

Measure A Blue Ribbon Task Force Meeting

Wednesday, October 23, 2013

4:00 pm - 6:00 pm

Castro Valley Library, Chabot Room

3600 Norbridge Ave.

Castro Valley, CA 95616

Members present: Chair: Supervisor Nate Miley, Vice Chair: Supervisor Wilma Chan, Patricia Danielson, Donald Waters, Ginny DeMartini, Dr. Milton Lorig, Dr. Zettie Page, III, Terry Sandoval, Bertram Lubin, Nancy Van Huffel, Bradley Cleveland, Karen Weinstein, Ralph Silber, Joe Devries, Lucinda Bazile, Charles Plummer, Pamela Russo, Rebecca Rozen, Jennifer Root, Josh Thurman, Michael Lighty, Gail Steele, Fran Jefferson, Sue Compton

MEETING MINUTES

I. Welcome and Introductions (4-4:10pm)

Supervisors Nate Miley (District 4) and Wilma Chan (District 3) welcomed Task Force members and guests to the third meeting of the Measure A Blue Ribbon Task Force. The Task Force plays an advisory role working towards the reauthorization of Measure A, an essential health care services tax ordinance.

II. Health Care Services Agency Communications Meeting Update & Discussion (4:15-4:30pm)

James Nguyen from the Health Care Services Agency (HCSA) provided an update on the communications workgroup. The goal of the communications committee is to provide information for the public about the benefits of Measure A without seeking to directly influence the outcome of the reauthorization effort.

On October 18th, the HCSA met with representatives from the Alameda Health System and Alameda Health Consortium, both key stakeholders of Measure A. They discussed three current communication strategies, which include:

- The Measure A Oversight Committee's annual report to the Board of Supervisors
- Disseminating press releases and creating public service announcements
- Collaboration between HCSA staff and Measure A-funded organizations on revising and improving existing attribution policies

Nguyen reports that the HCSA will continue to work with those organizations to strengthen accountability using a results-based framework. This framework will be piloted in fiscal year 2013-14. Additional ideas discussed by the communications committee included: increasing the number of press releases, considering the use of social media, and following the example of other successful branding and identity campaigns, such as Oakland's Measure Y.

The communications committee will reconvene in six weeks to discuss their progress on the communication strategies.

Task force member Donald Waters commented that having talking points for Measure A would be useful.

III. 1991 Realignment Update & Strategy (4:30-5pm)

Alex Briscoe presented an update on the Health Care Services Agency's efforts to retain as many funds as possible under the state's changes to the healthcare realignment strategy. Under AB 85, the state of California can take back the block grants the county uses to provide healthcare for indigent adults.

Alameda County has two options for calculating how much to return to the state, either a fixed giveback formula or a cost-revenue formula meant to protect public hospitals from losses. The Board of Supervisors will decide by January 2014 which formula the county will use.

Because the county has been unsuccessful at negotiating with the state to get Measure A funds excluded from the takeback formula, the HCSA is now working on finding costs to include in its estimates in order to lower the amount of money the state will take away. While not all of the Measure A revenue is included in the realignment formula, estimates need to be negotiated and agreed upon by both the state and the county.

At this time, the HCSA is not able to present information about its estimates and how realignment will impact Measure A. This information depends on data from the state, which has not been made available to the county. Briscoe hopes to have this data ready for the next meeting of the Measure A Blue Ribbon Task Force in December.

Questions from the Task Force

During the question section, Briscoe said the federal government will not fully reimburse the state of California for providing Medi-Cal for patients who would have been previously eligible before the implementation of the Affordable Care Act. This creates fiscal pressure on the counties.

Supervisor Chan said that during talks, the state was not willing to forgive more revenue so the county will have to work to include more costs in the estimates. She said realignment negotiations have been political in nature and that input from the organizations represented at the Task Force would be helpful.

IV. Report-out from Board of Supervisors Retreat (5-5:30pm)

Supervisor Miley reported on the discussion about Measure A from the previous week's Board retreat where EMC presented results from its poll ([attachment](#)).

Because Measure B is likely to be on the November 2014 ballot, the Board of Supervisors needs to determine whether June is a viable option for Measure A. In order to make this decision by March, the Board is asking the Task Force and the consultants for the following deliverables:

- (1) Agreement on the Measure A expenditure formula
- (2) Fundraising sufficient dollars to show that June is a viable option for passing the authorization of Measure A

Supervisor Miley says that the goal is \$250,000. The campaign account has been opened up and more details on numbers will be available next week. Agreement on the expenditure plan is needed by January. He says that Measure A will be successful on the June ballot but building consensus is crucial to countering any organized opposition to the measure.

Concerns were raised by some Task Force members on the timeline for deciding on the expenditure formula. Brad Cleveland commented that the Task Force should consider issues of social equity and ensuring access to care. Supervisor Miley agreed that many variables have to be considered with regards to the expenditure formula.

V. Wrap Up & Meeting Schedule (5:30-5:45pm)

Supervisor Miley thanked members of the Task Force for coming to the meeting and said to contact the Board of Supervisors with any feedback on the expenditure formula. He said the Task Force will be contacted in the next few weeks to get feedback on how to gather resources and fundraise for the campaign.

At the December meeting, the task force will discuss the expenditure formula in greater depth. The Health Care Services Agency will also present their updated realignments estimates.

The Measure A Blue Ribbon Task Force will continue to meet through March 2014.

All meetings are held from 4-6:00pm at Castro Valley Library, 3600 Norbridge Ave, Castro Valley, CA 94546. The future meeting schedule of the Task Force is as follows:

Wed, December 11th, 2013

Wed, January 29th, 2014

Wed, February 26th, 2014

Wed, March 12th, 2014 (Location to be announced)

Adjourn at 5:45pm