



# County of Monterey

## Item No.5

### Board Report

Board of Supervisors  
Chambers  
168 W. Alisal St., 1st Floor  
Salinas, CA 93901

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March 30, 2026

**Introduced:** 3/12/2026

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** General Agenda Item

Receive a presentation from Bright Beginnings regarding their early childhood development initiative.

#### RECOMMENDATION:

It is recommended that the Economic Development Committee:

Receive a presentation from Bright Beginnings regarding their early childhood development initiative.

#### SUMMARY:

Bright Beginnings is an opportunity for the community as a whole to work together to ensure that young children, from the prenatal stage through age 8, have what they need to succeed. This initiative 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.

#### DISCUSSION:

Research confirms that community investment in early childhood development, especially for children from socio-economically disadvantaged families, yields the highest returns on investment. These investments improve not only their cognitive, but also crucial behavioral traits like sociability, motivation, and self-esteem. Studies that have followed children through their adult lives confirm enormous payoffs for these investments, whether measured by success in college, higher income, or lower incarceration rates. Imagine if all children in Monterey County lived in safe, nurturing homes and communities and were healthy, valued, successful in school, achieving their full potential. That is the vision of the Monterey County Children's Council and Bright Beginnings.

#### OTHER AGENCY INVOLVEMENT/COMMITTEE ACTIONS:

Staff consulted with County Counsel.

#### FINANCING:

Receiving this report has no financial impact.

BOARD OF SUPERVISORS STRATEGIC PLAN GOALS:

*The opportunity for the Economic Development Committee to receive this presentation supports the Board approved strategic plan.*

Mark a check to the related Board of Supervisors Strategic Plan Goals:

This assists with attracting and retaining businesses that will improve the well-being of County residents.

- Well-Being and Quality of Life
- Sustainable Infrastructure for the Present and Future
- Safe and Resilient Communities
- Diverse and Thriving Economy

Link to the Strategic Plan:

<https://www.countyofmonterey.gov/home/showdocument?id=139569>

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