



# California SEIU Developmental Disabilities Council

## 2015 First Quarter Update

### First Quarter Meeting

#### Lanterman Coalition - Budgetary Advocacy -

Catherine McCoy and David Mulvey have been representing the council on the Lanterman Coalition monthly meetings. We were successful this year in encouraging the Lanterman Coalition to adopt and promote a joint budget plan. Across the state we have been supporting the Lanterman Coalition 10% plan.



On January 23<sup>rd</sup> our ARC SF members worked in concert with Golden Gate Regional Center and other local service providers to put on a successful rally in San Francisco in support of the campaign. The rally was covered by local media including KTVU Fox, and KCBS Radio.

On March 4<sup>th</sup> we also participated in a large Lanterman Coalition Rally on the Capitol steps. Dave Mulvey was one of the speakers chosen to address the group.



Later that day our members attended and gave testimony at the Assembly budget sub-committee hearings. On March 12<sup>th</sup> our members attended and gave testimony at the Senate Budget Sub Committee.

#### California State Council on Developmental Disabilities – Employment First Committee.

Dave Mulvey continues to represent us on this committee that has a legislative mandate to look at ways to increase employment for persons with Developmental Disabilities.

#### Department of Developmental Disabilities Self-Determination Program Workgroup

Dave Mulvey also represents us on this group, and continues to consult with SEIU Local and International staff on organizing opportunities this program may present and how to best structure the program.

**Health and Human Service Department's Delivery Service Task Force:** Catherine McCoy represents us on the task force. The purpose of this group is to devise recommendations this/next fiscal year to present to Governor Brown to totally reform of the way services are delivered to people with Developmental Disabilities' in this State.

**Department of Developmental Disabilities Home and Community Based Service Advisory Group:** Catherine McCoy represents us in this group. This Advisory group is tasked with assisting/advising the Department of Developmental Services in moving the State's delivery service system into compliance with the Centers for Medicare and Medicaid Services Final Rule by 2019.

### **Department of Developmental Disabilities Director Confirmation Hearings**

Catherine McCoy provided testimony in support of the confirmation of the new DDS director.



### **ARC-UCP Legislative Policy Conference**

Catherine McCoy and Dave Mulvey represented us at this important policy conference and Dave Was asked to address the conference as part of a panel representing the Lanterman Coalition.

### **Lobby Day**

Our annual Sacramento SEIU DD Council meeting and Lobby Day is scheduled for April 19<sup>th</sup> and 20<sup>th</sup>. We have already confirmed several legislative appointments and hope to have more scheduled soon.

### **SEIU DD Council Website**

The council continues to update and maintain our public website at <http://seiudd.org/> And our members only groupsite where we recently posted wage surveys from DDS for all 21 of the Regional Centers.



# California SEIU Developmental Disabilities Council



## 2013/14 Annual Report

**Background:** The SEIU California Developmental Disabilities Council was formed in 2007 and is made up of direct support and regional center workers at our 19 DD agencies across the state. Prior to 2007, nearly all DD chapters in California were unified through a subcommittee of legacy Local 535. Since the formation of the “21” locals would result in breaking up Local 535, the hearing officer overseeing the process recommended the formation of “industry councils” to preserve the statewide coordination within an industry. The hearing officer specifically used the DD chapters as the example to justify this recommendation. This Council, through hard work and strategic planning by member leaders, has steadily increased our recognition as a leader in our industry. We are committed to increasing union density and improving the wages and conditions of workers in the field of Developmental Disability while supporting dignity, respect, and quality services to the people we serve.

**Power through Community Partnerships** Catherine McCoy and David Mulvey have been representing our council at the monthly Lanterman Coalition of DD Stakeholders meetings. We played a leadership role in moving the Lanterman Coalition to adopt and promote a unified budget plan -- For the first time in two decades. Working in concert with our Lanterman Coalition partners we made repeated visits with key legislators, their staff, and generated broad based community support for phone calling, letter writing and community rallies. We were successful in many of our aims including: funding for the minimum wage increases, adding funding for overtime for supported living providers, restoring cuts to Early Start services, and removing the prohibition on paying family



insurance deductibles for Autism services. Finally we convinced the Governor to initiate a stakeholder process led by the Department of Health and Human Services to evaluate funding methodologies for Regional Centers and Direct Service Providers

**Employment First Committee** - David Mulvey continues to represent the council as a member of the California State Council on Developmental Disabilities Employment First committee. With SEIU support, the Employment First Committee has successfully passed the Employment First legislation that the SEIU CA DD Council has been supporting for several years.

**Legislation** – Working closely with ARCA and Disability Rights California, we have been actively tracking and responding to legislative initiatives. Last Fall Governor Brown signed into law two bills the council was actively involved in crafting and supporting: SB 468 (Emmerson) on Self-Determination, & AB1041(Chesbro) Employment First Bill.



We have been actively engaged with the sponsor and author of AB 1089 Early Start - Foster Care Transfer bill to create a process that should be effective in minimizing the time to establish services in a new Regional Center after a foster care child in the Early Start moves to a new area.



The result was a much better bill and establishing the reputation of SEIU DD Council as a valuable partner in developing DD Related legislation.

We have opposed a number of bills that would have created additional unfunded workload for Regional Centers and service provider agencies.

### Communications

We have redesigned and updated the DD Council website [SEIUDD.org](http://SEIUDD.org). We have also created a grass roots coalition called Keep the Promise Coalition in an effort to build community support for quality services for persons with Developmental Disabilities. The coalition has its own website [keepthepromisealive.org](http://keepthepromisealive.org) and regularly communicates with its members.



**Organizing** - The council and its members continued to support organizing efforts in the DD Community. Organizing campaigns have included Mission Hope, California Autism Foundation, ARC of Amador & Calaveras, DDSO Sacramento and Stockton, and San Diego and Inland Regional Centers.

Legislation allowing Regional Center Clients to opt out of the traditional service delivery system in favor of an individual budget has been signed into law. We are currently working with the implementation taskforce to design a service model that includes the opportunity for new workers to choose a union voice.



## Lanterman Coalition 10 Campaign Strategic Plan Updated Plan March 20, 2015

### 2015 Members:

1. The Arc and
2. United Cerebral Palsy California Collaboration
3. Association of Regional Center Agencies
4. Autism Society of California
5. California Supported Living Network
6. California Disability Services Association
7. Family Resource Center Network of California
8. People First of California
9. Disability Rights California
10. Service Employees International Union.
11. Easter Seals
12. Cal-TASH
13. CA State Council on Developmental Disabilities
14. The Alliance
15. ResCo
16. Infant Development Association
17. California Respite Association
18. EducateAdvocate
19. California Association of Health Facilities

### What We're Asking For: A Roadmap to Stop the Current System Collapse

1. 10% across the board increase for the community services and regional center operations.
2. 5% annual COLA for out years until the rate structures are reformed.
3. Long term system reform focused on repairing the broken rate system.

***The 10% is not an end goal, the purpose for the 10% is to stop the current crisis from continuing to escalate and to begin to stabilize the community system.***

### Our 2015 Three-Pronged Approach

The Lanterman Coalition has been engaged this year in a three-pronged approach to stabilize the community system and stop what we refer to as the

collapse of the system. We are asking for a 10% across the board increase for community services and regional center operations, a 5% annual COLA in out years, and long term rate reform. Our approach this year is to (1) engage in lobbying efforts with the legislators and Brown Administration officials, (2) involve local groups and grassroots advocacy, (3) and to develop an ongoing communications infrastructure that encourages our community engage with themselves and with policy makers and provides us with opportunities to get our issues front and center with policymakers and their staff in a variety of social media and traditional media forums.

## **Lobbying Policymakers**

The top priority targets in phase one were the legislators and staff of budget and policy committees in Health and Human Services. There was a capitol briefing organized by ARCA to inform legislative staffers about the developmental services system and to make sure they understood the 10 campaign. In addition to the request for a 10% across the board increase, 5% COLA, and rate reform we make a few of the following points depending on their interests and priorities:

1. The Lanterman Coalition is in consensus regarding the scope and scale of the problem and are in agreement as to the need for a 10% across the board increase.
2. The Lanterman Coalition is diverse and represents all facets of the developmental disabilities community.
3. Today we spend 10% less per person in community services than we did in 2007 (adjusted for inflation), the rates (which have been frozen for over a decade) are based on either cost statements for day programs from 1991 or on a 1990 service model for community residential services. The rates don't connect to the realities of the costs of providing services.
4. There have been over 50 changes to the Lanterman Act all made with the intention of saving money. Some of these cost regional centers and providers more money to implement or reduced or eliminated services for people with disabilities and families.
5. No service and no subgroup in our community has done well during the recession and even the best funded parts of the system are in a really bad condition, the others are doing even worse.
6. Over a billion dollars were removed during the recession which was a dramatic divestment from this community.
7. Larger well established community organizations were able to take in people to their programs when the small and midsize programs went out of business or shut down programs but today these programs are reporting program closures and long waiting lists. The safety is now disappearing completely.
8. Developmental services supports people throughout their lifetimes that why there is a net caseload growth every year. As opposed to education who's budget are based on population cohorts
9. Millions of federal dollars were lost in years past because California was unable to meet the Medicaid ratio requirements for case management. Today we are not meeting the ratios required.

10. Developmental Centers should close, it's an outdated model that we would not build today. Half million dollars per person savings could go towards the needed investment in community services.
11. Most adults live at home with their family (93,000 live at home with aging caregivers) the major divestment from community services adds to the strain on caregivers and increases isolation violating the ADA.
12. We leave the report "On the Brink...", each of the talking points by the Lanterman Coalition, lead them to [Lantermancoalition.org](http://Lantermancoalition.org), and encourage them to follow us on twitter, like us on facebook, and check out the videos on our YouTube channel.

### **Targeted list of Leadership for Disability impact (Lobbyist targeted list):**

#### **Phase One Targets**

- ✓ Senate Bob Huff
- ✓ Assembly Bonta, Rob
- ✓ Assembly Brian Jones
- ✓ Assembly Chiu, David
- ✓ Senate Fran Pavley
- ✓ Senate Jeff Stone
- ✓ Senate Jim Beall
- ✓ Assembly Jones, Brian
- ✓ Assembly Kansen Chu
- ✓ Assembly Shannon Grove
- ✓ Assembly Thurmond, Tony (Chair)
- ✓ Senate Mitchell, Holly (Chair)
- ✓ Senate Monning, William
- ✓ Senate Stone, Jeff
- ✓ Senate Berryhill, Tom (Vice-Chair)
- ✓ Senate Hancock, Loni
- ✓ Senate Liu, Carol
- ✓ Senate McGuire, Mike (Chair)
- ✓ Assembly Chad Mayes
  
- ✓ **Staff**
- ✓ Senate Kirk Feely
- ✓ LAO Rashi Kersawani
- ✓ Senate Peggy Collins
- ✓ Assembly Jazmine Hicks
- ✓ Assembly Nicole Vasquez
- ✓ Senate Jen Troya
- ✓ Assembly Gail Gonnet
- ✓ Assembly Julie Souliere

#### **Phase Two:**

The top priority targets in phase two are the known and potential members of the upcoming Budget Conference Committee. The \* denotes those Members that will be on the Conference Committee for sure, the others are potential Members (we

are likely to add more names to the list over time). The goal is to complete these meetings by the end of April.

### **Phase Two Targets**

- Senator Mark Leno
- Assembly Melissa Melendez
- Senator Jim Nielsen
- Assembly Dr. Shirley Weber
- Assembly Frank Bigelow
- Assembly Richard Bloom
- Assembly Jimmy Gomez
- Senator Loni Hancock
- Senator Ricardo Lara

#### *OTHER LEGISLATORS:*

- Assembly Mark Stone
- Senator Marty Block
- Assembly Jim Frazier
- Assembly Mike Gipson
- Senator Jerry Hill
- Senator Ben Hueso
- Assembly Jacqui Irwin
- Senator Connie Leyva
- Senator Carol Liu
- Assembly Kevin Mullin
- Assembly Adrin Nazarian
- Assembly Kristin Olsen
- Senator Richard Pan

### **Staff**

- Finance
- LAO Shawn Martin
- Assembly Myesha Jackson
- Assembly Mary Bellamy
- Senate Mareva Brown

### **Phase three:**

In Development...

### ***Grassroots and other Local Group Engagement***

So far this year we have worked with the San Diego Provider Network, the Los Angeles provider group, and the California Service Advisory Committee Chairs (CASACC) as our outreach to coordinate efforts with local groups. In addition to connecting with two well established local group in metropolitan regions we also have monthly meetings with the CASACC which is a group of representatives



from the regional center vendor advisory committees giving us a complete reach into all local provider groups statewide. Families and people with disabilities are organized locally in grassroots groups by The Arc California, Autism Society of California, Family Resource Center Network of California, People First of California, and EducateAdvocate. Local and conference presentations have been made to The Arc Bakersfield, New Advances for People with Disabilities, The Arc Taft, The Central Valley Regional Center Vendor Advisory Committee, CDSA Central Valley Caucus, East Bay Developmental Disabilities Coalition, UC San Francisco Developmental Disabilities Conference, Sacramento DD Council, Statewide Self-Advocacy Network, 8<sup>th</sup> Annual DD Public Policy Conference, and others. The biggest single event so far was the Rally just prior to the first budget hearing. Over 400 advocates were in attendance, ARCA agreed to take lead on organizing, Jacquie Dillard's STEP program promoted the event locally and brought out the majority of advocates, The Arc brought advocates from Placer, Contra Costa, Alameda, Amador, and Calaveras counties, Will Sanford's Futures Explored brought advocates from Sacramento and the East Bay, and ARCA brought advocates from North Bay, San Francisco, East Bay, Alta region, and more. CSLN and CDSA brought member organizations from the region.

Finally a major ongoing activity for us in engaging the grassroots has been to focus on supporting the sign on letter by Senator Jim Beall, Jr. requesting a 10% across the board increase for our system. As of this date the following legislators have signed on:

1. Senate Jim Beall
2. Senate Carol Liu
3. Senate Lois Wolk
4. Senate Cathleen Galgiani
5. Senate Fran Pavley
6. Senate Andy Vidak
7. Senate Jeff Stone
8. Senate Joel Anderson
9. Senate Tony Mendoza
10. Senate Loni Hancock
11. Senate Jerry Hill
12. Senate Robert Hertzberg
13. Senate Marty Block
14. Senate Patricia Bates
15. Senate Mike Morrell
16. Senate Connie Leyva
17. Senate Bob Huff
18. Assembly Kansen Chu
19. Assembly Susan Bonilla
20. Assembly Jim Frazier
21. Assembly Katcho Achadjian
22. Assembly Das Williams
23. Assembly Catharine Baker
24. Assembly Brian Maienschein
25. Assembly Jacqui Irwin

26. Assembly	Luis Alejo
27. Assembly	Brian Jones
28. Assembly	Mark Stone
29. Assembly	Matt Dababneh
30. Assembly	Shannon Grove
31. Assembly	David Hadley
32. Assembly	Marie Waldron
33. Assembly	Mike Gatto
34. Assembly	Rudy Salas
35. Assembly	Bill Dodd

## **Communications Plan**

### **Tasks/Tactics 5.1**

- ✓ Create professionally designed materials to support the messaging associated with the above strategies & tactics and make available to all Lanterman members.
- ✓ Set up and manage a web presence that will hold all data, reports, coalition information, and action alerts.
- ✓ Set up and manage a social media infrastructure that engages advocates and drives traffic to the website. Create: YouTube Channel, Twitter Account, Facebook, Online petition, and utilize coalition member networks.
- ✓ Solicit commitments from coalition members to fund a media consulting firm.
- ✓ Determine what the work plan would be for the consulting firm and be strategic in targeting specific media outlets in key political regions.
- ✓ Try to use the concept of “ten” in as many materials as practical.
- ✓ Decide which materials and/or what campaigns require targeted or adapted communication messages and identify who will take the assignment
- ✓ Possibly explore how re-shape a campaign specifically focused on the important issue(s) for consumers and for families. This may need to be a special workgroup.
- ✓ Create a Master Calendar placed on everyone's website.
- ✓ Decide what other activities require and/or can benefit from professional Communications teams - Rally activity, Press Release, Letters to the Editor, opportunities to respond and participate in news stories, i.e. of all activity supported throughout the state when and where do we need to maximize use of specialized expertise and be specific about the expertise requested.
  - Create videos for social media campaign – by April 15
  - Call to Action materials
  - Social Media Training for Coalition Members April 10

### **Social media Campaign**

- ✓ Create Hashtag for Twitter #KeepThePromise
- ✓ Creative messaging ad theme
- ✓ Launch social media ads on facebook/rtumble/twitter
- ✓ Facebook page for Lanterman Coalition
- ✓ Update website

- ✓ What about Instagram (maybe – Dwight?)
- ✓ Twitter (yes- Tony/PR Team), YouTube (Jacquie and Tony?/PR Team)
- ✓ Constant Contact and other email services (everyone), etc?
- ✓ Do online petition (yes – Tony)
- ✓ People who are already doing social media will continue doing it...
- Constant Contact/other email services (still need inventory list)
- Expand social media ad buys to CMR, Nooner, Facebook

#### **A Public Relations/Promotional Plan**

- Steering Committee – We need to better involve this committee as a *small and readily available rapid response committee*.
- ✓ First: Beal letter
- ✓ Second Beal Letter – ARCA, The Arc CA
- ✓ One page Lanterman Coalition letter: Tony (December letter), Daniel (February letter)
- ✓ On-line petition - Tony
- Legislative invites to come-meet and see what we do and why it is important (what is the status?)
  - Providers
  - Regional Center
  - Consumers
  - Families
- Tool Kit for use by advocates
  - Local advocacy (*Do you have great local stats? What else should the toolkit include?*)
  - Statewide advocacy
  - Media kit on website (Drop Box) *by March 30*
- Letters to editor (launch in targeted districts mid April)
  - Newspaper
  - Steve Miller – has developed major connections.
  - On-line newspapers
- Facebook include addresses to legislators and editors
  - [www.leginfo.ca.gov](http://www.leginfo.ca.gov)
- ✓ Messaging
  - #KeepThePromise  
Keeping choice alive; self-determination themes; guaranteeing self-determination; keeping families together.
  - Self-Advocates:
  - Service Providers:
  - Legislators:

#### **Review Other Tasks/Tactics: Facts and Data**

- ✓ The Association of Regional Center Agencies (ARCA) is currently working on a report that will (1) Examine the California fiscal efforts

compared to other states for developmental services, and (2) analyze and compare the rates of similar services across states.

- ✓ ARCA is conducting a questionnaire survey of the regional centers on the fiscal impact to services and closures of programs and any creative financing solutions to support people with complex needs.
- ✓ The Arc of California is producing a report on poverty and developmental disabilities as part of a larger report by the CCLTSS on Poverty and Seniors and People with Disabilities. 1<sup>st</sup> Step complete initial "Talking Point on Poverty and Our Community".
- The Arc and United Cerebral Palsy California Collaboration will Produce a Full Report on Poverty and Developmental Disabilities to be released just prior to the May Revise. *Do you have a date for this?*
- ✓ The Research and Training Center on Community Living from the University of Minnesota, has produced a new resource on poverty and people with developmental disabilities. Post on the research section of the website.
- We can use the National Core Indicators data to focus on some areas that stand out. Report will be released to the public in early April.
- ✓ Search and gather in one place additional data to verify claim: research section of the website.
- ✓ Create a plan for how to utilize factual materials. The lobbying efforts include factual "Talking Points" with legislators, administration officials, staff and other policymakers.
- ✓ Involve Communications professionals in crafting materials to simplify key messages linked to research based proofs as provided in the above source documents. *See Communications plan...*
- ✓ Create a specific action plan to each target audience identified. *On the website...*
- ✓ Create ways to host data for easy access by others who want to use the information. *On the website...*
- ✓ We should use The Arc California survey monkey account to ask advocates "what's the most important benefit a 10% investment would make" or why is it important to them to stop the trend of system collapse.
- ✓ We need stories, data without stories will be useless. We need a report of many stories that reflect the current "tipping point" events that are now happening.
- The Task Force on the Developmental Services (System) chaired by Diana Dooley to work towards a long term plan for rate reform, this is ongoing within a year or two.
- ✓ Materials to be developed: Tony, Eileen; slogan/message (create 3 optional slogans); develop a Lanterman Coalition letter built pm the Beall letter-ready for approval at the next Lanterman Coalition meeting (next week?)
- Create a master calendar-place on website. Purpose – coordinating efforts in the capital and in the local communities. Use as a way for the Lanterman Coalition members to know what is going on and to collaborate/not duplicate or crowd out the effort.
- ✓ Create a master email list – use for information dissemination. Form of communication to be determined I. e. email blasts, newsletter.