



Colusa, Sutter and Yolo Regional Child Support Agency Leadership Advisory Committee

Meeting Agenda
Wednesday, August 31, 2022
2:00 – 4:00 PM

Participants, staff, and the public will participate in this meeting via teleconference or otherwise electronically. Authorization is allowed for pursuant to Assembly Bill 361 and specifically Government Code section 54953(e)(1) if a resolution is passed if the COVID-19 pandemic state of emergency is ongoing and meeting in person would present imminent risks to the health or safety of attendees.

Remote Audio and Video Meeting Participation

Please use this link to join the meeting from your computer or smartphone:

<https://yolocounty.zoom.us/j/85855228207?pwd=aUp2NWJLSVZjaThDeIJYbnFKODh4QT09>

Webinar ID: 858 5522 8207

Passcode: 111975

Or Dial by your location:

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Passcode: 111975

General Agenda

1. Call to Order, Roll Call



Colusa, Sutter and Yolo Regional Child Support Agency Leadership Advisory Committee

2. Consider Approval of Agenda

3. Public Comment

- a. Submit written public comments to childsupport@csy.cse.ca.gov. E-mails are distributed to the Leadership Advisory Committee (LAC), and support staff. To ensure the LAC has the opportunity to review information prior to the meeting, please send e-mails by 10:00 AM on the meeting date.
- b. Live remote public comments:
 - i. Device with microphone: Press the "raise a hand" button.
 - ii. Phone: Press *9 to indicate a desire to make comment

Support staff will call you by your name or phone number when it is your turn to comment. Speakers will be limited to no more than three minutes and will be asked to state their name for the record.

Consent Items

4. **Resolution to Authorize Remote Meetings by Finding** [\(link\)](#)
5. **Approve the minutes of the April 6, 2022 Leadership Advisory Committee Meeting** [\(link\)](#)
6. **General Update** [\(link\)](#)
7. **Long Range Planning Calendar** [\(link\)](#)

Discussion Items

8. **RCSA Performance Update – Colin Anderson** [\(link\)](#)
9. **Outreach Update – Natalie Dillon and Colin Anderson** [\(link\)](#)
10. **Leadership Advisory Committee Comments and Discussion**
11. **Adjourn**



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Colusa, Sutter and Yolo Regional Child Support Agency Leadership Advisory Committee

To: RCSA Leadership Advisory Committee
From: Natalie Dillon, Regional Director
Subject: Resolution to Authorize Remote Meeting by Finding (Agenda Item #4 - Consent)
Date: August 31, 2022

As the LAC is an advisory body, it is covered by the Brown Act. Governor Newsom's Executive Order N-29-20 allowed for a deviation of teleconference rules required by the Brown Act during the COVID-19 Pandemic. As such, the first three meetings of the LAC were held virtually via Zoom, with meeting information posted in each of the three counties and on the RCSA website. The Executive Order expired in September 2021.

AB 361 considered urgency legislation, was signed into law and went into effect immediately, added and repealed sections of the Government Code related to open meetings. To use AB 361's simplified procedures after October 1, 2021, the Governor must have declared a state of emergency, and the state of emergency must be in effect. For the current COVID-19 pandemic, this requirement is satisfied. Additionally, either of the following circumstances must be present:

- State or local officials continue to impose or recommend measures to promote social distancing; or
- As a result of the declared emergency, the legislative body finds by majority vote that meeting in person would present imminent risks to the health or safety of attendees.

The Yolo County Counsel's office recommends that all local legislative bodies consider adding an item for consideration at the beginning of their first meeting on or after October 1, 2021 to affirm their intention to proceed using AB 361. Therefore, staff recommends that the Regional Child Support Agency Leadership Advisory Committee consider and approve the following:

Authorize remote (teleconference/videoconference) meetings by finding, pursuant to Assembly Bill 361, that local officials continue to recommend measures to promote social distancing as a result of the COVID-19 pandemic.

By authorizing remote meetings, it will allow for the meeting of August 31, 2022 to be held via teleconference. The renewal will need to be approved if conditions persist at each meeting the LAC wishes to be held virtually.



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Meeting Minutes
Wednesday, April 6
1:00 PM – 3:00 PM

This meeting occurred via teleconference compliant with the Governor's [Executive Order N-29-20](#) which allows for a deviation of teleconference rules required by the Brown Act. The recording of this meeting can be viewed [here](#).

LAC Members	
Kent Boes	Colusa County Supervisor
Wendy G. Tyler	Colusa County Administrative Officer
Mike Ziegenmeyer	Sutter County Supervisor
Steven M. Smith	Sutter County Administrative Officer
Don Saylor	Yolo County Supervisor
Chad Rinde	Yolo County Interim Administrative Officer

General Agenda

1. Call to Order, Roll Call

Meeting started 1:03pm.

Roll called, LAC members present were:

Colusa County Administrative Officer Wendy Tyler.

Sutter County Supervisor Mat Conant.



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Sutter County Administrative Officer Steve Smith.
Yolo County Interim Administrative Officer Chad Rinde.

Later joined were:

Colusa County Supervisor Kent Boes.
Sutter County Supervisor Mike Ziegenmeyer.

Also present were:

Colusa, Sutter and Yolo Regional Child Support Agency
Director Natalie Dillon.
Assistant Director Amanda Battles.
Assistant Director Colin Anderson.

2. Consider Modification of Agenda

1:05pm, Director Dillon requested motion to modify agenda moving closed portion (Item 12, Public Employment, Employee Evaluation) to the beginning of the meeting. Supervisor Conant motioned to approve, Administrator Tyler seconded motion. Votes approved.

During this closed session, recording was paused. Meeting resumed at 1:14pm.

MOVED BY: Conant / SECONDED BY: Tyler

AYES: Tyler, Conant, Smith, Rinde.

NOES: None.

ABSTAIN: None.

ABSENT: None.

3. Public Comment

1:05, No live public comment via callers / online chat. None received via other correspondence before meeting start.

Approval of Consent Agenda



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1:15pm, Supervisor Conant motioned to approve consent agenda. Supervisor Ziegenmeyer seconded motion. Votes approved.

MOVED BY: Conant / SECONDED BY: Ziegenmeyer.

AYES: Tyler, Ziegenmeyer, Smith, Rinde.

NOES: None.

ABSTAIN: None.

ABSENT: None.

Consent Items

- 4. Resolution to Authorize Remote Meetings by Finding**
- 5. Approve the minutes of the minutes of the December 10, 2021 LAC Meeting**
- 6. General Update**
- 7. Long Range Planning Calendar**

Discussion Items

8. RCSA Financial Update – Amanda Battles

1:16pm, Assistant Director Battles introduced topic and advised it was anticipated all counties for the regional agency end the fiscal year 2021-2022 under budget. Efforts continue to consolidate expenses under lead County of Yolo. Full time equivalent (FTE) employees continue to transition to Yolo County employment. Administrator Tyler reminded committee the need for a separate meeting concerning specific Colusa costs; requested meeting. Battles and Director Dillon acknowledged and advised a separate meeting would be scheduled.

Battles provided known updates to the 2022-2023 budget. Regional allocation was increased by \$215,000 bringing full allocation to approximately \$9,500,000. It is unknown at this time if a separate budget will be required to be prepared for Colusa County specifically. Additionally, Battles advised the regional agency no longer has FTE employed by Colusa County, all have either transitioned to the regional agency or elsewhere.



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Battles explained that in 2021-2022, the regional agency budgeted for 66 FTE employees and is glad to report that despite other rising costs, the RCSA was able to continue to budget 66 FTE employees. The RCSA has 6 employees that remain employed by Sutter County. Interim Administrator Rinde asked if standard Cost of Living Allowances (COLA) were budgeted for all employees and/or would there be any budget impact anticipated by the 6 remaining Sutter employees as they differ from what has been negotiated with Yolo County's union. Battles explained that it may be different, but it is not anticipated to significantly impact the budget as prepared at this time.

Lastly, Battles provided update on Federal Performance Incentive Funds. The child support program is funded by a combination by State and Federal funding; about 33% and 66% respectively. Because of this Federal Financial Participation, the State now has a method with which to rollover unspent incentive funds and reissue to local child support agencies; this amount is 3% of our final allocation, or \$100,000, or whichever amount is larger. This most recent year, we've gained \$82,000 in rollover funds through 2021-2022 we have not yet needed to spend. The County of Yolo also committed \$30,000 to the regional agency for contingency purposes. These funds create a financial buffer for the regional agency as needed.

9. Yuba City Office Move Update – Colin Anderson

1:28pm, Assistant Director Anderson advised that the Yolo County Board of Supervisors signed a 10-year lease for our new space in Yuba City on Live Oak Blvd. Anderson reported the potential previous property at Butte House Rd was untenable due to construction costs. Construction needs at Live Oak Blvd are minimal by comparison. 3 interview booths are being added to the lobby as is glass being installed to separate the reception desk from the lobby. The glass has created a delay, the RCSA continues to work with contractors for temporary solutions as needed until the glass arrives. The RCSA is planning on construction completion May 1st.



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10. Leadership Advisory Committee Comments and Discussion

1:33pm, Director Dillon opened the discussion to all committee members for questions, comments, or input.

Assistant Director Battles advised that the Colusa office was recently refreshed; undergoing a cleaning project, paint, and new furniture is on order. Members invited to see the site when available.

Interim Administrator Rinde asked if future meetings will be virtual. Director Dillon advised at our last meeting it was the committee's preference to remain virtual where possible. After AB361 is retired, the LAC will be able to continue virtually with tweaks to meet Brown Act requirements.

No other questions or comments from the LAC.

11. Adjourn

1:37, Supervisor Conant motioned to adjourn. Supervisor Ziegenmeyer seconded motion. Votes approved.

MOVED BY: Conant / SECONDED BY: Ziegenmeyer.

AYES: Boes, Tyler, Ziegenmeyer, Smith, Rinde.

NOES: None.

ABSTAIN: None.

ABSENT: None.

Meeting adjourned 1:37pm

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Colusa, Sutter and Yolo Regional Child Support Agency Leadership Advisory Committee

To: RCSA Leadership Advisory Committee
From: Natalie Dillon, Regional Director
Subject: General Update (Agenda Item #6)
Date: August 31, 2022

Regional Child Support Agency Financial Update

As shared during the previous Leadership Advisory Committee (LAC), in January DCSS issued CSSI Letter 22-02 Administrative and Electronic Data Processing Initial Allocations for State Fiscal Year (SFY) 2022-23. In June, DCSS issued CSSI Letter 22-07 validating the allocation amounts communicated in the initial planning letter. In SFY 2022-23 the agency's allocation was increased by \$215,947 bringing our Regional initial planning allocation to \$9,427,170 for SFY 2022-23.

We did not utilize any of our SFY 2021-22 issued Federal Performance Incentive Fund (FPIF) balance and have not yet been notified of SFY 2022-23 funds available to us.

As the result of moving the costs associated to the Colusa operation to Yolo County, there is no longer a need for a Colusa County Child Support budget. Colusa County will direct bill the Regional Child Support Agency (RCSA) for any remaining costs, such as COWCAP. DCSS has shifted the entire Colusa child support allocation to Yolo County in support of the RCSA.

There remain six (6) Sutter County employees and few Sutter specific costs, therefore a smaller Sutter County budget was developed. The majority of Sutter County Child Support expenses have also shifted to Yolo County. As a result, DCSS has shifted most of the Sutter child support allocation to Yolo County in support of the RCSA, but a residual amount continues to be issued to Sutter to cover the costs of the remaining employees and the associated costs.

Conflict of Interest Code

In 2020, the Yolo County Counsel reached out to the California Fair Political Practices Commission (FPPC) for review of a conflict-of-interest code for the RCSA. Last month, we received edits from the FPPC to incorporate their standard language. County Counsel is drafting a resolution for adoption by the Yolo County Board of Supervisors. The language with FPPC edits is:



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The Political Reform Act (Government Code Section 81000, et seq.) requires state and local government agencies to adopt and promulgate conflict of interest codes. The Fair Political Practices Commission has adopted a regulation (2 California Code of Regulations Section 18730) that contains the terms of a standard conflict of interest code, which can be incorporated by reference in an agency's code. After public notice and hearing, the standard code may be amended by the Fair Political Practices Commission to conform to amendments in the Political Reform Act. Therefore, the terms of 2 California Code of Regulations Section 18730 and any amendments to it duly adopted by the Fair Political Practices Commission are hereby incorporated by reference. This regulation and the attached Appendices, designating positions and establishing disclosure categories, shall constitute the conflict-of-interest code of the Colusa Sutter Yolo Regional Child Support Agency (Agency).

Individuals holding designated positions shall file their statements of economic interests with the Agency which will make the statements available for public inspection and reproduction. (Gov. Code Sec. 81008.) All statements will be retained by the Agency.

The designated positions for the RCSA are:

POSITION TITLE	DISCLOSURE CATEGORY
CHILD SUPPORT SERVICES	
Director of Child Support Services	1
Assistant Director	1
Business Services Manager	1
Business Services Supervisor	1
Child Support Attorney V	2

Holiday Schedule

A request has been prepared to go before the Yolo Board of Supervisors on September 27th, requesting approval to close the Child Support offices to the public on December 23, 2022. Staff who want to work on this day, will be allowed to telework.



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Child Support Policy Changes

Full Pass-Through for **Formerly** Assisted Families

The SFY 2022-23 California budget includes pass-through of child support payments for **formerly** assisted families, beginning January 1, 2023. Statewide, it is estimated that \$187 million in annual collections that would have been returned to the government as recouped collections will instead be passed on to these families. The Legislature deferred approving Trailer Bill Language until after the summer recess.

The Legislature is interested in ensuring that passing through this child support does not have unintended impacts on an individual's or family's eligibility for other needs-based assistance programs. As such, the California Department of Social Services (CDSS) and the California Department of Child Support Services (DCSS) are also further analyzing the potential impacts.

It is expected that counties will be made whole by the State General Fund for their 2 ½% share of welfare payments, collected.

Full Pass-Through for **Currently** Assisted Families

The budget also includes full pass-through for currently assisted families beginning in January 2025. However, this provision is subject to a trigger mechanism based on the health of the economy and the California State General Fund. The Legislature is being cautious due to the anticipated ongoing costs of this program change and will wait until Spring 2024 to evaluate the economic climate and whether we are in a recession to ensure the budget can sustain the costs for full pass through of current assistance. The decision to proceed with the pass-through for currently assisted is expected to be made in spring 2024 (presumably during the May Revision process). If implemented, this will require significant system changes to CalSAWs.

Uncollectible Debt

AB 135 requires local child support agencies as of January 1, 2023 to cease enforcement of child support arrearages and otherwise past due amounts owed to the state that DCSS or the LCSA has determined to be uncollectible. The bill requires DCSS to adopt regulations to implement these changes by July 1, 2024 and authorizes DCSS to implement and administer these changes via letter until regulations are adopted. There are four mandatory categories in which the LCSA shall deem the debt uncollectible, when the Parent Paying Support (PPS) sole income is:

- SSI/SSP
- A combination of SSI/SSP and SSDI
- CAPI for Aged Blind and Disabled Legal Immigrants



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- VA Disability in an amount equal to or less than what the PPS would receive in SSI/SSP

There are several discretionary factors for determining whether debt is uncollectible which include, but are not limited to:

- Income and assets available to pay the arrearage or other fees and costs.
- Source of income.
- Age of the arrearage or other fees and costs.
- The number of support orders.
- Employment history.
- Payment history.
- Incarceration history.
- Whether the order was based on imputed income.
- Other readily ascertainable debts.

The desired effect of this statute is to unburden low-income obligors from uncollectible debt that is owed to the government. By determining child support arrears uncollectible and closing cases, this new policy will further decrease local child support caseloads. Caseload size has a direct correlation to allocation. This law could also decrease recoupment that would have otherwise repaid local, state and federal welfare expenditures once the debt is determined uncollectible.

Federal Final Rule

As part of the budget bill, California will be implementing new federal requirements that came from the Flexibility, Efficiency, and Modernization in Child Support (FEM) Final Rule which are required to be effective by September 2024. As noted above, the Legislature deferred approving applicable Trailer Bill Language until after the summer recess, so there remain many questions. The changes will impact how child support establishes orders, by eliminating the presumption of income and requiring local child support agencies to consider known specific circumstances of the parent who will be obligated to pay support. Circumstances include assets, employment and earnings history, job skills, education level, local job market, barriers etc. Local Child Support Agencies have historically considered the obligors income and other factors, but for those individuals who do not cooperate with us and there is no system available data on earnings, the LCSA has been allowed to presume income. The changes also broaden our analysis to include individual information such as barriers to self-sufficiency and payment of child support. The Regional Agency's practice of being very intentional of engaging with both parents and obtaining stipulations when possible will help us make this transition a little easier. Nonetheless, because of these changes there will be additional requirements and resources necessary to complete this work.



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California will also essentially be making permanent the provisions of Family Code 4007.5 whereby child support is suspended during periods of incarceration, regardless of when the order was established.

Innovation

Payment kiosk installation

The Yuba City office has had a TouchPay payment kiosk, we were able to add one to our Woodland office earlier this summer. We are working with DCSS and TouchPay to also have one installed in Colusa. Using an interactive menu in English and Spanish, customers can make quick, easy payments with cash, credit and debit card, and e-checks. Not only is the kiosk easy for customers, but it also reduces the time, cost and risk of staff having to make daily cash deposits. The kiosks are managed and emptied by TouchPay, still facilitating customers receiving their child support within the required two-day time frame.

Hoteling App

In collaboration with DCSS, we developed a hoteling app using the Microsoft Power App tool for staff to reserve office space in our Colusa and Yuba City offices. The tool, which is located inside Microsoft Teams, was rolled out in July, and is used to reserve workspaces in the two offices and conference rooms in Woodland. Most staff continue to work a hybrid of telework and in-office work, and members of the Leadership team in addition to the attorneys rotate across the three offices.

Wldd Court Virtual Booth

In June, we went live with a Virtual Booth located at the Family Law Facilitators (FLF) office located at the Yolo Superior Courthouse. FLF personnel refer individuals who may have child support needs or questions on existing or closed cases to their new virtual booth. When the individual at the courthouse uses the booth, they are connected face to face with a Child Support Professional from any of our three offices that can respond to their questions, using Microsoft Teams, real time. This way the customer doesn't have to travel from the courthouse to the child support office and can still receive the full array of services.

Miscellaneous

CSAC Challenge Award

We have submitted an application for the 2022 CSAC Challenge Awards for the innovative work to create the Colusa Sutter Yolo Regional Child Support Agency. We felt this was a great opportunity to spotlight the collaboration and our counties' best practices in local government.



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Presentation at NCSEA

Recognizing the significant change that the Colusa Sutter Yolo Regional Child Support Agency has undergone over the last three years, I was asked to speak at the National Child Support Enforcement Association (NCSEA) 2022 Leadership Symposium plenary session on change leadership earlier this month. The content of the presentation not only addressed the specific nuances of our change, but also specific strategies on how to lead change and how to guide others through the difficulties and concerns to acceptance and implementation. Specific strategies, lessons learned, and basic principles of leadership were shared that helped to plan, manage, and implement change.

Presentation scheduled for WICSEC

The Colusa Sutter Yolo Regional Child Support Agency has been recognized for its innovative work in social media and has been asked to speak at the Western Interstate Child Support Enforcement Council (WICSEC) Annual Conference. James Anderson will be presenting information on our experience and strategies regarding social media marketing.



Long Range Planning Calendar

The tri county Leadership Advisory Committee (LAC) that provides guidance to the Colusa, Sutter, and Yolo Regional Child Support Agency (RCSA) meets at least annually. For calendar year 2022, the LAC agreed to meet twice and requested a Long Range Planning Calendar.

2022 Long Range Planning Calendar	Presenter	
April 2022 (Spring)		
Regional Budget Update	Amanda Battles	
August 2022 (Fall)		
FFY 2023 Performance Management Plan	Colin Anderson	





Colusa, Sutter and Yolo Regional Child Support Agency Leadership Advisory Committee

To: RCSA Leadership Advisory Committee
From: Colin S. Anderson, Regional Assistant Director
Subject: 2021 FFY Performance Update (Agenda Item #8)
Date: August 31, 2022

This month is Child Support Awareness Month (CSAM). In preparation for CSAM our office sent out a press release in July 2022 titled “One Size Does NOT Fit All for Child Support Services.” As we as an agency continue to find new efficiencies, it is essential that we attempt to tailor this program to meet the individual needs of the various citizens of our region if practical and feasible. To this end, this fiscal year saw us launch a comprehensive program to get more of orders stipulated between the parties. In essence, to facilitate agreement between the parties. Overall, the RCSA continues to perform well. During this LAC meeting, we wanted to provide you context and share relative data from our statewide system on comparable local child support agencies.

Following this narrative explanation, are charts that visually display the performance of the region compared to Santa Barbara County, Kings County and Butte County as well as a showing the performance of the whole State of California. We chose these three counties because they are each considered medium sized, have similar caseloads, and have a strong agricultural influence.

Stipulations – Major aspect of the 2022 Performance Management Plan

Engagement with our customers at the early stages of the case is extremely important for multiple reasons. Early engagement allows us the opportunity to educate both parents about the program and how to successfully navigate it. We are intentional about incorporating elements of procedural justice in our local program. Procedural justice is fairness in processes that resolve disputes and result in decisions. Research has shown that if people perceive a process to be fair, they will be more likely to comply with the outcome of that process, whether or not the outcome was favorable to them. In the context of child support, if the obligor is part of the process in establishing the order, they are more likely to pay.

Stipulations are an important aspect of our engagement plan, giving our agency a chance to have the parties come to an agreement on Child Support rather than allowing the court to decide the issue. Cases where a stipulation occurs perform better than cases that default. (Where the obligor does not answer our complaint and the court automatically grants the Child Support asked for in the legal documents.) It makes sense that if the paying parent is involved, understands, and is engaged in the process, they are much more likely to pay. Stipulations are the cornerstone of our Performance Management Plan (PMP). Our agency is significantly improving since our focus in October. In the prior



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Federal Fiscal Year (FFY) we were at 29.95%. Overall, through June of 2022 we are at 38.68 % of all orders that we obtained have a stipulated agreement between the parties. (Please see the included charts that give context to this increase by comparing us to three other counties and the state.) The State average for all California Counties is 21.85%. To show how we are incrementally improving in April alone 55% of all orders were stipulated between the parties. So how did we do this? 1. Emphasized in trainings and meetings prior to the start of the fiscal year our goals for this project and importance to our agency and the customers that we serve. 2. Bi-weekly meetings between the Assistant Director and the Performance Program Manager with the three establishment teams, their support staff, and their Supervisors. Re-enforcement of the goals and strategies at the team level by the respective Supervisors. It really ties into what was mentioned at the beginning of the report. One size does not fit all. And creating agreement that fits that individual family proves this point.

Federal Performance Measure (FPM) – Paternity

IV-D Paternity Establishment Percentage or IV-D PEP as it is otherwise known, tracks the Region's performance in Paternity. This metric tracks the number of children in IV-D cases with Paternity established or acknowledged in the current fiscal year (2022) and compares it with children in IV-D cases open at the end of the prior FFY (FFY 2021) who were born out-of-wedlock. To come up with a percentage you divide the current number of cases where Paternity was established in the current fiscal year by out-of-wedlock births in your caseload from the previous year. For example: Our region in FFY 2021 had 7,007 paternities established or acknowledged this was divided by the 6,820 out-of-wedlock births from the prior year; hence a Paternity outcome of 102.7%. It is not unusual for performance on Paternity to be more than 100% since paternity can be determined years after the birth.

So far In FFY 2022 the RCSA's performance has been 99.50 % in this metric. This metric continues to build throughout the fiscal year. As you can see in the included chart that we are on track to match last year's performance. We continue to work on paternity to improve this metric.

Federal Performance Measure (FPM) – Orders

One of the key functions of a child support agency is the establishment of child and medical support orders as a prerequisite to enforce and ultimately collect child support. The FPM on orders is reflected as a percentage of the total number of cases open compared to the number of cases with an order. As new cases are opened, staff work to establish an order – so achievement of 100% is not possible. The higher the percentage, the more families we can work to distribute child support to.

In FFY 2022 the RCSA's performance on this metric is 93.00%. We are consistent in this metric and the attached chart provides context to the numbers. Our region has continued to work hard to increase our performance in is this area.



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Federal Performance Measure (FPM) – Current Support

The Current Support FPM tracks by percentage the amount of current child support that is paid as compared to what is owed. As an example, a child support obligor (Person Paying Support PPS): has a child support order to pay \$100 per month to support their child. For the month of January, they pay \$80. For that month, the PPS paid 80% of their obligation. Case level data is aggregated and measured monthly, expressing a percentage of current support collected. One of the goals of the California Child Support program is consistent and reliable support – this FPM is used to ascertain achievement towards this goal.

This metric is important. It is the amount of current support that is going directly to families in the region. The ability to raise this metric almost a full percentage point with the adversity and change faced by our agency is a testament to the hard work that our Regional Staff put in every day. So far in FFY 2022 our region is at 68.10% on current support.

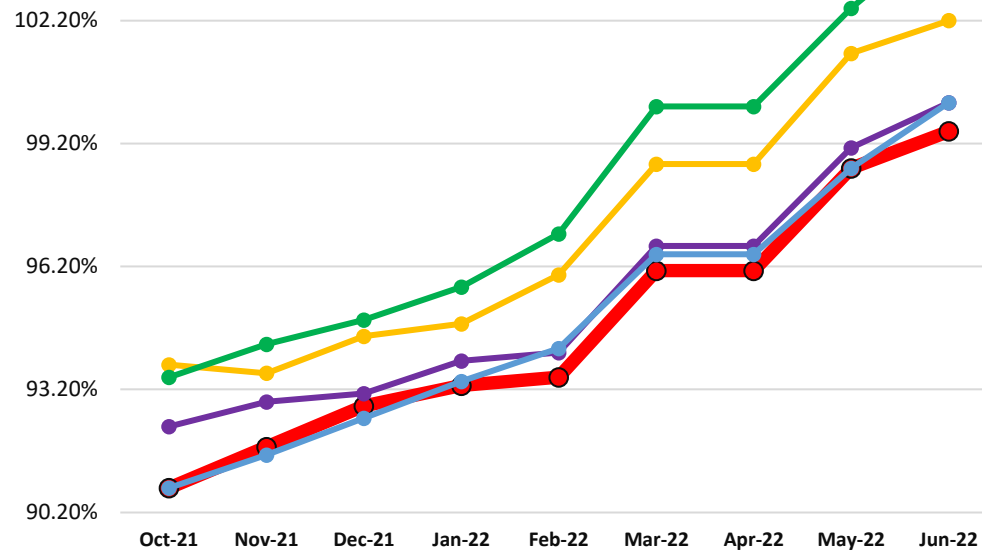
Federal Performance Measure (FPM) - Arrears

Another FPM pertains to arrears, child support owed in a previous month and not paid. This debt is calculated monthly and accrues interest at a rate of 10%. This FPM looks, by percentage, at the number of cases that owe arrears and a payment on arrears has been made during the FFY. During FFY 2022 our region has collected a payment for arrears on 65.10%. Please see the attached.

We as an agency will continue to strive to improve all aspects of the program. One size does not fit all, and we strive to meet the needs of the diverse and vibrant communities

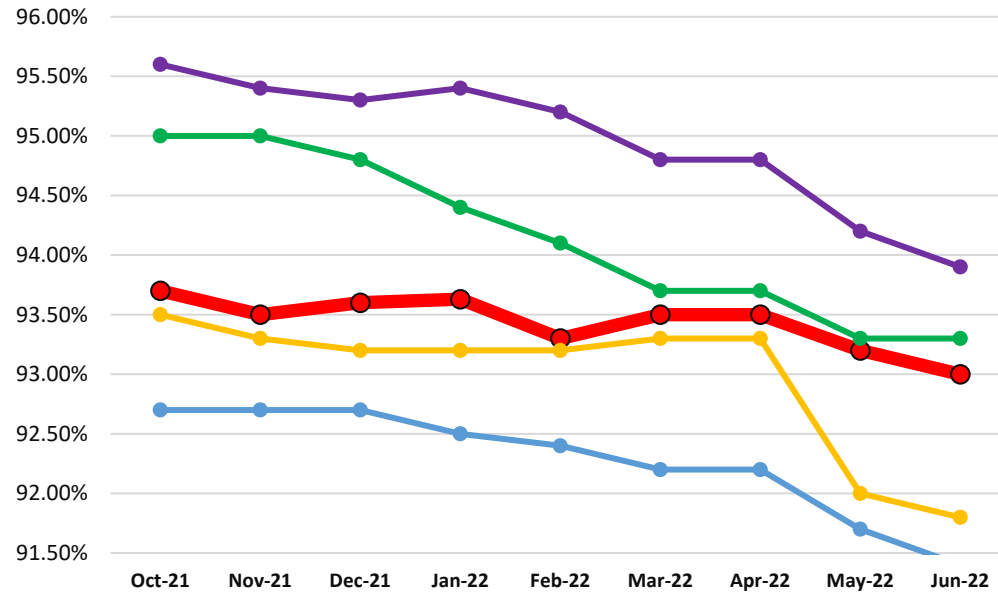
Item 8, Attachment A, 5 Pages

Paternity FPM 1



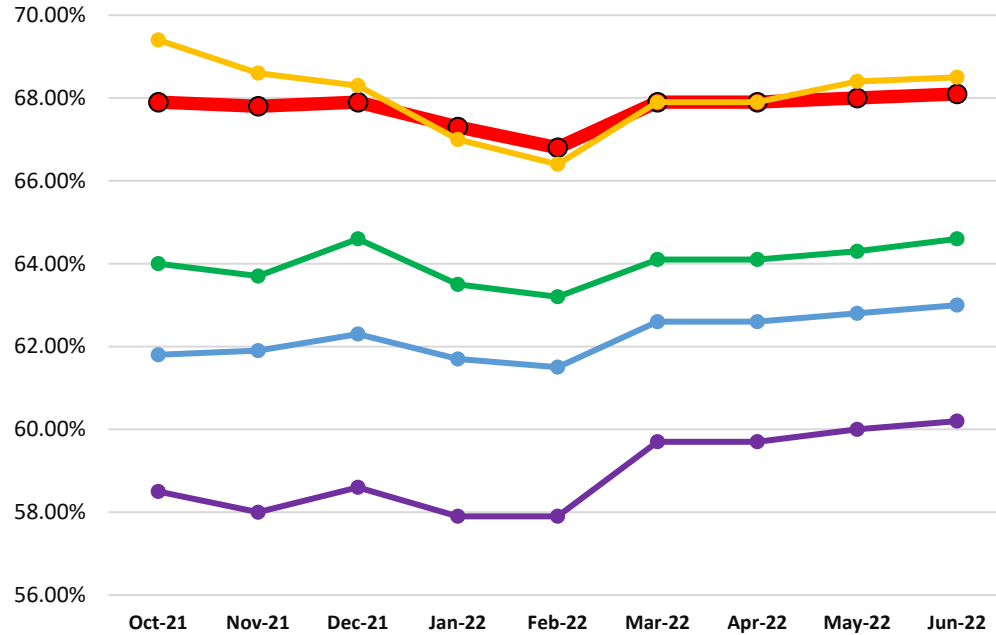
	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
CSY - 06/2022 Rank 38	90.80%	91.80%	92.80%	93.30%	93.50%	96.10%	96.10%	98.60%	99.50%
Butte - 06/2022 Rank 36	92.30%	92.90%	93.10%	93.90%	94.10%	96.70%	96.70%	99.10%	100.20%
Kings - 06/2022 Rank 21	93.80%	93.60%	94.50%	94.80%	96.00%	98.70%	98.70%	101.40%	102.20%
Santa Barbara - 06/2022 Rank 07	93.50%	94.30%	94.90%	95.70%	97.00%	100.10%	100.10%	102.50%	104.50%
State	90.80%	91.60%	92.50%	93.40%	94.20%	96.50%	96.50%	98.60%	100.20%

Support Order FPM 2



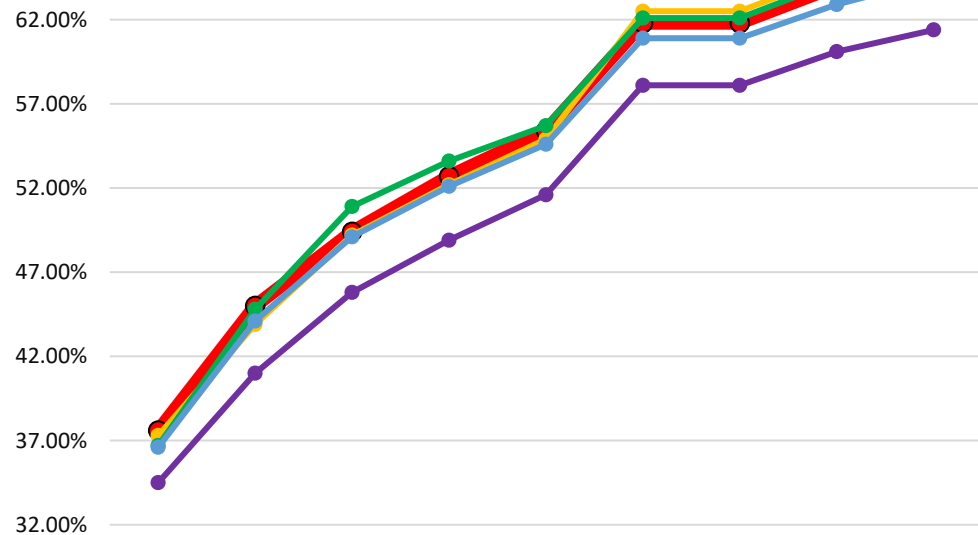
	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
● CSY - 06-2022 Rank 27	93.70%	93.50%	93.60%	93.63%	93.30%	93.50%	93.50%	93.20%	93.00%
● Butte - 06/2022 Rank 21	95.60%	95.40%	95.30%	95.40%	95.20%	94.80%	94.80%	94.20%	93.90%
● Kings - 06/2022 Rank 36	93.50%	93.30%	93.20%	93.20%	93.20%	93.30%	93.30%	92.00%	91.80%
● Santa Barbara - 06/2022 Rank 24	95.00%	95.00%	94.80%	94.40%	94.10%	93.70%	93.70%	93.30%	93.30%
● State	92.70%	92.70%	92.70%	92.50%	92.40%	92.20%	92.20%	91.70%	91.40%

Current Support FPM 3



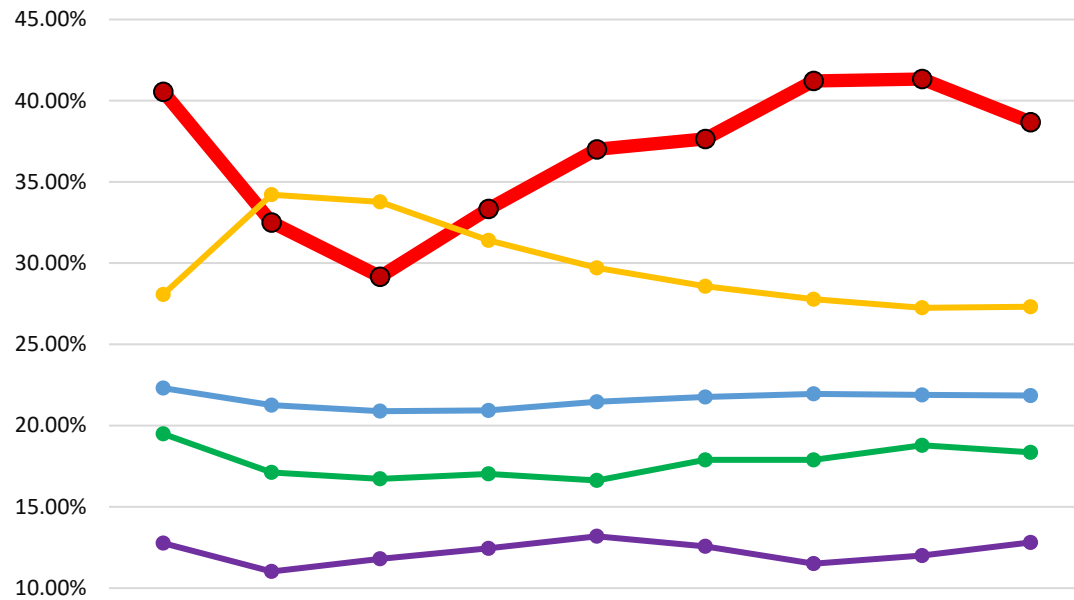
	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
● CSY - 06/2022 Rank 14	67.90%	67.80%	67.90%	67.30%	66.80%	67.90%	67.90%	68.00%	68.10%
● Butte - 06/2022 Rank 42	58.50%	58.00%	58.60%	57.90%	57.90%	59.70%	59.70%	60.00%	60.20%
● Kings - 06/2022 Rank 12	69.40%	68.60%	68.30%	67.00%	66.40%	67.90%	67.90%	68.40%	68.50%
● Santa Barbara - 06/2022 Rank 25	64.00%	63.70%	64.60%	63.50%	63.20%	64.10%	64.10%	64.30%	64.60%
● State	61.80%	61.90%	62.30%	61.70%	61.50%	62.60%	62.60%	62.80%	63.00%

Arrears FPM 4



	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
● CSY - 05/2011 Rank 22	37.60%	45.00%	49.40%	52.70%	55.40%	61.80%	61.80%	64.00%	65.10%
● Butte - 05/2011 Rank 42	34.50%	41.00%	45.80%	48.90%	51.60%	58.10%	58.10%	60.10%	61.40%
● Kings - 05/2011 Rank 18	37.30%	43.90%	49.20%	52.20%	54.90%	62.50%	62.50%	64.70%	66.20%
● Santa Barbara - 05/2011 Rank 20	36.70%	44.80%	50.90%	53.60%	55.70%	62.10%	62.10%	64.30%	65.70%
● State	36.60%	44.10%	49.10%	52.10%	54.60%	60.90%	60.90%	62.90%	64.40%

PI 8 - Stips



	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
● CSY	40.54%	32.50%	29.17%	33.33%	37.00%	37.64%	41.21%	41.34%	38.68%
● Butte	12.77%	11.02%	11.80%	12.45%	13.19%	12.57%	11.50%	12.00%	12.81%
● Kings	28.07%	34.21%	33.77%	31.40%	29.71%	28.57%	27.78%	27.25%	27.31%
● Santa Barbara	19.49%	17.12%	16.72%	17.03%	16.63%	17.89%	17.89%	18.78%	18.35%
● State	22.31%	21.26%	20.89%	20.93%	21.46%	21.76%	21.95%	21.89%	21.85%



Colusa, Sutter and Yolo Regional Child Support Agency Leadership Advisory Committee

To: RCSA Leadership Advisory Committee
From: Natalie Dillon, Regional Director
Subject: Outreach Update (Agenda Item #9)
Date: August 31, 2022

The RCSA remains committed to branding the new regional agency, educating our communities about the value and accessibility of the child support program, and building our caseload. This update provides information on the various outreach related projects that are underway.

Outreach

Important goals of the RCSA include branding the regional agency, educating our communities on the benefits of the child support program, and encouraging co-parenting families to apply. As individual LCSAs we had limited resources to conduct outreach. As a regional agency, we have been able to spend some time and attention to this important aspect of our work.

Grays Peak Strategies

As was shared at a previous LAC meeting, the RCSA contracted with Grays Peak Strategies to conduct digital media campaigns and search engine optimization. Included in this packet is a two-page summary of the work and results from the last six months reflecting content on Facebook, Instagram, and Twitter.

Gym TV

The RCSA contracted with Gym TV to display advertisements to individuals who are entering or exiting targeted areas, using geofencing technology. Geofencing allows the advertisements to display to people who access the three courthouses in our jurisdiction. We have entered a one-year contract, and in the first month we have already had over 20,000 impressions. For individuals who click on our advertisement, they will be taken to our website where they can learn more and apply for services, which has resulted in 47 people going to our website.

Univision

The RCSA contracted with Univision for Spanish language broadcast and digital advertising. The one-month contract includes two 2-minute interviews, referred to as integration segments which will be aired locally on the popular nationally televised morning show "*Despierta America*". These local segments provide us the opportunity to introduce and showcase the Colusa Sutter Yolo Regional Child



Colusa, Sutter and Yolo Regional Child Support Agency Leadership Advisory Committee

Support Agency through a longer formatted message. The segment will be pre-recorded with our staff who will interviewed by Univision Talent.

The contract also includes two (2) 30 second commercials which are played throughout the day and night, targeting women age 18-54. The anticipated reach of the broadcast portion of the campaign is 546,000 impressions by women, throughout the one-month period.

Accompanying the broadcast element will be a targeted digital, video, and social campaign. The estimated impressions for the entire campaign including broadcast, digital, video and social for adults over age 18, is 819,200 impressions.

CSAM

Nationally and in California, August is Child Support Awareness Month. In the spirit of awareness, the RCSA not only released a press release, but also developed a video for the customers entitled, “How Can I”. In this video we use RCSA staff to answer commonly asked questions in a fun and informative format. The intent is to develop more videos over time, featuring them on various social media platforms. Both the Daily Democrat and the Appeal Democrat ran articles regarding Child Support Awareness Month.

In addition, Amanda Battles and one of our Child Support Supervisors, Sarah Listberger, appeared on a radio/video streaming spot on 93Q a Yuba City/Marysville community radio station on August 5th discussing the child support program and the services we provide.

Voter Information Guide

We have worked with the Sutter and Yolo Elections offices and have prepared half page English/Spanish Child Support advertisements for the Fall 2022 Voter Information Guide. Colusa Elections will confirm inclusion once it gets closer to print production and she has the total page count.

Status Report: Colusa, Sutter, Yolo Regional Child Support Agency

Grays Peak Strategies (GPS)

August 19, 2022

Summary of Work Performed: January 1, 2022 through July 31, 2022

Social Media

Organic Social Media (i.e., posts not supported with advertising funds)

- Developed and implemented plan for organic social media encompassing:
 - **Goals:** Broaden awareness of regional agency, increase reach followers per platform, and drive new applications
 - **Strategy:** Emphasize regionalization to establish connections, then expanding to focus on applications and breadth of services
 - **Platforms:** Facebook, Instagram, Twitter
 - **Posting Frequency:** 3 times each week across all 3 platforms, each post in 2 languages
 - **Languages:** English and Spanish (first two months primarily in English; dual-language after that)
 - **Content themes:** List of about 40 themes (e.g., regionalization, applications, employers, office relocation) and associated frequency (e.g., weekly, bi-weekly, as needed)
 - **Imagery:** Use landscapes and notable local features that would be recognized across all three counties to reinforce regional connections while generally avoiding issues of representation
 - **Brand voice:** Direct, clear, and positive but still somewhat formal and careful
 - **Visual style:** Use motion graphics over photos to create video-like effects that improve reach

Organic Social Media Outputs

- 125 organic Facebook posts (72 in English, 53 in Spanish)
- 121 organic Instagram posts (73 in English, 48 in Spanish)
- ~125 organic Twitter posts (72 in English, 53 in Spanish)¹
- ~140 motion graphics (some posts had multiple graphics to ensure platform suitability)
- Bi-weekly meetings on data and project planning
- Content calendar and graphics files shared with CSY to support post-contract sustainability

Paid Social Media

- Developed and implemented strategy for paid social media with three broad goals:
 - Increase number of followers
 - Improve awareness of new regional child support agency and associated services
 - Drive new applications to increase caseload
- Established and tested ad audience consisting of adults in CSY + Sacramento County
- Boosted posts in English and Spanish from Facebook and Instagram with a modest budget of \$5/day

Paid Social Media Outputs

- 24 paid posts/ads (13 English, 11 Spanish), distributed in 5- to 7-day segments with brief, 2- to 3-day pauses to reduce audience fatigue

Results of Organic and Paid Social Media Campaigns

- Reached 79,603 unique individuals (17,011 organic; 62,592 paid)

¹ GPS does not have direct access to the analytics for the CSY Twitter account, so we cannot record any analytic outcomes for that account. But the number of posts should be essentially identical with the number for Facebook.

- Facebook: 64,997 unique individuals reached
- Instagram: 14,606 unique individuals reached
- 1,205 page and profile visits (908 Facebook, 297 Instagram)
- 53 new followers on Facebook (279% increase over January 31), approximately 40 new followers on Instagram²
- 1,479 likes and other reactions
 - Only 1 negative comment across all posts and ads
- 341 shares
- 4,880 clicks on links (most often, the CSY home page or a short link to the Statewide Enrollment Platform)
 - 2,717 link clicks on Spanish-language Posts; 2,163 on English-language posts
 - 1,076 link clicks on paid posts

Costs and Cost-effectiveness of Paid Social Media Campaigns

- Total spend during period: \$851.93
- Average cost per click across all paid campaigns:
 - \$0.79 per overall (with a strong overall downward trend)
 - \$0.86 for English-language posts
 - \$0.72 for Spanish-language posts
- \$13.61 per 1,000 unique individuals reached
- \$5.90 per 1,000 impressions

Brochures and Other Print Materials

- Developed 3 tri-fold brochures, each in English and Spanish, with the following themes:
 - Overview of services and regionalization
 - What to expect in court
 - Healthcare and childcare expenses
- Designed 2 print ads for local election booklets
- Designed flyer to promote office relocation

Search Engine Optimization, Guidance on Web Development, and Electronic Advertising (Outside of Social Media)

- Generated detailed report on existing website with strategies to optimize the site for search
- Initiated optimization process
- Outlined search engine marketing approach to follow completion of initial optimization work
- Provided feedback on proposal for geolocated display advertising through GymTV
 - Generated two sets of display ads for use in GymTV ads
 - Analyzed results from the first month of GymTV ads to support an assessment of cost-effectiveness

Additional Projects

- Provided suggested revisions to press release on Child Support Awareness Month
- Provided suggested revisions to script for internal video for Child Support Awareness Month

² Meta's analytics do not properly capture growth in Instagram followers.