



Commission Meeting

A G E N D A

Monday, June 12, 2023, 6:00 pm First 5 Contra Costa, Conference Center
4005 Port Chicago Hwy., Suite 120, Concord CA 94520

The Commission meeting will be accessible in-person and via virtual webinar to all members of the public. Persons who wish to address the Commission during public comment or with respect to an item on the agenda may call in during the meeting by dialing 669-444-9171 or 669-900-6833 or use the “raise your hand” feature in the Zoom app. The Commission Chair may reduce or eliminate the amount of time allotted to read comments at the beginning of each item or public comment period depending on the number of comments and the business of the day. Your patience is appreciated.

Virtual Webinar Information:

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/82459323283>

Webinar ID: 824 5932 3283

1.0 Convene, call to order, and roll call

2.0 Public Comment

The public may comment on any item of public interest within the jurisdiction of the First 5 Contra Costa Children and Families Commission. In accordance with the Brown Act, if a member of the public addresses an item not on the posted agenda, no response, discussion, or action on the item may occur.

3.0 Approve the Minutes from the April 17, 2023 Commission Meeting

Action

4.0 Approval of Consent Calendar

Action

A Commissioner or member of the public may ask that any of the following consent items be removed from the consent calendar for consideration under Item 4.

4.1 Accept the Minutes from the April 17, 2023 Executive Committee Meeting

4.2 Approve the Contracts Docket

4.2.1 APPROVE and AUTHORIZE the Executive Director, or her designee, to execute a contract with Contra Costa Crisis Center to maintain a web-based database of Contra Costa Human Services (www.211database.org) for children birth through age five and their families and to oversee the Help Me Grow 211 call center, in an amount not to exceed \$218,046, for term July 1, 2023 to June 30, 2024. FY2023-24 budget line: Early Intervention Initiative: Coordinated System of Care, Help Me Grow Services (\$408,947). Funded 100% Prop 10 funds.

4.2.2 APPROVE and AUTHORIZE the Executive Director, or her designee, to execute a contract with Counseling Options & Parent Education Support Center Inc. to provide Triple P classes to parents with children ages birth to 5 years old utilizing certified trainers with skill sets in serving the developmental needs of young children and their families throughout Contra Costa County, in an amount not to exceed \$144,014, for term July 1, 2023 to June 30, 2024. FY 2023-24 budget line: Early Intervention Initiative: Triple P Positive Parenting (\$194,655). Funded \$92,023 from Prop 10 funds, \$10,609 from Dean & Margaret Lesher Foundation and \$92,023 from Contra Costa Health Services-Behavioral Health Services Division/Mental Health funds.

- 4.2.3 APPROVE and AUTHORIZE the Executive Director, or her designee, to execute a contract with ASPIRANET (Antioch First 5 Center) to provide classes, workshops, presentations, resource and referral services, child developmental screenings, drop-in availability, opportunities for community involvement, and special events, in an amount not to exceed \$1,575,000, for term July 1, 2023 to June 30, 2026. FY 2023-24 budget line: (\$525,000 year-1), (\$525,000 year-2), (\$525,000 year-3) Family Support Initiative: First 5 Centers (\$3,567,529). Funded 100% Prop 10 funds.
- 4.2.4 APPROVE and AUTHORIZE the Executive Director, or her designee, to execute a contract with ASPIRANET (Delta First 5 Center) to provide classes, workshops, presentations, resource and referral services, child developmental screenings, drop-in availability, opportunities for community involvement, and special events, in an amount not to exceed \$1,575,000, for term July 1, 2023 to June 30, 2026. FY 2023-24 budget line: (\$525,000 year-1), (\$525,000 year-2), (\$525,000 year-3) Family Support Initiative: First 5 Centers (\$3,567,529). Funded 100% Prop 10 funds.
- 4.2.5 APPROVE and AUTHORIZE the Executive Director, or her designee, to execute a contract with Bay Area Community Resources (Monument First 5 Center) to provide classes, workshops, presentations, resource and referral services, child developmental screenings, drop-in availability, opportunities for community involvement, and special events, in an amount not to exceed \$1,575,000, for term July 1, 2023 to June 30, 2026. FY 2023-24 budget line: (\$525,000 year-1), (\$525,000 year-2), (\$525,000 year-3) Family Support Initiative: First 5 Centers (\$3,567,529). Funded 100% Prop 10 funds.
- 4.2.6 APPROVE and AUTHORIZE the Executive Director, or her designee, to execute a contract with Bay Area Community Resources (West County First 5 Center) to provide classes, workshops, presentations, resource and referral services, child developmental screenings, drop-in availability, opportunities for community involvement, and special events, in an amount not to exceed \$2,109,750, for term July 1, 2023 to June 30, 2026. FY 2023-24 budget line: (\$703,250 year-1), (\$703,250 year-2), (\$703,250 year-3) Family Support Initiative: First 5 Centers (\$3,567,529). Funded 100% Prop 10 funds.
- 4.2.7 APPROVE and AUTHORIZE the Executive Director, or her designee, to execute a contract with Lincoln (East County First 5 Center) to provide classes, workshops, presentations, resource and referral services, child developmental screenings, drop-in availability, opportunities for community involvement, and special events, in an amount not to exceed \$2,109,750, for term July 1, 2023 to June 30, 2026. FY 2023-24 budget line: (\$703,250 year-1), (\$703,250 year-2), (\$703,250 year-3) Family Support Initiative: First 5 Centers (\$3,567,529). Funded 100% Prop 10 funds.
- 4.2.8 APPROVE and AUTHORIZE the Executive Director, or her designee, to execute a contract with Applied Survey Research, Inc. to provide data analysis and evaluation support, in an amount not to exceed \$125,000, for term July 1, 2023 to June 30, 2024. FY 2023-24 budget line: Evaluation: Professional Services (\$388,400). Funded 100% Prop 10 funds.
- 4.2.9 APPROVE and AUTHORIZE the Executive Director, or her designee, to execute a contract with Baby Builders, Inc. to provide developmental playgroups, curriculum, materials, staffing, and site coordination support and program oversight, in an amount not to

exceed \$103,437, for term July 1, 2023 to June 30, 2024. FY 2023-24 budget line: Early Intervention Initiative: Coordinated System of Care, Help Me Grow Services: (\$408,947). Funded 100% Prop 10 funds.

4.2.10 APPROVE and AUTHORIZE the Executive Director, or her designee, to execute a contract with Full Court Press Communications Incorporated, in an amount not to exceed \$60,000 to provide communications services, ongoing support and consultation for First 5 Contra Costa for term July 1, 2023 to June 30, 2024. FY 2023-24 budget line: Policy Advocacy & Communications Strategies, Communications: (\$377,308). Funded 100% Prop 10 funds.

4.2.11 APPROVE and AUTHORIZE the Executive Director, or her designee, to execute a contract with Hubbe, Inc. to implement a comprehensive Quality Matters (QM) online portal, in an amount not to exceed \$104,000, for term July 1, 2023 to June 30, 2024. FY 2023-24 budget line: Early Childhood Education Initiative: Early Learning Quality (\$487,032). Funded 16% (\$16,640) Prop 10 funds, and 84% First 5 California IMPACT funds (\$87,360).

4.2.12 AUTHORIZE and RATIFY the Executive Director or her designee to execute a contract amendment with Moore Iacofano Goltsman, Inc. to increase the payment limit by \$6,200 (from \$75,000 to \$81,200) to coordinate and facilitate Contra Costa Children's Leadership Council (CLC) meetings, activities and convenings. FY 2022-23 budget line: Professional Services: (\$516,000). Funded 100% Prop 10 funds.

4.2.13 APPROVE and AUTHORIZE the Executive Director, or her designee, to execute a contract with We Care Services for Children to provide developmental playgroups, curriculum, materials, staffing, and site coordination support and program oversight in an amount not to exceed \$103,465, for term July 1, 2023 to June 30, 2024. FY 2023-24 budget line: Early Intervention Initiative: Coordinated System of Care, Help Me Grow Services: (\$408,947). Funded 100% Prop 10 funds.

4.3 Approve the Grants Docket

APPROVE and AUTHORIZE the Executive Director, or her designee, to apply for and, if awarded, execute a grant agreement with First 5 California in an amount up to \$1,311,042 for IMPACT Legacy grant funds to expand access to the Quality Counts California (QCC) Quality Rating and Improvement System (QRIS) and resources for center and home-based early learning and care (ELC) educators serving high-need communities and populations for term September 1, 2023 to June 30, 2025. FY 2023-24 budget line: Early Learning Quality (\$487,032). Funded 100% First 5 California.

4.4 Accept the third quarter financial report FY 2022-23

4.5 Accept the First 5 Contra Costa April & May 2023 Program Reports

4.6 Approve the First 5 Contra Costa Certification of Compliance FY23/24 Funding

4.7 Accept Executive Director's Report

5.0 Consider for discussion any items removed from the consent calendar.

6.0 Public Hearing on the First 5 Contra Costa Strategic Plan for FY23/24 to FY25/26 and Long-Term Fiscal Plan. Action

6.1 Open the public hearing on the First 5 Contra Costa Strategic Plan for FY23/24-FY25/26 and Long-Term Fiscal Plan; receive staff presentation; consider all testimony and public comments; close the public hearing; and consider adopting the First 5 Contra Costa Strategic Plan for FY23/24-FY25/26 and Long-Term Fiscal Plan.

The entire plan can be found at:

<https://www.first5coco.org/commission-executive-committee-meetings/>

7.0 Receive staff presentation of the Refreshed First 5 Contra Costa website. Discussion

8.0 Communications Discussion

Board of Supervisors Approved Conflict of Interest Code for First 5 Contra Costa
First 5 Association of California MHSA Proposal Concerns
Early Care and Education (ECE) Coalition Letter: ECE Priority Asks for FY 23/24 Budget

9.0 Commissioner F.Y.I Updates Discussion

10.0 Adjourn Discussion

The First 5 Contra Costa Children and Families Commission will provide reasonable accommodations for persons with disabilities planning to participate in Commission meetings who contact the Commission's offices, at least 48 hours before the meeting, at (925) 771-7300.

Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the First 5 Contra Costa Children and Families Commission to a majority of members of the First 5 Contra Costa Children and Families Commission less than 96 hours prior to that meeting are available for public inspection at 4005 Port Chicago Highway, Suite 120, Concord, CA 94520 during normal business hours.

In consideration of those who may suffer from chemical sensitivities or who may have allergic reactions to heavy scents, First 5 Contra Costa requests that staff and visitors refrain from wearing perfume, cologne, or the use of strongly scented products in the work place. We thank you for your consideration of others.



Commission Meeting

MINUTES

Monday, April 17, 2023, 6:00 pm

First 5 Contra Costa, Large Conference Room,

4005 Port Chicago Hwy., Suite 120, Concord CA 94520

1516 Kamole Street, Honolulu, HI 96821

1.0 Call to Order and Roll Call

Chair John Jones called the meeting to order at 6:10 PM.

Commissioners present during roll call were:

District 1: Dr. Rocio Hernandez

District 2: Marilyn Cachola Lucey

District 2: Alternate Vidya Iyengar

District 3: Lee Ross

District 4: Matt Regan

District 4: Alternate Gareth Ashley

District 5: Chair John Jones

Board of Supervisors: Supervisor Candace Andersen

EHSD: Dr. Marla Stuart

Also in attendance were:

Keiko Kobayahi, Deputy County Counsel

Commissioners not present during roll call were:

Board of Supervisors Alternate: Ken Carlson

Health Services: Dr. Ori Tzvieli

Health Services Alternate: Dr. Sefanit Mekuria

EHSD Alternate: Nicholas Bryant

Children & Families Services: Kathy Marsh

Children & Families Services Alternate: Rosyln Gentry

2.0 Closed Session

Chair Jones led the voting members of the Commission into closed session.

All voting members returned from closed session at 6:43 pm.

There was nothing to report.

3.0 Public Comment

No comment from the public.

4.0 Approve the Minutes from the February 13, 2023, Commission Meeting.

The Chair asked if there were any questions regarding item 4.0. There were none.

The Chair asked for a motion to approve the minutes from February 13, 2023.



Commissioner Lee Ross made a motion, seconded by Commissioner Marla Stuart to approve the minutes.

Roll call of vote:

Yes: District 1: Dr. Rocio Hernandez
District 2: Marilyn Cachola Lucey
District 3: Lee Ross
District 4: Matt Regan
District 5: Chair John Jones
Board of Supervisors: Candace Andersen
EHSD: Dr. Marla Stuart

Nos: None

ABSTAIN: None

Absent: Board of Supervisors Alternate Ken Carlson, Health Services Dr. Ori Tzvieli, Health Services Alternate Dr. Sefanit Mekuria, Employment & Human Services Alternate Nicholas Bryant, Children and Families Services Kathy Marsh, Children and Families Services Alternate Roslyn Gentry.

The motion was **APPROVED**.

5.0 Approval of Consent Calendar *A Commissioner or member of the public may ask that any of the following consent items be removed from the consent calendar for consideration under item 5.*

Item 5.3.3 was removed by the Chair from the Consent Calendar for consideration in Item 6.0 and voting on the remaining items proceeded.

The Chair called for a motion to approve the Consent Calendar with the removal of 5.3.3.

Commissioner Marla Stuart made a motion to approve the Consent Calendar, seconded by Commissioner Dr. Rocio Hernandez to approve the Consent Calendar.

Roll call of vote:

Yes: District 1: Dr. Rocio Hernandez
District 2: Marilyn Cachola Lucey
District 3: Lee Ross
District 4: Matt Regan
District 5: Chair John Jones
Board of Supervisors: Candace Andersen
EHSD: Dr. Marla Stuart

Nos: None

ABSTAIN: None



Absent: Board of Supervisors Alternate Ken Carlson, Health Services Dr. Ori Tzvieli, Health Services Alternate Dr. Sefanit Mekuria, Employment & Human Services Alternate Nicholas Bryant, Children and Families Services Kathy Marsh, Children and Families Services Alternate Roslyn Gentry.

The motion was **APPROVED**.

6.0 CONSIDER for discussion any items removed from the Consent Calendar. The chair opened the discussion of item #5.3.3.

Dr. Marla Stuart made the following statement: I have an interest in Agenda Item 5.3.3 because I am employed by the Contra Costa County Employment and Human Services Department, and this item directly impacts my department. I am recusing myself from this item and will be leaving the room.

Supervisor Candace Andersen made the following statement: I have an interest in Agenda Item 5.3.3 because I am a Contra Costa County Supervisor and receive a salary and reimbursement for expenses from the County. However, I am not employed by the County Department that is directly involved in this project with First 5 Contra Costa Children and Families Commission and am not legally prohibited from voting on this item. Please record my disclosure in the Commission's minutes. Clarification was made that she was recusing herself but did not leave the room.

There were no questions regarding this item.

Commissioner Regan made a motion, seconded by Commissioner Ross to approve agenda item **#5.3.3:**

APPROVE and AUTHORIZE the Executive Director, or her designee, to apply for and, accept grant funding from Contra Costa County Employment & Human Services Department, in an amount up to \$810,000, to support children with disabilities for term May 1, 2023 to April 30, 2025. FY 2022-23 budget line: Early Intervention. Funded 100% Contra Costa County Employment & Human Services Department (Measure X).

Roll call of vote:

Yes:
District 1: Dr. Rocio Hernandez
District 2: Marilyn Cachola Lucey
District 3: Lee Ross
District 4: Matt Regan
District 5: Chair John Jones
Board of Supervisors: Candace Andersen

Nos: None

ABSTAIN: EHSD: Dr. Marla Stuart

Absent: Board of Supervisors Alternate Ken Carlson, Health Services Dr. Ori Tzvieli, Health



Services Alternate Dr. Sefanit Mekuria, Employment & Human Services Alternate Nicholas Bryant, Children and Families Services Kathy Marsh, Children and Families Services Alternate Roslyn Gentry.

The motion was **APPROVED**.

7.0 CONSIDER approving proposed First 5 Contra Costa Budget Fiscal Year 2023-24.

Finance and Operations Director Pankti Clerk presented highlights of the FY 2023-24 proposed budget included in the Narrative Staff Report to the Commission, which maintains alignment with long-term fiscal strategies. The focus remains on leveraging Propositions 10 and 56 tax revenues as funding match for private sector partnerships and philanthropic grants; establishing partnerships with County agencies through subrecipient grants to jointly provide essential services; and securing public, private and philanthropic grants to further enhance First 5 activities focused in support of young children and their families. Overall, the budget reflects a conservative approach due to limited and delayed information from new State grant awards.

After the presentation, the Chair opened the discussion for questions:

Commissioner Lee Ross asked if we were taking into consideration population expectations of young children when looking at budget disbursement. Pankti answered yes, it is worked into the budget projections based on State census data and yearly projections based on the birth rate.

Commissioner Matt Regan asked if we were in a better or worse position compared to the other First 5s. Pankti answered there's been no direct comparisons because each community has uniquely different needs, programs and delivery structure. Ruth confirmed there is no standard and added we are in the category of First 5s that are able to use contingency funds to balance budget.

Chair John Jones put into context the initial reason the fund balances existed was because the State required a plan be in place before the funds could be spent.

Chair Jones asked if there is advocacy efforts underway to capture monies from the Juul Settlement to offset the higher than the normal 8% decrease in revenue. Pankti clarified it is only based on Prop 10 funding and the 15% is the projected *maximum* decline based on Capital Matrix Consultants' assessment. Their projections are based on the State's projected 10% decline and the uncertainty in how the Flavor Ban will impact cigarette sales. In addition, Prop 56 funding has already come in for the year at 12%. Ruth added the First 5 Association is collecting data on the Juul Settlement.

Commissioner Gareth Ashley had three comments:

- 1) Home Visiting funds seem to match last year's funds received from First 5 of California.
- 2) Happy to see Early Childhood Mental Health as a separate line item.
- 3) FESP was listed as a separate line-item last year but not this year.

Ruth explained FESP was moved under Policy, Advocacy, Communications Strategies as part of the programmatic changes to better align with strategic priorities. It no longer has it's own line item.



Commissioner Andersen commented she appreciated the clarity in which this was positioned and the good position we are in right now.

Dr. Marla Stuart noted FY 2022-23 took \$2.2M from fund balance draw down and FY 2023-24 is budgeted for a \$4.8M fund balance draw down. Where does that leave us on balance? Pankti answered the balance includes an approximately rollover amount of \$2M from FY 2021-22. This year's Q2 report presented in the February meeting showed we used only 35% of the balance instead of the anticipated 50% at that time, potentially needing to draw down by year end.

Chair John Jones moved to close the discussion and asked for a motion to approve.

Commissioner Matt Regan made a motion, seconded by Commissioner Lee Ross to approve agenda item #7:

Roll call of vote:

Yes:
District 1: Dr. Rocio Hernandez
District 2: Marilyn Cachola Lucey
District 3: Lee Ross
District 4: Matt Regan
District 5: Chair John Jones
Board of Supervisors: Supervisor Candace Andersen
EHSD: Dr. Marla Stuart

Nos: None
ABSTAIN: None

Absent: Board of Supervisors Alternate Ken Carlson, Health Services Dr. Ori Tzvieli, Health Services Alternate Dr. Sefanit Mekuria, Employment & Human Services Alternate Nicholas Bryant, Children and Families Services Kathy Marsh, Children and Families Services Alternate Roslyn Gentry.

The motion was **APPROVED**.

8.0 CONSIDER the Public Hearing on the First 5 California 2021-22 Annual Report

The Chair put forth the consideration to have a hearing to accept the First 5 California 2021-22 Annual Report. First 5 California prepares an annual report each year based in part on fiscal program and participant information provided by each 58 County commissions. County Commissions are required by statute to hold an annual public hearing on First 5 California's annual report. This year, the highlights of the Contra Costa County Commission is found on PAGE 26 of the report: https://www.cfc.ca.gov/pdf/about/budget_perf/annual_report_pdfs/Annual-Report-

The Chair opened the Public Hearing at 7:22pm and turned it over to Camilla Rand, Deputy Director to present.

Camilla provided updates and a summary of the annual report as well as Contra Costa's



program highlights on page 26:

- Whole Child and Whole Family work has been amplified this past year within our four core strategic priority areas of capacity building, resource connection, research and advocacy and stakeholder engagement.
- First 5 Centers continue to be anchors for families, disbursing diapers, wipes, PPE, while resuming in-person classes.
- Through the ACES Grants and Ready Kids East County initiatives the focus was on building capacity for both providers and families. The Ready Kids East County's series of Parent Cafés provided parents opportunities to learn more about school readiness.
- ACES partnership with La Clinica and the Crisis Center resulted in more than 2400 children screened for ACES.
- The Quality Matters program gave almost 200 providers the opportunity to receive professional development on how to provide quality care for families in the context of transitioning out of the pandemic.
- Celebrated the culmination of a 17-year partnership with the three community colleges, highlighting the 10, 000 students that were served through the partnership.
- The Regional Group members worked tirelessly to pass substantial and unprecedented renter protections in Concord; and the Antioch Change report highlighted the experiences of renters in Antioch, which resulted in a lot of media exposure in the city and county.
- Secured \$6 million of Measure X funding through advocacy by the Early Learning and Leadership group, focusing on childcare slots, provider stipends, and disability services.

The Chair asked if there are any questions or comments from the Commissioners.

Chair John Jones acknowledged that First 5 Contra Costa has successfully served as a convener over the years by bringing organizations together in the County. One example of this role is Mental Health, First 5 through Early Intervention Program Officer Wanda Davis has convened and coordinated a group of mental health organizations who have regular discussions to identify other non-First 5 monies that support early intervention services in the County. This coalition has been successful in drawing down MHSA funding for early intervention and early childhood mental health services for young children in the county. First 5's efforts through this group are an excellent example of the strategies we've discussed to increase blending of funding streams for early childhood services.

There were no public comments.

The Chair closed the Public Hearing at 7:27 pm.

The Chair called for a motion to accept the First 5 California 2021-22 Annual Report.

Commissioner Dr. Rocio Hernandez made a motion, seconded by Commissioner Marla Stuart to approve agenda item #8:

Roll call of vote:



Yes: District 1: Dr. Rocio Hernandez
District 2: Marilyn Cachola Lucey
District 3: Lee Ross
District 4: Matt Regan
District 5: Chair John Jones
Board of Supervisors: Supervisor Candace Andersen
EHSD: Dr. Marla Stuart

Nos: None
ABSTAIN: None

Absent: Board of Supervisors Alternate Ken Carlson, Health Services Dr. Ori Tzvieli, Health Services Alternate Dr. Sefanit Mekuria, Employment & Human Services Alternate Nicholas Bryant, Children and Families Services Kathy Marsh, Children and Families Services Alternate Roslyn Gentry.

The motion was **APPROVED**.

9.0 **RECEIVE Executive Director's Report**

Ruth Fernandez provided updates for internal, county and state operations of First 5.

Internal Updates

Staffing/Recruitment: Staffing and recruitment efforts are underway to fill open positions. Viable candidates are being identified. Interviews and final selections are projected to take place within a few weeks. Concurrently, Phase 2 of Koff and Associates' organizational compensation study is underway.

Development of new Strategic Plan: Strategic planning with staff continues, utilizing three sub-committees focused on Sustainability, Capacity Building, and Stakeholder Engagement and Advocacy efforts. The new three-year Strategic Plan will be presented to the Commission at the June 12, 2023 meeting. Also, First 5's executive team is working with staff and Applied Survey Research to compile community data elements by using existing published reports and data collected by First 5 contractors to synthesize community needs and priorities.

Information and Technology Assessment: An IT assessment with the CCC Department of Information and Technology (DoIT) is underway to produce a transitional plan to better support the present and future needs of First 5.

County Updates

Children's Leadership Council: A re-launch of Contra Costa Children's Leadership Council (CLC) took place on April 6th with great success. First 5 will be working with CCC Office of Education, Contra Costa Health, and CC Employment & Human Services as the CLC leadership team to strengthen collaboration and networking of child serving organizations within the county. First 5 is leading the planning of an in-person CLC convening scheduled for June 21st to further the work of closing the opportunity gap.

First 5 Centers RFQ: Progress is underway on the First 5 Center RFQ to procure new center



operators. Applications closed on March 30. Outcome updates will be provided to the Commission at the June 12th meeting.

Home Visiting: First 5 has offered Welcome Home Baby Home Visiting staff the option of remaining in the East County First 5 center for one year beyond July 2023 until a more suitable new location can be secured.

Home Visiting (HV) Regional Technical Assistance and Coordinator Grant: First 5 San Benito is the lead grant holder for the Bay Area Region. Participating Bay Area counties are developing a county specific local HV Coordination Plan for the regional application. First 5 Contra Costa is developing a plan to provide training, create partnerships, and address regional coordination. First 5 is working closely with the Home Visiting Community Advisory Board facilitated by Natalie Berbick at CCH. The intent is to closely collaborate and build on this table for HV collaboration.

Measure X Children with Disabilities: EHSD is finalizing a two-year contract with First 5 for Measure X funded activities supporting children with disabilities; First 5 is matching Prop 10 funding to maximize the grant deliverables.

DeSaulnier Community Project Grant: The Federal Grant awarded to First 5 Contra Costa through Congressman Mark DeSaulnier's office is funding First 5 to collect compensation data on more than 600 Contra Costa County childcare providers to understand the childcare landscape in the county. The eventual goal is to develop a guaranteed income model designed to provide sustainability relief for the childcare workforce. This work is complimenting an existing partnership with UC Berkeley to conduct an initial workforce study that was paused during the pandemic.

State Updates

Advocacy Day: First 5 Network Advocacy Day will be held on April 19. First 5 Contra Costa will be joining the First 5 counties of Alameda, Sonoma, Sacramento, Yolo, and Napa in 30-minute meetings with state legislators. The focus will be educating legislators on sustainability efforts for First 5s. The First 5 Network decided not to put forward a state budget request during the current legislative cycle. The focus of this legislative cycle is to educate new legislators on the mission, value and infrastructure built over the past 25 years by First 5s across the state. The Association continues to lead long-term sustainability planning through network conversations with First 5 EDs and First 5 CA leadership. A sustainability work group will be resumed in May to continue this work.

Commissioner Matt Regan noted the need to educate legislators because 35-40% of legislators are new and have a lack of awareness of Prop 10 funding.

10.0 Communications

The following documents were included in the packet as informational items:

- The Opportunity Gap for Children Across Contra Costa County report
- First 5 Association of California 2023 Policy Priorities report



Commissioner Gareth Ashley urged everyone to read these reports.

11.0 Commissioner F.Y.I. Updates

There were no Commissioner updates.

12.0 Adjourn

The meeting adjourned at 7:54 PM.

The First 5 Contra Costa Children and Families Commission will provide reasonable accommodations for persons with disabilities planning to participate in Commission meetings who contact the Commission's offices, at least 48 hours before the meeting, at (925) 771-7300. Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the First 5 Contra Costa Children and Families Commission to a majority of members of the First 5 Contra Costa Children and Families Commission less than 96 hours prior to that meeting are available for public inspection at 4005 Port Chicago Highway, Suite 120, Concord, CA 94520 during normal business hours. In consideration of those who may suffer from chemical sensitivities or who may have allergic reactions to heavy scents, First 5 Contra Costa requests that staff and visitors refrain from wearing perfume, cologne, or the use of strongly scented products in the work place. We thank you for your consideration of others.



Executive Committee Meeting
MINUTES
Monday, April 17, 2023 at 5:00 PM
4005 Port Chicago Highway, Suite 120, Concord, CA 94520

1.0 Convene and Call to Order

Meeting called to order at 5:05 p.m.

In attendance: Chair, John Jones; Vice Chair Dr. Rocio Hernandez; and Secretary/ Treasurer, Matt Regan.

Remote Attendance: Marilyn Cachola-Lucey.

Staff present: Executive Director, Ruth Fernandez; Deputy Director, Camilla Rand; Policy and Strategy Director, Sandra Naughton; Finance and Operations Director, Pankti Clerk; Human Resources Manager, Tammy Henry.

2.0 Closed Session

The Chair asked the staff present to exit the room and started closed session at 5:10pm.

Chair Jones ended the closed session at 5:50pm and called staff to return to the room to resume open session.

3.0 Public Comment

None

4.0 Approve the minutes of the Executive Committee meeting of February 13, 2023.

Matt Regan made a motion seconded by Marilyn Lucey.

Roll-call Vote:

John Jones – Yes

Dr. Rocio Hernandez – Yes

Matt Regan – Yes

Marilyn Lucey - Yes

Minutes **Approved**

5.0 CONSIDER accepting the report on significant program, financial or contracts matters, and on any personnel matters relating to Commission staff.

Staff provided a high-level overview of the FY23/24 Budget, budget assumptions and implications. Budget was prepared with the most up to date information available from the State on Proposition 10 revenue projections and state grants from First 5 California.

Ruth provided brief comments on the strategic planning process in preparation for the new three-year Strategic Plan for FY23/24-FY25/26. She mentioned the three staff work groups that are informing the content for the strategic plan in the following areas: Sustainability; Capacity Building; and Advocacy and Community Engagement. Staff are working diligently to complete a draft Strategic



Plan to present to the Commission at the June Commission Meeting. Ongoing discussions are taking place to re-evaluate First 5's role and strategies to support programs, services and activities that are better led by other local entities/partners that focus on issue areas that fall outside of the three core focus areas of Early Childhood Education, Early Intervention and Family Support.

- 6.0 CONSIDER** accepting amended Conflict of Interest Code for the Contra Costa County Children and Families Commission
Commissioner Regan made a motion seconded by Commissioner Dr. Hernandez.

Roll-call Vote:

John Jones – Yes

Dr. Rocio Hernandez – Yes

Matt Regan – Yes

Marilyn Lucey - Yes

- 7.0 CONSIDER** accepting the report on statewide activities pertaining to children 0-5, including the activities of the First 5 Association of California, First 5 California, and other statewide advocacy groups.

Ruth mentioned that she would cover state updates during the Commission's ED Report.

- 8.0 Communications**

2023 Brown Act Updates – Teleconferencing Guidelines provided in the packet.

- 9.0 Adjourn**

Meeting Adjourned at 6:01 p.m.

The public may comment on any agenda item or any item of public interest within the jurisdiction of the First 5 Contra Costa Children and Families Commission. In accordance with the Brown Act, if a member of the public addresses an item not on the posted agenda, no response, discussion, or action on the item may occur.

The First 5 Contra Costa Children and Families Commission will provide reasonable accommodations for persons with disabilities planning to participate in Commission meetings who contact the Commission's offices, at least 48 hours before the meeting, at (925) 771-7300.

Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the First 5 Contra Costa Children and Families Commission to a majority of members of the First 5 Contra Costa Children and Families Commission less than 96 hours prior to that meeting are available for public inspection at 4005 Port Chicago Highway, Suite 1200, Concord, CA 94520 during normal business hours.

In consideration of those who may suffer from chemical sensitivities and may have allergic reactions to heavy scents, First 5 Contra Costa requests that staff and visitors refrain from wearing perfume, cologne, or the use of strongly scented products in the workplace. We thank you for your consideration of others.





	FY 2022-23 Approved Budget			FY2022-23 3rd Quarter Revenue & Expenditures			
	F5 Contra Costa Funds	Other Funds	Total Revenue Budget	F5 Contra Costa Funds	Other Funds	Total Revenue	% of Budget
REVENUE							
State Sales Tax							
Sales Tax Apportionment - Proposition 10/56/SMIF	9,573,934		9,573,934	5,725,812		5,725,812	60%
State Grants							
First 5 California IMPACT Grant		904,917	904,917		344,116	344,116	38%
First 5 California Dual Language Learner Grant (DLL)		-	-		-	-	-
Subrecipient Awards							
CA State Preschool Quality Block Grant (CSPP)		251,119	251,119		185,451	185,451	74%
Quality Counts California (QCC)		211,905	211,905		164,141	164,141	77%
First 5 Association - HUB Training MOU		70,094	70,094		-	-	-
MHSA-Behavioral Health Agreement (Triple P)		81,741	81,741		42,428	42,428	52%
MHSA- We Care Services for Children (Everyday Moments)		20,000	20,000		-	-	-
Other Public Funds (COE/CLC, CCC Call to Action)					65,491	65,491	
Philanthropic Grants							
East Bay Community Fdn Grant		55,000	55,000		-	-	-
Leshner Ready Kids East County		373,017	373,017		-	-	-
Sunlight Giving				100,000	50,000	150,000	
Y&H Soda Foundation Grant		75,000	75,000		-	-	-
Richmond Community Fdn Grant - EO (CAPP)					20,000	20,000	
Other Revenue							
Interest Income	75,000		75,000	277,459		277,459	370%
Other Misc. Income				200		200	
TOTAL FY 2022-23 REVENUE	9,648,934	2,042,793	11,691,727	6,103,472	871,627	6,975,099	60%
<i>Prop 10/56 Fund Balance Drawdown</i>	<i>2,242,799</i>	<i>-</i>	<i>2,242,799</i>				
TOTAL REVENUE	11,891,733	2,042,793	13,934,526	6,103,472	871,627	6,975,099	50%
PROGRAM EXPENSES							
Program Initiatives							
Early Childhood Education Initiative							
Workforce Development	400,000	38,929	438,929		2,000	2,000	0%
Early Learning Quality		539,606	539,606	468	317,193	317,661	59%
Ready Kids East County Initiative		213,017	213,017	-	20,887	20,887	10%
Literacy	178,602		178,602	120,558	25,987	146,545	82%
Total	578,602	791,552	1,370,154	121,026	366,066	487,093	36%
Family Support							
First 5 Centers	2,823,839		2,823,839	1,849,843		1,849,843	66%
Home Visiting	610,000		610,000			-	-
Training and Consultation	12,700		12,700	7,757		7,757	61%
Total	3,446,539		3,446,539	1,857,600	-	1,857,600	54%
Early Intervention							
Triple P Positive Parenting	81,741	112,041	193,782	71,495	52,428	123,923	64%
Coordinated System of Care			-			-	-
Intervention Services	502,088		502,088	13,088		13,088	3%
Help Me Grow Services	459,097		459,097	242,103		242,103	53%
Total	1,042,926	112,041	1,154,967	326,686	52,428	379,114	33%
Stakeholder Engagement & Policy Advocacy							
Community Engagement	160,000	78,119	238,119	90,394	67,176	157,570	66%
Family Economic Security Partnership	15,000		15,000			-	-
Total	175,000	78,119	253,119	90,394	67,176	157,570	62%
Program Salaries/Benefits and Overhead Expenses							
Program Salaries & Wages	1,730,283	719,815	2,450,098	1,034,271	569,154	1,603,426	65%
Program Benefits	756,885	570,457	1,327,342	620,722	305,733	926,455	70%
Program Expenses and Overhead	585,212		585,212	248,366	50,389	298,754	51%
Total	3,072,380	1,290,271	4,362,652	1,903,359	925,276	2,828,635	65%
TOTAL PROGRAM EXPENSES	8,315,447	2,271,983	10,587,431	4,299,064	1,410,947	5,710,011	54%
COMMUNICATIONS							
Communications Salaries & Wages	255,208		255,208	90,645		90,645	36%
Communications Employee Benefits	160,772		160,772	57,464		57,464	36%
Professional Services	90,000		90,000	43,594		43,594	48%
Purchased Services and Supplies	98,000		98,000	4,018		4,018	4%
Communications Expenses and Overhead	44,148		44,148	24,683		24,683	56%
TOTAL COMMUNICATIONS	648,129	-	648,129	220,404	-	220,404	34%
POLICY, STRATEGY AND EVALUATION (PSE)							
Policy, Strategy & Evaluation Salaries & Wages	174,005		174,005	73,910		73,910	42%
Policy, Strategy & Evaluation Employee Benefits	100,634		100,634	35,273		35,273	35%
Professional Services	361,200		361,200	93,165		93,165	26%
Purchased Services and Supplies	33,560		33,560	5,857		5,857	17%
Policy, Strategy & Evaluation Expenses and Overhead	32,701		32,701	17,242		17,242	53%
TOTAL POLICY, STRATEGY AND EVALUATION (PSE)	702,099	-	702,099	208,206	-	225,448	32%
ADMINISTRATIVE EXPENSES							
Administrative Salaries & Wages	696,172		696,172	407,022		407,022	58%
Administrative Employee Benefits	408,282		408,282	225,388		225,388	55%
Professional Services	516,000		516,000	137,148		137,148	27%
Purchased Services & Supplies	173,225		173,225	114,713		114,713	66%
Operating Overhead (Risk Mgmt, DoIT/EHSD, etc.)	203,188		203,188	97,653		97,653	48%
TOTAL ADMINISTRATIVE EXPENSES	1,996,868	-	1,996,868	884,270	-	981,923	49%
GRAND TOTAL	11,662,543	2,271,983	13,934,526	5,611,945	1,410,947	7,137,786	51%

Notes:

- Note 1** State Sales Tax revenue includes Prop 10, Prop 56, and SMIF Interest accrued while in State interest earning accounts prior to distribution to counties.
- Note 2** Representative of new grants received after FY22-23 budget approval.
- Note 3** Interest earnings are percent of County's pooled investments (fluctuations based on investment returns).
- Note 4** A majority of the allocation has been set aside for matching grants; includes PDP stipends paid at the end of the year.
- Note 5** Allocation is per calendar year, budget is for 6 months into the fiscal year
- Note 6** First 5 has not been invoiced in Q1 and Q2.
- Note 7** Coordinated System of Care includes comprehensive intervention services, developmental playgroups, and provider consultation services and supports. It also includes navigation and referral services through HMG and activities to support and enhance the CCC Network of Care.
- Note 8** Allocation includes match for Measure X funding and other pending grants
- Note 9** Salaries, wages and benefits low due to staff vacancies

Percent of Total Expenses (Budget)		
FY 2022-23		
Program	76.0%	80.6%
Communications	4.7%	
PSE	5.0%	5.0%
Administration	14.3%	14.3%
Total		100.00%

Percent of Total Expenses (Actual)		
FY 2022-23		
Program	80.0%	83.1%
Communications	3.1%	
PSE	3.2%	3.2%
Administration	13.8%	13.8%
Total		100.00%

Community Engagement Program

Our Community Engagement Program (CE) supports three Regional Groups made up of 200 parents and residents to make Contra Costa County safer, healthier and more equitable for families: West County Regional Group (WCRG), Central County Regional Group (CCRG), and East County Regional Group (ECRG).

Housing Advocacy Continues in Antioch

In April, the ECRG and CE staff organized an Antioch tenant meeting to train renting families on existing eviction and harassment protections and to identify their wishes for local policies. Over 50 renters attended and drafted a comprehensive list of needed protections. The training was a success and motivated residents to continue advocating for safe and stable homes for young children and families.

CAMBIO en Antioch is Released

The Spanish Antioch CHANGE report—CAMBIO en Antioch—is out for distribution. The translated Antioch CHANGE report summarizes the results of our 2022 Antioch community housing assessment, conducted with over 1,000 Antioch residents. The report highlights the experiences and needs of Antioch renting families. Results show that families with young children are more likely to rent with 73% identifying as renters and an alarming 83% reporting worrying about receiving a rent increase. 54% of respondents identified as Latino/e. Antioch Latinos reported paying 69% of their income on rent, the highest amount compared to any other race/ethnic group. 96% of surveyed support a policy to prevent unjust evictions. We are pleased to now offer this important report in [Spanish and English](#).

Regional Groups welcome new members

The CE team and Regional Groups hosted 50 parents at our New Member Leadership Orientation on April 29. This annual training builds community and orients new parent participants to foundational approaches of organizing, advocacy and systems change on behalf of young children. We welcome and congratulate the newest Regional Group members.



West County Regional Group is first Spanish Speaking Commissioner

We are so pleased that Tomasa Espinoza, a community leader and phenomenal WCRG member was appointed to the City of Richmond's Rent Board in May. Tomasa is the first monolingual Spanish speaker to hold an official Commissioner seat in Contra Costa. In this new role, Tomasa will give voice to thousands of Spanish speaking renting families and utilize an important platform to shape housing equity for low-income families of color. Tomasa's appointment is the result of decades of WCRG power building and organizing to increase representation and access for Spanish speaking families. We are proud to sponsor and help shape Tomasa's leadership in this historic appointment. Congratulations Tomasa!

Family Support

Our Family Support (FS) initiative helps families build healthy relationships, strengthen support systems, and nurture their children's development.

First 5 Center Network Highlighted at California Family Resource Center Meeting

In April, Lisa Korb, Family Support Program Officer, presented to a group of network leadership from around the state. The group learned how the network of First 5 Centers formed out of necessity and now reap the benefits of a fully established network. The presentation included a summary of the Four Network Principles for Collaboration Success, a report published in the Foundation Review in 2013 by

PROGRAM UPDATES

April & May 2023



Jane Wei-Skillern (Berkeley and Stanford Graduate School of Business) and Nora Silver (UC Berkeley). Through a shared vision, the Centers leverage and expand their impact across the County and partnerships based on trust, rather than control, have resulted in shared values, accountability, decision-making, a “bottom-up approach to solving problems.” Members strive to help others do their best, they value the expertise and experience of their partners and see their strengths as integral to enhancing their own capacity to do the work. The Centers see themselves as “interconnected rather than the center of their own universe.”

Community Advisory Council (CAC) Recommendations Are In

On May 20, First 5 hosted 22 Community Advisory Council members and their children at the CAC Spring Celebration. This annual event celebrates and acknowledges our volunteer CAC members for all their hard work they do throughout the year. For CAC members, this is when they present their recommendations and share their process with their peers. The First 5 Centers each have and support a Community Advisory Council that conducts a community needs assessment to develop recommendations that are then used by Center staff to address the needs and interests of the community.



Early Intervention

*Our **Early Intervention (EI)** initiative aims to ensure that families have access to prevention and early intervention supports and services that foster the optimal development of all children.*

Help Me Grow

Developmental Screening

Our efforts continue to support capacity building and universal screening. In collaboration with First 5 Quality Improvement coach Francisca Hernandez, we provided an ASQ Review Session for the two Kidango Contra Costa sites. With over 15 participants, this session included an overview of the Ages and Stages developmental and social-emotional screening tools.

Quality Improvement Plan

In collaboration with the Help Me Grow (HMG) call center team, we have developed and standardized a new follow-up protocol with the goal of increasing connection rates with families referred to the call center. April served as a baseline cycle, and while still early, preliminary data looks promising. Data was presented at the April HMG Advisory Board meeting and members provided great feedback and additional suggestions for engaging referring providers in supporting this goal.

Pediatric Newsletter

The newsletter was distributed to all pediatric and family practice sites in Contra Costa County providing updates to health providers on items pertinent to their implementation of developmental screening, ACEs, trauma-informed care and resources. We are also spotlighting a local resource in each edition —this quarter we highlighted Every Day Moments, the collaborative program with WeCare, COPE, Early Childhood Mental Health, First 5 and the Lynn Center for families with children 0-5.

PROGRAM UPDATES

April & May 2023



Trauma Informed Activities

CHCN Trauma-Healing Roadmap

During the course of our ACEs Aware grants, we built many connections with other entities who are involved with ACEs work. Among the partners with whom we networked with were clinic consortia, such as the Community Health Center Network (CHCN). In their own ACEs Aware work, CHCN created a Trauma-Healing Roadmap to disseminate among their clinic members to support them in implementing trauma-informed and healing-centered work. In the course of creating their Roadmap, they asked to include "Spotlight" sections about our ACEs pilot and our work with La Clínica de la Raza. The finalized Roadmap is now available on CHCN's [Integrated Behavioral Health webpage](#) or can be [downloaded here](#).

Featured in a Podcast

Check out a new [podcast](#) (and [brief](#)) featuring the EI team along with Dr. Botelho from La Clínica de la Raza discussing the promising practices of our recent ACE screening grant and pilot that helps medical staff refer families to a broad array of social services.



Partnership Development

We continue our collaborative efforts with our county health system engaging in conversations with Contra Costa County Managed Care Plan, in particular tracking the CalAIM rollout of dyadic care and the upcoming requirement of Managed Care Plans to developed MOUs with First 5s.

Directory of Trauma-Informed Practices and Practitioners

The directory has been launched via the [Contra Costa Network of Care](#) online hub with the purpose to make it easier for all of us to connect with each other and know who is actively learning about and implementing trauma-informed principles into their work in Contra Costa County.

This directory is geared toward provider-to-provider connections and networking, rather than resource & referral provided by services such as 211. To explore the directory, create or sign into your account on [contracostanetworkofcare.org](#) and then click "directory" on the left side of your feed. You can also add your own practices and information into the directory by [filling out this form](#).

Continued Relationships

We continue to attend Connect Bay Area Regional Network (CBARN) meetings, staying tuned and tracking regional community information exchange (CIE) and community service network (CSN) movements and collaborations, and the quarterly Family Violence Prevention Coalition meetings to engage in dialogue around how our county can move upstream and focus on prevention, public health models in our work.

Early Childhood Education

*Our **Early Childhood Education (ECE)** Initiative aims to ensure that all children have access to high-quality, affordable child care and early learning.*

Ready Kids East County (RKEC) Initiative

Contra Costa County Library Event

Jessica Keener, RKEC Initiative Coordinator, attended the "BeLoved: A Kindergarten Readiness Day for Families of Black Children" on Saturday, April 8, at the Hercules Library. The "BeLoved" event featured a

PROGRAM UPDATES

April & May 2023



story hour with local author and educator Phelicia Lang, various activity stations focused on building and practicing early literacy skills to support future school success. There was also a Transitional Kindergarten teacher from the West Contra Costa Unified School District on hand to assist families with the district's kindergarten registration process.

Bella Merrill, the Librarian II in the Early Literacy Outreach Services department for Contra Costa County Library, invited Jessica to participate in the event after attending the Ready Kids East County Partners & Collaborators Meeting in December 2022. After attending the RKEC Partners & Collaborators Meeting, Bella was inspired to look at the Library's own programming and see how they could more intentionally engage Black and African American families. So, this event was intended to be the Contra Costa County Library's pilot program for a future series of BeLoved Kindergarten Readiness library events across the county.

Week of the Young Child Kickoff Event

On Saturday, April 1, First 5 Contra Costa, through the RKEC Initiative, hosted a Week of the Young Child (WOYC) Kickoff Event at the East County First 5 Center. The event was designed to celebrate and empower young children and their families by providing a morning full of fun activities and informative resources accessible in the Contra Costa County community. Entertainment included a face painter, a balloon artist, and a wildlife presentation. Several community partners also participated by tabling and one partner, Tandem, Partners in Early Learning, facilitated a read aloud and passed out free children's books. The event lasted two hours and had an estimated attendance of over 200 people total. Each child that attended was able to go home with a giveaway bag that included finger puppets, two children's books, and art supplies.

Parent Group Meetup

The RKEC Parent Group met at the Lindsay Wildlife Experience on Saturday, May 20. Over 40 Black and African American parents, caregivers, and children attended the meetup in Walnut Creek. Families were able to walk around the exhibit hall and participate in various programming options that highlighted different species of wild and domestic animals that can be found in California.



After exploring some of the exhibits and interacting with staff members, families were able to enjoy lunch in Larkey Park—which is the park attached to the Lindsay Wildlife Experience. Parents and caregivers were able to interact with each other while they watched their children run across the grass fields and play at the playground. Families enjoyed being able to visit another local and educational establishment that they can bring their children back to for future visits.

Quality Matters (QM) Program

Dual Language Learner (DLL) Series:

First 5 has launched the Spring/ Summer DLL Language Learner cohort. Modeled after our 2021 DLL learning series, this 10-hour asynchronous option is available in both English and Spanish and includes three virtual Professional Development Learning Community (PLC) meetings. Upon completion, participants will receive a stipend of \$200.

PROGRAM UPDATES

April & May 2023



Year-end Activities:

May and June are very busy months for the ECE staff. As we are preparing for the year-end, QM participants attended the Local Planning Council Young Children's Forum on May 20th where the focus was on self-care for childcare providers with several guest speakers and activities to help keep this very important field of workers rejuvenated. First 5 supplied the lunch for participants and several First 5 staff were in attendance.

We are also preparing the year-end quality kits for all QM providers which will provide supplies and activities to help providers support children with self-regulation and social emotional wellbeing. QM participants are also in process of completing the year-end survey in which all participants are asked several questions that will help us plan professional development and activities for the coming year.

Family Economic Security Partnership

*The **Family Economic Security Partnership (FESP)** is a public, private and nonprofit collaboration dedicated to increasing the income and building the assets of low-income families and individuals living in Contra Costa County.*

Community Advocacy + Partnership Project (CAPP)

For the past two years, FESP has collaborated with Ensuring Opportunity on the CAPP project. The program ended in March with a celebratory meeting, and staff has been working with Ceres Social Research on an evaluation report of the program. The report will be shared soon, and will capture the lessons learned from the program, including reflections from participants about their satisfaction with the program and the impact it has had on them personally and professionally.

Ensuring Opportunity will offer some amount of limited support to the participants on an ongoing effort, while FESP's role (and Fran Biderman, First 5 Special Projects Coordinator) has officially ended. Stay tuned for the evaluation report which we will share and join us in appreciating Fran as she retires from First 5 Contra Costa for all of her work on this and so many other projects over the last 20+ years.

Family Economic Security Partnership (FESP)

On May 23, FESP held its first meeting in almost a year. About 30 people registered for the meeting, which was FESP's first in-person convening since the pandemic began. The theme of the meeting was to learn more about how the state budget and the ending of pandemic-related benefits will impact families with low-incomes. The meeting featured two speakers: Kayla Kitson from the [California Budget & Policy Center](#) spoke to the state level, including highlights in the Governor's May Revise, and Tracy Murray from the [Contra Costa County Employment and Human Services Department](#) provided insights at the county-level about how the pandemic impacted demand for county services and how families are faring now that some temporary benefits have ended.



Both presentations are available on this [webpage](#). At the meeting, the group had a discussion about future topics and ideas for collective action, and the FESP Executive Committee will be meeting soon to plan out the next year of activities.

PROGRAM UPDATES

April & May 2023



Children's Leadership Council Convening on June 21

FESP will be featured as one of First 5 Contra Costa's collaborative projects at the June 21 [Children's Leadership Council](#) convening. This in-person event aims to help service providers, professionals, elected officials, and others working to support children and their families to: (1) Connect with like-minded individuals working to end the inequities facing children, youth and families, (2) Learn about collective work currently underway, and (3) Be empowered to take action for change. The in-person event will be on June 21 from 1:30-5 pm at the Pleasant Hill Community Center. Learn more information about the event and [register](#) to participate.

County Certification of Compliance

Fiscal Year 2023–2024 Funding

I attest that I am duly authorized to certify to First 5 California that the county cited on page 2 has satisfied all requirements of Health and Safety Code Section 130140 to remain eligible to receive tax revenue as of July 1, 2023. **The Certification of Compliance is due by July 1, 2023.**

Each of the following checked boxes confirms the stated requirement has been satisfied. Additionally, the required county commission action information is included/attached for reference.

The county commission has reviewed its current county strategic plan, or adopted either a new or revised county strategic plan. **Please check only one of the two boxes below.**

The county commission has reviewed its county strategic plan, pursuant to the requirements of Health and Safety Code Section 130140 (a)(1)(C)(iii).

The county commission has adopted either a new or revised county strategic plan, conducted the required public hearing, and submitted the adopted plan and any revisions to the state commission, pursuant to Health and Safety Code Section 130140 (a)(1)(D), (E) and (F).

Reference Commission Minutes dated:

Agenda Item Number:

The county commission has conducted the required public hearing on its FY 2021–22 annual audit, pursuant to Health and Safety Code Section 130140(d)(2).

Reference Commission Minutes dated:

Agenda Item Number:

The county commission has conducted the required public hearing on its FY 2021–22 annual report (e.g., data submitted through First 5 California’s Annual Report Web-based Reporting System), pursuant to Health and Safety Code Section 130140(d)(2).

Reference Commission Minutes dated:

Agenda Item Number:

The county commission has conducted the required public hearing on the State Commission's FY 2021–22 annual report, pursuant to Health and Safety Code Section 130140(d)(3).

Reference Commission Minutes dated:

Agenda Item Number:

Date:

Executive Director (Signature)

Executive Director:

County Commission Name:

Should you have questions, contact Monica Roy at (916) 263-1079 or mroy@ccfc.ca.gov.

Please return the Certification of Compliance and supporting documents to the following e-mail:

E-mail: statutorydocuments@first5.ca.gov

Thank you!



EXECUTIVE DIRECTOR REPORT

June 12, 2023 Commission Meeting

This report provides non-programmatic updates on key activities since the April 17 Commission Meeting.

INTERNAL UPDATES

Personnel Report

This report provides First 5 Contra Costa staffing updates that includes new hires, promotions, resignations/retirements, vacancies, and advertised positions.

Farewell/Retirement: Lisa Morrell-Korb, Family Support Program Officer announced she will be ending her tenure at First 5 Contra Costa after 18 years of service and will be retiring mid-July, 2023. Under her tenure, the First 5 centers blossomed into the community hubs they are today. She also oversaw the Welcome Home Baby Home Visiting Program for many years. Lisa will be missed dearly by her First 5 peers and community partners. She will be recognized for her years of service at the July 10 Commission Meeting.

First 5 Contra Costa Website Refresh

Staff has been working since March on refreshing the First 5 Contra Costa website, which has maintained the same look and structure for more than 7 years. The refreshed website will mirror the direction of the new Strategic Plan and will aim to guide visitors through brief descriptions of our work, allowing them to opt into reading more detail. Decision-makers and family members are the primary audiences. We look forward to launching the new site in July.

Early Intervention Featured in Podcast

One of the clinic consortia the Early Intervention Team works with in the ACEs/Trauma-Informed partnerships is *Aliados Health* (formerly Redwood Community Health Coalition or RCHC). They regularly record a podcast aimed at Quality Improvement for staff at their member clinic systems. First 5 Contra Costa's Early Intervention Team was featured in a podcast hosted by *Aliados Health*. The podcast pairs with the [Promising Practice one-pager](#) they previously completed in partnership and collaboration with First 5 Contra Costa about our collaborative work. Listen to the here: [podcast](#).

COUNTY UPDATES

Children's Leadership Council (CLC) In-Person Event: First 5 Contra Costa continues to serve as the backbone organization coordinating the work of the CLC's Leadership Team and leading the planning of the first in-person event since the pandemic. **The upcoming in-person [Children's Leadership Council event](#) will be on June 21 from 1:30-5PM at the Pleasant Hill Community Center.** We are excited to see the interest from community partners and have over 135 people registered to date. Attendees will have an opportunity to learn more about several county-wide collaborative projects aiming to improve systems and outcomes for children and families.

[Register](#) today to reserve your spot!



Federal Community Project Grant – First 5 Contra Costa submitted the formal award application for the \$150,000 Community Project grant on May 26. This grant is a follow-up to the Childcare Workforce study being conducted currently by UCB’s Center for the Study of Child Care Employment. Elements include focus groups with childcare providers to help dig deeper into the Study findings and the development of an advisory group that will help guide the development of a proposed Guaranteed Basic Income stipends model for Contra Costa County. The effort is projected to start early fall of 2023.

First 5 Centers RFQ Outcomes

The four-month RFQ process to identify new First 5 center operators has concluded. The new awarded entities were announced on May 22 and are as follows:

Centers with new operators:

- Monument First 5 Center (BACR) and East County First 5 Center (Lincoln)

Centers with no change in operator:

- West County First 5 Center (BACR), Antioch and Delta First 5 Centers (Aspiranet)

IMPACT Legacy FY23/24-F25/26 Application

This week we are finalizing the 2023-25 IMPACT Legacy grant application. As listed on the grants docket, the \$1,311,042 Contra Costa County allocation is for two years, an approximate 10% decrease from the last three-year cycle. IMPACT is the grant that funds most of the Quality Matters program, including coaching, professional development for center-based and home-based early learning providers.

New elements this cycle:

- Regionalization of the grant – there will now be a lead fiscal entity for the Bay Area Region (First 5 San Benito) that will manage the funds disbursement and invoices to First 5 Commissions within the region.
- Permanent elimination of a prescribed definition of quality through ratings (still required for subsidized programs) to a local self-identified quality improvement process.
- Pilot Specializations for early childhood providers – Quality Matters program participants will receive in-depth specialized training focusing on infant and toddler caregiving and dual language foundations.

STATE UPDATES

First 5 Association's Letter on MHSA Categorical Funding

On May 24, the First 5 Association sent a letter to legislative budget leaders expressing concerns with the proposals to adjust Mental Health Services Act (MHSA) and asking that they include a specific set-aside for infant and early childhood programs. Current proposals to MHSA eliminate the requirement that counties set aside 20% of the funds for prevention and early intervention and that at least 51% of those funds serve children ages 0 –25. The letter asks that MHSA include at least a 10% set-aside for services for ages 0-5 as MHSA is one of the only sources of funding for community-based programs serving the socio-emotional health needs of our youngest children.



**Staff Report
June 12, 2023**

ACTION: X
DISCUSSION:

TITLE: Consider adopting the First 5 Contra Costa 2023-2026 Strategic Plan and Long-Term Financial Plan

Introduction:

Each year, the Commission holds a public hearing on its strategic plan, as required by statute. Proposition 10 statute calls for every Commission to adopt a strategic plan in order to receive the tobacco tax revenues the Proposition established. Since 2000, when the Commission adopted its initial plan, three succeeding plans were adopted in 2009, 2016, and 2020.

Background:

The Strategic Plan for fiscal years 2023/24 to 2025/26 builds on prior plans, reaffirming First 5’s commitment to ensuring all young children and their families thrive. The plan is the culmination of data, input, insights, and recommendations that were gathered from multiple sources during an 11-month collaborative planning process that included the Commission, staff, and community partners.

Our new 2023 – 2026 strategic plan builds on First 5 Contra Costa’s 25-year history and experience as a funder, convener, advocate, and leader in early childhood systems, **while elevating new or different roles and approaches that we must embrace in order to remain a viable, sustainable, and impactful organization.** We view this strategic plan as a living, dynamic “roadmap” that will help us navigate both the challenges and the opportunities that lie ahead.

The strategic plan presents a new sustainability approach based on the premise that a financially healthy First 5 Contra Costa is critical for the services and systems enhancements that our investments support. Looking into the future, First 5 Contra Costa’s sustainability approach strives to maintain a stable organization; build on and grow investments for young children and families in the County through public and private funding partnerships; and leverage the strengths and assets we have built over the years.

The strategic plan outlines several short-term and long-term strategies and methods for sustainability including the development of a 5-year Sustainability Plan; strategically and incrementally shifting away from programs, activities, and services that are better aligned with local community partner organizations and that are outside the scope of First 5 Contra Costa’s three focus areas; identifying and pursuing diversified revenue sources; using data to support and drive decision-making; and re-evaluating a ‘Contingency Fund’ allocation.

The Strategic Plan can be found online:

<https://www.first5coco.org/commission-executive-committee-meetings/>

Recommendation:

Staff recommend the Commission adopt the First 5 Contra Costa Strategic Plan for fiscal years 2023/24 to 2025/26.



Strategic Plan and Long-Term Financial Plan

Fiscal Years 2023-2026

June 12, 2023



Strategic Plan and Long-Term Financial Plan

Fiscal Years 2023-2026




Our Purpose & Intentions

1. Shift our approach to **sustainability**
2. Develop a clear, **specific road map**



Our Process: Collaborative & Iterative

AUG 2022



STRATEGIC PLANNING DESIGN TEAM

- Executive Team & Consultant
- Designed planning process


OCT - NOV 2022



LANDSCAPE ANALYSIS

- Commission interviews
- Community indicators
- Foundational frameworks
- Current strategic investments
- Policy advocacy & funding opportunities


OCT 2022



COMMISSION MEETING

- Obtained feedback and support for design of strategic planning process

NOV - DEC 2022



BRIEFING BOOK


- Summarized landscape analysis to inform strategic planning discussions

Our Process: Collaborative & Iterative

DEC 2022

COMMISSION RETREAT


- Provided input and guidance on strategic direction & sustainability framework



FEB - APR 2023

STAFF AD HOC WORKGROUPS


- Defined strategies, goals, and possible activities



MAY 2023

DRAFT PLAN


- Developed strategic plan with staff input



JAN - FEB 2023

STAFF RETREATS


- Provided input and feedback on Briefing Book and sustainability framework



MAR - APR 2023

COMMUNITY VOICE


- Synthesized qualitative data on family & community needs



JUNE 2023

PROPOSE PLAN

- Propose draft to staff & incorporate feedback
- Propose to Commission



The Changing Landscape



Key Trends

- Growing county population
- Declining birth rate
- Socioeconomic challenges persist

What Families Tell Us

They need:

- Increased access to services
- Opportunities to learn
- Increased voice and representation
- Culturally and linguistically responsive services

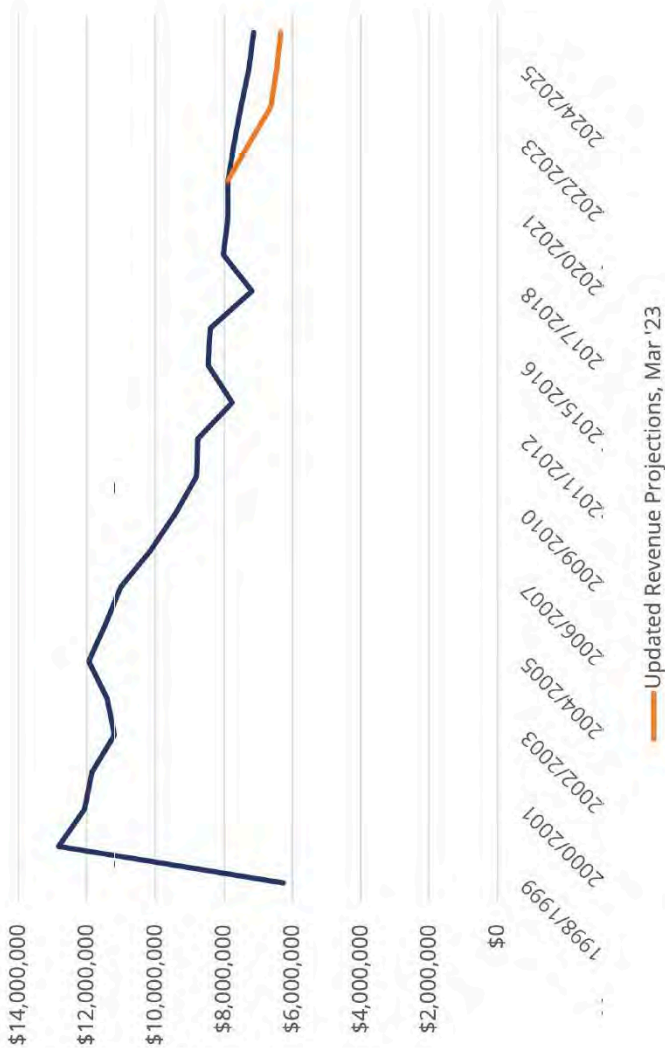


State Tobacco Tax (Proposition 10) Revenue Projections With the Flavor Ban Compared to Potential Additional Decline Due to Reduction of Tobacco Consumption



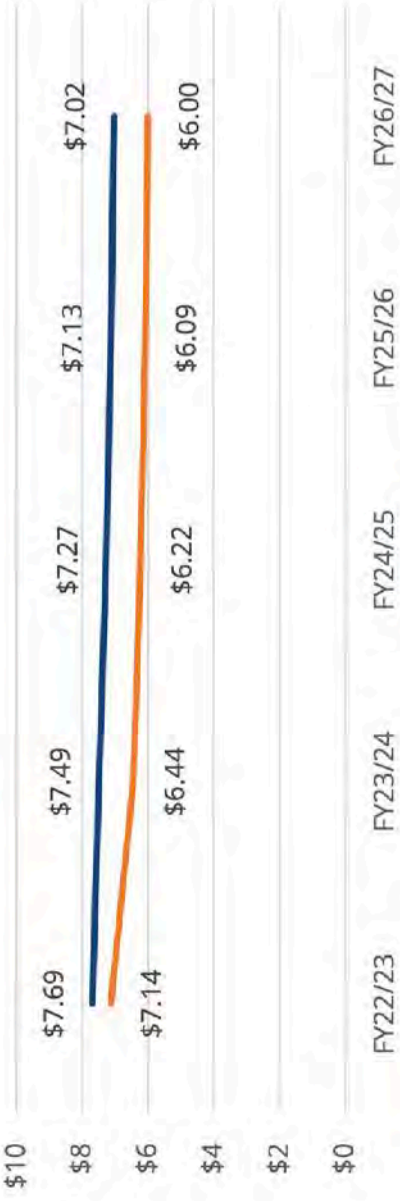
Source: 'Forecast of Revenues to the CA Children and Families Trust Fund (\$ Millions)' based on Capital Matrix Consulting memo: Tobacco Tax Revenue Projections- California Children and Families First Trust Fund, Dec. 6, 2022.

Contra Costa County Proposition 10 Revenue, Fiscal Years 1999 – 2026



Source: First 5 California Report based on Department of Finance published birth rate data, last updated May 2022 (2019 baseline).

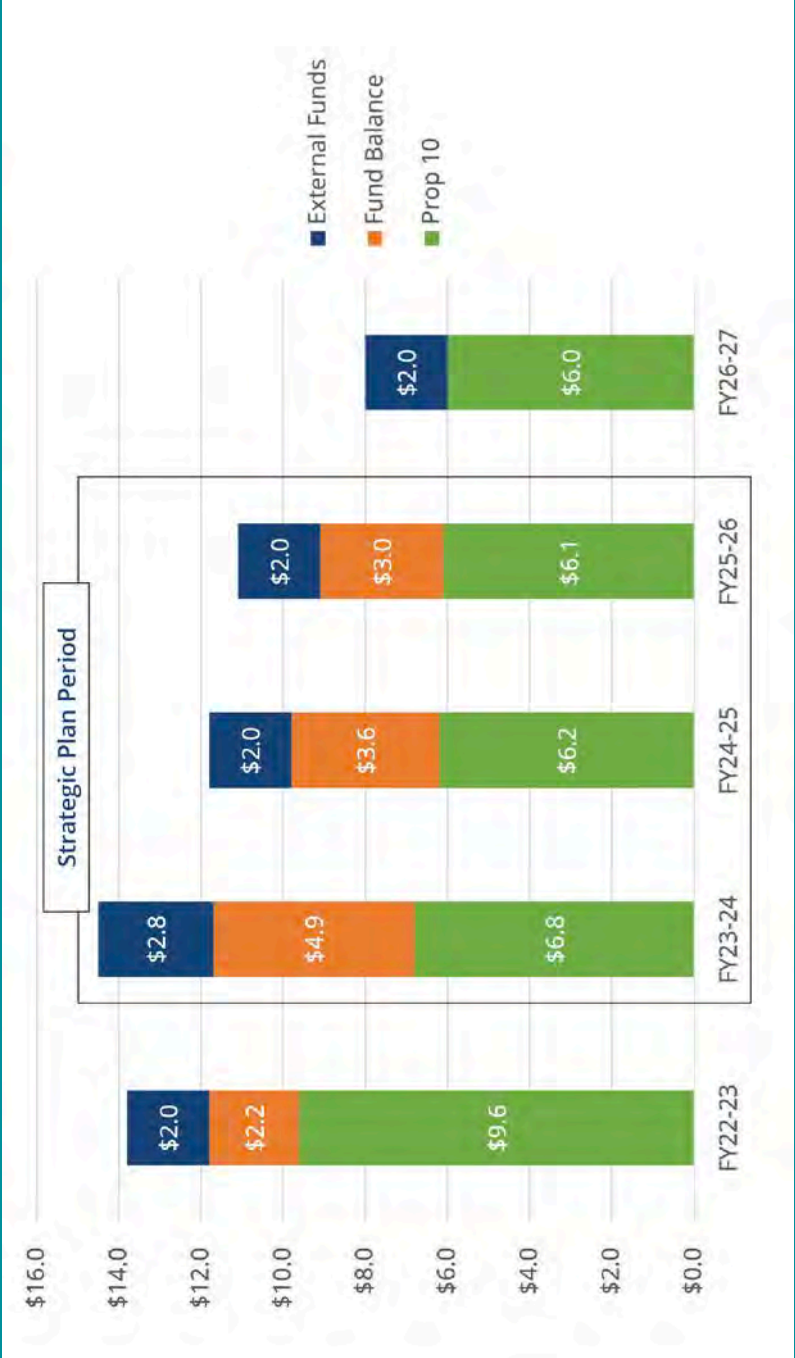
Proposition 10 Revenue Projections for Contra Costa County, With and Without the Flavor Ban (in Millions)



— Projections: Nov. 2022 (w/o Flavor Ban) — Projections: Nov. 2022 (w/Flavor ban)

Source: First 5 California Report based on Department of Finance published birth rate data, last updated May 2022 (2019 baseline), updated Nov. 2022.

Projected Revenue by Funding Source, Fiscal Years 2023-2026



Redefining Sustainability

A financially healthy First 5 Contra Costa is critical for the services and systems enhancements that our investments support.

Priorities for 2023-2026:

- Develop 5-year Sustainability Plan
- Identify diversified revenue sources
- Focus on programs, services and partnerships within three focus areas
- Advocacy efforts with First 5 network to identify new revenue sources
- Greater use of data
- Contingency Fund (re-evaluate amount)

Our Strategic Roadmap

Vision, Mission,
Guiding Principles, and Core Values

Core Strategies

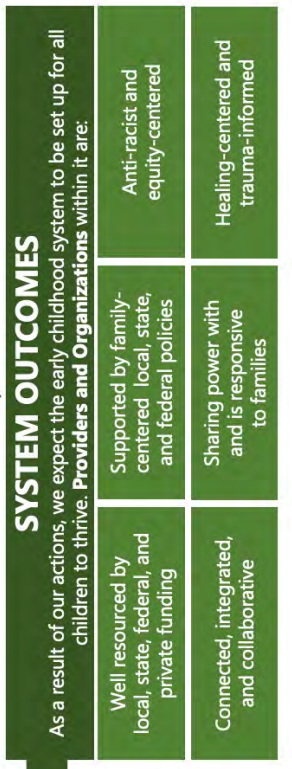
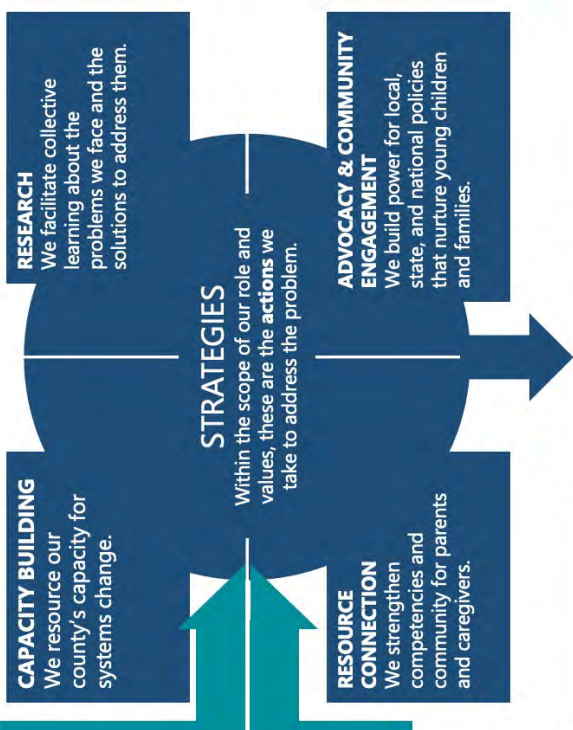
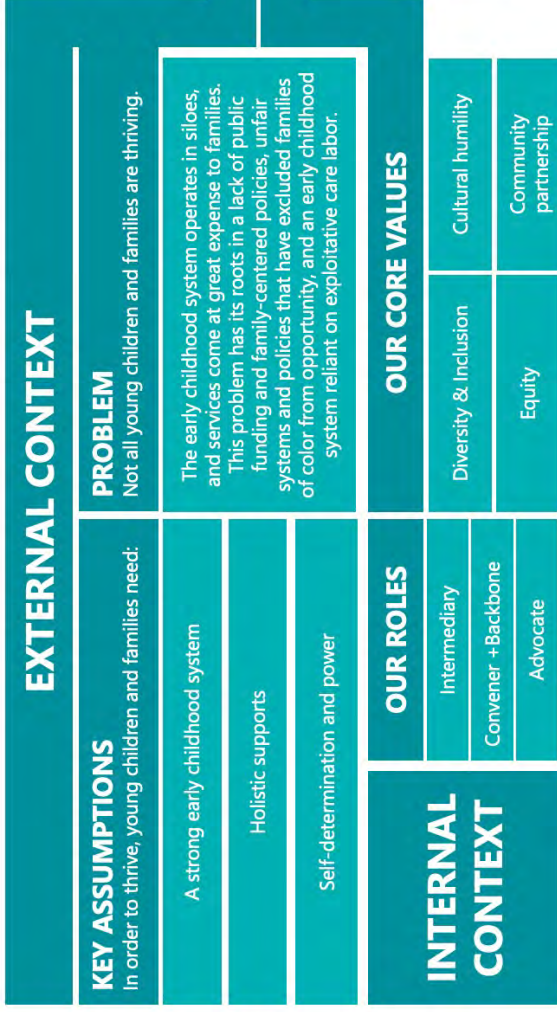
- Capacity Building
- Research
- Resource Connection
- Advocacy and Community Engagement

Early
Childhood
Education

Early
Intervention

Strengthening
Families

First 5 Contra Costa Theory Of Change



Capacity Building

We build capacity for systems change by identifying and supporting the professional development of our external and internal partners in the early childhood system.

Priorities for 2023-2026:

- Uplift parent voice, leadership, and power
- Build, strengthen, sustain the early childhood workforce
- Support holistic capacity building in early childhood systems

Resource Connection

We strengthen competencies and community by creating access and opportunities for parents and caregivers to engage in services, programs, and opportunities that meet their needs and interests.

Priorities for 2023-2026:

- Leverage Proposition 10 funding
- Refine the cultural and linguistic relevancy of programming and outreach
- Engage more service providers and partners in our networks and efforts

Research

We facilitate collective learning about the problems we face and the solutions to address them by investigating and learning systematically.

Priorities for 2023-2026:

- Use a Results Based Accountability approach
- Expand and enhance our research methods

Advocacy & Community Engagement

We build power for local, state, and national policies that nurture young children and their families.

Priorities for 2023-2026:

- Engage community in policy and systems changes
- Build power and advocacy opportunities for parents/caregivers and service providers
- Champion policy changes and the allocation of public resources related to our focus areas

Layers of Organizational Planning



- Big picture, long-term
- Policy-level organizational goals
- Complex, non-routine

Strategic



- Implementation, short-term
- Map strategy to org. goals
- Less complex; “Plannable”

Tactical



- Day-to-day work
- Concrete
- Routine

Operational

Organizational Strategies

First 5 Contra Costa will continue to build and strengthen our organizational infrastructure, our people and our culture to ensure alignment with our core values, guiding principles, strategies and actions outlined in the Strategic Plan.

Priorities for 2023-2026 will focus on two workstreams:

- People and Culture Workstream
- Operations and Processes Workstream



Questions



Strategic Plan and Long-Term Financial Plan

Fiscal Years 2023-2026



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Acknowledgements

First 5 Contra Costa is proud to share our updated Strategic Plan for 2023 – 2026, which reaffirms our commitment to ensuring all young children and their families thrive. This document is the culmination of data, input, insights, and recommendations that were gathered from multiple sources during an 11-month collaborative planning process. We deeply appreciate everyone who shared their expertise and perspectives with us. Our plan is better because of it.

First 5 Contra Costa Commission

	Commissioners	Alternates
District I	Dr. Rocio Hernández, Vice Chair	
District II	Marilyn Cachola Lucey	Vidya Iyengar
District III	Lee Ross	
District IV	Matt Regan, Secretary/Treasurer	Gareth Ashley
District V	John Jones, Chair	
County Board of Supervisors	Supervisor Candace Andersen	Supervisor Ken Carlson
Health Services Department	Dr. Ori Tziveli	Dr. Sefanit F. Mekuria
Employment & Human Services	Dr. Marla Stuart	Nicholas Bryant
Children & Family Services	Kathy Marsh	Roslyn Gentry

First 5 Contra Costa Strategic Planning Design Team

Dr. Ruth Fernández, Executive Director
Camilla Rand, Deputy Director
Pankti Clerk, Finance and Operations Director
Sandra Naughton, Policy, Strategy and Evaluation Director

Strategic Planning Consultants

Nicole Young, Optimal Solutions Consulting
Kim Carpenter and Chandrika Rao, Applied Survey Research

First 5 Contra Costa Strategic Planning Ad Hoc Work Group Members

Fran Biderman	Dr. Ruth Fernández	Jessica Keener
Deanna Carmonat	Liliana Gonzalez	Lisa Korb
Pankti Clerk	Emily Hampshire	Daryn Nabeta
Wanda Davis	Tammy Henry	Sandra Naughton
Marianne Dumas	Lisa Johnson	Camilla Rand

A Message to the Community

When First 5 Contra Costa adopted its last strategic plan in the fall of 2019, we had high hopes for the future and what we could accomplish. Although the projected decline in Proposition 10 revenue continued to present a strategic challenge, we were optimistic that decades of collective advocacy for policies and investments in early childhood were yielding tangible results at the national, state, and local levels.


No one could have ever imagined the disruption that was about to upend our community and change our lives forever. The health, economic, and social impacts of the COVID-19 pandemic rippled throughout our county, with the burdens of economic and housing instability, loss of child care, distance learning, social isolation, and mental health concerns falling heavily on families and the workforce who care for young children, particularly in communities of color that already faced barriers to accessing vital resources and opportunities.

For the last three years, our staff, Commissioners, partners, and community have been living and working in a constant state of change, upheaval, and uncertainty brought on by the global pandemic. Through it all, First 5 Contra Costa remained a steadfast anchor, connecting with and leveraging resources of community partners, ensuring that families received the support needed to survive. We are proud of our collaborative efforts to address urgent and emerging needs of families, as well as the new partnerships that formed as a result.

Although we are now in a “post-pandemic” era, these are still challenging times. High turnover in the workforce across all industries, widespread economic instability, mental health and well-being crises, a growing state budget deficit, and a looming recession continue to be significant concerns that impact young children and their families every day. These issues were top-of-mind throughout our strategic planning process.

Our new 2023 – 2026 strategic plan builds on First 5 Contra Costa’s 25-year history and experience as a funder, convener, advocate, and leader in early childhood systems, while elevating new or different roles and approaches that we must embrace in order to remain a viable, sustainable, and impactful organization. We view this strategic plan as a living, dynamic “roadmap” that will help us navigate both the challenges and the opportunities that lie ahead. We are optimistic and excited about the road ahead and invite you to join us on this journey.

In partnership,



Dr. Ruth Fernández
Executive Director



John Jones
Commission Chair

Our Purpose

First 5 Contra Costa works to ensure young children are healthy, ready to learn, and supported in safe, nurturing families and communities. For more than two decades, we have worked to support countless children in our county in reaching their full potential by focusing on their most critical years of development – prenatal through age 5. Decades of research show that a child’s brain develops most dramatically during the first five years of life. During this critical period, a window of opportunity exists to help shape how a child’s brain matures and to lay the foundation for all of the years that follow. Safe, nurturing relationships, experiences, and environments in early childhood build healthy brains and lay the foundation for positive outcomes in health, learning, and well-being across the life course.

First 5 Contra Costa centers our work around equity and plays many roles to advance our:

Vision

Contra Costa’s young children are healthy, ready to learn, and supported in safe, nurturing families and communities.

Mission

To foster the development of our community’s children, prenatal through 5 years of age.

We know that in order to fulfill our vision and mission, we need strong early childhood systems that are grounded in a whole child/whole family framework, center families’ needs, and promote self-determination and power. However, historic patterns of racial and economic exclusion are embedded in the policies and systems that young children and families interact with every day, contributing to persistent differences in well-being outcomes based on race, ethnicity, gender, socioeconomic status, and other social identities.

Knowing this, First 5 Contra Costa is committed to advancing **racial equity, diversity, and inclusion** in all we do. We strive to recognize and value diversity and inclusion within our organization, our partnerships, and the communities we serve. We use our resources and influence to increase equity, or fair treatment and access to opportunities, so that all young children prosper and reach their full potential. We prioritize **racial equity** in particular because young children and families in communities of color continue to be impacted by policies and systems that were designed to exclude people from opportunities based on their racial and ethnic heritage.



We keep racial equity, diversity, and inclusion at the forefront by embodying these **core values** in every aspect of our work:

- **Diversity & Inclusion** – We work to ensure the diverse values, voices, and perspectives of our staff, partners, and community members are heard, represented, and reflected throughout our work.
- **Equity** – We work to eliminate systemic and structural barriers that cause or contribute to inequities so that all children and families in our community succeed.
- **Cultural Humility** – We continuously reflect on the ways in which our beliefs, cultural identities, power, and privilege influence our actions and interactions. We maintain curiosity and an openness to learning from others' lived experiences and adapting our approaches.
- **Community Partnership** – We listen to and learn from families, organizations, and policymakers. We build relationships based on shared values, shared power, trust, respect, and a collective commitment to ensuring the health and well-being of all children.

These **guiding principles** serve as our compass, ensuring our actions and decisions are in alignment with our core values.

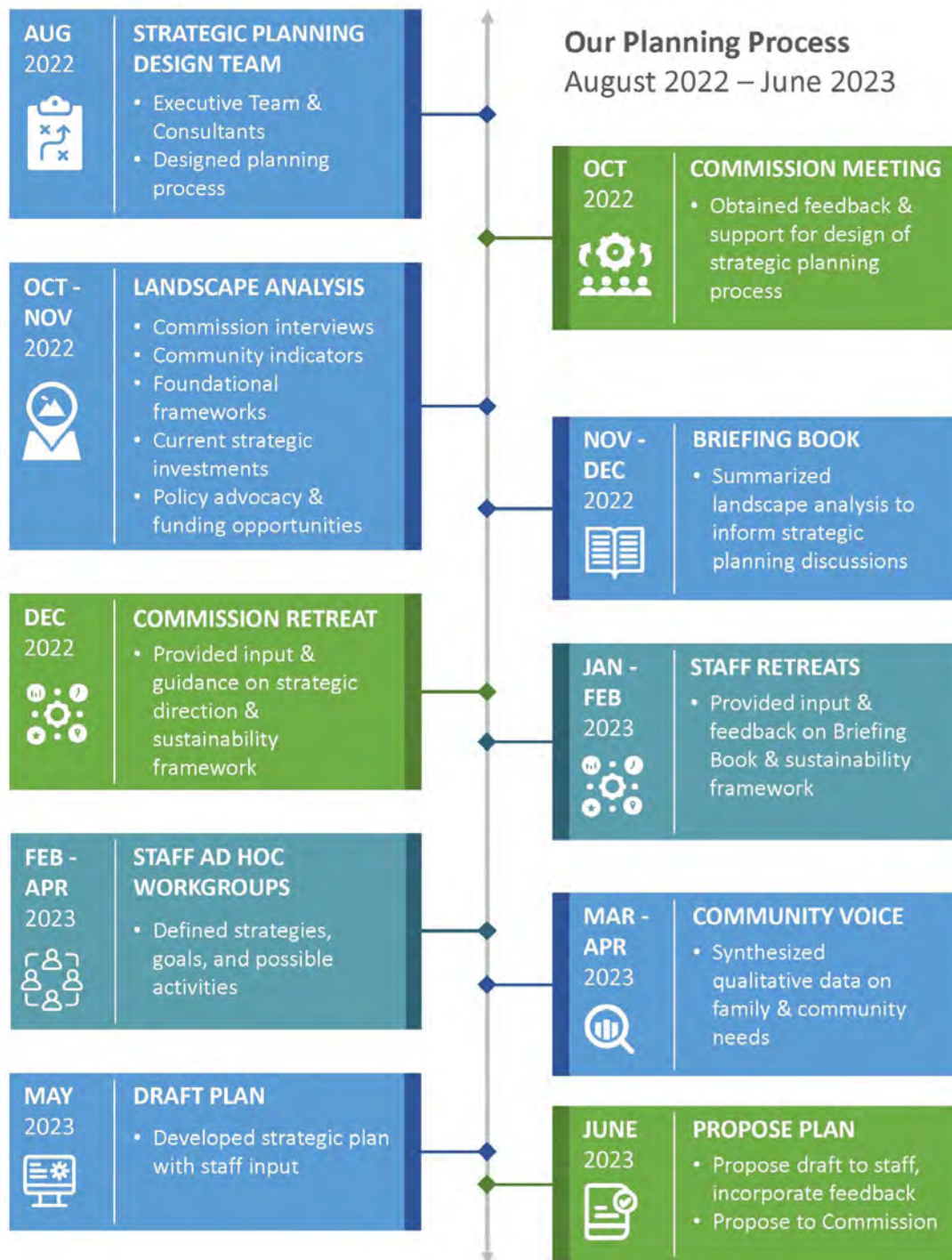
- We will prioritize our efforts and investments to focus on **eliminating disparities** and creating **equitable opportunities and outcomes**.
- We will contribute to strengthening and building **trauma-informed** early childhood systems that **prevent, treat, and heal** trauma and adverse childhood experiences.
- We will seek out and listen and partner with **diverse and under-represented voices**, with **shared power**, clear communication, and agreements as to roles and responsibilities, expectations, decision-making, and accountability.

First 5 Contra Costa was established in 1998 by the creation of California's Proposition 10. Like many county-level First 5 agencies, we have evolved from primarily being a funder of direct services in our earliest days, to now playing multiple, essential roles in building and strengthening the systems that young children and their families interact with in Contra Costa County, as described in our Theory of Change (**Appendix A**). We are a convener, an advocate, and an incubator.



Our Planning Process

In August 2022, First 5 Contra Costa began a collaborative, iterative strategic planning process that has been inspired and informed by a multitude of perspectives and data. The planning process unfolded in stages over the course of 11 months, as shown in the timeline below, with opportunities for staff and Commissioners to engage in thoughtful discussions about First 5 Contra Costa's strengths, priorities, efforts, investments, and impacts.





Our Changing Landscape

Our county and the context in which we do our work is constantly changing. Demographic shifts, community conditions, economic trends, and changes in the resources and services offered all impact our work. Key data trends and perspectives that informed this strategic planning process are highlighted below and described in greater detail in the First 5 Contra Costa Strategic Planning Briefing Book 2022.¹

Children and Families in Contra Costa County

Contra Costa is a large, diverse, and growing county, made up of multiple communities that have many strengths, as well as needs for support. As one of the Bay Area's fastest-growing counties, Contra Costa's population is nearly 1.2 million people – a 9% increase since 2011.² The county's ethnic diversity has also shifted in the last decade, with greater growth among African American or Black, Asian, Latino, Multiracial, and Native Hawaiian/Pacific Islander populations (between 8-14%), compared to whites (3%).³ Over one-third (35%) of county residents speak at least one language other than English.⁴

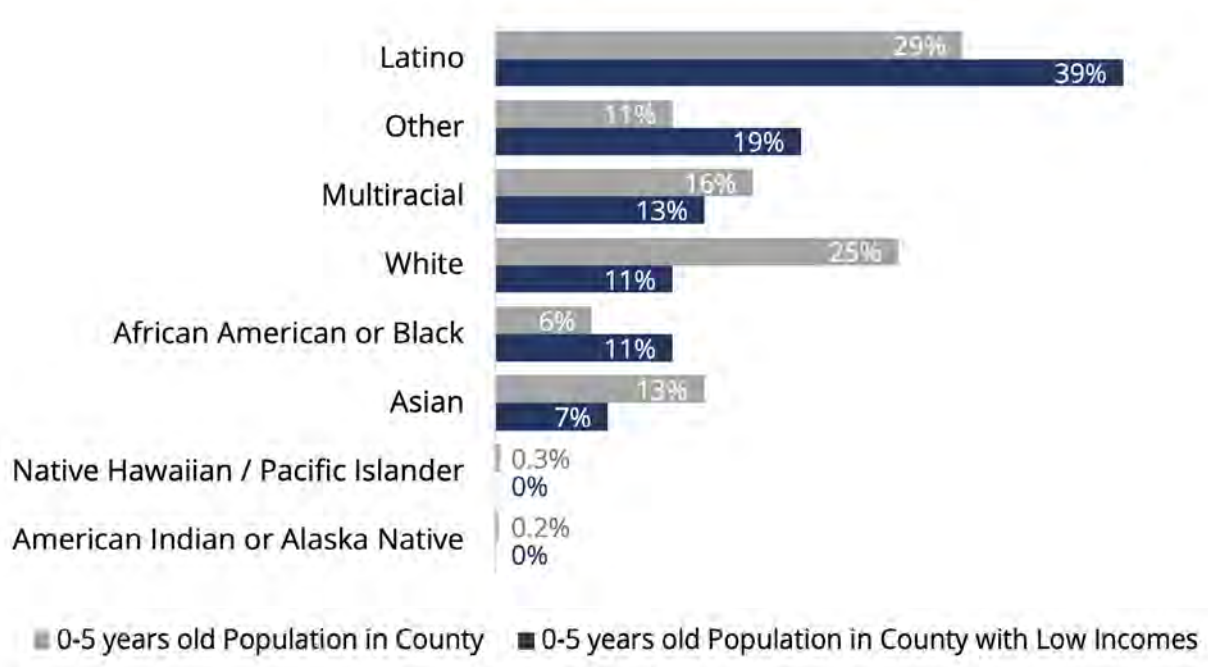
Although the overall county population is increasing, the population ages 0 to 5 is decreasing. In 2021, there were 73,113 children under the age of 6, a decrease of 9% since 2011 (80,111).⁵ The county's birth rate also decreased nearly 5% in the last decade, which has a direct impact on Contra Costa's allocation of Proposition 10 revenue.⁶

What the Data Tells Us

Too many young children and their families in our county are experiencing stress and adversities that can have lifelong impacts on their health, education, well-being, and economic opportunities. We aim to address these challenges in our ongoing work:

- In 2020, Latino and African American or Black children under age 6 in families with low incomes were over-represented among all families with children under age 6 with low incomes. For example, Latino children made up 29% of the 0-5 year old population in Contra Costa, yet they represented 39% of children under age 6 whose families had **low incomes** (at or below 100% of the Federal Poverty Level). This pattern was true for African American or Black children and children of Other (unnamed) ethnicities, too.⁷

Children Under Age 6 in Contra Costa County by Ethnicity, 2020



Source: American Community Survey 5-year estimates (2016-2020) Tables B17001B through I; Ethnicity and Poverty for County Number of individual children under 6 and number in poverty.

- Countywide, in 2021, 9% of families with children under the age of 6 lived in **deep poverty** (defined as 50% of the Federal Poverty Level, which in 2020 was an annual income of \$13,875 for a family of four).⁸ This is why First 5 Contra Costa has strategically located its five First 5 Centers in the areas with high concentrations of child poverty.

- Far too many of our county's low-income working families cannot access the quality child care they need. An estimated **19,400** children under the age of 5 who are eligible for subsidized child care cannot access spaces due to our county's low supply.

In 2022, this translated to about **90%** of children under the age of 3 who were **eligible for subsidized care without a program to enroll in**, and similarly **60%** of eligible 3 and 4 years old **not able to enroll**.⁹

In addition, there has been a steady exodus of child care providers from the field, either due to pandemic-related impacts on their business, burnout, or low wages. The mismatch between the supply of early care and education workers and demand for their services has created a child care shortage, which affects both families and employers.

- Only one in four children (**23%**) in our county who are enrolled in Medi-Cal managed care had a **developmental screening by their third birthday**, with lower rates of African American, Asian, and Latino children receiving screenings than white children. ¹⁰
- **14%** of children (ages 0-17) in Contra Costa County have experienced **two or more adverse experiences** such as socioeconomic hardship, divorce or separation of parents, family violence, or parental incarceration. ¹¹

What Families Tell Us

Many of the pressing challenges that families face today are not new but were exacerbated by the global pandemic and continue to have prolonged impacts that are still being felt, particularly among families of color and families with low incomes. In a survey of local families commissioned by First 5 Contra Costa in 2020, four months into the pandemic, common concerns cited by families included social anxiety and overwhelm, children's education/early learning and social isolation, loss of child care, and economic instability.¹² In a follow-up survey in Spring 2021, many survey respondents had been unemployed for over 6 months, and several cited a lack of child care as the reason.¹³





In fiscal year 2021-2022, families who completed a survey when they registered for services funded by First 5 Contra Costa ranked their child's development and behavior as their top concern, even above concerns about paying for basic needs. This was true among Latino parents/caregivers (the group with the largest number of respondents), African American parents/caregivers, and families in all regions except the central area of the county (who ranked paying for housing as their top concern). Paying for rent/housing, other bills, and child care were the next most pressing concerns among respondents.

These concerns are echoed in multiple reports and communitywide assessments, which were analyzed for common themes and synthesized for First 5 Contra Costa by Applied Survey Research (See **Appendix B** for more information).

Common themes about what parents/caregivers say they need include:



Removal of barriers and **increased access to health, mental health, and substance use services**, particularly for children and families who do not qualify for Medi-Cal



Increased options for quality, affordable, and accessible **child care**



Community- and school-based trauma-informed **mental health** resources for families with young children



Support to mitigate the impact of **social isolation** on children's development



Opportunities and resources to **learn about child development**, how to navigate existing services, and other topics that promote **child and family well-being**



Increased **voice and representation** in services and decision-making



Improved quality and access to services that are **culturally and linguistically responsive**



Our Evolving Role

Over the last 25 years, First 5 Contra Costa has evolved from primarily being a **funder** of direct services to playing multiple, essential roles in building and strengthening the early childhood systems that young children and their families interact with in Contra Costa County. As a **convener and facilitator**, we have developed strong cross-sector partnerships with leaders in education, health, and human services systems in the county. We have used our influence to **advocate** for sustainable and equitable systems changes that promote trauma-informed and healing-centered solutions. As a **backbone support and incubator**, we have co-designed transformational and innovative models that promote integration and are created by and for the community.

In recent years, First 5 Contra Costa has also honed its ability to serve as an **intermediary agency**, developing and implementing agreements to braid and blend public and private funding and “bundle” comprehensive services provided by partner agencies and providers. This approach builds shared responsibility among multiple funders to bolster, improve, and expand early childhood services and resources. It also allows First 5 Contra Costa to leverage our strengths and resources to increase our reach and impact, even in the face of declining Prop 10 revenue. This strategy will be paramount to our fiscal sustainability approach going forward.

Our Long-Term Financial Plan and Sustainability Framework

Proposition 10 Revenue Projections

While First 5 Contra Costa remains at the forefront of systems change for young children and their families, we also cannot escape the fact that Proposition 10 revenue, which is from state tobacco tax and is our primary source of revenue, continues to decline due to the steady drop in tobacco consumption. This decline will accelerate due to the recent passage of Proposition 31, which upholds state legislation that bans the sale of flavored tobacco products.

As of December 2022, revenue projections provided by Capitol Matrix Consulting show that Proposition 31, also known as the 'flavor ban', accelerates the annual decline in tobacco consumption by 7.5% per year in 2023-2024, the first full year the ban is in effect. This is almost double the projected 3.8% annual decline in tobacco consumption, absent the flavor ban.¹⁴

Statewide, Proposition 10 revenues are projected to decline at least 27% between 2021-2022 (\$381 million) and 2029-2030 (\$276 million) due to the flavor ban (see the blue line in the chart below). If the flavor ban and other factors continue to reduce tobacco consumption overall by 15% (which the Department of Finance assumed in the Governor's 2022 May Revise of the state budget), then Proposition 10 revenues will decline more quickly — falling to \$293 million by 2023-2024 and further to \$259 million by 2029-2030 (see the orange line in the chart below).

State Tobacco Tax (Proposition 10) Revenue Projections With the Flavor Ban Compared to Potential Additional Decline Due to Reduction of Tobacco Consumption



Source: 'Forecast of Revenues to the CA Children and Families Trust Fund (\$ Millions)' based on Capital Matrix Consulting memo: Tobacco Tax Revenue Projections- California Children and Families First Trust Fund, Dec. 6, 2022.

The decline in Proposition 10 revenue has been known and addressed in previous strategic plans. However, it is worth noting that First 5 Contra Costa’s annual Proposition 10 revenue is approximately 17% lower than it was a decade ago, and by the end of fiscal year 2025-2026, it will have decreased by more than 51% from its peak of \$12.8 million in fiscal year 2000-2001 (see illustration below).

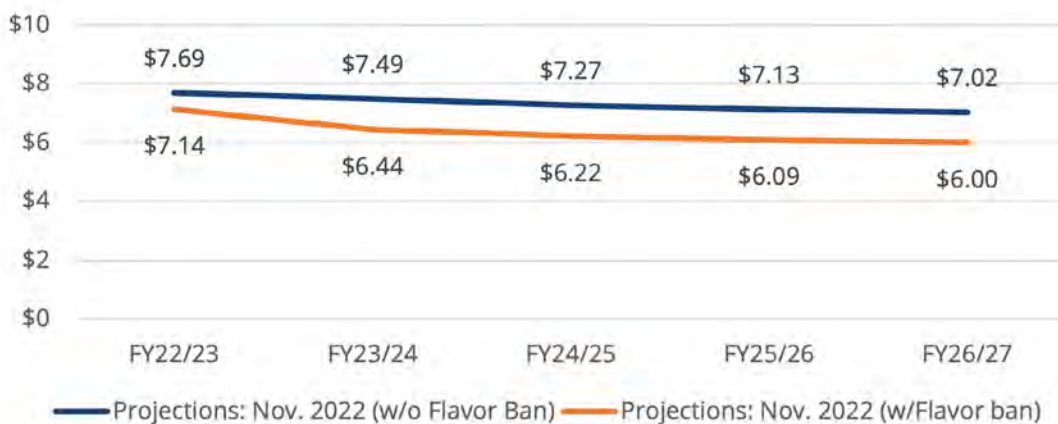
Contra Costa County Proposition 10 Revenue, Fiscal Years 1999 – 2026



Source: First 5 California Report based on Department of Finance published birth rate data, last updated May 2022 (2019 baseline).

In Contra Costa County, the impact of the flavor ban (Proposition 31) translates to an average additional loss of approximately \$1 million in Proposition 10 revenue per fiscal year instead of the previously projected 1.7% decline (see illustration below).

Proposition 10 Revenue Projections for Contra Costa County, With and Without the Flavor Ban (in Millions)



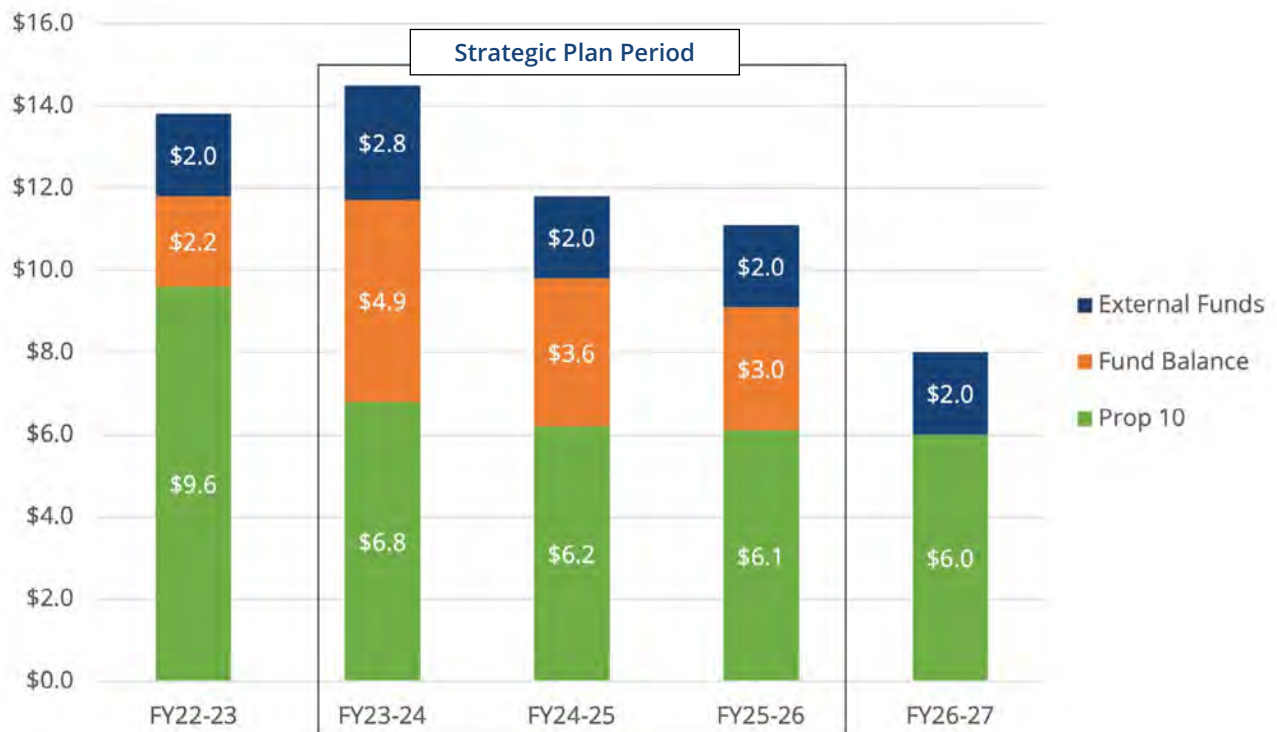
Source: First 5 California Report based on Department of Finance published birth rate data, last updated May 2022 (2019 baseline), updated Nov. 2022.

The good news is that during the 2020-2023 strategic plan period, First 5 Contra Costa avoided depletion of the Fund Balance as originally outlined in the plan. Strong fiscal stewardship, lower-than-expected expenditures during the first two years of the pandemic, and success in securing external funds (multi-year state grants and philanthropic funding) is anticipated to result in a Fund Balance of \$11.5 million as of the end of fiscal year 2022-2023. In fiscal year 2023-2024, the Commission will consider an allocation of some amount of the Fund Balance to re-establish a Reserve (Contingency Fund).

Illustrated below is a set of projections for each of the next three fiscal years of the Strategic Plan, based primarily on the most reliable set of information known at this time– which is Proposition 10 revenue projections (with the flavor ban). It also provides a conceptual near-term approach to fiscal sustainability. This approach assumes that First 5 Contra Costa will be awarded \$2 million annually in external funds during the course of the Strategic Plan period and will draw down the Fund Balance to close any gaps between projected revenues and expenses.

This Strategic Plan also includes conceptual fiscal sustainability approaches, which will be further developed into a 5-Year Sustainability Plan. Together, if successfully implemented, this Strategic Plan and the 5-Year Sustainability Plan could extend the organization’s life into the next decade. As with any relevant plan, numbers will be re-evaluated and updated annually, especially as a fund development strategy is developed, implemented, and realized.

Projected Revenue by Funding Source, Fiscal Years 2023-2026 (in Millions)





Redefining Sustainability

During the past two decades, First 5s across the state have prioritized resources and advocacy efforts to elevate the needs of families in their communities with children prenatal to age 5. Since its inception, First 5 Contra Costa has strategically focused on building, sustaining, and/or growing the Commission's investments in early childhood systems — over \$140 million over the last two decades. Now, faced with the accelerated decline in Proposition 10 revenue prompted by the flavor ban, First 5 Contra Costa is taking a bold approach to redefine long-term sustainability. This new sustainability approach reframes the paradigm of the doomed revenue cliff that has overshadowed First 5's destiny since its inception.

Instead, our new sustainability approach is based on the premise that a financially healthy First 5 Contra Costa is critical for the services and systems enhancements that our investments support. While the needs of young children prenatal to age 5 and their families will remain First 5 Contra Costa's priority, **ensuring the sustainability of our organization is imperative to achieve our targeted outcomes in the community.** Looking into the future, First 5 Contra Costa's sustainability approach strives to maintain a stable organization; build on and grow investments for young children and families in the County through public and private funding partnerships; and leverage the strengths and assets we have built over the years to continue to build the case and advocate for sustainable investments in early childhood.



Over the next three years, First 5 Contra Costa will allocate resources to develop and implement a 5-year Sustainability Plan. The plan will define multiple short- and long-term strategies and methods to identify and secure funding for First 5 Contra Costa and allow us to:

- Identify and pursue diversified revenue sources such as local taxes, fees, and other public revenue streams in addition to philanthropic grants, while also exploring ways to match and/or braid external funding with Proposition 10 funds through partnerships;
- Strategically and incrementally shift away from programs, activities, and services that are better aligned with local community partner organizations and that are outside the scope of First 5 Contra Costa's three focus areas;
- Join advocacy efforts led by the First 5 Association of California, the Bay Area First 5 Executive Director's Group, and other First 5 Network leadership to identify new and stable revenue sources for First 5 Commissions that leverage declining Proposition 10 revenue statewide;
- Use data to support and drive actions, including sustainability targets and benchmarks and return on investment; and
- Re-evaluate the amount to set aside in a Contingency Fund each year.

As we look to the future, we are energized by the **increased investments in early childhood systems and supports at the local, state, and national levels** — the result of many decades of collaboration and advocacy by First 5s and other early childhood champions across the state. President Biden’s proposals demonstrate his support of families with young children, and Governor Newsom’s bold vision of a “California for All” calls for a series of policies and investments to make California more affordable for families. Several of these promises are coming to fruition and will directly benefit children and families in Contra Costa County, including the ACEs Aware Initiative, Early Learning Master Plan, the Cradle-to-Career Education Data System, the Children and Youth Behavioral Health Initiative, CalAIM (improvements to MediCal), the Family First Prevention Services Program, and more.

Locally, Contra Costa voters approved Measure X in 2020, establishing a countywide, 20-year, half-cent sales tax that is projected to yield \$100 million in annual revenue. Research, planning, and advocacy efforts co-led by First 5 Contra Costa, Cocokids, and the Community Services Bureau of the Employment and Human Services Department resulted in an annual, ongoing investment of \$6 million in early childhood education providers and systems.

While these new state and local policies and investments are significant and historic, they also represent a fraction of the resources needed to ensure that all young children and their families in Contra Costa have equitable opportunities to thrive.

Given this interplay of opportunities and challenges, First 5 Contra Costa must continue to play a consistent and visible role in ensuring that early childhood remains a budget and policy priority, and to demonstrate the impact of our investments on children, families, providers, and the broader early childhood system. We are ready to rise to the challenge, drawing on our deep experience as a funder, convener, advocate, and backbone entity to bring in new, diverse funding streams to bolster Contra Costa’s early childhood systems.



Strategic Roadmap

When First 5 Contra Costa was established 25 years ago, the influx of new money allowed us to use our resources to build or enhance programs and direct services that benefited individual children and families. As Proposition 10 revenue declined over the years, we have adapted our role, investments, and approaches while staying true to our commitment to create an enduring impact for the greatest number of young children in Contra Costa.

With each successive strategic plan, we have increased our emphasis on strengthening the systems that serve children and families and gradually reduced our role as a primary funder of direct services. Our 2020-2023 strategic plan called for a more intentional and explicit focus on changing systems to meet the needs of young children and their families. This has enabled us to continue growing and strengthening the early childhood support systems alongside our partners and to make the best use of our finite resources.

Over the next three years, we will concentrate our investments and efforts in three **focus areas** where First 5 Contra Costa can have the greatest and most enduring impact — Early Childhood Education, Early Intervention, and Family Strengthening — and effect change through our **core strategies** — capacity building, research, resource connection, and advocacy and community engagement — as named in our Theory of Change.

Key investments and efforts in our focus areas and core strategies are described in the following section. Achieving our desired results and demonstrating the impact of First 5 Contra Costa's investments will also require us to enhance our organizational culture, capacity, and infrastructure, in order to achieve our desired results.



Focus Areas

Early Childhood Education

Desired Result

Children are ready to learn

Why We Invest in This Area

The years between birth and age 5 are critical for brain development, and the ways in which parents and others interact with children during this time makes a difference in their future learning, behavior, and health. High quality early learning programs impact children's academic and emotional well-being in the short and long-term.



What We Do

First 5 Contra Costa invests in Early Childhood Education systems and supports to help ensure children have high quality early learning experiences that help them in school and in life. Through our targeted investments and partnerships, we aim to:

- Offer professional development opportunities for early educators, helping them continually assess and improve the quality of their service.
- Strengthen the systems that support early learning programs so that children — particularly children of color — are ready for kindergarten.
- Better understand and respond to the factors contributing to the county's early learning educator workforce crisis, such as low wages, lack of benefits, and difficult working conditions.

Early Intervention

Desired Result

Children are healthy and thriving

Why We Invest in This Area

Young children's earliest experiences and relationships shape the architecture of their brain, creating a foundation for their lifelong development. Children who engage with responsive, nurturing caregivers and who live in safe environments have a strong foundation for positive mental health, which fosters their physical, cognitive, and social development. Conversely, one of the most potentially harmful factors in a child's development is the effect of trauma and toxic stress, which can lead to children facing lifelong physical, behavioral, and emotional challenges.

Regular, evidence-based screenings that lead to connecting families to needed services can change children’s developmental trajectory. Early identification leads to timely intervention during the most critical time of a child’s development. Research shows prevention and early intervention not only can improve lifelong outcomes for children but also yield long-term economic benefits.

What We Do

First 5 Contra Costa invests in Early Intervention systems and supports to ensure that families have access to prevention and early intervention services that foster the optimal development of all children. Through our targeted investments and partnerships, we aim to:

- Build the capacity of professionals and the systems they work within to adopt proven prevention and early intervention approaches, such as evidence-based developmental screenings and connections to resources.
- Build capacity among public and private healthcare and social service providers to prevent, screen, treat, and heal childhood adversity and toxic stress.
- Advocate for practice and system changes and increased investment in preventative approaches.

Strengthening Families

Desired Result

Children are supported by safe, nurturing families and communities

Why We Invest in This Area

Research underscores the critical role that positive caregiver-child relationships and healthy family dynamics have on children, particularly in their early years. Families are their child’s first and most important teachers and role models, with critical relationship building and brain development occurring in the first five years. Yet studies show that many parents and caregivers have limited understanding of how their interactions impact their children. Increasing parents’ and caregivers’ understanding of child development and parenting can lead to better child and family outcomes and prevent child neglect and abuse.

What We Do

First 5 Contra Costa invests in Strengthening Families systems and supports that connect families to resources and programs that focus on strengthening their ability to foster children’s development, health, and school readiness. Through our targeted investments and partnerships, we aim to:

- Support the holistic needs of children and families by providing and/or connecting them to resources and community services.
- Enhance parents’ knowledge of children’s development and positive parenting practices that promote strong families.
- Foster parents’ ability to advocate for themselves and their families and build a sense of community and ownership among families.

Core Strategies

Our core strategies are the actions we take to lead change within and across our three focus areas. These cross-cutting strategies are not specific to particular programs or initiatives. Rather, they define how we apply an integrated approach to our work and state our intentions for the next three years.

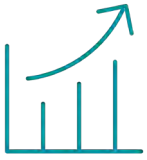


Capacity-building

We build capacity for systems change by identifying and supporting the professional development of our external and internal partners in the early childhood system. Our capacity building work supports the incubation, funding, and scaling of initiatives that advance equity, integration, healing-centered practice, parent voice, and power in our organizational and community systems.

Over the next three years, we will:

- Continue to uplift **parent** voice, leadership, and power in order to strengthen families' capacity to effectively navigate the early childhood system and advocate for their children's needs. Specific actions may include, but are not limited to:
 - Enhance families' skills and knowledge in parenting, school readiness, resilience.
 - Support families in increasing their awareness of and ability to navigate systems that are critical to family support.
 - Enhance parents' capacity to advocate for themselves, their children, and their communities.
- Focus on building, strengthening, and sustaining the **early childhood workforce** through training, development, and implementation. Specific actions may include, but are not limited to:
 - Develop in-depth training opportunities that deepen providers' skills and knowledge within the field.
 - Develop leadership opportunities for providers to gain skills and to incentivize them to provide quality services for families.
- Provide holistic capacity building support to the **system** that fosters effective cross-sector communication and collaboration with a lens of sustainability, equity, and social justice. Specific actions may include, but are not limited to:
 - Invest seed funding to launch system building efforts that foster cross-sector communication and guide the system towards sustainability and equity.



Research

We facilitate collective learning about the problems we face and the solutions to address them by investigating and learning systematically. Our research work takes many forms and uses a variety of methods to advance inquiry, discovery, and solution-seeking.

Over the next three years, we will:

- Use a **Results Based Accountability** approach to better understand and communicate the impacts of our investments and efforts, particularly the young children and families that have been most impacted by disparities in our county. Specific actions may include, but are not limited to:
 - Adopt performance measures and data collection tools that go beyond tracking inputs and outcomes, but that also aim to address impact. This involves shifting our standard questions of “How many people were served?” and “How well were they served?” to “Who was better off because of the program?”
 - Enhance the way we communicate the results of our evaluation efforts with our funded partners, systems partners, and the community so that we can all benefit from what is working and not working, and what we collectively want to explore further.
- Expand and enhance the **research methods** we use to ensure our efforts are centered around a whole child/whole family approach and are empowering to those in our community who have experienced historic and structural inequities. Specific actions may include, but are not limited to:
 - Ensure our inquiry and research efforts are inclusive of ecological factors impacting families and young children, both in the present and in the past.
 - Adopt community-based and family-centered research approaches that provide mutually beneficial opportunities for engagement and learning and build power among participants.





Resource Connection

We strengthen competencies and community by creating access and opportunities for parents and caregivers to engage in services, programs, and opportunities that meet their needs and interests.

Over the next three years, we will:

- Continue to leverage our **Proposition 10 funding** to incentivize increased local, state, and federal investments in piloting new programmatic approaches to address service gaps in our early childhood systems. Specific actions may include, but are not limited to:
 - Use our Proposition 10 funds to incentivize the county to invest more in services for children with disabilities by facilitating a community-based process to develop a multi-year approach to addressing the needs of children with disabilities and the service providers who work with them.
 - In partnership with the First 5 Network, identify gaps and needs in our county to support a thriving network of home visiting providers.
 - Foster and develop partnerships to ensure that the First 5 Centers remain an integral community connection for families.
- Partner with **families** to refine the cultural and linguistic relevancy of programming and outreach efforts focused on BIPOC families to ensure more offerings are meeting families' needs. Specific actions may include, but are not limited to:
 - Learn from and build upon successful best practices in other communities.
 - Pilot new approaches to reach specific populations and adopt a continuous quality improvement approach to learn and refine.
 - Expand partnerships and approaches to effectively working with families of color to support the school readiness of children and their families.
- Recruit and engage more **service providers and partners** to engage in our networks and efforts to coordinate the early childhood systems. Specific actions may include, but are not limited to:
 - Broker new partnerships within the health care system and behavioral health providers to support the mental health needs of children and their families.
 - Continue to recruit and engage the community partners in First 5-led coalitions that strive to integrate and coordinate services to families in the county.
 - Leverage the community knowledge and expertise to educate, support, and mentor providers entering the field.



Advocacy & Community Engagement

We build power for local, state, and national policies that nurture young children and their families. We do this through advocacy — supporting and taking action on specific causes or proposals — and community engagement — thoughtfully creating bi-directional communication and engagement with groups in a mutually beneficial way to strengthen a common shared outcome.

Over the next three years, we will:

- Thoughtfully engage those involved with and impacted by proposed policy or system changes to **inform the approach and outcome** and strive to ensure the process is mutually beneficial. Specific actions may include, but are not limited to:
 - Create an agency-wide parent/caregiver advisory body that would: provide skill-building and educational opportunities for parents of young children to become advocates for themselves, their families, and systems change in our three focus areas; advise First 5 Contra Costa on our systems change work; and share lived experiences with others to help advance systems changes in our three focus areas.
 - Re-engineer how we collect and share stories about families' and service providers' challenges with the current fragmented early childhood systems to elevate their voices in our work.
- Create and identify avenues for parents/caregivers and service providers to understand their power and ability and opportunities to be **advocates for policy and systems change** in our three focus areas. Specific actions may include, but are not limited to:
 - Identify lessons learned and best practices from our two decades of staffing various advocacy-related efforts and develop a playbook of effective approaches and lessons learned so others can benefit from our experiences.
 - Deepen our support for power-building efforts that directly advocate for changes to the policies and systems we are targeting through the work in our three focus areas, and transition out of direct, deep support for power-building efforts that are outside our agency's three focus areas.
- Champion **policy changes** and the **allocation of public resources** related to our three focus areas that will lead to the family and system outcomes in our Theory of Change. Specific actions may include, but are not limited to:
 - Narrow the scope of our policy platform to a finite number of issues within each focus area to ensure we leverage our resources in the most strategic manner to achieve policy and systems change.
 - Host events and convenings for a variety of audiences to learn more about the need, rationale, research, and potential benefits related to the policy and systems changes we support.



Organizational Strategies

In addition to implementing our core strategies in our programmatic focus areas, First 5 Contra Costa will continue to build and strengthen our organizational culture and infrastructure. This will ensure alignment between our core values, guiding principles, and actions as stated in our Strategic Plan. Our organizational strategies are summarized within two workstreams: 1) People and Culture, and 2) Operations and Processes. These workstreams provide a bridge between our high-level strategic plan, agency-wide tactical plan, and department work plans. The following are examples of the internal work we need to do to reach the goals in our Strategic Plan.

People and Culture Workstream

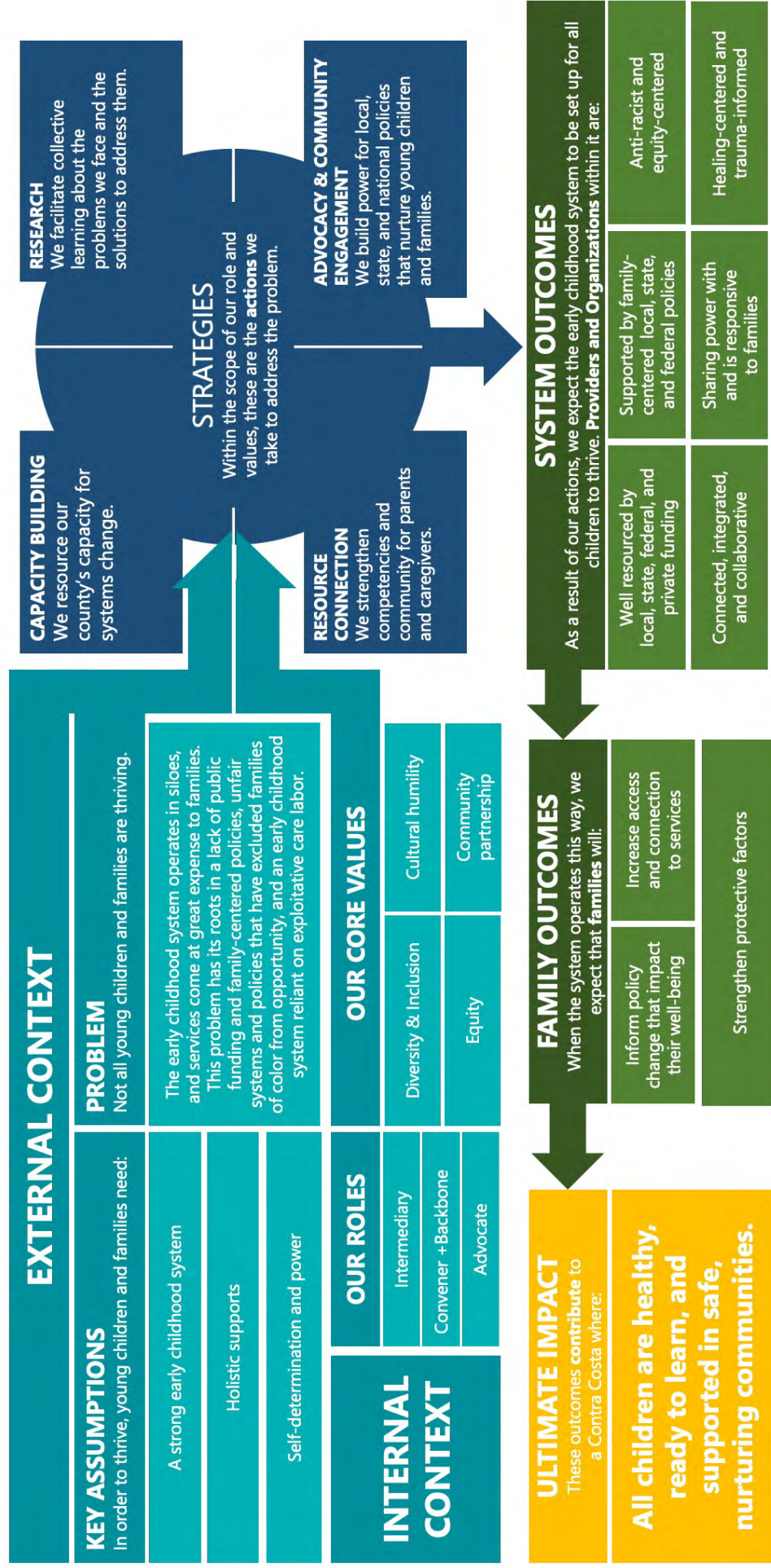
- Expand **professional development opportunities and resources** for First 5 Contra Costa staff that support our organizational goals while enhancing the knowledge and skills of our workforce, ensuring First 5 Contra Costa has the needed expertise and competencies to execute the strategic plan. Specific actions may include, but are not limited to:
 - Invest in the capacity of staff to effectively work in partnership with families with a focus on equity and cultural humility.
 - Develop staff competency in fund development strategies to support program growth and development.
- Strengthen First 5 Contra Costa's **culture of inclusivity and belonging** that is reflected in its policies and communication, cultivates internal leadership, and increases employee engagement. Specific actions may include, but are not limited to:
 - Increase staff capacity to share power within programs and practices.
 - Review existing internal policies and/or develop new policies with an intentional and explicit lens of equity and inclusion.

Operations and Processes Workstream

- Invest in necessary upgrades in **information technology** tools, software and technology equipment that supports effective and efficient communication, operations, and connection across internal and external stakeholders including First 5 Contra Costa staff, Commissioners, contractors, grantees, funders, families, community partners, and the public.
- Strengthen fiscal tools and update policies that safeguard **fiscal stewardship** and increase agility and adaptability necessary to administer and disseminate diverse funding streams.
- Preserve and leverage existing First 5 Contra Costa owned and rented **facilities** as welcoming, safe, and equipped spaces for collaboration, learning and co-designing of innovative solutions and models supporting young children and their families. Specific actions may include, but are not limited to:
 - Increase organizational capacity for language interpretation and translation for events, meetings and communications that promotes inclusion and accessibility.
 - Simplify contractual and grant making processes to reduce burden on community partners and staff.
 - Develop a Facility Use Fee schedule for First 5 Contra Costa’s administrative office that will make the space accessible to early childhood partners, non-profit/community based organizations and local family serving entities.



Appendix A – First 5 Contra Costa’s Theory of Change



Appendix B – Family and Provider Voice in Local Reports and Need Assessments

First 5 Contra Costa commissioned Applied Survey Research to review, synthesize, and summarize data from seven recently published reports pertaining to what families in Contra Costa County need, including both family and provider perspectives. Needs identified in the reports by parents/caregivers and by providers are summarized below.

Child Care

Parents/Caregivers say they need:

- Increased options for quality, affordable, and accessible childcare (heightened by pandemic-related closures)
- Access to childcare in response to pandemic-related school and childcare closures

Mental Health

Parents/Caregivers say they need:

- Responsive, trauma-informed mental health resources for families with young children
- School-based mental health services.
- Removal of barriers to accessing mental health services
- Remediation of the impact of social isolation on children's development.
- Access to services for substance use and mental health issues for families

Access to Health Care

Parents/Caregivers say they need:

- The administrative burden of Medi-Cal-based eligibility addressed to increase access to services
- Options for students who do not qualify for Medi-Cal to access health care services, including therapy.
- Options to address the high cost of healthcare
- Access to the COVID-19 vaccine (in 2021)
- Better understanding of COVID-19 vaccine safety (in 2021)
- Barriers to receiving services for those without insurance removed

Family Support & Education

Parents/Caregivers say they need:

- Better relationships with CBOs with families built on trust
- Opportunities and resources for parents/caregivers to improve early childhood knowledge and skills
- Support to address increased screen time for children due to the pandemic

Providers say families need:

- Increased availability, accessibility of high quality affordable timely childcare that addresses nontraditional working hours
- Childcare with a focus on serving both the parent and child together

Providers say families need:

- Responsive, trauma-informed mental health resources for families with young children
- Culturally responsive mental health services
- Services to help families understand effects of trauma

Providers say families need:

- Screening for early identification and intervention for developmental delays
- Mobile health clinics in schools
- Expansion and access to oral health services to all families
- Improved care coordination among providers

Providers say families need:

- Opportunities and resources for parents/caregivers to improve early childhood knowledge and skills
- Support networks for families to help achieve work/life balance
- Bi-lingual or multi-lingual staff to help EL families
- Parent Advocacy groups to empower caregivers
- Provider Cafés to support caregivers
- Access to quality spaces for children to play

System

Parents/Caregivers say they need:

- Confidentiality of client information and restricted information sharing with family members (specifically children and their parents)
- Improve the quality and access to services by reducing language barriers
- Discrimination addressed at agencies
- Increased voice and representation in services and decision-making
- Awareness of existing services and supports to help navigate
- Coordinated outreach and marketing to help them access services
- More workshops on a range of topics (related to cost-of-living issues, quality of life, child development, education issues, health, etc.)

Housing

Parents/Caregivers say they need:

- Access to affordable housing, including families who live in shelters, rent or staying with families or friends
- Housing that is safe and habitable
- The inequity of people of color paying more rent than white people addressed
- Housing stability for people of color

Income & Employment

Parents/Caregivers say they need:

- Opportunities to resume full-time employment
- Support for families who lost income due to the pandemic
- Support for families that lost childcare due to loss of or reduced income
- Job support, including finding a job, learning job skills, learning about career options, and internships
- The inequity of people of color and families with low income disproportionately affected by job losses addressed

Providers say families need:

- Nonprofits to support families and early childhood programs in county
- Funders to consider geography in determining population needs and solutions
- School policies to successfully prevent and remediate bullying and unfair treatment of children
- Local agencies to participate in collaborative groups
- Programs to increase capacity to support and sustain funding
- Program leaders and clients increase capacity to engage in advocacy work
- Family support to navigate complex systems and providers
- County level coordination and advocacy
- Resources for marginalized populations to address inequity in the county
- Awareness of existing services and to feel less stigma associated with accessing services

Providers say families need:

- Access to affordable housing

Providers say families need:

- Well-paying jobs to meet high living costs
- Changes to the social service eligibility cliff to better support families

The table below summarizes details about the reports that were analyzed by Applied Survey Research.

Report	Year	Methods & Participants	Link
Assessment of Service Needs, Strengths, and Opportunities for Children, Youth, and Families in Pittsburg, California	January 2023	<ul style="list-style-type: none"> • 10 informational meetings with stakeholders; • 8 key informant interviews; • 45 adult survey respondents; • 58 youth survey respondents 	https://drive.google.com/file/d/1NrZXTGruclZmlbOfw09TV0k3zFqLLRAj/view
Listening Sessions from Families Engaged with First 5 Centers by First 5 Contra Costa	November 2022		Not available online, available by request
Contra Costa County Community Network Focus Group Report - Co-creator Focus Group Report	October 2022	35 community residents participated in listening sessions	Not available online
Antioch CHANGE Report by First 5 Contra Costa	June 2022	1,032 residents completed surveys	http://www.first5coco.org/wp-content/uploads/2022/06/Antioch-CHANGE-Report-DIGITAL-FINAL-Eng-6.17.22.pdf
2021 COVID-19 Impact Survey Findings by First 5 Contra Costa	2021	533 families responded to survey	http://www.first5coco.org/wp-content/uploads/2021/08/2021-Covid-19-Report-Full-8.3.21.pdf
ECCCA Community Needs and Opportunities Study by East Contra Costa Community Alliance	January 2020	<ul style="list-style-type: none"> • Phone interviews with 10 ECCCA nonprofit leaders • Focus group with 4 foundation funders 	https://www.ecccalliance.org/_files/ugd/6a0ae8_b85769930f704796804cbe57702fafea.pdf
Early Childhood Interviews and Listening Sessions by VIVA Strategy & Communications for the Margaret & Dean Lesher Foundation	January 2019	17 service providers in focus groups	https://www.ecccalliance.org/_files/ugd/6a0ae8_2eb9c607c1f14af6a666c109d743abb9.pdf

Citations

- 1 First 5 Contra Costa Strategic Planning Briefing Book 2022. <https://www.first5coco.org/wp-content/uploads/2023/01/First5ContraCosta-Briefing-Book-2022.pdf>
- 2 State of California, Department of Finance, E-2. California County Population Estimates and Components of Change by Year — July 1, 2010–2021, December 2021.
- 3 California Department of Finance Data Files Table P2. Percentages may not add up to 100 due to rounding.
- 4 Census/ACS Year 202 of 2016-2020 5-year estimates, Table B16009, Poverty Status by Language Spoken at Home, population 5 years and over.
- 5 As cited on kidsdata.org, California Dept. of Finance, Population Estimates and Projections; U.S. Census Bureau, Population and Housing Unit Estimates (Aug. 2021).
- 6 As cited on kidsdata.org, California Dept. of Public Health, Birth Statistical Master Files & California Vital Data (Cal-ViDa) Query Tool; California Dept. of Finance, Population Estimates and Projections; CDC WONDER Online Database, Natality Public-Use Data (Feb. 2022).
- 7 American Community Survey 5-year estimates (2016-2020) Tables B17001B through I; Ethnicity and Poverty for County Number of individual children under 6 and number in poverty.
- 8 American Community Survey 1-year estimates (2016-2021) Table B17024I; Population for whom poverty status is determined for individual children under 6 in Contra Costa County.
- 9 Contra Costa County: 2022 Child Care Needs Assessment, Contra Costa County Local Planning Council for Early Care and Education, Contra Costa County Office of Education, 2022.
- 10 Children Now, Developmental Screening and Well-Child Visit Rates for Children Enrolled in Medi-Cal Managed Care, by Race/Ethnicity, Measurement Year 2020; May 2023.
- 11 As cited on kidsdata.org, Population Reference Bureau, analysis of data from the National Survey of Children’s Health and the American Community Survey (Jan. 2021).
- 12 First 5 Contra Costa: COVID-19 Impact Survey Findings, Applied Survey Research, 2020.
- 13 First 5 Contra Costa: COVID-19 Impact Survey Findings, Applied Survey Research, 2021.
- 14 Memo to The First 5 Association of California on Tobacco Tax Revenue Projections – California Children and Families First Trust Fund, December 6, 2022. Capitol Matrix Consulting.



first5coco.org

A photograph of a woman and a young girl laughing together. The woman is on the left, wearing a dark top, and the girl is on the right, wearing a black and white striped shirt. They are both smiling broadly, showing their teeth. The background is slightly blurred, suggesting an indoor setting.

First 5 Contra Costa Website Refresh

June 12, 2023



Where we have been

- Project started several years ago
- Staff input collected
- New design created, but not launched



Where we are now

- Current website is outdated
- Honing our messages
- Developing new strategic plan



Where we are going

Launch new site by July that aims to:

- Guide visitors
- Summarize efforts
- Tailored to primary audiences



Primary Audiences

Primary Audiences & Actions

- Decision-makers: Persuade
- Families: Connect



Call to Action

- Help inform partners & stakeholders about new site coming
- Help identify reviewers of new content for families





Contra
Costa
County

To: Board of Supervisors
From: Thomas L. Geiger, County Counsel
Date: May 16, 2023

Subject: Conflict of Interest Code for First 5 Contra Costa Children and Families Commission

RECOMMENDATION(S):

APPROVE amendments to the Contra Costa Children and Families Commission (First 5) Conflict of Interest Code.

FISCAL IMPACT:

None.

BACKGROUND:

First 5 has amended its Conflict of Interest Code and submitted the revised Code, attached as Exhibit A, to the Board of Supervisors for approval pursuant to Government Code sections 87306 and 87306.5.

The recommended changes include the addition and deletion of positions designated to file conflict of interest statements. These changes will ensure that the Conflict of Interest Code accurately reflects the current positions and organizational structure in use by First 5. A red-lined version of the Conflict of Interest Code is included as Exhibit B.

CONSEQUENCE OF NEGATIVE ACTION:

None.

APPROVE

OTHER

RECOMMENDATION OF CNTY ADMINISTRATOR

RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: 05/16/2023 APPROVED AS RECOMMENDED OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Diane Burgis, District III Supervisor
Ken Carlson, District IV Supervisor
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: May 16, 2023

Monica Nino, County Administrator and Clerk of the Board of Supervisors

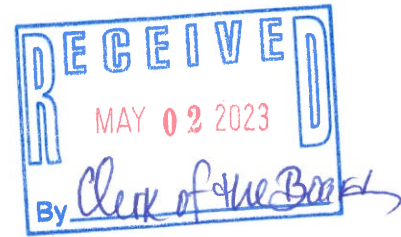
Contact: Kurtis C. Keller, Deputy County Counsel, (925) 655-2200

By:  June McHuen, Deputy

ATTACHMENTS

Exhibit A - Conflict of Interest Code for First 5

Exhibit B - Conflict of Interest Code for First 5 - REDLINE



**CONFLICT OF INTEREST CODE
OF THE
CONTRA COSTA COUNTY
CHILDREN AND FAMILIES COMMISSION**

Adopted December 6, 1999

Approved by the Contra Costa Board of Supervisors February 1, 2000

Revised and adopted February 7, 2011

Revised and adopted October 28, 2020

Revised and adopted January 5, 2021

The Political Reform Act (Gov Code 81000, et seq.) requires state and local government agencies to adopt and promulgate conflict of interest codes. The Fair Political Practices Commission has adopted a regulation (2 Cal. Code of Regs. 18730) which contains the terms of a standard conflict of interest code. After public notice and hearing it may be amended by the Fair Political Practices Commission to conform to amendments in the Political Reform Act. Therefore, the terms of 2 California Code of Regulation Section 18730 and any amendments to it duly adopted by the Fair Political Practices Commission are hereby incorporated by reference. This regulation and the attached Exhibit "A" designating officials and employees and establishing disclosure categories, shall constitute the conflict of interest code of the Contra Costa County Children and Families Commission.

Designated employees shall file their statements with the Executive Director who shall transmit the originals to the County Clerk and obtain for his records conformed copies evidencing such filings. The Executive Director will retain and will make copies of the statements available for public inspection and reproduction. (Gov. Code 81008)"



EXHIBIT "A"

<u>Designated Positions</u>	<u>Disclosure Category</u>
Commissioners	1
Executive Director	1
Deputy Director	1
Director of Finance and Operations	1
Program Officers	2
Managers	2
*Consultants	1

*The Executive Director may determine in writing that a consultant is hired to perform a range of duties that is limited in scope and thus is not required to comply with disclosure requirements. The written determination is a public record and shall be retained for public inspection.

Adopted December 6, 1999
Date

Resolution No. _____

CONFLICT OF INTEREST CODE
OF THE
CONTRA COSTA COUNTY
CHILDREN AND FAMILIES COMMISSION

The Political Reform Act (Gov. Code §81000, et seq.) requires state and local government agencies to adopt and promulgate conflict of interest codes. The Fair Political Practices Commission has adopted a regulation (2 Cal. Code of Regs. §18730) which contains the terms of a standard conflict of interest code. After public notice and hearing it may be amended by the Fair Political Practices Commission to conform to amendments in the Political Reform Act. Therefore, the terms of 2 California Code of Regulations Section 18730 and any amendments to it duly adopted by the Fair Political Practices Commission are hereby incorporated by reference. This regulation and the attached Appendix designating officials and employees and establishing disclosure categories, shall constitute the conflict of interest code of the Contra Costa County Children and Families Commission.

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first5association.org

May 24, 2023

Senator Nancy Skinner, Chair
Senate Committee on Budget and Fiscal Review
1020 N Street, Suite 503
Sacramento, CA 95814

Assemblymember Phil Ting, Chair
Assembly Budget Committee
1021 O Street, Suite 8230
Sacramento, CA 95814

Re: Concerns about the Current Proposal to Modernize the Mental Health Services Act (MHSA)

Dear Senator Skinner and Assemblymember Ting:

On behalf of the First 5 Association of California and the 58 county First 5 Commissions we represent, I am writing to express our concern about the proposal to modernize MHSA, and recommend a specific set-aside in the proposal to ensure infant and early childhood programs are available.

We are particularly concerned about the elimination of the requirement that counties set aside 20% of MHSA expenditures to fund prevention and early intervention (PEI), and the requirement to use 51% of PEI funds on programs and services for children ages 0-25. Folding PEI into a broader funding category will clump essential upstream, evidence-based, prevention-focused programs that serve young children today with those that serve adult populations with severe mental illness. It is critical that the state ensure that counties continue to invest in true upstream prevention, starting at birth, to improve the well-being of marginalized children and families.

The brain development of infants and toddlers is more rapid and foundational than that of any other age group. Babies' earliest relationships and experiences shape the architecture of their brain, creating a foundation on which future development and learning unfolds. Successfully preventing and treating mental health concerns among young children requires a different approach than when serving older children, adolescents, or adults.

Infant and early childhood mental health (IECMH) programs mitigate later mental health challenges and are truly upstream and preventative in nature; they are well aligned with the PEI requirement. However, even with the PEI requirement in place today, county mental health departments are not required to prioritize or address the needs of children ages 0 to 5. According to our [research¹](#), county MHSA funding is limited by a lack of leadership and/or ability to prioritize long-term investments in early childhood mental health rather than the more immediate needs of adults and older youth.

Even so, current PEI investments in IECMH services support a wide variety of critical services, including:

¹ <https://first5center.org/publications/addressing-infant-and-early-childhood-mental-health-needs-opportunities-for-community-solutions>

1. **Infant and Early Childhood Mental Health Consultation:** a prevention-based intervention that pairs a mental health consultant with adults who work with infants and young children in the different settings where they learn and grow, such as childcare.
2. **Parent coaching and education models like Triple P (Positive Parenting Program):** a parent support program that helps parents learn strategies to promote social competence and self-regulation in children.
3. **Developmental playgroups:** for parents and children facilitated by an early childhood specialist and designed to provide activities to promote development and social interactions.
4. **Home Visiting:** Voluntary home visiting is a proven early childhood prevention strategy that helps parents provide the best foundation possible for their children's early development through support, guidance, coaching, and resources. Home visiting programs pair families with trained professionals and help improve infant and maternal health, nurture parent-child relationships to prevent child abuse, support early learning and long-term academic achievement, and connect families to needed services.

The vast majority of PEI funding that is spent on early childhood supports group-based services, rather than individual clinical services. Only five percent of PEI funding for early childhood supports goes to clinical interventions that could potentially be reimbursed as a Medi-Cal service today. About 95% of the funding is invested in programs that serve families in groups, such as consultation, parenting support, screening, and linkage, or have a clinical intervention component that is paired with group interventions and trainings.

We agree with DHCS that Medi-Cal can and should take over as the funder for MHSA programs where possible. However, we do not see pathways in today's Medi-Cal program to fund community-based programs that serve young children and their caregivers. The programs needed to serve children ages 0 to 5 are uniquely positioned to help families overcome barriers to mental health care access, mitigate future mental health concerns, and are also most likely to reach families from historically marginalized communities, including immigrant and low-income families of color. We believe that the current proposal will dramatically reduce the dollars available at the county level to support infant and early childhood mental health services. This proposal is landing at the same time that First 5 county commissions – which have historically funded prevention and early intervention mental health programming – are experiencing steep revenue declines and are unable to sustain direct investments in programs like those listed above.

We strongly recommend that the MHSA Modernization proposal be modified to include a 10% set-aside to support the social-emotional health of our youngest children.

Sincerely,



Avo Makdessian
Executive Director
First 5 Association of California
CA Children & Families Foundation
www.first5association.org

Attachment: MHSA PEI funding at the county level serving an early childhood population.



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Association of Leaders Advancing Early Learning



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California Association for the Education of Young Children

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PEACH
An Early Childhood Higher Education Collaborative

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MomsRising.org
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Northern Directors Group

SEIU California
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United Way

United Ways of California

Early Care & Education Consortium

The Education Trust—West

February 22, 2023

Governor Newsom
State of California
State Capitol
Sacramento, CA 95814

Tony Thurmond
State Superintendent of Public Instruction
1430 N Street, Suite 5000
Sacramento, CA 95814

Pro Temp Atkins
California State Senate
State Capitol, Room 205
Sacramento, CA 95814

Speaker Rendon
California State Assembly
State Capitol, Room 219
Sacramento, CA 95814

RE: The Early Care and Education's Priority Asks for the 2023-24 Budget

The Early Care and Education (ECE) Coalition appreciates the Administration's and Legislature's long-term vision and continued commitment to ECE with the sustained commitment to provide 200,000 child care spaces and commitment to move to a single rate structure.

A critical investment in our ECE system is required to prevent catastrophic additional closures of child care and education programs, which are primarily owned and operated by women of color, to stem the vast exodus of early childhood professionals and to ensure the ECE environment and network meets the needs of working families. [The Rate and Quality Workgroup report](#) made clear that the current reimbursement rate system's reliance on a regional market rate survey perpetuates inequalities with our lowest income communities receiving artificially low reimbursement rates that don't cover the cost of care. Further, without ensuring that community-based providers are included in all state-funded early care and education programs for children under the age of five, families will be unable to access care that meets their diverse needs, and early care and education programs will face further destabilization. Families, children, and early care and education providers will be further marginalized unless we make significant investments to our ECE system in the 2023-24 budget through the following:

- **Provide a 25% increase to current rates for immediate relief and adopt an alternative methodology using a cost estimation model and include a timeline for implementation for the actual cost of care based on program enrollment without charging families fees;**
- **Allocate all 20,000 child care spaces scheduled to be released in 2023-24. We know thousands of families need access to child care TODAY, and if the state allocates funds by October of 2023, there would not be a delay in enrolling new families.**

California needs a rate system that covers the full cost of care. The new rate system must include the full cost of care, eliminating the need to charge families fees for those making below 75% of the State Median Income (SMI). This change will make a real difference in the lives of working families currently paying fees by putting money directly back into their pockets. Families need continued investment in community-based ECE spaces to ensure that all children, specifically 4-year-old children, and families, have equitable access to numerous ECE options that meet their needs.

Today, there are child care, preschool, and Head Start centers with empty classrooms, not for the lack of families in need of care, but rather the center cannot find staff willing to work for the low wages offered because of the current low reimbursement rate. In certain regions of California, providers are so short staffed, they have to close down for a day when a teacher calls in sick, leaving families scrambling to find care and/or forcing parents to stay home from work. Some Family Child Care Home providers are making so little, they are actually losing money to care for California's children.

As we have highlighted over the last few years, providers are leaving the ECE field, to find better wages at In-N-Out or other fast-food chains. Our antiquated rate system does not disperse resources equitably and lags behind the actual cost of care. Providers cannot wait another year to receive a rate increase

without harming California's ECE system, children, and families across the state. Children who were born during the pandemic, are going to need additional support for their social and emotional development. With the impact of social distancing, racial injustice, sickness, grief, and learning loss, it is imperative to provide stability to ECE providers and the families they support.

A well-funded mixed-delivery system, which includes *both* community-based providers and local educational agencies is essential. California's families need a Universal Preschool System that allows them access to community-based programs that offer a variety of settings and hours of care, and expansion can be accomplished more effectively by leveraging the expertise and infrastructure of these programs.

The ECE system has a unique place in our economy because it is necessary for all parents/guardians to work. Regardless of your tax bracket, parents and guardians need someone to care for and educate their children to work. Continuing to underfund the reimbursement rates means more providers will permanently close their doors, leaving families scrambling to find care and education programs for their children and limiting parents and guardians' participation in the labor market. Research and economists continue to find that public investment in ECE [supports economic development](#).

We call on the Administration and the Legislature to save our early learning and child care system from collapse and meet families' needs to enable families to work and support California's economic growth.

Sincerely,
The ECE Coalition

Cc:

Joe Stephenshaw, Director, Department of Finance

Kim Johnson, Director, Department of Social Services

Senator Nancy Skinner, Chair, Senate Budget Committee; Chair Legislative Women's Caucus

Senator John Laird, Chair, Senate Budget Sub. 1 Committee on Education

Assemblymember, Phil Ting, Chair, Assembly Budget Committee

Assemblymember Kevin McCarty, Chair, Assembly Budget Sub. 2 Committee on Education

The Early Care and Education (ECE) Coalition envisions child care and early childhood education systems that serve and meet the diverse needs of all children, families and ECE professionals, especially Black, Latinx, Indigenous people and others harmed by systemic racism and additional injustices; integrate culturally, developmentally, and linguistically relevant and responsive high-quality care and education for children, inclusive of children with disabilities; and value and justly compensate all who serve children and families.

The Coalition advocates for state budget investments and policies that promote equity by serving the highest-need children first, are informed by current research and promising practices, and are led by the expertise of families and ECE professionals.