.
4. Evaluate current public health policies; review policy literature, laws, and regulations to inform program discussions and identify the potential for program and policy changes.
5. Conduct cost-benefit analysis to determine the benefit ratio of healthcare policies and programs.
6. Analyze legislation and provide strategic advice to stakeholders; prepare written comments and testimony as appropriate.
7. Perform other duties as necessary to achieve the goals of the District/Foundation.

Reporting Relationship

Reports to the Chief Operating Officer or Chief Executive Officer.

Qualifications and Experience

- Minimum Bachelor's Degree in public or health policy, public health or a related field and three years of relevant work experience; advanced degree (Master of Public Health, Public Administration, Public Policy) strongly preferred
- Strong quantitative and qualitative research skills; proficient computer skills and ability to work with databases as needed
- Knowledge of policy, legislative and regulatory processes

- Knowledge of key issues related to the Affordable Care Act, American Health Care Act, Medicare, Medicaid, health equity, private insurance, and the social determinants of health
- Demonstrated ability to identify emerging issues in health policy
- Excellent oral and written communication skills; demonstrated ability to convey complex information in writing and verbally so that it is easily understood by the general public
- Ability to identify and analyze sources of information; conduct targeted research; develop evidence to support positions; and summarize/synthesize findings into clear, concise communications materials
- Strong organizational skills, including the ability to manage multiple tasks, respond to tight timelines, pay attention to detail, and operate effectively in a fast-paced environment
- Experience working with coalitions and diverse stakeholders
- Ability to travel

Working Conditions

- General office environment
- Physical demands include lifting and moving equipment and supplies up to 25 pounds
- Occasional weekend, late afternoon, and evening hours
- Punctuality and satisfactory attendance are essential functions of the job

Compensation

Exempt position commensurate with experience. The District/Foundation offers a competitive benefits package.

Community Health Analyst

Description

The Community Health Analyst connects with community organizations to identify the research needs of economically disadvantaged communities in Coachella Valley, and to propose and conduct original and secondary research that increases the visibility of factors that improve or impede community health and social equity in the region. Activities include writing policy reports and editing, fact-checking and reviewing report materials based on qualitative and quantitative research, as well as planning effective community-engaged research, university outreach, and community opportunities. Possessing knowledge of social disparities and community health, strong research and analytic skills, as well as the ability to work at the interface of community needs and rigorous policy research. Analysis that educates and provides strategic advice to the Board, management, staff team, university and community partners, and the general public (including grantees) on community health and social equity in Coachella Valley.

Principal Duties and Responsibilities

1. Support the Board's program agenda by connecting with community organizations and engaging in community-engaged research and academic outreach.
2. Propose and conduct original and secondary research that increases the visibility of factors that improve or impede community health and social equity in the region.
3. Consult with community organizations, community health subject matter experts, and policy makers and participate in the design and development of the best possible initiatives and programs to promote the health and well-being of residents of the Coachella Valley.
4. Plan outreach events and collaboration opportunities with university partners such as faculty, postdoctoral scholars, and students.
5. Plan and coordinate opportunities in community health and health policy in the region through internships, externships, and community member trainings.
6. Perform other duties as necessary to achieve the goals of the District/Foundation.

Reporting Relationship

Reports to the Chief Executive Officer or Chief Operating Officer.

Qualifications and Experience

- Minimum Bachelor's Degree in public or health policy, public health or a related field and three years of relevant work experience; advanced degree (Master of Public Health, Public Administration, Public Policy) strongly preferred
- Strong qualitative research skills; proficient computer skills and ability to work with databases as needed

- Demonstrated ability to conduct community-engaged research and outreach; experience with academic outreach on research and student internships preferred
- Knowledge of key issues related to the Affordable Care Act, American Health Care Act, Medicare, Medicaid, health equity, private insurance, and the social determinants of health
- Excellent oral and written communication skills; demonstrated ability to convey complex information in writing and verbally so that it is easily understood by the general public
- Ability to identify and analyze sources of information; conduct targeted research; develop evidence to support positions; and summarize/synthesize findings into clear, concise communications materials
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