

County of Monterey
Template for Boards, Committees and Commissions (BCC) Annual Report
to the Board of Supervisors
FY20-21

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. Julie Drezner, (Vice-Chair), Retired, Community Foundation for Monterey County (Community Member)
3. Caryn Lewis (Secretary), Assistant Superintendent of Educational Services, Monterey County Office of Education (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. Cristina Sotelo, Therapist, (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);

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.

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

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?

The first five years of a child’s life are the building blocks for healthy development including physical health, educational achievement, economic success, and healthy communities. 90% of a person’s brain development occurs in the first five years. The quality of a child’s interactions and experiences have the ability to shape how they learn and navigate the world. Having responsive relationships with adults through supportive parenting, quality early childhood resources and services not only benefit a child, but their family and the community at large.

As the pandemic has underscored, 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.

Describe your current programs and activities.

In FY 2020/21, F5MC invested approximately \$6.46 million in local programs, training, and community events. With this investment, F5MC supported 22,270 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:** Shelter in Play Boxes, 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 the highest quality early care and education possible to children and families in partnership with the Monterey County Office of Education
- **Technical Assistance to Child Care Centers:** co-develops goals and strategies to enhance child care quality at child care centers, participants this year included:
 - Greenfield Union School District – Oak, Mary Chapa, and Vista Verde Preschool Programs
 - Mexican American Opportunity Foundation – Salinas Child Care Center
 - Salinas City Elementary School District – Boronda Meadows Preschool

- 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.

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?

There are approximately 35,965 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. The Make

Connections role also typically includes an Outreach Table at free, public events that have attendees' ages 0-5 during non-COVID times.

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 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):

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 three cross-cutting Strategic Priorities that include:
 - a. Diversify and increase funding for early childhood development Countywide.
 - i. Support the collaboration between local and regional funders to maximize access to available funds to direct service providers and other relevant participants in the system.
 - ii. Identify and coordinate opportunities to leverage additional state and federal monies with local monies.
 - iii. Identify and coordinate co-funding opportunities with early childhood development partners to maximize local monies across agencies and/or programs.
 - iv. Identify and solicit new funding streams, including public and private grants and dedicated funding streams, in a collaborative manner.
 - b. Enhance access to resources, programs, and services through coordination, collaboration, and integration.
 - i. Provide funding to support programs and direct services for under-resourced families in priority areas.
 - ii. Align workforce capacity building with current research, and best and emerging practices in early childhood development and learning theory.
 - iii. Build organizational capacity and scale for multidisciplinary care and service coordination.
 - iv. Collaborate with relevant early childhood partners and align systems.
 - c. Inform, inspire, and facilitate the adoption of practices and policies that support early childhood development.
 - i. Implement public communications and dialog opportunities to build the awareness and good will that leads to action, targeting key audiences.
 - ii. Survey the policy landscape, including awareness of the importance of early childhood.
 - iii. Promote community leadership and mobilization for parents and primary caregivers.
 - iv. Engage directly in policy change, on those policies that support the four impact areas, in coordination with the Bright Beginnings.

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.

1. 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. 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 means drawing from reserves, essentially depleting F5MC's savings account. 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.

2. In partnership with other individuals and organizations in Monterey County, F5MC serves as a thought partner and fiscal agent to implement the collective community vision outlined in the Bright Beginnings Strategic Framework. The long-term vision includes continued success for this cross-agency collective impact approach.

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):

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

For a more detailed account of accomplishments, refer to the First 5 Monterey County Community Annual Report FY 20/21. Listed below are accomplishments for FY 20/21 based on the goals identified in the F5MC Annual Presentation to the Board of Supervisors FY 19/20:

- 1) Secure sustainable funding to supplement steadily decreasing resources for F5MC.
 - 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.
 - b) F5MC also participate for the first time in the Monterey County Gives! Campaign raising more than \$30k dollars. The money raised went to the Early Childhood Equity Stewardship Fund at the Community Foundation for Monterey County. The Fund seeks to ensure that children of all races and socio-economic status reach their full potential, so that all children can thrive.
- 2) Implement Continuous Quality Improvement (CQI) approaches for all Commission activities, including the implementation of the Early Childhood Collaboratives.
 - a) During the 2017-2023 Strategic Planning process, F5MC asked families about raising young children in Monterey County. Many local parents and caregivers requested support in accessing parenting information and services in a coordinated way. F5MC began funding the Early Childhood Collaboratives to help connect families to resources. Collaboratives welcome families and a designated individual known as a Care Coordinator, helps them navigate services and systems. The Care Coordinator is their point person that helps them connect with different organizations and services including developmental screenings, play groups, and parenting classes, mental health counseling as well as additional parenting help and information.

F5MC and Collaborative Partners created shared protocols to ensure families' needs are thoroughly understood—especially for those families with complex needs. As part of continuous quality improvement, F5MC staff provides ongoing support to Collaborative

partners in developing and refining their protocols. When strong protocols work well, they lead to improved service delivery as demonstrated by this family's experience, "To get [my son] a therapist before I had [the support of the care coordinator], I had tried it so many times, and he would be seen for just the first time, but then for follow-ups, they never really had appointments, or they would reschedule. So, with [the care coordinator] reaching out [to] the right person and getting me to the right therapist for him. It really made a big difference."

- b) F5MC also partners with Monterey County Department of Social Services and Collaborative Partners to administer the CalWorks Home Visiting program. As part of the program, Collaborative Partners use a shared measurement system for case management, allowing F5MC and partners to track and learn from the data regarding best practices for outreach, home visits, developmental screenings and referrals. Over the past year, home visitors across the county have better aligned their data to improve services to families. After reviewing and reflecting, as part of the continuous quality improvement process, F5MC and Collaborative Partners recognized that some families could receive less intensive, immediate services before matching them with a home visitor. This approach allowed families to have their more immediate needs met and also stay connected for coordination of other services.
- 3) Focus on building systems connections through strong community relationships and centering race, equity, diversity and inclusion.
- a) Within the Champion Early Childhood role, F5MC aims to raise awareness and advocate for child friendly policies and practices.
 - i. F5MC led the way in creating a coordinated advocacy effort with Santa Cruz, San Benito, and Monterey County individuals and organizations to form the Central Coast Early Childhood Advocacy Network (Network). In October 2020, the Network hosted its first annual townhall with Congressman Jimmy Panetta in collaboration with Core Investments Santa Cruz. The discussion was centered on families, children and the community's collective recovery from the current economic, social and environmental challenges. With child care, education, health and racial equity at the forefront of the discussion, community members and experts unpacked systemic factors that hinder families' ability to thrive and explored how advocate voices promote positive and lasting change. The Network also hosted a series of advocacy workshops geared towards parents and advocates with a focus on advocating for children with special needs, establishing strong relationships with schools and improving public communication.
 - ii. 100% of F5MC staff participated in monthly race, equity, diversity, and inclusion (REDI) discussions through the Building Healthy Communities Towards a Racially Equitable Monterey County. As a result, F5MC has examined internal systems and advocated for the inclusion of REDI approaches in external systems. The organization is committed to integrating lessons learned in both external relationships and internal practices.

What accomplishment is your organization most proud of?

When Shelter in Place orders went into effect, F5MC and partners stepped up to ensure that essentials for children including diapers, wipes, and formula, were available to families that most needed them. As the pandemic continues, F5MC also continues to evolve to meet the needs of children and families. In order to continue opportunities to talk, read, sing, and play, F5MC partnered with MyMuseum and partners to distribute over 2500 Shelter in Play Boxes to families affected by quarantining and that were displaced by wildfires. F5MC also distributed gift certificates to wildfire evacuees in order to buy immediate supplies for their children and families. F5MC also worked with partners throughout the community, including non-profits, city governments, and churches, to distribute supplies including

wipes, PPE, masks and hand sanitizers. F5MC continued to respond to and adapt to meet immediate needs and services.

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.

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. Develop community centered strategic planning 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 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. The 2021-22 Monterey County Board of Supervisors Legislative Program Early Childhood Key Objectives were:
 - a. Support efforts to ensure that parents and primary caregivers are well-informed and capable of supporting their children physically, emotionally, mentally, intellectually, and financially. This can include preschool for all; increased opportunities and access to culturally relevant, trauma informed care, education and services; and timely and appropriate information to support families.
 - b. Support efforts to strengthen families' access to quality early childhood services that meet a variety of family needs. This can include early childhood workforce development; improved access to quality and developmentally appropriate early care; increased number of quality child care providers; and improved reimbursement rates for licensed child care providers with an emphasis on families with children ages birth to three.
 - c. Support efforts to ensure children are physically, mentally, socially, and emotionally healthy. This can include increased availability and access to overall health and well-being support like access to healthy food, affordable housing, trauma and special needs services; minimizing harmful environmental health risk factors, and child friendly work places.
 - d. Support efforts to ensure that the early childhood development system is comprehensive, cohesive, and navigable. This can include increased coordination, collection and sharing of data and best practices; increased coordination of wrap-around services and support for children and families; immigration reform that benefits children and families; and quality infrastructure development or improvement.
 - e. Support efforts to increase funding for early childhood development systems, programs, and First 5 Monterey County.
2. 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:

What is the total budget for your organization (current year)? \$8,566,427 (FY 21/22)

Provide a summary of revenue.

Provide a summary of expenditures.

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

REVENUE	Actuals FY 20/21	Budget FY 21/22
Prop 10 Allocation	\$4,211,162	\$3,365,563
Investment Income	74,979	86,246
Other Revenue	2,947,294	2,434,910
Total Revenue	\$7,233,435	\$5,886,719

EXPENDITURES	Actuals FY 20/21	Budget FY 21/22
Programs & Services	\$5,573,611	\$7,239,249
Evaluation	293,436	611,178
Administration	591,132	716,000
Total Expenses	\$6,458,179	\$8,566,427

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 13% 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:
 - o 40% more likely to become a teen parent
 - o 50% more likely to be placed in special education
 - o 70% more likely to be arrested for a violent crime



Strategic Plan Framework July 2017 – June 2023

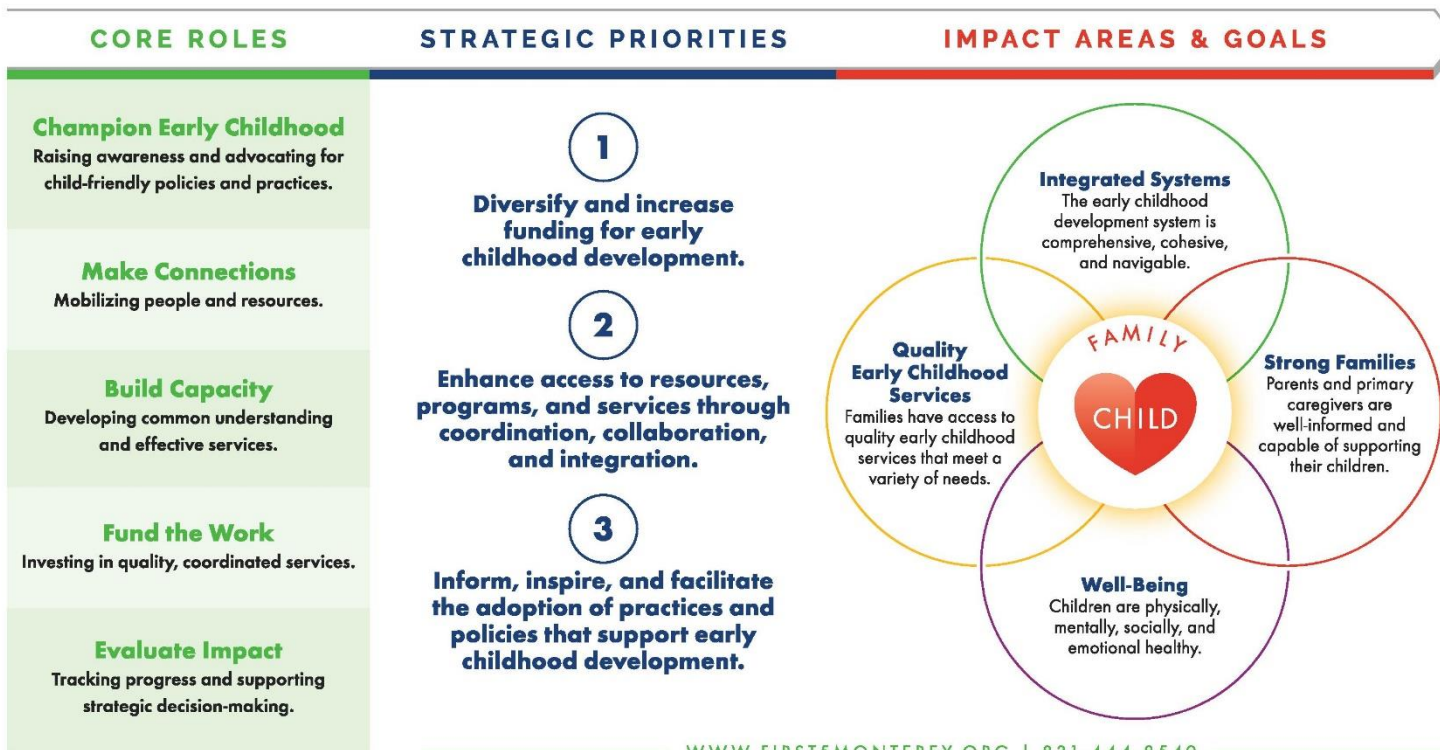
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