

**County of Monterey  
 Template for Boards, Committees and Commissions (BCC) Annual Report  
 to the Board of Supervisors  
 FY21-22**

The purposes of an Annual Report are to:

- 1) Bridge the gaps between the organizations who are doing work on behalf of the residents of our County and the Board of Supervisors (BoS) who are responsible for making the policy decisions. These reports will serve as an annual opportunity for organizations to advise and inform the BoS, and a chance for the BoS to provide direction to the organizations.
- 2) Increase the transparency and accountability of County Government. These reports will provide organizations with an annual opportunity for self-reflection, celebration of accomplishments, and planning for the future. Sharing this annual self-report with the public will increase awareness and understanding about the different functions of County Government.

This form is intended to be used as a template to help provide the priority categories of information to be reviewed by the Board of Supervisors. The annual report is considered a collective overview through the Boards, Committees and Commissions (BCC) group consensus prior to identifying goals and accomplishments achieved. This annual report template serves as a guide to assist with synthesizing the annual update within approximately five to ten (5-10) pages. Please indicate whether another format and/or supplemental supporting documents are necessary.

**ORGANIZATION INFORMATION**

Name of Organization (and any AKA): Monterey County Children and Families Commission dba First 5 Monterey County

Mailing address: 1125 Baldwin Street, Salinas, CA 93906

Officers (Name and Title): Commissioners

Executive Committee:

1. Chris Lopez (Chair), Supervisor, Monterey County Board of Supervisors, District 3
2. Caryn Lewis (Vice-Chair), Assistant Superintendent of Educational Services, Monterey County Office of Education (Community Member)
3. Cristina Sotelo (Secretary), Therapist, (Community Member)

Additional Commission Members in alpha order:

4. Katy Eckert, Director of Behavioral Health, Monterey County Behavioral Health
5. Lori Medina, Director, Monterey County Department of Social and Employment Services
6. Julia Pederson, MD, Pediatrician, Pediatric Group of Monterey – Stanford Children’s Center (Community Member)
7. Julie Drezner, Retired, Community Foundation for Monterey County (Community Member)

Type of Organization:

- |  |  |
|--|--|
| <input type="checkbox"/> Board                 | <input type="checkbox"/> Collaborative                   |
| <input checked="" type="checkbox"/> Commission | <input type="checkbox"/> Subject to Maddy Act            |
| <input type="checkbox"/> Council               | <input checked="" type="checkbox"/> Subject to Brown Act |

Staff Contact:

Name: Francine Rodd (Executive Director)

Phone/Email: 831-444-8549 / Francine@First5Monterey.org

Department: Not part of a County Department

**ORGANIZATION HISTORY and PURPOSE** (In this section please summarize [within one page or less] answers to some or all of the following as it relates to the BCC);

8. Describe your organization’s history. When/how/why was your organization formed?

First 5 Monterey County (F5MC) was established by the Monterey County Board of Supervisors on December 8, 1998, as a result of California voters passing Proposition 10 on November 3, 1998. Prop 10: *The California Children and Families First Act*, levied a 50-cent per pack tax on tobacco products. Twenty percent of the revenue is distributed to the State Commission and 80 percent of the revenue is distributed to County commissions based upon birth rates in the County. The F5MC Commission is charged with ensuring that Proposition 10 revenues are directed toward programs that will make a difference in the lives of children, from the prenatal stage through age 5, and their families/caregivers. Funding priorities are decided locally with community organizations and community members.

## **9. Summarize the mission and/or purpose of your organization.**

Attachment 1 at the end of this document provides an overview of our Strategic Plan Framework. The components include:

### VISION

All children reach their unique potential in a family and community that values, respects, and invests in early childhood.

### MISSION

We enrich the lives of children, prenatal through age five, and their families by strengthening connections and advancing quality within a whole system of care and support.

### IMPACT AREAS AND GOALS

1. Well-being: Goal: Children are physically, mentally, socially, and emotionally healthy.
2. Strong Families: Goal: Parents and primary caregivers are well-informed and capable of supporting their children.
3. Quality Early Childhood Services: Goal: Families have access to quality early childhood services that meet a variety of needs.
4. Integrated Systems: Goals: The early childhood development system is comprehensive, cohesive, and navigable.

### GUIDING PRINCIPLES

Equity Focused • Systems Innovators • Relationship Based • Reflective • Good Stewards

## **10. What problems, needs or issues does your organization address? How does your work address and/or change the underlying or root causes of the problem?**

In the first five years of a child's life, critical brain connections are made that shape lifelong learning. By age five, a child's brain has grown to 90 percent of that of an adult. Research shows that high-quality early childhood education provides up to a 14% return on investment. By investing in child care we have safer communities, better health care, and better education outcomes. How we nurture and support our children today will impact their future success in school and in life tomorrow.

These several years have highlighted how many employees are parents and need quality child care in order to stay in our workforce. According to the U.S. Chamber of Commerce Foundation, evidence suggests that child care's effect on workforce participation, productivity, and businesses' bottom line is more significant than previously recognized. Ensuring healthy child development, therefore, is an investment in the County's current and future workforce along with the capacity to thrive economically as a society.

**In Monterey County (according to data reported by Bright Futures and Bright Beginnings):**

- **19%** of parents can afford full-time child care for one child 5 or under.
- **10%** of parents afford full-time child care for two children 5 or under.
- **18%** of age-eligible children were enrolled in Transitional Kindergarten.

The work of F5MC impacts societal factors at multiple levels: the child and their parents; the people who care for the child; the system of service provision; policy makers; and the community at large.

## **11. Describe your current programs and activities.**

In FY 2021/22, F5MC invested approximately \$7.9 million in local programs, training, and community events. With this investment, F5MC supported 19,250 young children, parents, caregivers, educators and child care providers. F5MC's funding was invested in areas that were identified by the community during the 2017-2023 Strategic Planning process.

F5MC's work is focused within five Core Roles to make a difference in the lives of young children and their families:

- **Champion Early Childhood:** Raising awareness and advocating for child-friendly policies and practices.
- **Make Connections:** Mobilizing people and resources.
- **Build Capacity:** Developing common understanding and effective services.
- **Fund the Work:** Investing in quality, coordinated services.
- **Evaluate Impact:** Tracking progress and supporting strategic decision-making.

F5MC's multiple roles recognize the interwoven relationships that exist between a child and their environment. Below is a list of the specific programs/strategies that fall under each core role.

### **CHAMPION EARLY CHILDHOOD**

- **Central Coast Early Childhood Advocacy Network:** A partnership with Santa Cruz, San Benito, and Monterey Counties to support individuals and organizations that advocate for policies and systems supportive of thriving families
- **Advocacy Training and Assistance for Community Partners**
- **Monterey County Community Outreach:** Free books and COVID-19 Outreach and Community Support

### **MAKE CONNECTIONS**

- **Bright Beginnings:** Monterey County Children's Council's collective impact initiative that aims to maximize community efforts to improve early childhood development outcomes through effective coordination, capacity building, empowerment, and strategic action for children and their families.

### **BUILD CAPACITY**

- **CARES:** provides educational counseling to early childhood education students and Hartnell College and Monterey Peninsula College
- **Infant-Family and Early Childhood Mental Health Training Series:** builds connections and common understanding among providers working in mental health, health care, early care and education, and other systems
- **Kit for New Parents:** resource of tips and educational materials for parents with children ages 0-5.
- **Quality Matters:** provides coaching and support for child care programs and educators in providing high quality early care and education to children and families in partnership with the Monterey County Office of Education
- **Technical Assistance to Child Care Centers:** provides Mental Health Consultation to child care center
  - Greenfield Union School District – Oak, Mary Chapa, and Vista Verde Preschool Programs
  - Community Action Partnership (CAPSLO) - Little Angels Child Development Center
  - Catalyst Kids - King City Migrant Child Development Center
  - Hartnell College Child Development Center
- **Capacity Building Trainings and Seminars** for community partners and F5MC Funded Partners

## FUND THE WORK – Early Childhood Collaboratives

- Early Childhood Collaboratives: connects families to resources through a network of local agencies serving young children and their families. Each of the five Collaboratives welcome any family with a child from the prenatal stage to age 5 living in the County. When parents come to a Collaborative location, staff listen and get to know a family first – they learn about the unique needs of each child and family. Once their needs are understood, specially trained staff support the family in finding, navigating and following up with community services and referrals. Collaboratives also offer services that may include parent-child playgroups, parenting classes, mental health counseling, and home visiting. Collaboratives are managed by:
  - Alisal Union School District
  - Castro Plaza Family Resource Center
  - MCSTART - Door to Hope in collaboration with:
    - Centro Binacional para el Desarrollo Indígena Oaxaqueño
    - Monterey County Probation Department: Child Advocate Program (CAP)
  - New Possibilities/Nuevas Posibilidades - GoKids, Inc. in collaboration with:
    - City of Salinas – Salinas Public Library
  - Pajaro Valley Prevention and Student Assistance in collaboration with:
    - Pajaro Valley Unified School District
    - Positive Discipline Community Resources
    - Door to Hope

## EVALUATE IMPACT

First 5 Monterey County's impact on the community is measured through evaluation and data collection efforts as a way to learn what is going well, including how lives are changing. Data collection helps our Funded Partners tell the story of their work and regularly reflect on how their services impact families.

### **12. Who is your constituency (be specific about demographics such as race, gender, ethnicity, age, sexual orientation and people with disabilities)? How are they actively involved in your work, and how do they benefit from your organization?**

According to Kidsdata.com, there are approximately 34,970 children age 5 and under in Monterey County. Our core programs are operated in Commission prioritized geographic areas. The prioritization was based upon the following community indicators: Median Family Income; School Academic Performance Index (API) Rank; Medi-Cal Funded Births; Birth Rate; 0-5 Population; Teen Births; Low Birth Weight; Late or Inadequate Prenatal Care; Children Under 5 on the Central Eligibility List; Substantiated Child Abuse; Existing Child Care Spaces; Mother's Education Level; Women, Infant, Children Enrollment; and Children Under 5 Medi-Cal Enrollment.

The following zones within each region of Monterey County have been selected as priority areas based upon the above community indicators: North County (Pajaro & Castroville); Peninsula (Seaside & Marina); Salinas (Salinas); and South County (Chualar, Gonzales, Soledad, Greenfield, King City, San Ardo, & San Lucas). While service centers/programs funded by F5MC are concentrated in these areas, children ages 0-5 and their families from throughout the County may access these services at any time. In addition, community-wide outreach is provided through programs and efforts funded within the Champion Early Childhood role where policy, advocacy, and community events are coordinated.

Funding decisions are made locally with involvement from the community. All F5MC Commission and Committee meetings are open to the public. Funded Partners are consulted on programs being provided and staff makes necessary adjustments based upon their input. In addition, F5MC is committed to strengthening parent/resident power and self-determination.

**GOALS** (In this section, please summarize [within one page or less] answers to some or all of the following as it relates to the BCC):

**13. What goals were set by the BCC for the previous year?**

The goals and strategic vision were set forth by the F5MC Commission in the Strategic Plan for 2017-2023. Key components of this plan are outlined below.

1. Funding to programs and services is implemented in a six-year funding cycle within the five core roles: Champion Early Childhood, Make Connections, Build Capacity, Fund the Work, and Evaluate Impact.
2. In order to be successful, F5MC focuses on cross-cutting Strategic Priorities that include:
  - a. Enhance access to resources, programs, and services through coordination, collaboration, and integration.
  - b. Inform, inspire, and facilitate the adoption of practices and policies that support early childhood development.

**14. What is the long-term strategic vision for your BCC?**

To achieve the long-term vision that all children reach their unique potential in a family and community that values, respects, and invests in early childhood, we need to ensure sufficient funding and cross-agency collaboration.

**ACCOMPLISHMENTS** (In this section, please summarize [within two pages or less] answers to some or all of the following as it relates to the BCC):

**15. Describe three major accomplishments of your organization (specifically from the previous year).**

Listed below are accomplishments for FY 21/22 based on the goals identified in the F5MC Annual Presentation to the Board of Supervisors FY 20/21:

1. Funding to programs and services is implemented in a six-year funding cycle within the five core roles: Champion Early Childhood, Make Connections, Build Capacity, Fund the Work, and Evaluate Impact. F5MC expanded funding in addition to that provided by Prop 10.
  - a. F5MC actively sought additional grants to supplement declining resources. Grant funds, for FY 20/21, totaling more than \$2.8 million were received from: Sunlight Giving, The Claire Giannini Fund, Monterey Peninsula Foundation, Monterey County Health Department, Monterey County Department of Social Services, Community Foundation of Monterey County, First 5 California IMPACT (for the Quality Rating Improvement System), First 5 California DLL (for the Dual Language Learner Pilot), First 5 California HV (for the Home Visiting Pilot), the California Endowment, and the Packard Foundation.
2. In order to be successful, F5MC focused on cross-cutting Strategic Priorities that include the following:
  - a. Enhance access to resources, programs, and services through coordination, collaboration, and integration.
    - i. 1,706 of children and parents received personalized connections to services, for example, speech therapy, mental health therapy, etc.
    - ii. Screened 1,057 children to improve children’s health and prevent learning delays
    - iii. 4,325 Covid-19 home tests distributed with partners
    - iv. Close to 16,000 free books distributed in the community
    - v. Over 3,000 Kits for New Parents distributed to parents

- vi. 533 children participated in a dual language learning program in English and Spanish
- vii. 653 parents engaged with early childhood educators in dual language learning program
- viii. Supported 524 Hartnell and MPC students to complete their early childhood education degree to address the teacher shortage
- ix. Trainings for 874 early childhood educators, child care providers and social service partners to ensure high quality service delivery to an estimated 7,000 children
- b. Inform, inspire, and facilitate the adoption of practices and policies that support early childhood development.
  - i. 500+ advocates supported through workshops, information sharing, and meetings with legislators
  - ii. Close to 150 parents trained on advocacy skills
  - iii. Hosted close to 70 advocates for state and federal legislative visits
  - iv. 6 Legislative asks supported by F5MC were enacted into legislation, including funding for paid family leave, expanded access for child care programs, and housing assistance for pregnant and new parents

**16. What accomplishment is your organization most proud of?**

The organization’s ability to stay authentic and centered on its guiding principles - equity focused, systems innovators, relationship based, reflective, and good stewards - while also staying child and family focused, is highly regarded throughout the state. Although equity has always been a guiding principle, F5MC has become more intentional and focused on adapting our work. Ensuring that our work focuses on the need for changes to the systems that are holding the problems in place has been extremely important. This past year, F5MC has participated in the Building Health Communities’ COLIBRI cohort and is using the ongoing learning model as a forum to shape the new F5MC 2023-2029 Strategic Plan. Throughout the year, volunteers from around the community have gathered on a regular basis to host focus groups, interviews, review existing reports and strategize about community needs for children 0-5 and their families. F5MC is proud of staying true to community voice and ensuring the Race, Equity, Diversity and Inclusion (REDI) shapes our policies and our programming.

**17. Describe three primary goals (specifically for the upcoming year).**

1. Secure sustainable funding to supplement steadily decreasing resources for the children and families supported by F5MC.
2. Focus on building systems connections through strong community relationships and a centering race, equity, diversity and inclusion.
3. Implement community-centered funding process for children and families of Monterey County for the next funding cycle scheduled to begin FY23/24.

**POLICY ISSUES:**

**Are there policy issues that you would like the Board of Supervisors to consider and/or be aware of?**

1. F5MC would like the Board of Supervisors to consider and be aware of the following:
  - a. There is a severe lack of child care in Monterey County. In the nation, the child care landscape has often been referred to as a crisis. Lack of child care affects our current workforce as parents cannot go to work without quality care. Children need quality early care experiences to have better social and health outcomes. The BOS could highlight and

support policies/legislation that:

- i. advocate for higher wages for child care educators
  - ii. advocate for an increase in child care spaces
  - iii. advocate for technical assistance, mental health training and capacity building for child care educators
2. There has never been enough funding to support needed early childhood services and supports. F5MC is prioritizing securing additional funding with the anticipation of declining revenue. F5MC has set up a stewardship fund at CFMC, partnered with state and county programming to secure more funding, and applied for grants from philanthropic organizations. Since its inception, F5MC’s major source of funding, Proposition 10, has declined by 47%. While the good news is that smoking has decreased, the challenge is that the decline in revenue has impacted F5MC’s ability to support children and families with First 5 funded services. F5MC has developed a Strategic and Long Term Financial Plan that reflects the declining Proposition 10 funding. Under the plan, F5MC is able to continue current levels of support and funding through FY 22/23. Unfortunately, this strategy has meant drawing from reserves, essentially depleting them. If First 5 is unable to obtain a new sustainable funding stream, it is expected that starting in July 2023, F5MC will need to cut \$2.5 million in expenditures per year. This equates to approximately 15,000 less children, families, and providers that will receive services -- more than a 40% reduction in services.
  3. F5MC annually works with the BOS Legislative Committee to ensure inclusion of local, state, and national policy efforts affecting children from the prenatal stage to age 5 and their families in Monterey County's Legislative Program.
  4. F5MC will continue to work with the Legislative Analyst Office to align support for state and federal legislation with Monterey County’s new Legislative Program.

**FISCAL SUMMARY:**

**18. What is the total budget for your organization (current year)? \$8,600,110 (FY 22/23)**

**19. Provide a summary of revenue.**

**20. Provide a summary of expenditures.**

Expenses for FY21/22 & FY22/23 are higher than revenue due to planned spending of reserves.

<b>REVENUE</b>	<b>Actuals FY 21/22</b>	<b>Budget FY 22/23</b>
Prop 10 Allocation	\$4,057,434	\$3,652,146
Investment Income	5,541	38,308
Other Revenue	3,447,463	2,540,464
<b>Total Revenue</b>	<b>\$7,510,438</b>	<b>\$6,230,918</b>

<b>EXPENDITURES</b>	<b>Actuals FY 21/22</b>	<b>Budget FY 22/23</b>
Programs & Services	\$6,523,430	\$7,080,413
Evaluation	\$525,845	720,440
Administration	\$807,249	799,257
<b>Total Expenses</b>	<b>\$7,856,524</b>	<b>\$8,600,110</b>

**21. Provide a narrative of the cost benefit of your organization. Explain any financial benefits experienced by the County as a result of this organization, any general fund expenses incurred by this organization, etc.**

1. The County’s General Fund incurs no expenses as a result of F5MC activities.

2. The County manages F5MC's Proposition 10 funds in an interest bearing, pooled trust account. The County draws a management fee from interest earned.
3. F5MC investments ultimately save the County money in special education, health, social service, mental health, and crime related costs. According to Nobel Laureate Economist Professor James Heckman, return on investment in quality early childhood programs is approximately 14% per annum. Investing in young children is an essential component for the development of a thriving local and national economy. Without an investment in early prevention and intervention, for those who face socioeconomic disadvantage, early gaps widen to become costly problems in a sizable group of children who are:
  - 40% more likely to become a teen parent
  - 50% more likely to be placed in special education
  - 70% more likely to be arrested for a violent crime





# Strategic Plan Framework July 2017 – June 2023

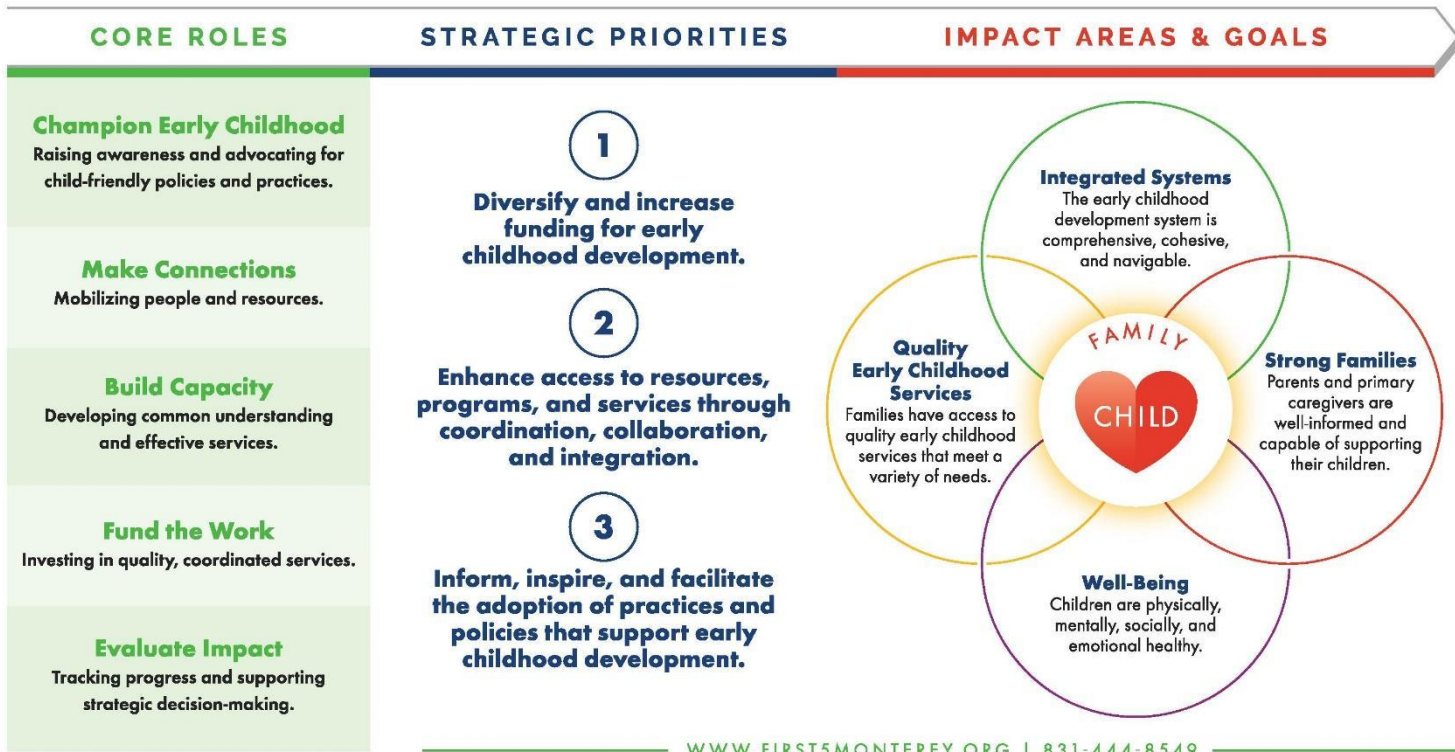
**VISION**  
All children reach their unique potential in a family and community that values, respects, and invests in early childhood.

**MISSION**  
Enrich the lives of children, prenatal through age five, and their families by strengthening connections and advancing quality within a whole system of care and support.



**GUIDING PRINCIPLES**

**Equity Focused • Systems Innovators • Relationship Based • Reflective • Good Stewards**



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