



Monterey County Board of Supervisors

168 West Alisal Street,
1st Floor
Salinas, CA 93901
831.755.5066

Board Order

Upon motion of Supervisor Salinas, seconded by Supervisor Adams and carried by those members present, the Board of Supervisors hereby:

Accepted the Fiscal Year (FY)2016-17 Annual Report from First 5 Monterey County (a.k.a. The Monterey County Children and Families Commission).

ACCEPTED on this 30th day of January 2018, by the following vote, to wit:

AYES: Supervisors Alejo, Salinas, Phillips, Parker and Adams

NOES: None

ABSENT: None

I, Nicholas E. Chiulos, Acting Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book 80 for the meeting January 30, 2018.

Dated: February 12, 2018
File ID: 18-042

Nicholas E. Chiulos, Acting Clerk of the Board of Supervisors
County of Monterey, State of California

By Denise Hancock
Deputy

County of Monterey
Template for Boards, Committees and Commissions (BCC) Annual Report
to the Board of Supervisors
FY16/17

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 five to ten (5-10) pages maximum. 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 also known as ***First 5 Monterey County***

Mailing address: 1125 Baldwin Street, Salinas, CA 93906

Officers (Name and Title): Commissioners

1. Simón Salinas (Chair), Supervisor, Monterey County Board of Supervisors, District 3
2. Julie Drezner (Vice-Chair), Retired, Community Foundation for Monterey County (Community Member)
3. Josefina Silva, (Secretary), Preschool Coordinator, Greenfield Union School District (Community member)
4. Elsa Jimenez, Director of Health, Monterey County Health Department
5. Elliott Robinson, Director, Monterey County Department of Social and Employment Services
6. Chris Shannon, Executive Director, Door to Hope (Community Member)
7. Jamie Valenzuela-Mumau, President/CEO, Coherent Educational Solutions (Community Member beginning 4/2016)

Type of Organization:

- ☐ Board
- ☐ Commission
- ☒ Council

- ☐ Collaborative
- ☐ Subject to Maddy Act
- ☒ 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. Funding priorities are decided locally with input from community organizations and community members.

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

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:
 - a. Goal: Children are physically, mentally, socially, and emotionally healthy.
- 2) Strong Families:
 - a. Goal: Parents and primary caregivers are well-informed and capable of supporting their children.
- 3) Quality Early Childhood Services
 - a. Goal: Families have access to quality early childhood services that meet a variety of needs.
- 4) Integrated Systems
 - a. 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?**

Research shows that a child's brain develops most dramatically in the *first 5* years of life. A child's ability to think, form relationships and reach his or her full potential is directly related to the synergistic effect of good health, good nutrition, appropriate stimulation, and social-emotional

development. What parents and caregivers do during those years to support a child's growth have a meaningful impact throughout the child's life.

Further, research also shows that children who receive the developmental support needed in early childhood are more successful in school, more competent socially and emotionally, and show higher verbal and intellectual development. Early interventions yield higher returns compared with remedial services later in life (including with older youth and adults). Policies that seek to remedy challenges later in life are much more costly than initial investments in the early years. Ensuring healthy child development, therefore, is an investment in the county's future workforce and capacity to thrive economically and as a society.

F5MC supports children from the prenatal stage through age 5 by serving five core roles in the community:

- 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. 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 2016/17, F5MC invested approximately \$7.14 million to support children and families through the funding of programs, training, and community events. **F5MC** supported **35,423** young children, parents, caregivers, educators and child care providers with that investment. **F5MC** also funded the following ongoing programs in three core investment areas identified by the community during the 2007-2017 strategic planning process: Parenting Development; Access to Quality Early Care and Education; and Mental and Physical Health (listed below).

Parenting Development

- ACTION: *Parents as Teachers*
- Alisal Union School District: *Alisal Community Healthy Start Family Resource Center*
- Binational Center for the Development of Oaxacan Indigenous Communities: *Xi'na Navali /Nacoa Snia - Niños Primero*
- City of Salinas—Salinas Public Library: *Read, Grow & Play*
- Easter Seals Central California: *Strengthening Special Families*
- Kinship Center-A Member of the Seneca Family of Agencies: *Parenting Education Programs*
- Monterey County Health Department: *Teen Parenting Program*
- Monterey County Office of Education: *Dads in Action*
- Monterey Peninsula Unified School District: *Cabrillo Family Resource Center*
- North Monterey County Unified School District: *Castro Plaza Family Resource Center*
- Pajaro Valley Unified School District: *Pajaro Healthy Start Family Resource Center*
- Soledad Adult School: *Parents as Teachers Born to Learn Program*

Access to Quality Early Care and Education

- Chualar Union School District: *Technical Assistance to Child Care Centers*
- Community Action Partnership of San Luis Obispo, Inc.: *Technical Assistance to Child Care Centers*
- Continuing Development, Inc.: *Technical Assistance to Child Care Centers*
- Gonzales Unified School District: *Technical Assistance to Child Care Centers*
- Greenfield Union School District: *Technical Assistance to Child Care Centers*
- Mexican American Opportunity Foundation: *Technical Assistance to Child Care Centers*
- Monterey County Office of Education: *Transitional Kindergarten support to 30 classrooms in 13 school districts in priority areas throughout county and the Quality Matters program (implementing the QRIS—Quality Rating and Improvement System)*
- First 5 Santa Cruz: *Summer Pre-K Academy (F5MC funded the schools in Monterey County)*
- Go Kids, Inc.: *Apoyando a Los Niños es su Casa (Family, Friend, and Neighbor Caregiver Technical Assistance Program)*
- A collaboration between Hartnell College, Hartnell College Foundation, Monterey Peninsula College (MPC), MPC Foundation, and Praxis Consulting: *Comprehensive Approaches to Raising Educational Standards (CARES)*

Mental and Physical Health

- Door to Hope: *MCSTART*
- Kinship Center-A Member of the Seneca Family of Agencies: *Mental Health Programs*
- Go Kids, Inc., and others: *Nuevas Posibilidades (Special Needs Initiative)*
- Monterey County Health Department, Behavioral Health: *Secure Families*
- Monterey County Probation Department: *Child Advocate Program (CAP)*
- Pajaro Valley Prevention and Student Assistance, Inc.: *Para Los Niños/Na Vali Program*

Other investments were made in following areas:

- Community Education (one-time community event funding, free book distribution, and the promotion of the *Kit for New Parents*.)
- Capacity Building (Infant Family Early Childhood Mental Health training series, Child Care Seminar, and Packard Playgroup support)
- Staff and financial support for Bright Beginnings (previously known as the Early Childhood Development Initiative) of the Monterey County Children's Council.

- **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?**

F5MC funded programs target families that are most in need throughout Monterey County. The population served by *F5MC* has lower educational levels than the general Monterey County population. Of parents participating in *F5MC* programs, 61% have less than a high school education and less than 20% who do graduate have any formal education after high school. This contrasts with 36% of mothers who gave birth in the general Monterey County population with less than a high school education in 2013.

Our core programs are operated in Commission prioritized geographic areas. The prioritization was based upon the following community indicators: Median Family Income; School 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; Mothers Education Level; WIC 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 highest need: North County (Pajaro, Castroville); Peninsula (Seaside); Salinas (Salinas); and South County (Chualar, Gonzales, Soledad, Greenfield, King City, San Ardo, and 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 those services at any time. In addition, community-wide outreach is provided through programs funded in the policy and community event focus areas and by the *Kit for New Parents*, which is available to all parents in the county.

Funding decisions are made locally with input from the community. Families provide input on service provision via surveys conducted by the service providers. Some service providers also have parent advisory committees. All **F5MC** Commission and Committee meetings are open to the public. Funded Partners are surveyed on an annual basis to receive their input on support and programs being provided and staff makes necessary adjustments based upon their input. Funded Partners also participated in Learning Circles and I-ACT (Inter-Agency Collaborative Team) meetings to increase knowledge about local services, deepen relationships, and provide input into decision-making.

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 are set forth by the **F5MC** Commission in the Strategic Plan for 2007-2017. The strategic focal areas follow:

1. Funding to programs and services is in four-year cycles.
2. Funding within the four programmatic areas (beginning in FY 2011-2012) as follows:
 - *Parenting Development*, defined as programs that maintain relationships with parents to build their knowledge, skills, and confidence in parenting as well as their ability to access resources to assist their family. Because the brain grows the fastest in the early years, parenting development efforts will be primarily focused on parents with children from the prenatal stage to age 3, but not exclusive of children ages 4-5.
 - *Access to Quality Early Care and Education*, described as programs that enhance early educator professional development and education and program quality in a variety of child care venues.
 - *Children are Mentally and Physically Healthy*, defined as programs offering a *coordinated system of screening, assessment, and support* for children with special needs and therapeutic services serving children affected by trauma, alcohol, or other drug use.
 - *Advocacy* efforts to impact public and employer policies related to improving the availability and accessibility of quality child care, family support services, and health services.

○ **What is the long term strategic vision for your BCC?**

1. Prioritizing funding with the anticipation of declining revenue. Due to declining smoking rates that result in decreased revenue and declining reserves, expenditures are expected to be reduced in the funding cycle that begins in FY17/18.

2. Coordinating community partnerships and grantmaking processes that identify the specific partners and agencies that will be funded. The framework for making funding decisions integrates four types of funding streams:
 - Jointly-funded by First 5 California or other funders and **F5MC**
 - Long-term funding (multi-year programs)
 - Short-term funding (one-year community-based programs responding to emerging opportunities)
 - One-time event funding (support for specific community events)

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).**
 1. Continue implementing the three programmatic areas the Commission selected as the long-term focus of funding: *Parenting Development*; *Access to Quality Early Care and Education*; and *Children are Mentally and Physically Healthy*.
 - Within the ‘Parenting Development’ program area, one of the goals was to continue to help parents nurture strong connections with their child and community. Through playgroups, parenting classes, and home visiting programs, parents understand their child’s unique development and nurture a strong parent-child bond with positive day-to-day interactions. Parents develop knowledge, confidence, and abilities that support their child’s success in learning, communication, and relationships. Programs also connect families to local resources. Parents participating in First 5 Monterey County funded programs saw strong improvements in parenting skills: 1) **8 out of 10** parents indicated improvement in their confidence of helping their child learn; 2) **9 out of 10** parents indicated improvement in their knowledge of how their child was growing and developing; and 3) **8 out of 10** parents indicated improvement in the amount of activities they do together with their child.
 - Within the ‘Access to Quality Early Care and Education’ program area, one of the goals was to continue strengthening the ability of caregivers (both licensed and informal family, friend, and neighbors) as well as other service providers to provide children with increased quality care and early learning opportunities. F5MC has mobilized and supported many activities in this area including:
 - a. Catalyzing the support for the establishment of a Quality Rating Improvement System through a partnership to launch Quality Matters through the Monterey County Office of Education. Through the support of F5MC, Quality Matters has the highest rate of participating family childcare providers in the state of California.
 - b. Continued technical assistance to child care centers and deeper engagement in reflective practice for child care providers (both licensed and informal family, friend and neighbors).
 - Within the ‘Children are Mentally and Physically Healthy’ program area, one of the goals was to provide educators and service providers across multiple disciplines with the knowledge and ability to support children ages 0-5 and their parents. There was a significant increase in the number and breadth of participants in the Infant-Family Early Childhood Mental Health (IFECMH) Training Series. Early childhood educators and service providers need a specialized knowledge base to provide high-quality, developmentally appropriate services to young children and their families. Leading experts in this field have clarified the knowledge, skills, and competencies necessary to provide services that are informed by the knowledge of

social-emotional principles and mental health needs. **F5MC**, in collaboration with WestEd Center for Prevention and Early Intervention and The Early Intervention Services Department of UCSF Benioff Children's Hospital Oakland, designed an intensive IFECMH training series open to a broad range of practitioners and early educators in Monterey County. The trainings support a family-centered, culturally and developmentally appropriate, relationship-based approach for serving young children and their families. Currently 123 participants ranging from Probation Department employees to child care providers and mental health clinicians are participating in the intensive training. Through the FY 16/17 training series, **90% of participants** increased or deepened their knowledge of how to work with children and families as a result of the IFECMH training series and a majority of participants applied some of the knowledge learned from IFECMH trainings to expand ways in which they work with children and families.

2. Implement the F5MC Strategic Plan to identify the long-term focus of the Commission for FY17/18-FY22/23.

On June 27, 2016, the Commission adopted the Strategic Plan Framework for July 2017-June 2023: Strengthening Connections and Advancing Quality in Early Childhood Development. The new Strategic Plan Framework emphasizes care coordination and support to bring about lasting results. A copy of the one-page framework summary is attached (Attachment 1). Commission and staff spent FY 16/17 developing a framework to create five Integrated Service Collaboratives—referred to here as Collaboratives—help connect families to resources by providing child development screenings, parenting information, and services to children prenatal through age 5 and their families. They can also help families with referrals and assist with coordination of services. The 5 leads for the Collaboratives are: Alisal Union School District, GoKids, Inc, Door to Hope, North Monterey County Unified School District, and Pajaro Valley Prevention and Student Assistance.

3. Focus on advocacy and systems change at the programmatic and state level in ways that bring the importance of focusing on quality early learning opportunities to light.
 - Connecting additional funding to early childhood services and programs. As F5MC funds decrease, efforts have been made to connect additional funding to services. For instance, the Monterey Peninsula Unified School District (MPUSD) has strengthened their work with early childhood through attending trainings for Abriendo Puertas expansion. MPUSD, Soledad Unified School District and Gonzales Unified School District found additional funding to prioritize the continuation of playgroups in their area.
 - Through a partnership between Bright Beginnings and Bright Futures, F5MC help found the Early Childhood Development Advisory Group to provide guidance and support on the strategies and approaches implemented within the community Early Childhood Development Goals (Early Care and Education and Kindergarten Readiness) by sharing expertise and insights, making recommendations, and connecting relationships and resources. The group is made up of local and regional early childhood education thought leaders, providers, planners, and parents.
 - At the state legislative level F5MC co-sponsored AB 300 (Caballero) - Child care and development services: individualized county child care subsidy plans. Currently, the bill sits on the Governor Brown's desk. If passed AB 300 will give Monterey, San Benito, and Santa Cruz Counties local control to help more families with young children access affordable, quality child care. The BOS Legislative Committee sent in letters of support during the legislative session.

○ **What accomplishment is your organization most proud of?**

In FY 16/17 **F5MC** focused on our core roles as:

- 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.

By intentionally and strategically participating in countywide initiatives as well as continuing to provide training and direct services to caregivers and providers, **F5MC** strived to maximize available resources, time, and talent. As noted in 1 above, several outcomes were also achieved.

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

1. Continue implementing the four programmatic areas the Commission selected as the long-term focus of funding: *Strong Families, Quality Early Childhood Services, Well-Being, and Integrated Systems*.
2. Create and implement a funding process for Integrated Service Collaboratives, identified as a long-term focus of funding by the Commission within the July 2017-June 2023 Strategic Plan Framework.
3. Focus on advocacy and systems change at the state and programmatic level in ways that bring the importance of focusing on quality early learning opportunities to light.

POLICY ISSUES:

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

- **F5MC** annually works with the BOS Legislative Committee to ensure inclusion of local, state, and national policy efforts affecting children ages 0-5 and their families in Monterey County's Legislative Program. The 2017-2018 Monterey County Board of Supervisors Legislative Platform Early Childhood Key Objectives are:
 - Support efforts to ensure that parents and primary caregivers are well-informed and capable of supporting their children physically, emotionally, mentally, intellectually, and financially (e.g. preschool for all, Increase opportunities and access to culturally relevant, trauma informed care, education and services, along with timely and appropriate information to support families,).
 - Support efforts to strengthen families' access to quality early childhood services that meet a variety of family needs (e.g. early childhood workforce development, improved access to quality and developmentally appropriate early care, increase number of quality childcare providers, improved reimbursement rates for licensed childcare providers) with an emphasis on families with children ages birth to three.
 - Support efforts to ensure children are physically, mentally, socially, and emotionally healthy (e.g. increased availability and access to overall health and well-being support: healthy food, affordable housing, trauma and special needs services, minimize harmful environmental health risk factors, child friendly work places.
 - Support efforts to ensure that the early childhood development system is comprehensive, cohesive, and navigable (e.g. increase coordination, collection and sharing of data and

best practices, increase coordination of wrap-around services and support for children and families, immigration reform that benefits children and families, quality infrastructure development or improvement).

FISCAL SUMMARY:

- What is the total budget for your organization (current year)? **\$6,498,983 (FY 17/18)**
- Provide a summary of revenue.
- Provide a summary of expenditures.

Expenses are higher than revenue due to planned spending of reserves.

REVENUE	Actual FY 16/17	Budget FY 17/18
Prop 10 Allocation	\$4,146,574	\$3,610,521
Investment Income	115,391	83,326
Other Revenue	1,418,885	1,172,637
Total Revenue	\$5,680,850	\$4,866,484

EXPENDITURES	Actual FY 16/17	Budget FY 17/18
Programs & Services	\$6,085,187	\$5,408,983
Evaluation	328,128	490,000
Administration	730,505	600,000
Total Expenses	\$7,143,821	\$6,498,983

- 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 general fund incurs no expenses as a result of **F5MC**.
 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 later 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 7-13% per annum. Investing in young children is an essential component for the development of a thriving local and national economy. Without an early investment in prevention for all and early intervention with 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: WE ARE . . .

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

CORE ROLES

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 programs.

Fund the Work

Investing in quality programs and technical assistance.

Evaluate Impact

Tracking progress and supporting strategic decision-making.

STRATEGIC PRIORITIES

- 1 Diversify and increase funding for early childhood development.
- 2 Enhance access to resources, programs, and services through coordination, collaboration, and integration.
- 3 Inform, inspire, and facilitate the adoption of practices and policies that support early childhood development.

IMPACT AREAS & GOALS

