

Memo

To: Commission Members
From: Alexander Khu
Re: July 12, 2021 Commission Meeting

To slow the spread of COVID-19, the Health Officer's Shelter Order of March 16, 2020, prevents public gatherings ([Health Officer Order](#)). In lieu of a public gathering, the First 5 Contra Costa Children's & Families' Commission meeting will be accessible via Zoom Meeting to all members of the public as permitted by the Governor's Executive Order 29-20.

Members of the public may participate in the meeting online, or by telephone but MUST register first (see below).

*When: July 12, 2021 at 6:00 PM Pacific Time (US and Canada)
Topic: Commission Meeting*

Register in advance for this webinar:

https://us02web.zoom.us/webinar/register/WN_dhwgf0AnSja0WzV3eDa6cw

After registering, you will receive a confirmation email containing information about joining the webinar.

In lieu of making public comments at the meeting, members of the public also may submit public comments before or during the meeting by emailing comments to Brian Kelley at bkelly@first5coco.org. If you have difficulty emailing a public comment, please contact Brian Kelley, First 5 Contra Costa Communications Department, at 925-289-9758.

Please let me know if you have any questions.

Kind Regards,

Alexander Khu, Executive Assistant
First 5 Contra Costa
1485 Civic Court
Concord, CA 94520



Commission Meeting Agenda

Monday, July 12, 2021, 6:00 pm

To slow the spread of COVID-19, the Health Officer's Shelter Order of March 16, 2020, prevents public gatherings ([Health Officer Order](#)). In lieu of a public gathering, the First 5 Contra Costa Children's & Families' Commission meeting will be accessible via Zoom Meeting to all members of the public as permitted by the Governor's Executive Order 29-20.

Members of the public may participate in the meeting online, or by telephone but MUST REGISTER in advance in order to do so (see link below).

*When: July 12, 2021 **06:00 PM** Pacific Time (US and Canada)*

Topic: July 12, 2021 Commission Meeting

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All comments submitted by email to the above email address before the conclusion of the meeting will be included in the record of the meeting. When feasible, the Commission Chair, or designated staff, also will read the comments into the record at the meeting, subject to a two-minute time limit per comment.

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.

1.0 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 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.

3.1 Approve the Minutes from the June 14, 2021 Commission Meeting.

3.2 Approve the Grants Docket

- 3.2.1 RATIFY grant application, ACCEPT grant funding, and APPROVE and AUTHORIZE First 5's Executive Director, or her designee, to enter into the agreement with East Bay Community Foundation in an amount not to exceed \$15,000 to provide general operating support for Community

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Engagement (CE) to continue building parent leadership and advocacy with the 3 Regional Groups towards greater park, housing and racial equity in Contra Costa County for the term July 1, 2021 to June 30, 2022. FY2021-22 budget line: Systems Change: Community Engagement (\$210,000). Funded 100% East Bay Community Foundation.

- 3.2.2 RATIFY grant application, ACCEPT grant funding, and APPROVE and AUTHORIZE First 5's Executive Director, or her designee, to enter into the agreement with Sunlight Giving in an amount not to exceed \$50,000 to increase access to quality, safe parks for young children and families in underrepresented neighborhoods across Contra Costa County for the term July 1, 2021 to June 30, 2022. FY2021-22 budget line: Systems Change: Community Engagement (\$210,000). Funded 100% Sunlight Giving.

3.3 First 5 Contra Costa Program Reports June 2021

- 4.0 Consider for discussion any items removed from the consent calendar.**
- 5.0 Receive the presentation from the First 5 Center Community Advisory Councils (CAC) on their 2020-2021 accomplishments.**
- 6.0 Receive Staff presentation on the findings from the 2021 COVID-19 Community Impact Survey.**
- 7.0 Receive presentation of First 5 Contra Costa's 2021-2023 Strategic Plan by Ruth Fernandez, Executive Director and Nicole Young, Consultant.**
- 8.0 Communications**
None Received
- 9.0 Commissioner F.Y.I. Updates**
- 10.0 Adjourn**

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 1485 Civic Court, Suite 1200, Concord, CA 94520 during normal business hours.



July 12, 2021

Agenda Item 3.1

Approve the Minutes from the June 14, 2021 Commission Meeting.



Commission Meeting Minutes

Monday, June 14, 2021, 6:00 pm

1.0 Call to Order and Roll Call

Commission Chair, Marilyn Cachola Lucey called the June meeting to order at 6:02 PM. The meeting was held on a web-based platform.

Commissioners present during roll call were:

District 1: Dr. Rocio Hernandez

District 2: Marilyn Cachola Lucey

District 3: Lee Ross *(due to technical difficulty, Commissioner Ross was unable to respond to roll call)*

District 4: Gareth Ashley

District 5: John Jones

Health Services: Daniel Peddycord, RN for Dr. Christopher Farnitano

Board of Supervisors: Candace Andersen

Children & Families Services: Kathy Marsh

Also present were:

District 1 Alternate: Genoveva Garcia Calloway

District 2 Alternate: Srividia Iyengar

Deputy County Counsel Keiko Kobayashi

Absent were:

District 4 Alternate: Matt Regan

BOS Alternate: Diane Burgis

EHSD Commissioner: Kathy Gallagher

Health Services Commissioner: Dr. Chris Farnitano

Children & Families Services Alternate: Roslyn Gentry

2.0 Public Comment

No comment from the public

3.0 Approval of Consent Calendar

Chairwoman Marilyn Lucey pulled items 3.2.15 and 3.3.16 from the consent calendar for discussion and consideration on to item #4.0

Candace Andersen made a motion, seconded by Kathy Marsh to approve the remaining items on the Consent Calendar.

Roll call vote:

District 1: Dr. Rocio Hernandez – YES

District 2: Marilyn Cachola Lucey – YES

District 3: Lee Ross *(due to technical difficulty, Commissioner Ross was unable to respond to roll call)*

District 4: Gareth Ashley – YES

District 5: John Jones – YES

Board of Supervisor: Candace Andersen – YES

Health Service Department: Daniel Peddycord – YES

CFS: Kathy Marsh – YES

Nos: None

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Monday June 14, 2020

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Abstain: None

Absent: Matt Regan, Diane Burgis, Kathy Gallagher, Dr. Chris Farnitano, Roslyn Gentry.

The Consent Calendar was **APPROVED**.

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

District 5 Commissioner John Jones made the following statement:

"I have an interest in Agenda Item 3.2.15 because I am employed by **CocoKids** and this item directly impacts my department. I am recusing myself from this item and will be leaving the room. Please record my disclosure in the Commission's minutes."

John Jones left the room.

First 5 Contra Costa Executive Director Ruth Fernández gave the following statement:

"My husband is a psychologist and has a contract with Counseling Options and Parent Education (COPE) to provide clinical consultation to the clinical staff at COPE. I have an interest in Agenda Item 3.2.16 because the money my husband receives as a result of the contract is a source of income for my household. I am therefore recusing myself from this item and will be leaving the room. Please record my disclosure in the Commission's minutes."

Ruth Fernández left the room.

Daniel Peddycord made a motion, seconded by Candace Andersen to approve the remaining Agenda Items 3.2.15 and 3.2.16.

Roll call vote:

District 1: Dr. Rocio Hernandez – YES

District 2: Marilyn Cachola Lucey – YES

District 3: Lee Ross *(due to technical difficulty, Commissioner Ross was unable to respond to roll call)*

District 4: Gareth Ashley – YES

District 5: John Jones – YES

Board of Supervisor: Candace Andersen – YES

Health Service Department: Daniel Peddycord – YES

CFS: Kathy Marsh – YES

Nos: None

Abstain: None

Absent: Matt Regan, Diane Burgis, Kathy Gallagher, Dr. Chris Farnitano, Roslyn Gentry.

The remaining Consent Calendar was **APPROVED**.

Commissioner John Jones and Executive Director Ruth Fernández returned to the meeting at this time.

Commissioner Lee Ross' audio restored at this time.

5.0 Ready Kids East County Initiative Staff Presentation

Marilyn Cachola Lucey introduced the topic.

Communications Manager Natalie Blackmur began the presentation of the Ready Kids East County Initiative. Other presenters were Evaluation Analyst Tatiana Hill, Help Me Grow Coordinator Liliana Gonzalez, and Grants and Contracts Manager Lisa Johnson. The presentation outlined the FY 2021-22 Work Plan by the Ready Kids East County Steering Committee and included strategies, anticipated approach and activities, and short-term outcomes.

After the presentation, the following individuals shared their insights:

District 3 Commissioner Lee Ross asked if there are plans to connect with the Pittsburg Library. Tatiana Hill shared that there is a continued opportunity with Tandem Partners for Early Learning for early literacy support.

District 1 Alternate Commissioner Genoveva Garcia Calloway shared that change has to begin within the institutions, not in the families we serve or the community. She did not hear enough about how we can hold our systems accountable. She asked if other institutions are looking at the same thing. There needs to be conversations with educators and administrators. She asked if the Pittsburg Unified School District has a similar initiative. We have to work on getting the families and community to trust these institutions.

Marilyn Lucey asked to see the slide deck again on the Systems Approach to School Readiness. She commented that she wanted to see more intentionality around institutions, schools shifting practices and processes to be more culturally relevant and responsive to Black children. She then asked Tatiana to explain the evaluation measures to analyze conversations in the breakout rooms of parent meetings. Tatiana replied that they had a facilitator in each breakout room and they asked questions about school readiness and their vision for their children. We then took notes and reviewed them using a thematic analysis, looking at the high-level themes that came up after looking at all the notes.

Marilyn asked if they are planning to have those kind of conversations with educators, administrators or other leaders in different systems or is it only analysis of parents' conversations. Tatiana replied that they are hoping to interview teachers and stakeholders to learn about how teachers are talking about school readiness.

Lisa Johnson emphasized the importance of providing resources for Black families to be able to tell their own stories and be in charge of their own narratives.

Alternate District 2 Commissioner Srividya Iyengar commented on the intentionality of the activities outlined in the plan.

District 1 Commissioner Dr. Rocio Hernandez thanked presenters and said that this presentation and its infographics are scalable and can be used for other platforms and would like to share the model.

6.0 Executive Director's Report

Ruth gave the following report:

- (a) Internal Updates:** included a progress update on internal Organizational Assessment Project to launch in the month of July 2021; a staff survey was released to collect information about return to the office concerns, challenges, benefits and lessons learned to inform First 5 Contra Costa's

Return to the Office Work Plan for new Fiscal Year 2021/2022; Dr. Fernández plans to presents a review of the Strategic Plan FY 2020/21 through 2022/23 at the July meeting as a refresher for Commissioners and a progress update for year 1.

- (b) **County Updates:** progress update presented on ACEs Aware grant 1 with successful completion of the Network of Care Spring convening – the second of two large convenings held on May 16. The Spring convening was also the official launch of the Contra Costa Network of Care online hub –a site containing Contra Costa specific resources, links to both convenings, and ACEs-related tools; updates also provided about the COVID-19 Survey #2 – 533 respondents composed of a diverse group of First 5 families, First 5 partner families, and an ASR survey panel of families. A summary of findings will be shared at the July Commission meeting; an update on Measure X presentations, First 5 CC along other Children’s Leadership Council partners presented on May 26 on the status of Early Childhood in Contra Costa County – A report presented to the Measure X Community Advisory Board on Making The Case For The Early Years was included in the Commission packet.
- (c) **State Updates:** Budget negotiations at the state capitol continue as we are less than a day away from the June 15th constitutional deadline to pass a state budget. SB 112 Budget Bill was filed on Thursday in advance of the 72-hour print deadline, which largely mirrors the Assembly and Senate's negotiated package; First 5 Contra Costa participated in the First 5 Association’s Advocacy Day on April 27th and participated in five legislative visits - and on May 25, 30 Regional Group leaders and CE staff met with 4 state legislators to share compelling, emotional testimony about the barriers faced with inadequate health care coverage, limited worker protections, hunger, ineligibility for safety net programs, and threats of family separation; Dr. Fernández also shared about two upcoming Research reports from the First 5 Children’s Policy Center – one with a statewide landscape of early childhood mental health consultation models and services and the other, an Equity in Kindergarten Readiness Report to be released this Fall.

7.0 Communications

- Making The Case For the Early Years
- 2020-21 State Budget Advocacy Correspondence

8.0 Commissioner F.Y.I. Updates

None.

9.0 Adjourn

The meeting was adjourned at 7:16 pm.

Next standing meeting is on Monday July 12, 2021. Marilyn announced she will not be present that day.



July 12, 2021

Agenda Item 3.3

First 5 Contra Costa Program Reports June 2021

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.*

Last days of data collection for Antioch CHANGE

The East County Regional Group (ECRG) members and partners have worked very hard to collect housing surveys throughout June to capture stories from Antioch families about their experiences and hopes for improved housing. ECRG members have canvassed door to door, phone banked, stood outside public places, and attended local events to reach as many underrepresented families as possible. ECRG attended Antioch's Juneteenth event to promote the housing survey and encourage involvement in the effort. Most outreach has occurred in the heat, on weekends and evenings, demonstrating the extraordinary commitment of ECRG members to gather as much community input as possible. CE staff and partners are conducting stakeholder interviews with key community leaders to gather insight into the opportunities and challenges for housing equity in Antioch. Data collection will conclude in July.



Regional Groups' advocacy leads to more park improvements in East County

In partnership with Kaiser Permanente, the City of Pittsburg, and Healthy & Active Before 5, ECRG's park advocacy has resulted in more improvements to DeAnza park in Pittsburg. In response to the ECRG's Pittsburg Park Assessment, DeAnza park was identified as a park in need of priority attention. A new walking path and fitness stations were among the list of recommended improvements. Thanks to the parent advocates' dedication and generous funding from Kaiser and the City of Pittsburg, the project will be completed in early July. DeAnza park neighborhood's young children and families will now have new ways to be active at their local park.

Eviction moratorium extended to September 30

The Regional Groups have been an active voice with elected leaders, informing them of the harmful impact of evictions—and the threat of evictions—on young children and families. Community members need sufficient time to access and receive Emergency Rental Assistance Program (ERAP) funds to pay accumulating rent debts. The economic recovery process is slow and eviction/rent increase protections are essential to keep young children and their families housed. We are pleased the moratorium was extended at the local and state levels and hope local elected officials will continue to extend these needed protections until all vulnerable families are secure.

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.*

Presenting at Help Me Grow (HMG) National Forum

The HMG National Center is hosting this year's National Forum on September 20-23. The Annual HMG National Forum provides visibility of the National Affiliate Network's collective efforts and accomplishments and highlights promising innovations from across the Network. This year, the Early Intervention team was part of a group presentation submission that was accepted; presenters are Liliana Gonzalez, HMG Program Coordinator for HMG Contra Costa; Alexandra Goldberg, Statewide Director of HMG Florida, and Sarah Zucker, Senior Program Specialist at the HMG National Center. The session will

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focus on breaking down local, state, and national level roles, responsibilities, and highlight the importance of alignment across HMG systems. The session is tailored for newer HMG Affiliates who are still developing their own structures.

East & South Bay Regional Convening with ACEs

Aware grantees

On June 30, First 5 Contra Costa staff attended a regional convening with other ACEs Aware grantees, hosted by Aurrera Health Group and PACEs Connection. Our entire ACEs team—First 5 alongside key partners La Clinica and the Contra Costa Crisis Center—engaged in vibrant discussion, knowledge sharing, and wisdom gained throughout our work on our round 1 Provider Engagement, Communications, and Supplemental Training grants and our round 2 Network of Care Implementation grant. We highlighted our process of developing a resiliency screening for implementation alongside clinical ACEs screenings at La Clinica and the facilitation of patient-driven community referrals to the Crisis Center.



Network of Care Roadmap launch

June 28 was the official launch of the finalized Trauma-Informed Network of Care Roadmap by the statewide ACEs Aware Initiative. We were proud to see First 5 Contra Costa's work highlighted as an example of achieving Roadmap Milestones for Communities. In that category, ACEs Aware featured our progress toward Milestone #4: Consider Financing and Technology Needs, where we have mapped resources in the Contra Costa Crisis Center's 211 referral database to the Surgeon General's 8 research-based stressbusters.

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.*

End of Quality Matters program year

Across Contra Costa County, 188 programs participated in Quality Matters this year. These programs included a range of California State Preschool Programs, Family Child Care Homes, and Friend Family Neighbor (FFN) Programs. As the Quality Matters year came to a close, the First 5 Coaches worked with sites to reflect on quality improvement plans and discuss progress made toward goals. Providers completed the final milestone, an end-of-year survey to provide feedback and offer insights to be used for the upcoming year. Participating Quality Matters programs will receive grants for their commitment to high-quality early learning for all children.

Wrapping up FY 20-21 Professional Development Program (PDP)

The 2020-2021 Professional Development Program (PDP) is wrapping up. To date, 135 PDP participants have advanced their learning related to early childhood education through college coursework, meeting education milestones, and completing training hours. First 5 Contra Costa contracted PDP advisors at the local community colleges including Contra Costa College, Diablo Valley College, and Los Medanos College to support participants in completing their educational and professional goals. Participants are eligible to receive financial incentives based upon their completion of learning levels.

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Ready Kids East County work plan

The Ready Kids East County Steering Committee, consisting of leaders across First 5 Contra Costa, continues to meet weekly to plan and execute a work plan grounded in the Ready Kids East County Core Values and Theory of Change. The FY 21-22 work plan includes the following strategies to support a systems approach to school readiness of Black children: build collective vision, build capacity, and build power and resources. Each strategy includes a list of activities, short-term outcomes, and evaluation methods. The Ready Kids East County Steering Committee presented the work plan to the Leshar Foundation's Executive Director, Devorah Levine, and Program Officer, Nilofar Gardezi on June 3, 2021. Members of the Steering Committee use the work plan to guide actions, including meeting with Pittsburg Unified School District's Executive Director of Educational Services, Eileen Chen to discuss potential collaboration; and planning with a coalition of African American female consultants for another series of Parent Cafes in the Fall of 2021.

Problem & Possibility			
Problem: Disparities in school readiness by race persist because we're approaching school readiness with a frame that Black children and families are solely responsible for being ready for school. Possibility: What would it look like if we instead put the burden of change on the entire schools and community ecology to be ready for Black children and families, rather than the other way around?			
Strategies	Short-term Outcomes (1-2 yrs)	Long-term Outcomes (2-5 yrs)	Assumptions
BUILD RELATIONSHIPS: Create bridging spaces for parents, school leaders, county leaders, teachers, and service providers to learn from one another. BUILD COLLECTIVE VISION: Amplify parental voices about school readiness to equity leadership; catalyze action to shift practice and culture. BUILD CAPACITY: Share promising practices for growing programs and services that center Black children's experiences and leadership. BUILD POWER AND RESOURCES: Support parents in advocating for children, building competencies to thrive in the school readiness system, and connecting them to resources.	Short-term Outcomes (1-2 yrs): 1. Stakeholders 1) learn from one another 2. clarify their role in the school readiness ecology for Black children and 3. begin to adjust practices to be more culturally relevant. Parents, caregivers of Black children Black children Teachers, CDEP First 5 school partners First 5 Commissioners First 5 Centers - leadership and staff EEP Providers Design team members Public school staff - school County, local government + law enforcement Non-profit organizations Other CDEP + social organizations	READY FAMILIES: Black families have both, resources, and relationships to advocate for learning environments where their young children will thrive. READY SCHOOLS: Community organizations and schools shift their practices, environments, and cultures to serve, center, and celebrate Black children and their families. READY COMMUNITIES: A coalition of family advocates for Black children in East County forms and projects family-centered and culturally relevant policies, funding, and service provision.	Assumptions: BECAUSE whole ecosystems (families, schools, communities) shape children's development of school readiness and families' ability to support development of school readiness. BECAUSE when you're in relationship with someone, you listen, exchange information, and are accountable with one another. BECAUSE with relationships, knowledge, and power combined, parents are better equipped to advocate for themselves and their children. BECAUSE teachers' beliefs and expectations are critical to a child's success, whole-family approach to school readiness.
Ultimate Impact: Among schools and community organizations, there are resources, information, and a culture that center and celebrate Black children in East County and equip them and their families with everything they need to be ready for kindergarten.			

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.

Family Economic Security Partnership (FESP) activities

Planning for a fall FESP meeting is underway. The FESP Executive Committee will be meeting on June 29 to discuss options for a fall meeting, follow-up on any next steps from the FESP feedback poll and share relevant updates.

FESP continues to send out relevant information to FESP members on COVID, Measure X, the extension of the eviction moratorium, listening sessions for the Office of Racial Equity and Social Justice, Budget Justice Coalition meetings, vaccine distribution, rental assistance, child tax credit/stimulus funds, and other issues as they arise.

Community Advocacy + Partnership Project (CAPP)

FESP and Ensuring Opportunity (EO) have selected final cohort participants (11 direct service agencies, 9 advocacy organizations and 10 residents), interviewed and selected LeaderSpring to be the consulting organization facilitating the cohort, and selected a date for the four-hour kick-off meeting based on input from the cohort participants (July 27). Following the kick-off, monthly three-hour sessions will occur. In partnership with LeaderSpring, EO and FESP began to design the curriculum for the cohort sessions and began preparing for a presentation to the Contra Costa Funders Forum on July 19. In addition, an eight-person Steering Committee is being established with three to four "external" representatives from racial/social/economic justice organizations (not one of the participating cohort agencies) and four to five representatives from the cohort to serve as thought-partners and advisors on the project. CAPP's goal is to build a broader, better-connected, and more powerful base to advocate for policies and systems that increase equity in Contra Costa. An announcement of the cohort participants will be coming soon.

Measure X: Healthy and Safe Contra Costa

The Measure X Community Advisory Board (MXCAB) is meeting every Wednesday night at 5:00 pm and meetings are open to anyone who is interested. The MXCAB is conducting a series of "listening sessions" at each meeting to learn more about the range of critical issues facing the county. Past sessions have

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been held on youth, fire, mental health, early childhood, and health services. Anyone can sign up to receive the agendas for the meeting, or to review past agendas at <https://www.contracosta.ca.gov/agendacenter>.

Early Learning Leadership Group (ELLG)

Efforts continue to raise additional funds for the Child Care Relief Fund, as we were only able to provide 75 grants yet received over 250 applications. ELLG sent a letter to Contra Costa state representatives sharing some concerns about the state budget proposal regarding Transitional Kindergarten (TK) for all 4-year-olds. First 5 Contra Costa's Ruth Fernandez, Executive Director, and Fran Biderman, Special Projects Coordinator, met on June 22 with Anna Luna and Tracy Chinn from the Hellman Foundation to thank them for their contribution to the Relief Fund and to discuss further opportunities for partnership and funding.

Partnerships

FESP continues to participate on numerous coalitions/partnerships related to economic security, COVID-19, and racial justice.



Budget Justice Coalition (BJC)

Fran participates on the monthly BJC Coalition meetings, which focus on the county budget and how best to engage community in budget decisions. BJC members are in conversation with Supervisor Burgis to hold a Town Hall session on the allocation of American Rescue Plan funds, which may occur in the summer.

CalFresh Partnership

Fran participates on monthly Cal Fresh Partnership meetings where discussions occur on ways to increase CalFresh participation and decrease hunger in the county. There are some conversations underway about how to work/merge with the county's Nutrition Task Force.

West and Central/East County CARES Coalitions/Board of Supervisors

Fran participates on the West and Central/East County CARES Coalitions where a tremendous amount of information is shared and later distributed to FESP members and others. Fran also participates at Board of Supervisors meetings as relevant. On June 22, the BOS heard some testimony and initial recommendations for the Office of Racial Equity and Social Justice. The Board also voted to extend the eviction moratorium until September 30 (it was scheduled to end on June 30, 2021).

Family Support

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

All in For Kids

First 5 Contra Costa—under the umbrella of the Children's Leadership Council—applied for All In for Kids, a grant funded through Blue Shield of California and Genentech. The three-year proposal, totaling \$750,000 is a multi-sector approach aimed at de-siloing the work dedicated to preventing interpersonal violence and child adversity and co-creating an innovative model for cross-sector work. Over the three-year grant period, we will be focused on establishing the infrastructure, design, and standards for sharing, learning, and capacity building in the county.

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Activities of the grant include the network mapping of existing collaboratives, coalitions, and programs serving the 0-5 population and their families and the connectivity between them in an effort to develop a common understanding of the system and spot potential opportunities for designing years two and three of the grant. We will partner with the Alliance to End Abuse to facilitate a Design Lab of service providers and community members in a human-centered design thinking process to develop shared priorities and community-driven prototypes for trauma-informed and healing/restorative practices and violence prevention. In partnership with the Family Justice Center, we will develop a Learning Series to increase knowledge, skill building, and practice among the child-family serving workforce and the broader community. Lastly, we will build a robust, centralized hub for training and information sharing, building upon the existing Network of Care online hub dedicated to ACES and trauma-informed, healing-centered care to focus on a wider cross-section of providers. We are excited about this cross-sector collaborative approach to trauma informed and healing practices within the county. Grant awards will be notified in mid-August.

West County First 5 Center goes green

In preparation for re-opening, the West County First 5 Center has installed some astro-turf to create an outside classroom. The area will be used initially for daily drop-in play groups for children and their caregivers. The informal play groups will welcome new and returning families back to the Center. Staff will use this time with families to introduce the new health and safety policies and procedures, assess how families are doing and address any needs or concerns they may have. All of the Centers will be promoting and offering developmental screenings to intentionally encourage parents to actively engage in understanding and responding to the social emotional needs of their children.





July 12, 2021

Agenda Item 5.0

Receive the presentation from the First 5 Center Community Advisory Councils (CAC) their 2020-2021 accomplishments.

Community Advisory Council



Recommendations (July 2020-June 2021)

The following recommendations were developed by parent volunteer participants associated with each of the First 5 Centers. Each CAC determines an area of focus, develops a community assessment plan, conducts data collection activities and compile results to develop program recommendations to be implemented at the First 5 Centers.

WEST COUNTY FIRST 5 CENTER

- Educate families on various emergency preparation including resources for food, shelter, and COVID-19 safety protocols, first aid, fires, and utilities.
- Provide parents with strategies to be able to recognize and manage children's emotions when facing unforeseen traumatic situations and/or as they reconnect in social settings.
- Promote and practice diversity, equity and inclusion with everything the Center does from policies and procedures to outreach.

DELTA FIRST 5 CENTER

- Increase concrete support in times of need by offering families an opportunity to become more comfortable using a new online meeting platform to be able to connect with others.
- Increase social connections by hosting a virtual support group.
- Increase social connections by gathering parents and caregivers in a virtual parent café, while additionally gathering information on how the center can support families.

EAST COUNTY FIRST 5 CENTER

- Increase parental resilience by providing learning opportunities for parents to practice mental resilience, by being kind to themselves and creating realistic expectations. Increase understanding that parental knowledge is a process not a project.
- Increase social connections by providing opportunities for parents to feel safe. A space will be provided where parents feel like they can openly communicate.

ANTIOCH FIRST 5 CENTER

- Increase social connections and exercise parental resilience providing adaptation strategies in individual lives.
- Provide unique virtual strategies of parental resilience and increase knowledge of concrete support in times of needs

MONUMENT FIRST 5 CENTER

- Increase parental resilience by providing resources for families that focus on physical activity to promote an active lifestyle.
- Increase parental resilience by offering self-care opportunities for parents that help with stress reduction during these challenging times.
- Provide opportunities for families to learn about COVID related resources and how to stay healthy and safe.

- Increase parent's knowledge and skills to support their child's development of age-appropriate independence and to strengthen their time management skills.
- Provide resources to support families that have concerns related to child development as a result of social isolation.



July 12, 2021

Agenda Item 6.0

Receive Staff presentation on the findings from the 2021 COVID-19 Impact Survey.

A woman with dark hair, wearing a dark blue patterned face mask, is carrying a baby in a red and white striped baby carrier. The baby is wearing a blue hooded jacket. The background is a blurred outdoor setting with trees and a path.

2021 COVID-19 Impact Survey

A project by First 5 Contra Costa
July 2021

Contents

Introduction

Demographics

Contextualizing Disparities

Employment and Income

Childcare

Family Concerns, Supports, & Needs

COVID-19 Vaccine



Introduction

Survey Purpose

- Identify specific and prolonged **challenges families of young children have faced** since the onset of COVID-19
- Inform and promote **cross-sector, equitable solutions** that are responsive to the complex challenges of families of young children, particularly systemically under-resourced low-income families and families of color

Survey Administration

- Administered in **Spring 2021** (March through May) to:
 - First 5 families
 - First 5 partner families
 - A survey panel of families (created by Applied Survey Research)
- **533 families** responded.
- Respondents received \$15 Safeway and Target gift cards as compensation.

Introduction

Analysis

- **Change over time:** Before and after Contra Costa County's March 2020 Shelter-In-Place (SIP) serve as reference points for changes as a result of the pandemic. Accordingly, questions for income and employment have a "Before SIP" and "Spring 2021" set of responses from parents.
 - First 5 Contra Costa conducted a 2020 COVID-19 Impact Survey (which can be found at first5coco.org/covid-19-impact-survey). Comparisons are limited between the survey in this report and the 2020 survey because both the samples of respondents and the questions for each survey differ.
- **Subgroup analyses:** We investigated structural disparities in outcomes, focusing on differences in adverse outcomes of the pandemic by income and by race/ethnicity. Subgroup differences are reported as proportions.

Parents are racially and ethnically diverse.

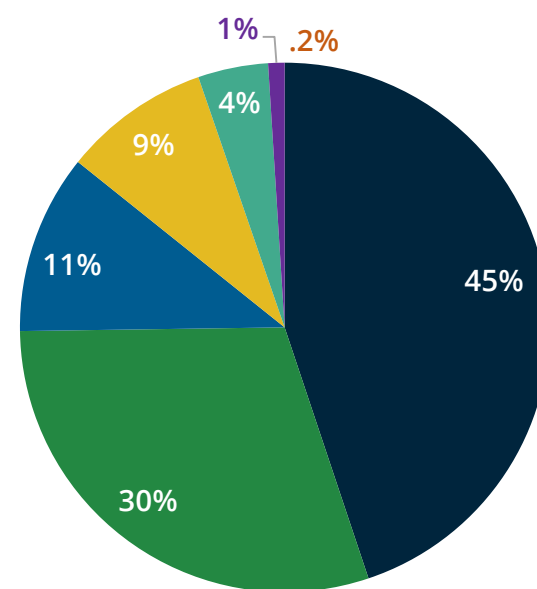
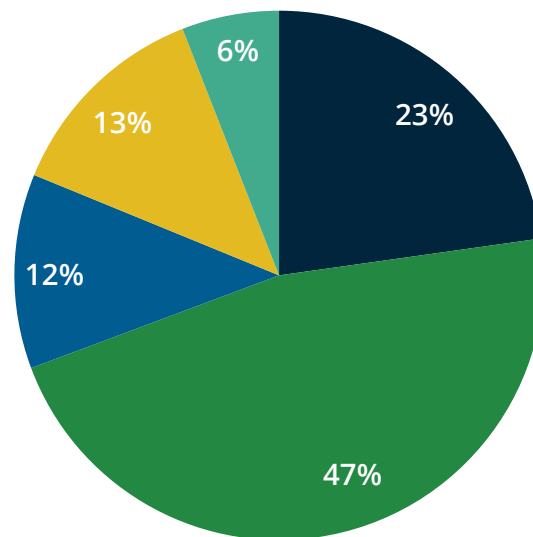
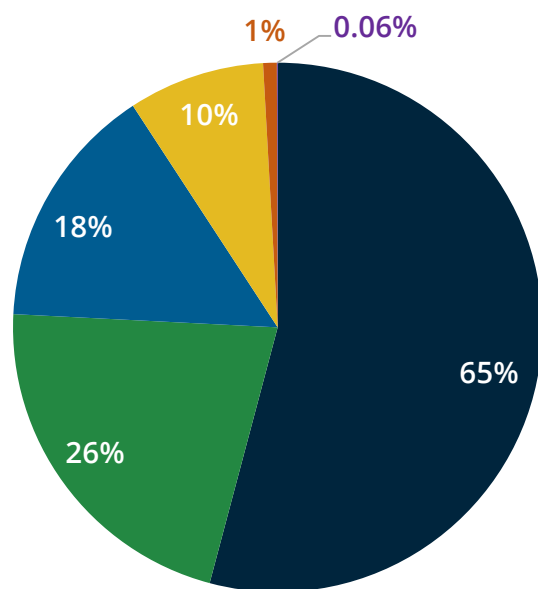
2019 County Demographics*

2020 COVID-19 Impact Survey

N = 411

2021 COVID-19 Impact Survey

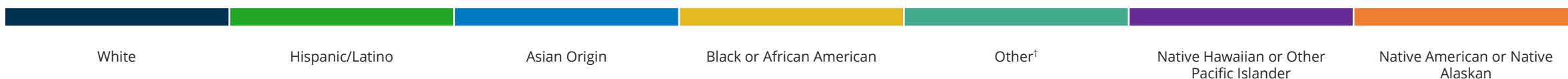
N = 488



Top 3 Languages Spoken:
English, Spanish, Other



85% of parents had at least one child 5 or younger.



* In our race/ethnicity question, parents selected the race/ethnicity they most identified. In the census, participants select their race AND whether they are of Hispanic/Latino origin, resulting in overlap between other racial/ethnic categories and the Hispanic/Latino category.

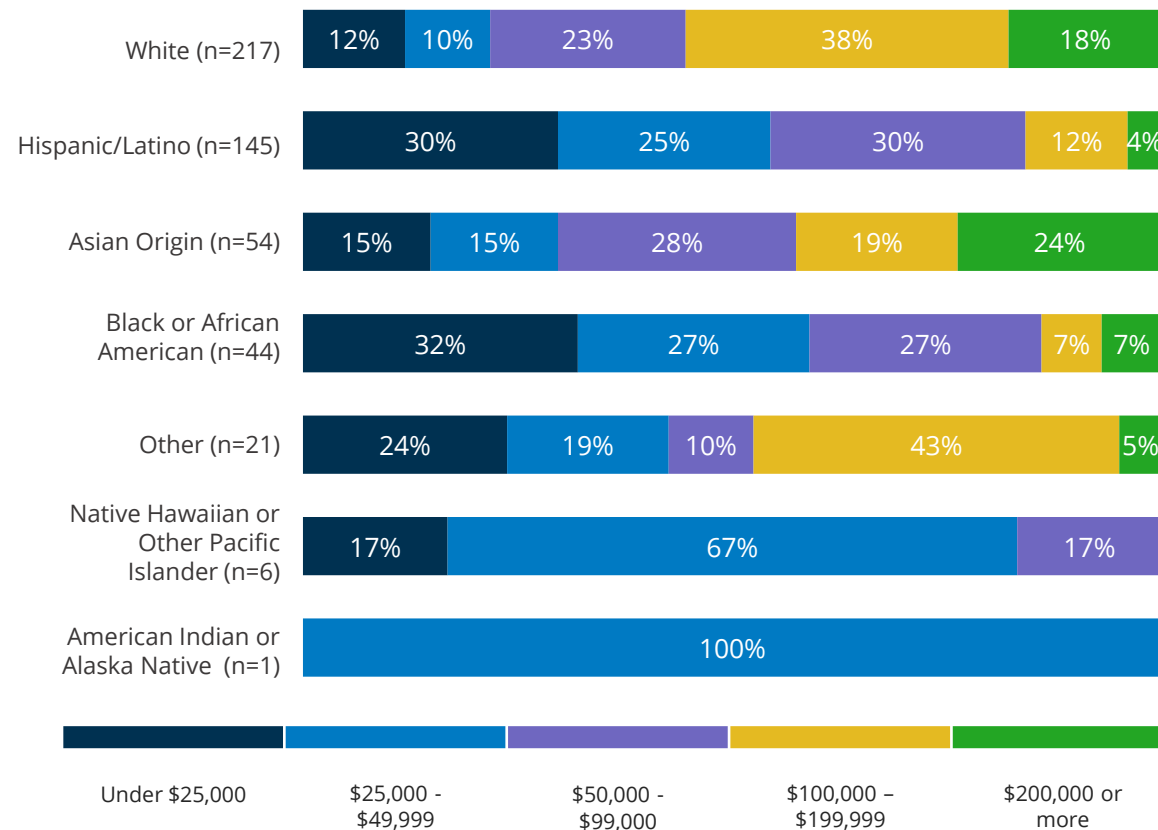
† "Other" included self descriptions such as "Mixed Race" and "Middle Eastern."

Contextualizing Race/Ethnicity Data and Disparities

At various points in this report, we share data disaggregated by race/ethnicity that indicate disparities between different groups.

These disparities, such as those we see by income, are rooted in structural factors, i.e., policies, cultures, and systems that have limited where and how members of Black and brown communities can learn, earn, and live over generations.

Proportion of families' household income after SIP within race/ethnicity groups





Housing, Employment & Income

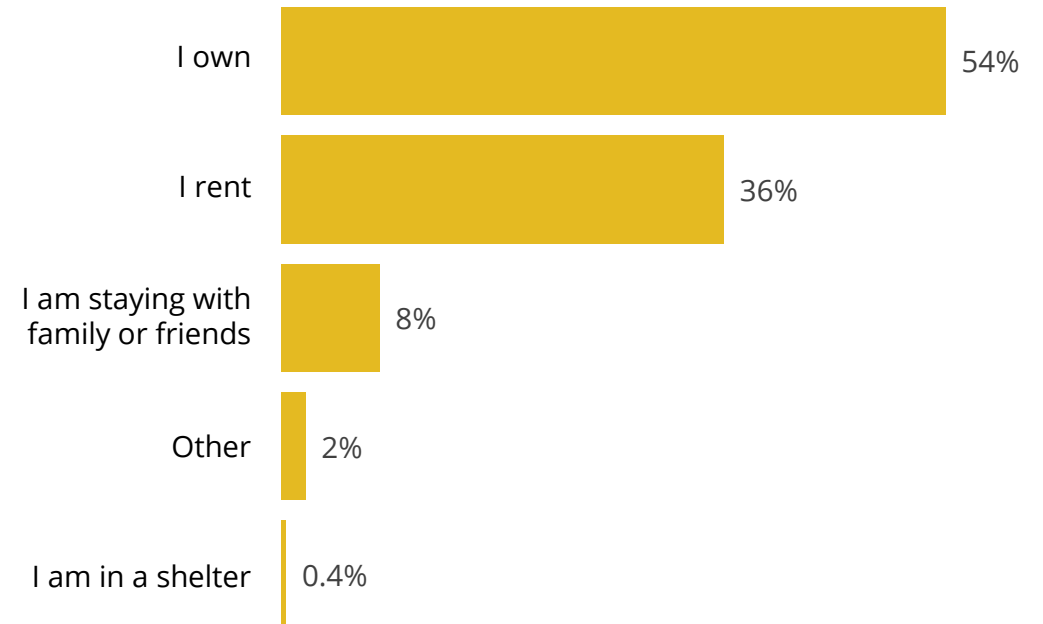
Over one third of parents are renters.

While over half own their homes, a small but not insignificant proportion—about 1 in 12—are **housing insecure**, i.e., in a shelter or staying with family or friends.

A much higher proportion of families with low incomes (less than \$50,000 annually) rent (61%), compared with families with high incomes who rent (25%).

Percentage of families reporting types of living situations

n=472



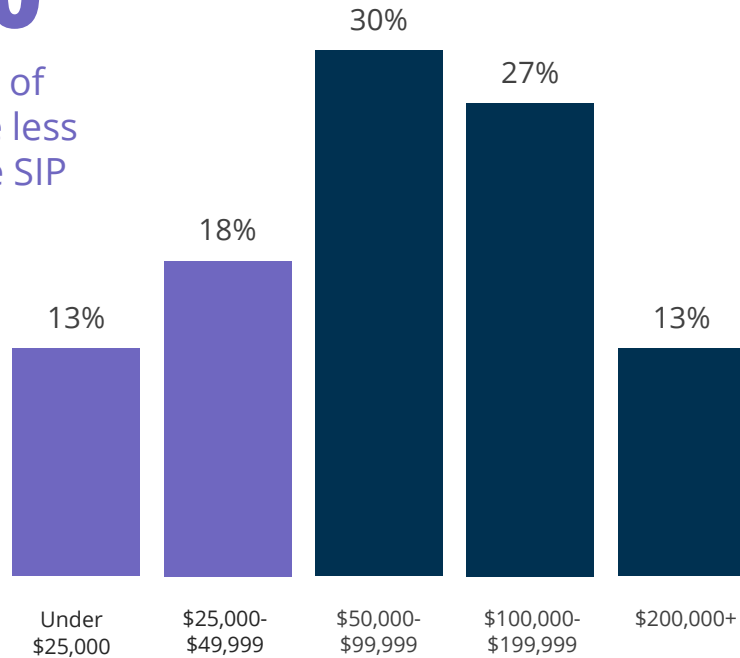
More families with low incomes have even less income since COVID-19 hit.

Comparison of household income (before SIP vs Spring 2021)

N = 488

31%

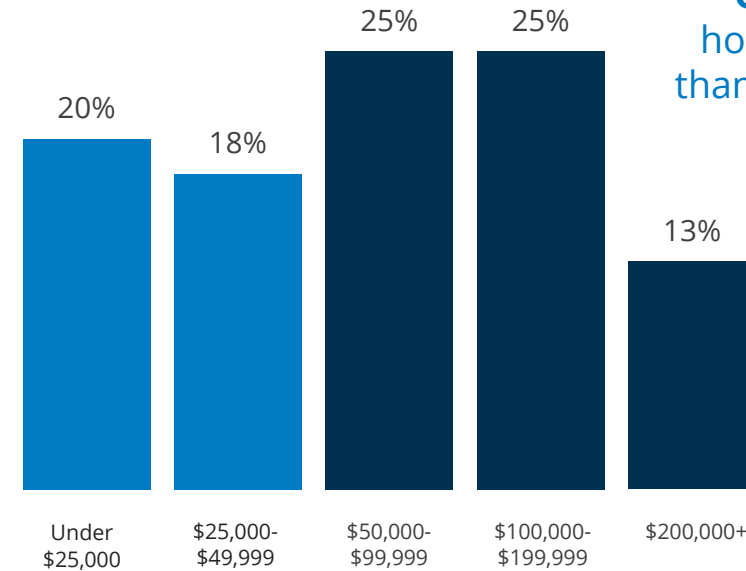
Over a quarter of households made less than \$50K before SIP



Before SIP

37%

Over one third of households make less than \$50K in Spring 2021



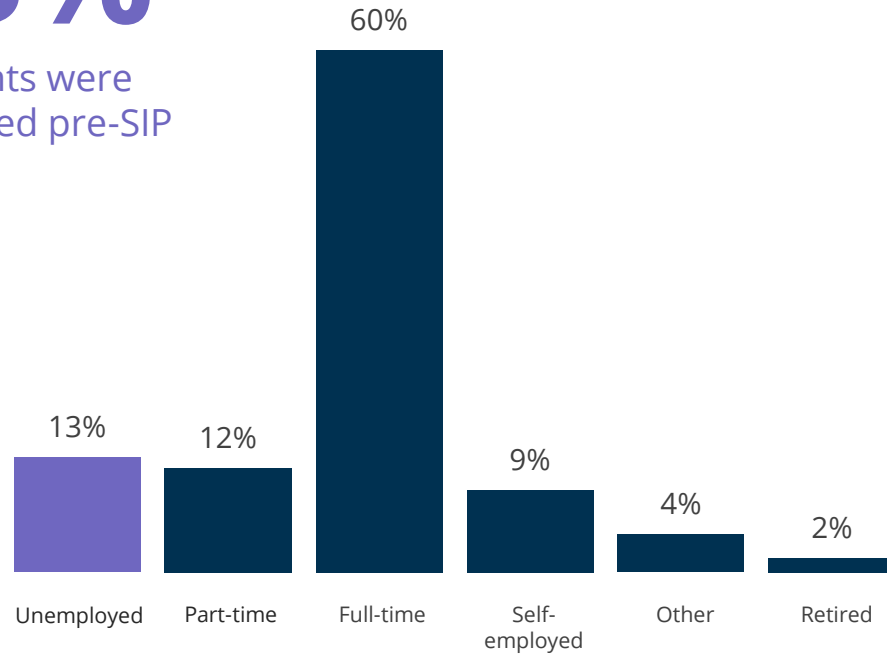
Spring 2021

More families work part-time or are unemployed since the SIP order.

Comparison of employment status (before SIP vs Spring 2021)

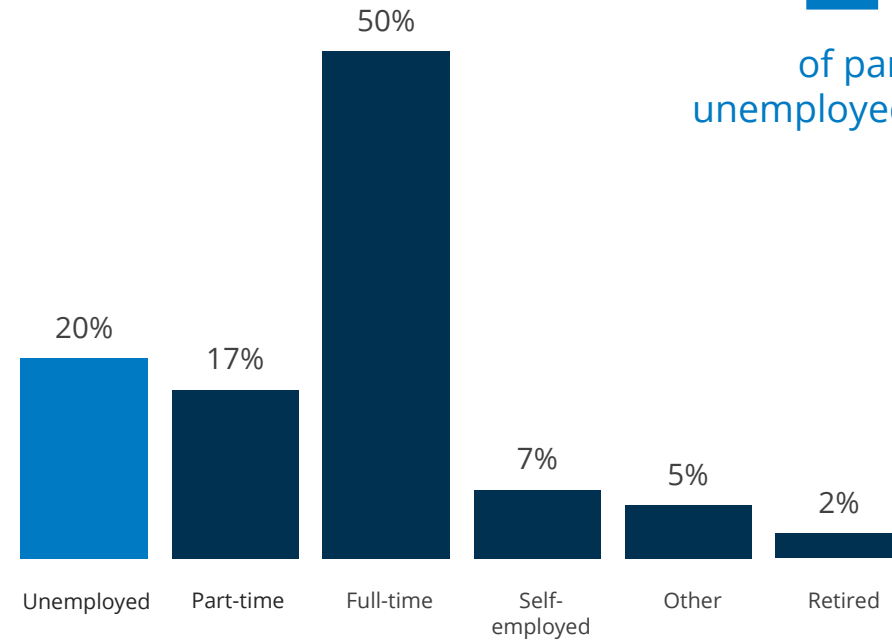
$N = 488$

13%
of parents were
unemployed pre-SIP



Before SIP

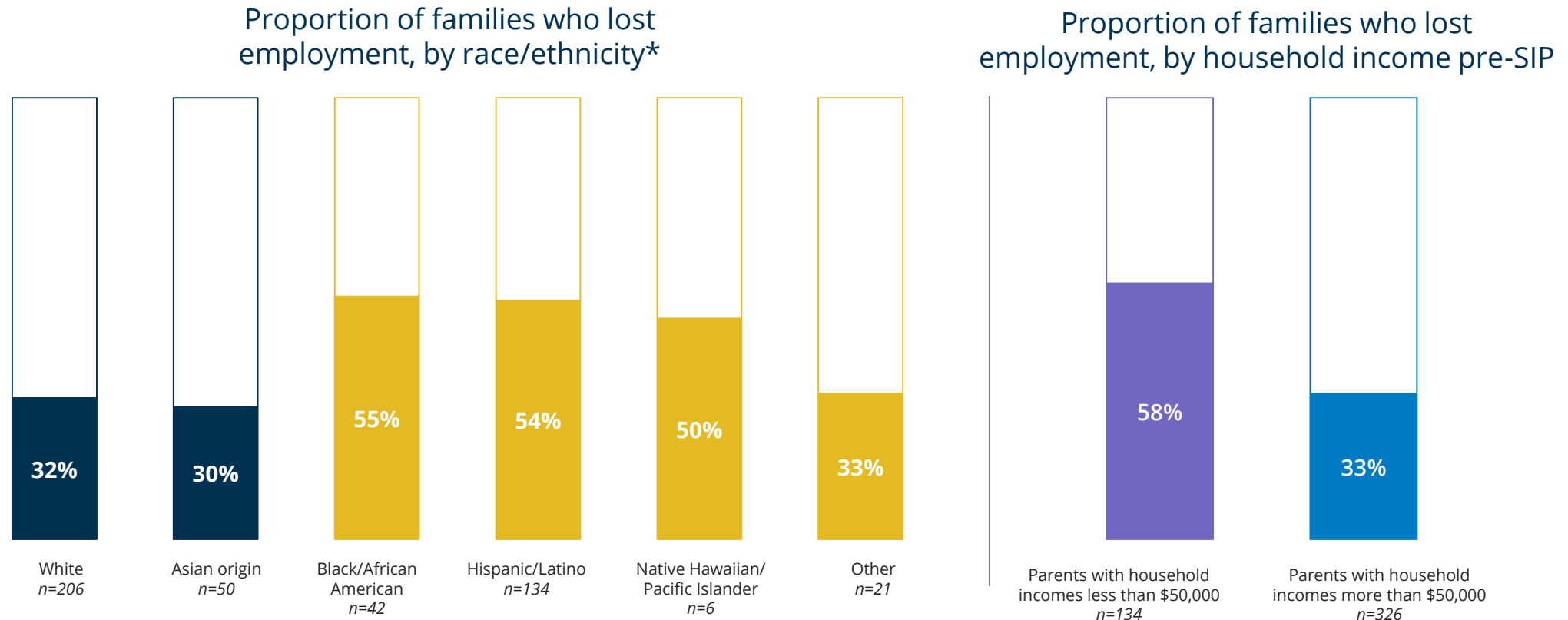
20%
of parents were
unemployed by Spring 2021



Spring 2021

Almost half of families (40%) lost employment after the SIP order.

Black/African American, Hispanic/Latino, and Native Hawaiian/Pacific Islander families and households with low incomes were disproportionately affected by loss of employment.



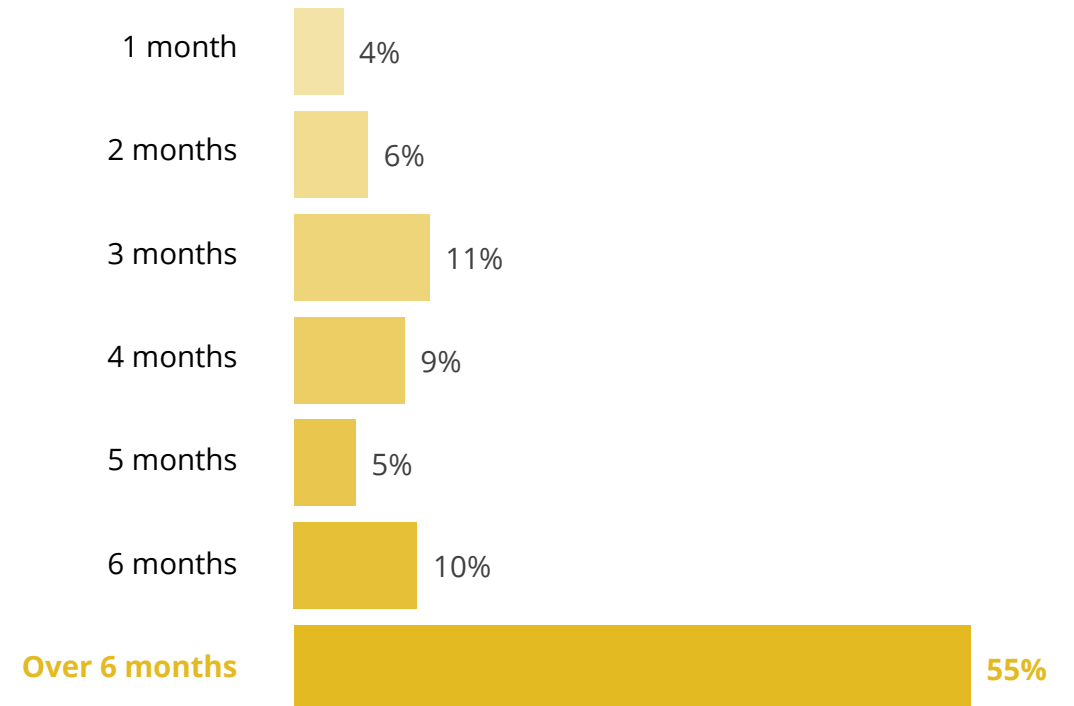
* The sole respondent who identified as Native American/Native Alaskan did not report loss of employment

Returning to the workforce has been slow for many parents.

Of families who experienced a decrease in work hours or are no longer working, **over half (55%)** experienced this for over 6 months.

Percentage of families reporting reduced hours/loss of employment by months of reduced work hours/loss of employment

n=161



A close-up photograph of a woman with long dark hair holding a sleeping baby. The woman is smiling gently and looking down at the baby. The baby is wearing a blue ribbed cardigan and has its eyes closed. The word "Childcare" is written in white, bold, sans-serif font across the center of the image, partially overlapping the baby's face and the woman's chest.

Childcare

Of parents who reported not working or having reduced hours, **over one third** (39%) cited caring for children not in school or daycare as the reason.

A similar proportion (34%) lost access to childcare since the SIP order.



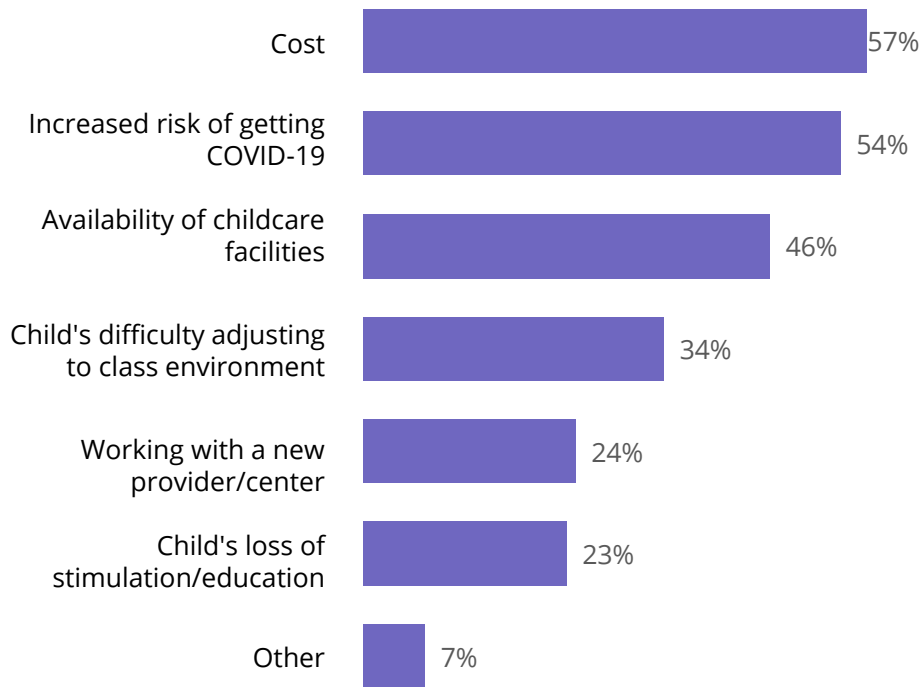
Parent perspective on major challenges:

“[It was a challenge] finding a job that paid what my job did prior to the pandemic, that does not require more college and degrees. Childcare continues to be a struggle because I need childcare to work more, however we don’t feel it’s completely safe to put our child in care right now and therefore don’t really want to. Also the affordability factor, as childcare can cost upwards of a mortgage payment, and would cost more money monthly than I would even make from working, so ultimately would not even be worth it in the end.”

Over one third of parents need childcare now or very soon.

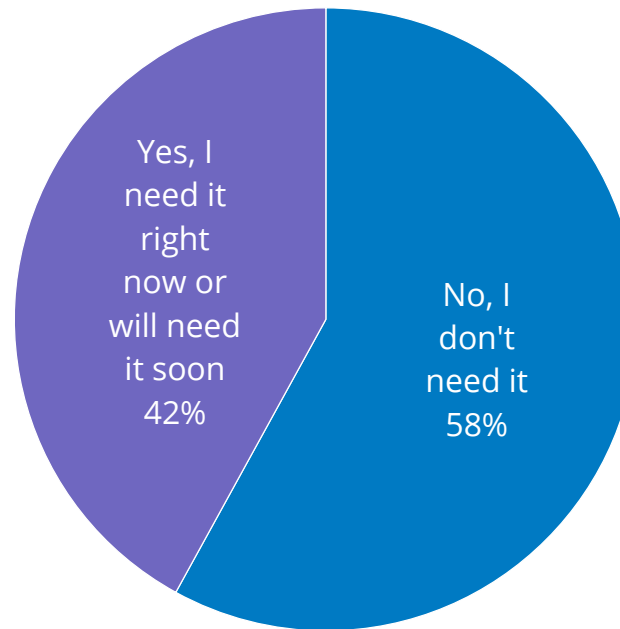
Concerns about childcare for families who need it now or soon

*n=182**



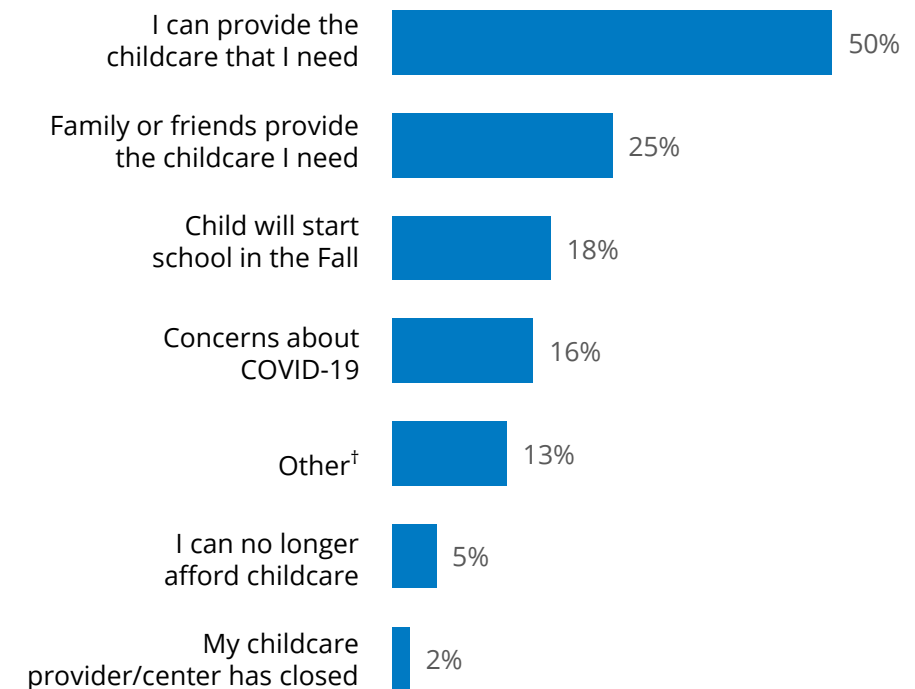
Percentage of families reporting childcare needs

N=451



Reasons families cite for not needing childcare

*n=234**



* Parents could select multiple responses, so categories will add up to more than 100%

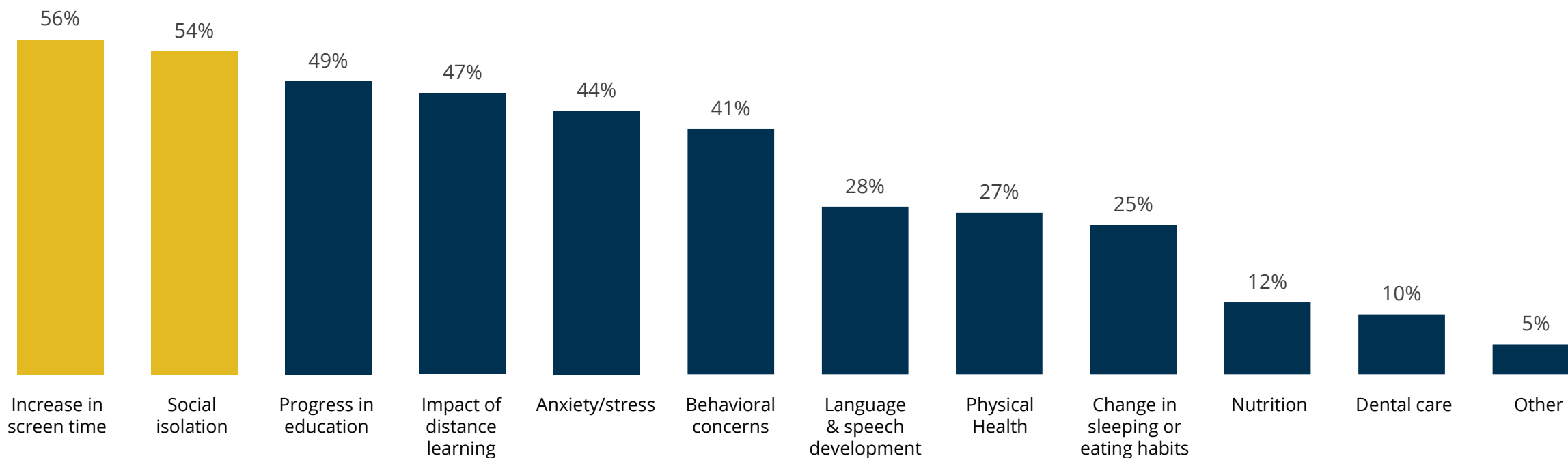


Family Concerns, Supports, and Needs

Parents' greatest concerns for their children are **increased screen time** and **social isolation**.

Parents' top concerns for children*

N = 429

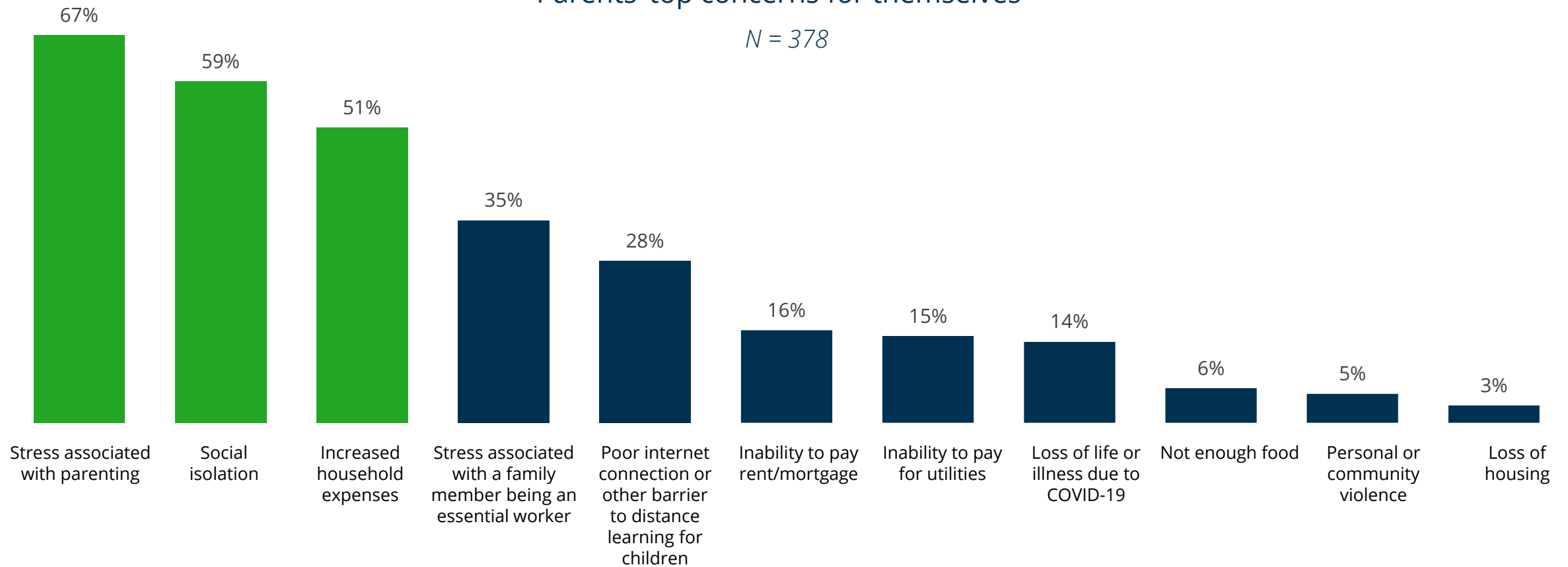


* Parents could select multiple responses, so categories will add up to more than 100%

Families' greatest concerns for themselves are parenting stress, social isolation, and household expenses.

Parents' top concerns for themselves*

N = 378



* Parents could select multiple responses, so categories will add up to more than 100%

Almost half of parents report feeling symptoms of **anxiety (45%)** or **depression (43%)** for at least several days in the last two weeks.



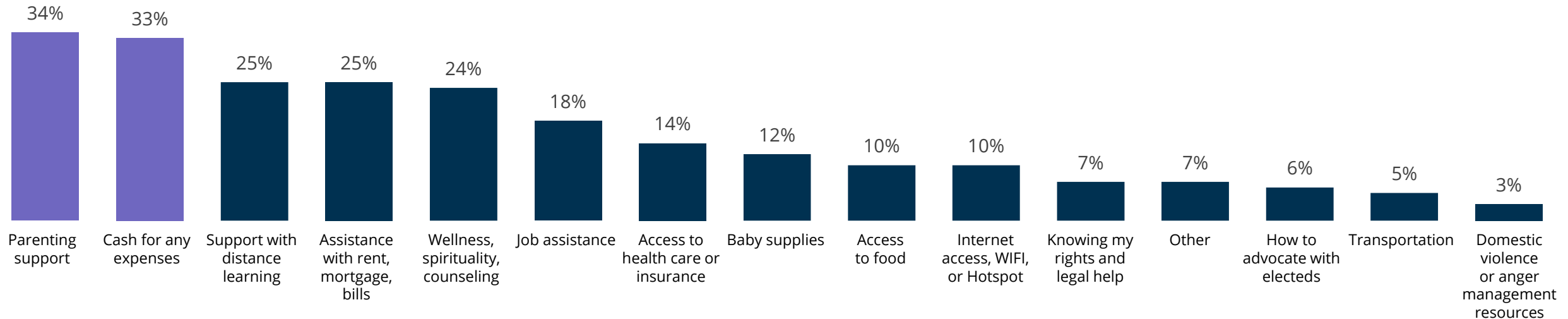
Parent perspective on major challenges:

“[I have] developed severe depression and anxiety and agoraphobia. Also I’m struggling so much financially.”

Parenting support and unconditional cash were among parents' top-ranked needs.

Percentage of parents ranking certain supports or resources first, second, or third

N = 393

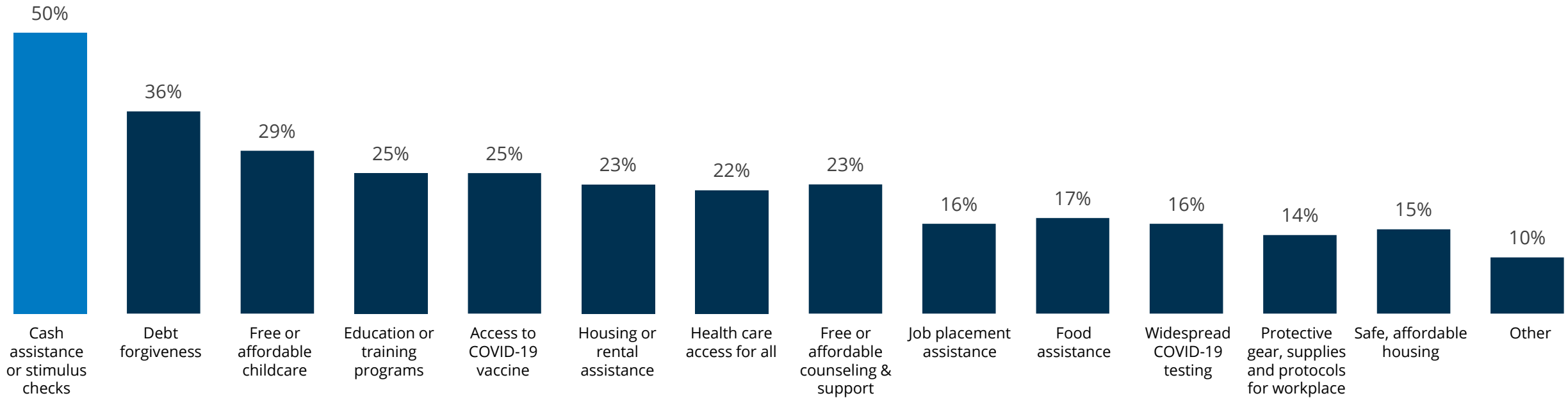


* Parents could select multiple responses, so categories will add up to more than 100%

Half of families see cash assistance or stimulus checks as an action the County could take to support them.

Percentage of parents ranking certain County actions as one of their four choices

N = 380

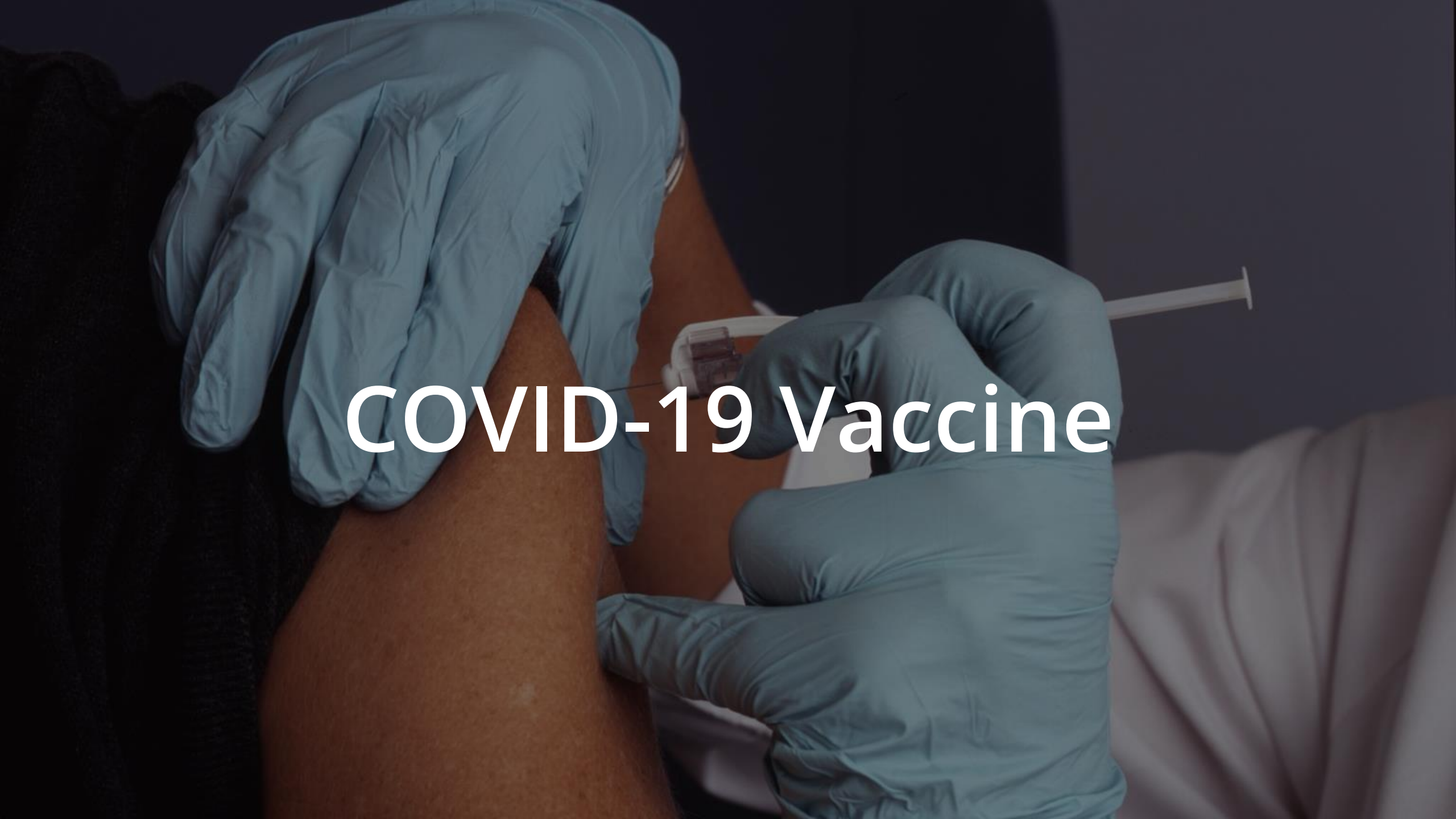


* Parents ranked supports as first, second, third, or fourth, meaning totals across categories will add up to more than 100%.

Parent perspective on major challenges:

“Families where both parents work and live in the same household do not qualify because they make (barely) over the qualifying amount for assistance. More help should be provided for families with TWO working parents.”

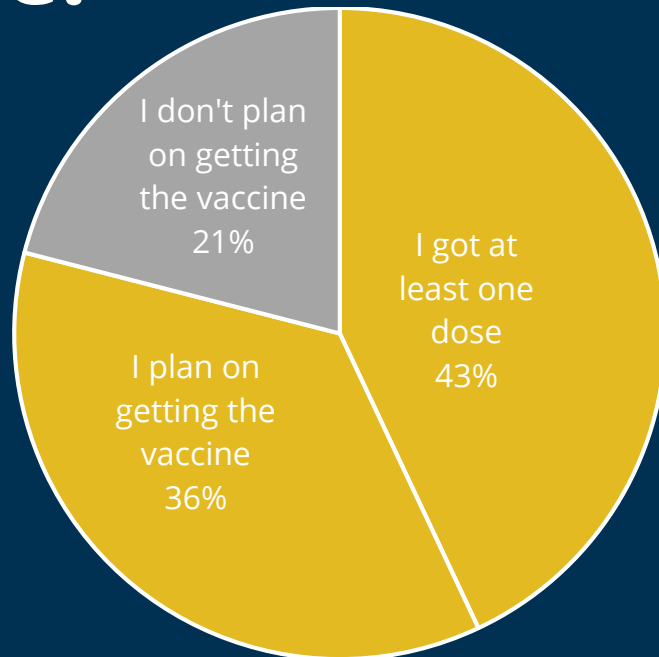
“[I need] help with my huge past debt that I couldn’t afford after paying past rent and utilities with my stimulus checks. My kids needed a home and I couldn’t pay for a driving ticket (debt).”

A close-up photograph of a healthcare worker wearing blue nitrile gloves administering a vaccine. The worker's hands are visible, with one hand holding a syringe and the other stabilizing the patient's arm. The syringe is inserted into the patient's upper arm. The patient's skin is visible, and the background is dark and out of focus. The text "COVID-19 Vaccine" is overlaid in white, bold, sans-serif font across the center of the image.

COVID-19 Vaccine

Most parents (79%)
either plan on getting
the COVID-19 vaccine
or already got at least
one dose.

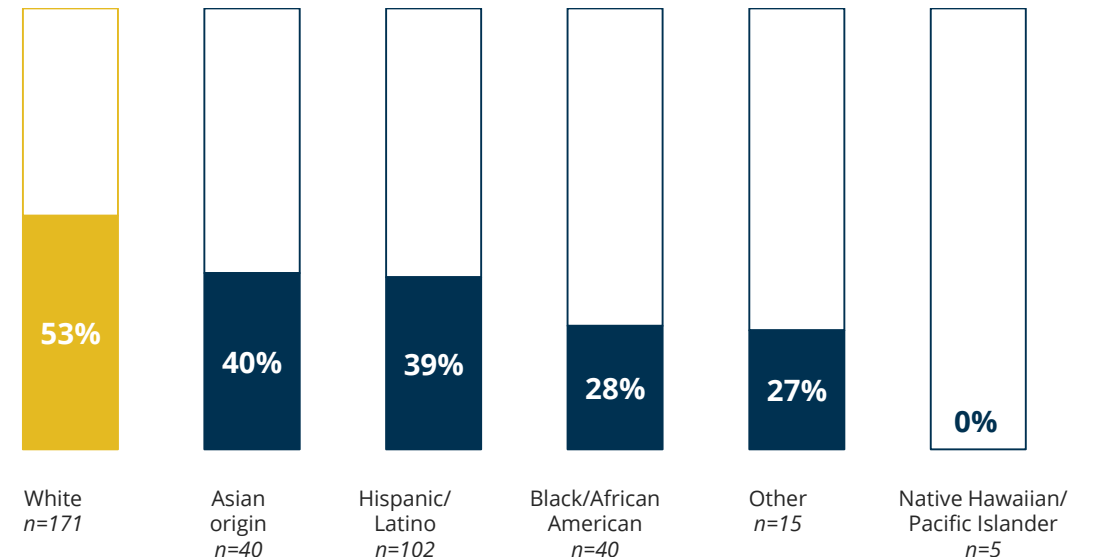
Parents'
Vaccine Status
N = 373



Generally, fewer parents of color have at least one dose of the COVID-19 vaccine, compared to white parents.

A higher proportion of **White parents** have received at least one dose of the COVID-19 vaccine, compared to other race/ethnicity groups.

Proportion of families who received one dose of the COVID-19 vaccine, by race/ethnicity*

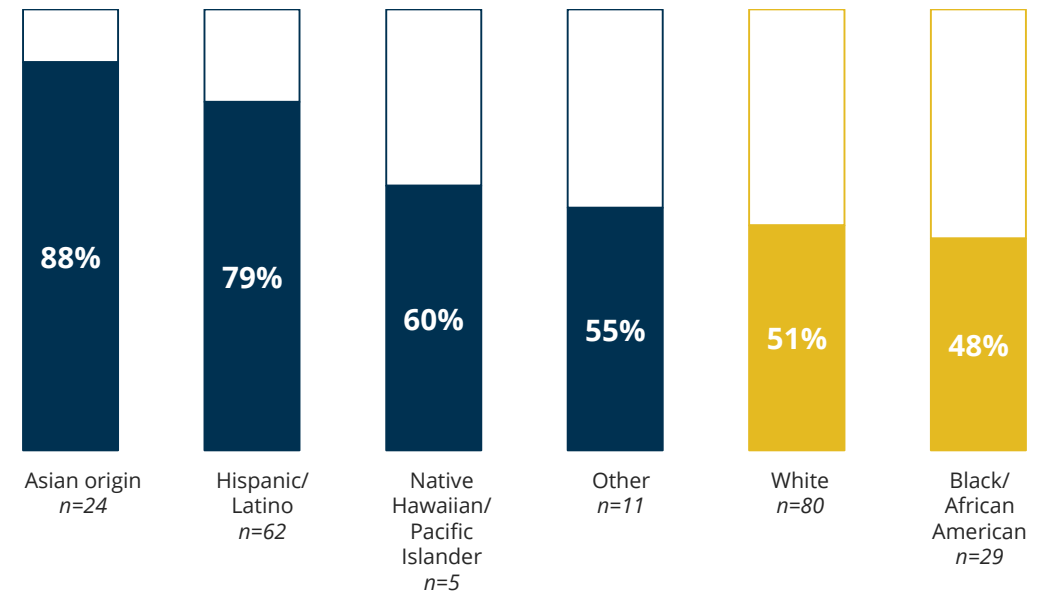


* The sole respondent who identified as Native American/Native Alaskan did not respond to questions related to the COVID-19 vaccine.

Different race/ethnicity groups have different intentions around getting the vaccine.

Of those who have not received the vaccine, higher proportions of Hispanic/Latino, families of Asian origin, and Native Hawaiian/Pacific Islander families plan on getting the vaccine. In contrast, of **Black/African American parents** and **White parents** who haven't received at least one dose, they plan on doing so at lower rates, compared to other groups.

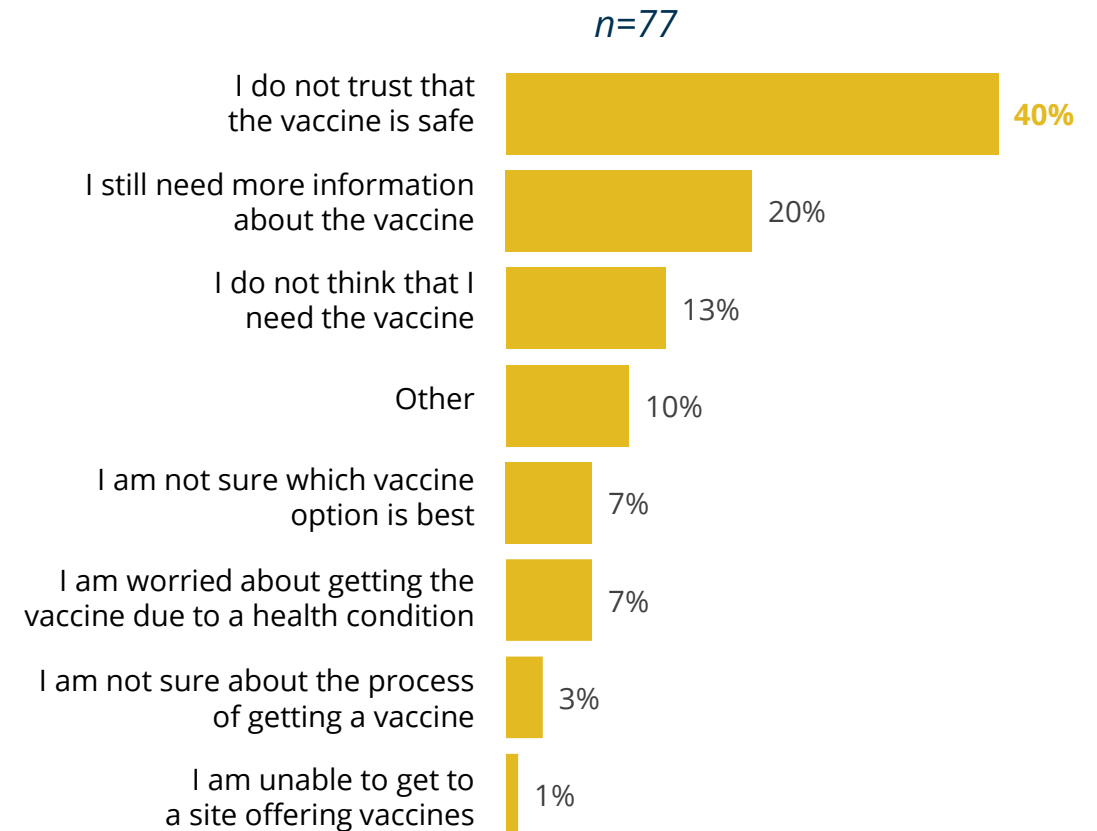
Of parents who have not received at least one dose of the COVID-19 vaccine, proportion of those who plan to get one, by race/ethnicity*



* The sole respondent who identified as Native American/Native Alaskan did not respond to questions related to the COVID-19 vaccine.

For those not planning to get the vaccine, over one third (40%) say they do not trust the vaccine's safety.

Percentage of parents citing reasons for not getting the vaccine





Questions & Discussion



July 12, 2021

Agenda Item 7.0

Receive presentation of First 5 Contra Costa's 2021-2023 Strategic Plan by Ruth Fernandez, Executive Director and Nicole Young, Consultant.



STRATEGIC PLAN

AND LONG-RANGE
FISCAL PLAN

Fiscal Years
2020/21–
2022/23



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Acknowledgements

Commissioners

	Commissioners	Alternates
District I	Dr. Rocio Hernández	Genoveva Garcia Calloway
District II	Marilyn Cachola Lucey, Secretary/Treasurer	
District III	PJ Shelton	Lee Ross
District IV	Gareth Ashley, Chair	Matt Regan
District V	John Jones, Vice Chair	
County Board of Supervisors	Supervisor Diane Burgis	Supervisor Candace Andersen
Health Services Department	Dr. Chris Farnitano	
Employment & Human Services	Kathy Gallagher	Katharine Mason
Children & Family Services	Kathy Marsh	Roslyn Gentry

Strategic Planning Team

Sean Casey, Executive Director
Ruth Fernández, Deputy Director
Shawn Garcia, Administrative Manager
Marnie Huddleston, Finance and Operations Director
Lisa R. Johnson, Grants and Contracts Manager

Strategic Planning Consultant

Nicole M. Young, MSW



About First 5 Contra Costa

Vision

Contra Costa's young children will be healthy, ready to learn, and supported in safe, nurturing families and communities.

Mission

To foster the optimal development of our children, prenatal through 5 years of age.

Core Values

Our everyday work is grounded in our commitment to:

- **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.

Proposition 10

*In November 1998, California voters passed Proposition 10, the California Children and Families First Initiative, which added a 50-cent per pack tax on cigarettes and tobacco products. The intent of Proposition 10 is to “**facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development** and to ensure that children are ready to enter school.”*

*Eighty percent of the tax revenue is disbursed to the 58 counties in California to **promote the early health, learning, and family support for children from the prenatal stage through five years of age.***

First 5 Contra Costa Commission

The Commission consists of 18 members authorized to administer and allocate Contra Costa County's Prop 10 funds. Commissioners represent county government, health, social services, early care and education, and communities across the County.

Why Early Childhood Matters

With the passage of Proposition 10 in 1998, California made a clear commitment to prioritize the health and well-being of young children, prenatal through age five, and their families. Up to that time, new developments in neuroscience and neuroimaging technology were providing visible evidence of the effects of both positive and negative early childhood experiences on brain development, confirming the critical importance of the first five years of life. However, the programs, practices, and policies that directly affected the lives of young children and their families had not yet caught up to reflect this new knowledge.

Over the last 20 years, First 5s across the state have worked with other advocates to increase awareness of the importance of supporting young children and their families during one of the most rapid and critical periods of children's brain development. Through a combination of research, professional experience, and families' lived experiences, it is now commonly understood that a child's relationships and experiences in the earliest years of life shape the developing brain. Safe, nurturing relationships and experiences build healthy brains, creating a strong foundation for positive outcomes in health, learning, and behavior across the life course.

We also now have a greater understanding of how trauma, or adverse childhood experiences (ACEs) such as chronic toxic stress, physical or emotional abuse, chronic neglect, a caregiver experiencing mental illness, substance use or incarceration, exposure to family violence, or the accumulated effects of poverty – can disrupt children's developing brains, weakening the foundation on which all other health, development, and learning occurs. In addition, there is a growing recognition that the root causes of ACEs are often linked to policies and practices that create systemic barriers to opportunities and resources across entire communities, such as housing policies and lending practices that produced patterns of racial and economic segregation that still exist today.

The good news is that multiple research studies have confirmed that investing in high-quality, developmentally-appropriate early childhood programs and systems – such as early care and education, developmental and behavioral health services, and parenting and family support – produces tangible benefits. Nobel Laureate James Heckman and his colleagues found that investing in high-quality early childhood development programs, particularly for children in families experiencing socio-economic challenges, can deliver a 13% annual return on investment by improving life outcomes related to health, education, employment, and

social behaviors.¹ In fact, Heckman states, “The highest rate of return... comes from investing as early as possible.”²

First 5 Contra Costa Today

This understanding of the critical importance of early childhood has driven First 5 Contra Costa to work alongside its partners to build a strong foundation for our county’s youngest children. With investments nearing \$200 million over the past two decades, we have focused on supporting and building effective, developmentally appropriate, and culturally responsive programs and systems to ensure all young children start kindergarten ready to succeed in school and life. We have achieved and contributed to many successes along the way, including but not limited to these notable highlights:

- Maintaining five high-functioning **First 5 Centers**, where parents meet other parents with young children, learn more about child development, and increase their parenting confidence and competence;
- Increasing access to **evidence-based parenting support** through the Triple P – Positive Parenting Program; and
- Providing tools and training to build strong and effective **parent leaders and advocates for optimal child development through the Regional Groups and the First 5 Centers**.
- Building and expanding **Quality Matters**, a Quality Rating and Improvement System (QRIS) designed to rate, improve and communicate about child care quality;
- Establishing Contra Costa’s **Help Me Grow** system, as part of a national effort to build local systems for early identification of children’s developmental challenges and navigating parents to appropriate services;
- Implementing countywide adoption of **developmental screening**, according to recognized guidelines and using a standardized tool;
- Mobilizing community members to advocate for over \$2 million for **local park improvements** for families with young children.

In addition, First 5 Contra Costa has worked alongside other commissions and advocacy organizations across the state to raise the level of public enthusiasm and support for policies and services that help young children and their families. Through all these efforts, First 5 has gained a high degree of credibility and legitimacy for its leadership in the county and the Bay

¹ García, Jorge Luis, James J. Heckman, Duncan Ermini Leaf, and María José Prados. “The Life-cycle Benefits of an Influential Early Childhood Program.” (2016)

² Heckman, J. 2014. Invest in Early Childhood Development: Reduce Deficits, Strengthen the Economy. www.heckmanequation.org

Area region. First 5 is now sought out for its expertise and leadership in engaging community partners and building coalitions, attracting new funding to local efforts for families, focusing on high-quality programs that make a difference for children and families, identifying and addressing root causes that affect family stability and child health, (particularly racism and economic inequity), and advocating for local and state-level changes that support children.

Similarly, First 5 Contra Costa's continued relationships with local and regional funders, as both collaborator and grantee, has increased the number of Bay Area foundations interested in our work. Local foundations have renewed and increased their interest in early childhood as a result of ongoing First 5 education and community-led advocacy. Continuing these relationships, and developing new ones, will be key to ensuring that programs, initiatives, and innovations influencing early care and education receive the focus and support they warrant in Contra Costa County.

This track record of accomplishments bodes well for First 5's continued partnerships and collaborations in early learning, mental health, and family support. Furthermore, First 5's broadening advocacy work through community leadership development in Regional Groups, the Coffee and Kids policy breakfast, the Kindergarten Readiness Assessment, and Richmond Parks Assessment Report is critical to advancing our visibility in the county.

The Early Childhood Landscape

As First 5 enters its third decade, the statewide landscape has shifted remarkably. For the first time in First 5's history, California's Governor and Legislature are enthusiastic supporters of early childhood. After a sustained effort by First 5s and many other advocates for children and families, Governor Newsom's administration has launched the state of California in a new direction, one that seeks to support and stabilize families in multiple ways. The Governor's first budget included commitments to work toward universal preschool, expanded childcare and paid family leave, full-day kindergarten, developmental and trauma screening, and expansion of the state earned income tax credit, including a first-ever California child tax credit.

In addition, leadership at the state level includes elected officials who have prior experience in early childhood and who understand how providing high-quality support and interventions from the earliest ages can change the trajectories of children's lives. Several legislators have served on local First 5 Commissions or are intimately knowledgeable about the work of First 5s. Many have also expressed interest in supporting new funding for First 5,

however, among the new and expanded funding for early childhood programs in the Governor’s first budget, none was specifically directed to California’s First 5s.

Ironically, the remarkable changes occurring at the state – as well as national – levels comes at a time when First 5s around the state have seen their revenue drop considerably as tobacco consumption has steadily declined due to decreased tobacco consumption. At a time when First 5 might be considered the “ground troops” to implement the Governor’s agenda and new legislation, First 5s are forced to make difficult decisions about how best to use their remaining resources, which will continue to decline in the coming years.

Our Long-Term Fiscal Plan

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 our fiscal resources continue to diminish. Our prudent fiscal stewardship, combined with our fortunate ability to attract external funding, has extended the life of the reserve funds set aside by the Commission in our earliest years. Even so, the remaining unassigned funds in the Commission’s fund balance will not suffice to support all of our current activities, as current external funding ends or declines. This elevates the urgency and importance of First 5’s efforts to build strong, sustainable systems of support for young children and their families, in order to maximize the impact of our investments.

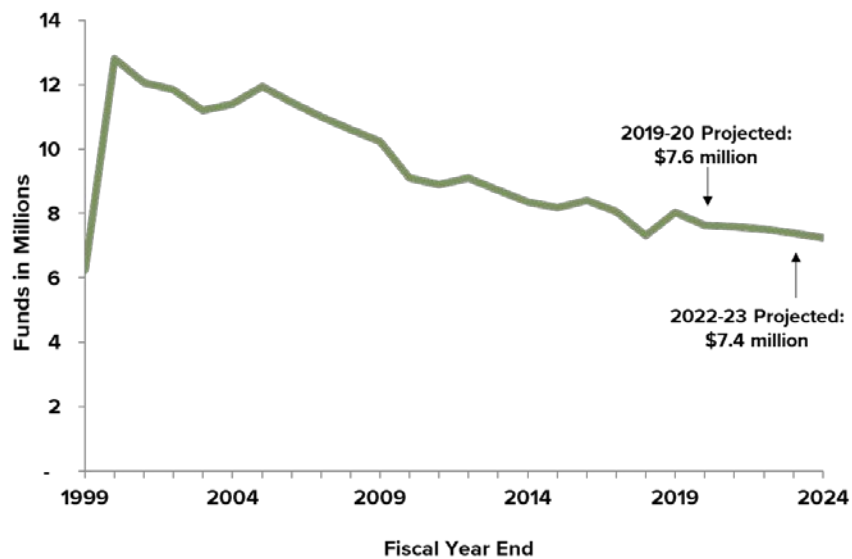
This section provides a **framework to guide the Commission’s investments** during the FY 20/21 – 22/23 strategic plan. This strategic plan does not name specific programs that will receive funding, nor does it obligate the Commission to actual contracts or funding awards. Rather, it describes First 5’s fiscal landscape and projects the resources the Commission will have available over the next three years to sustain its systems-building efforts, exert influence, and achieve lasting change.

Revenue Projections

Our principal source of revenue, the **Proposition 10 tobacco tax**, continues to decline due to the steady drop in tobacco consumption over the last two decades. As shown in the chart below, our annual Prop 10 revenue is now 16% lower than what it was a decade ago and down 40% from a high of \$12.8 million in FY 00/01. Prop 10 revenue for the state overall is projected to decline 10% from FY 2019 to FY 2024. Interestingly, Contra Costa’s revenue is projected to slightly *increase* by 1.1% during the same period, due to the trend of increasing births in the County. In fact, the Bay Area is seeing a demographic shift in families, with

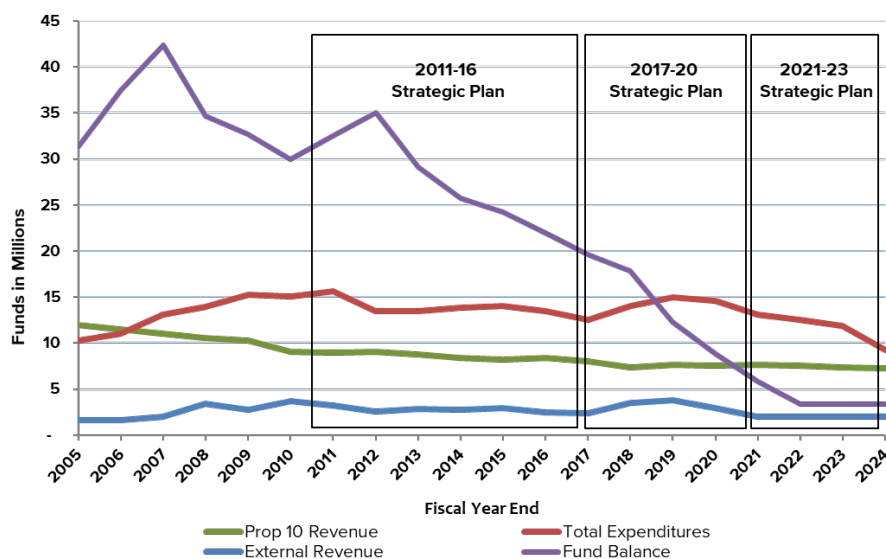
markedly declining birth rates in Alameda, Santa Clara and San Mateo counties and increasing birth rates in Contra Costa, Napa and San Joaquin.

Proposition 10 Revenue, 1999 – 2024



In addition, since FY 06/07, we have used the **fund balance** we accumulated in our earliest years to sustain the strategies and initiatives we have developed over the past two decades in order to develop and demonstrate the activities and interventions we thought would have the greatest impact for families. While this strategic use of our fund balance allowed us to maintain program investments over the last several years, particularly during the Great Recession, we have known for several years that **this approach is not sustainable in the long-term.**

First 5 Revenue and Expenditures, 2005 – 2024



With the remaining fund balance, approximately \$12.5 million as of June 2019, we will expend no more than \$9 million over the next three years, with incremental declines each year, so that no fund balance will be available in FY 2023-24 and beyond. This would leave a small, unassigned fund balance of \$3-4 million as an ongoing cushion in the fund.

First 5 has also benefitted greatly from **external funding** from multiple sources over the past 20 years. These have included large contracts with First 5 California and the California Department of Education, as well as large and small grants from numerous local and regional foundations. Historically, external funding has exceeded \$2 million each year. Even as some of our larger grants have come to an end, it is likely that we will be able to sustain at least \$2 million in external funds in coming years.

Fiscal Strategies

Total revenue projections for FY 20/21 – 22/23 include **\$22.5 million in Prop 10 revenue** and **\$6 million in external funding**. Up to **\$9 million will be available from the First 5 unassigned fund balance** over the next three years, allowing for a more gradual step-down of First 5's historical investments. To support the fund balance, the Commission will release the remaining funds committed in 2004 for capital spending related to First 5 Centers (\$841,227), and eliminate the \$7.5 million “contingency fund” established in 2011 due to the threat of legislative measures that could reduce First 5 revenues or reserves.

Beginning FY 23/24, First 5's available revenue will be limited to its annual Prop 10 tobacco tax allocation and the external funding that is available at that time. **The Commission's fund balance will no longer be available to support its expenses.**

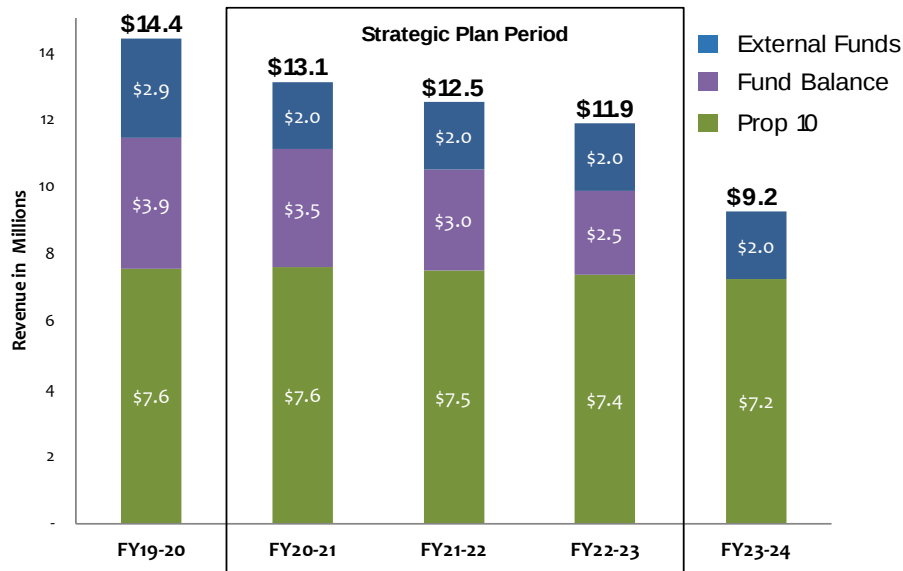
First 5 will continue to work with other county leaders and partners to proactively pursue new opportunities to **obtain or leverage resources** that support the early childhood systems in Contra Costa County. Our work in this area could include:

- o Joining our state association in advocating for expanded funds for children and families in annual state budgets, including additional state funds to support First 5's activities;
- o Partnering with Contra Costa County agencies in leveraging state and local funds for prevention and early intervention activities in health and social services, such as MediCal, Mental Health Services Act, child welfare and other revenue streams;
- o Seeking out additional private sector partners in business and philanthropy who see the worth of First 5 and the benefit to communities across the county; and

- o Advocating for new dedicated local revenues either by fees, taxes or by other sources, such as cannabis, that could sustain First 5 in the long term.

The following chart summarizes our projected revenues by funding source during the FY 20/21 – 22/23 strategic plan period. Projections are based on information known at this time, and will be updated annually.

Projected Revenue by Funding Source, 2019 – 2024



All of these efforts will be necessary to sustain First 5 by 2024 and beyond. Given the rapidly changing landscape in Contra Costa and California, as noted earlier, we can be optimistic that First 5 will remain viable through the next decade as policymakers continue to value and appreciate the unique asset that First 5s have become across California. Whatever resources become available to First 5 Contra Costa in the coming years, First 5 will continue to evolve, **live within its means and invest its resources in sustainable, lasting change.**

A Strategic Imperative: Systems Change for Young Children and Their Families

First 5 Contra Costa is entering an era in which public and political will to invest in early childhood is reaching new heights, while the primary source of First 5's revenue is expected to remain flat or decline. After spending the last two decades raising awareness and advocating for policies and funding that give young children the best possible start in life, we cannot afford to step back now. Instead, this creates a strategic imperative for First 5 to sustain our achievements and use our credibility, visibility, and expertise to create positive, enduring systems change that will promote the well-being of young children and families in Contra Costa now, and for generations to come.

Our Lens for Systems Change

Promoting systems change for young children lies at the core of First 5's existence, as articulated in Proposition 10. Young children can spend significant time in education, health, recreation, community, and other settings in their earliest years. Their parents and caregivers – all of whom need support and guidance at some point – seek help and consultation in these and other settings as well. Ideally, effective systems should...

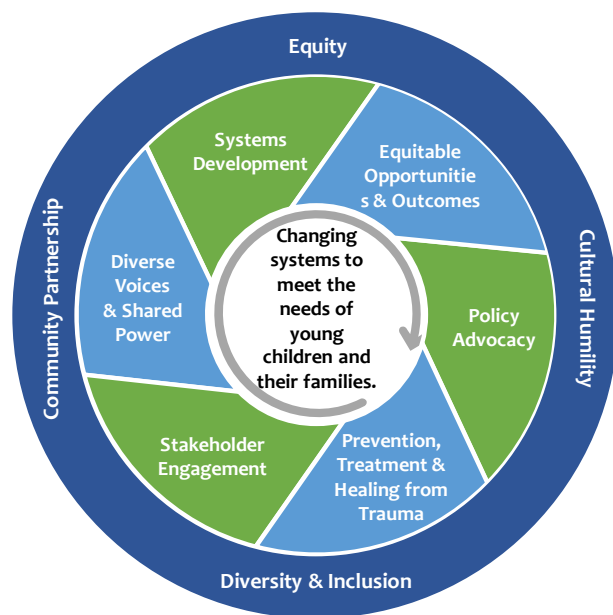
- Respond to young children and families' needs;
- Operate at high levels of quality and effectiveness in order to make change for children and families;
- Support children and families' unique differences and needs and ensure access for all; and
- Develop policies, practices, and partnerships that foster equity and family well-being.

In reality, too many of the systems that serve young children and families are siloed, overly bureaucratic, and built on a legacy of policies and practices that produce health and economic inequities based on race, ethnicity, immigration status, and other demographics. Over the last two decades, much of First 5's work has involved building and improving systems to eradicate inequities, using tools and approaches that seem effective, adjusting as necessary, and replicating what works. The lessons we've learned have evolved into a single, comprehensive framework that helps us pursue a blend of funding, partnership, and policy solutions that have lasting impacts on the lives of young children and families, beyond First 5 Contra Costa's direct investments.

We call this framework a “lens” for our systems change practice, as it is a way to view our work and bring key elements of it into focus. In practice, the lens could be applied to any of

our strategies, to our agency practices, or to our organization as a whole. The Lens focuses us on our **core purpose**, *changing systems to meet the needs of young children and their families*, and integrates three **essential strategies** with three **guiding principles**, surrounded by our **core values** of Equity, Cultural Humility, Diversity & Inclusion, and Community Partnerships.

In identifying these elements of our framework, we recognize that, depending on where we are pointing our lens, the relative weight of each component will vary, but we expect that a combination of the following components should be present in all that we do.



Essential Strategies

Systems Development: Our systems development work includes professional and workforce development, identifying and supporting adoption of evidence-based practices, promoting standards and practices for delivering high-quality services, and reversing inequities by addressing root causes.

Stakeholder Engagement: We bring a broad range of stakeholders into our work, while supporting their work as well; form partnerships and coalitions; share resources; enhance knowledge and capacity; and build leadership beyond the walls of First 5. Our stakeholders include, but are not limited to: Families and caregivers, providers, partner agencies, residents, cities, schools, community-based organizations, county agencies, coalitions, and more.

Policy Advocacy: We build the case for investing in early childhood and communicate it to influential policy makers and their supporters. Our policy advocacy work includes, but is not limited to: Community partnerships, capacity building, research and evaluation, communications, government relations, policy development, and sustainability planning.

Guiding Principles

These principles inform how First 5 Contra Costa operates and approaches its strategic investments and partnerships.

- We prioritize our efforts and investments to focus on **eliminating disparities** and creating **equitable opportunities and outcomes**.
- We contribute to strengthening and building **trauma-informed** early childhood systems that **prevent, treat, and heal trauma** and adverse childhood experiences.
- We 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.

Our Strategic Roadmap

We are now in a time when First 5s across the state can be highly influential in the implementation of California's growing education and health systems for young children. First 5 Contra Costa will continue to be a strong advocate for advancing systems change and policy reform, building on the two decades of local experience that we have accumulated. As our tobacco tax revenues decrease, we will need to be proactive in our partnerships with other funders and agencies supporting families with young children.

Given this, our strategic roadmap for FY 20/21 – 22/23 focuses on two main priorities: **1) Integration of Early Childhood Systems** and **2) First 5's Impact and Sustainability**. The strategic roadmap outlined below provides a broad framework for applying the systems change lens to all of First 5's efforts and investments. It will be a living, dynamic tool that will guide our efforts to infuse our core values of diversity, inclusion, equity, cultural humility, and community partnership into our work with early childhood systems.

This strategic roadmap does not name specific programs and initiatives that First 5 will fund or support, in order to provide the greatest degree of flexibility and ability to adapt to changing conditions and circumstances over the next three years. However, the goals and strategies in each priority are designed to sharpen First 5's focus on integrating, sustaining, and expanding (whenever possible) our existing systems work and the broader systems serving young children in the county. This roadmap will help First 5 navigate the ever-changing funding and policy landscape in partnership with county agencies, community-based organizations, elected officials, families, caregivers resident Regional Groups, and

other community members who share our vision of ensuring that Contra Costa’s youngest children are safe, healthy, and ready to learn.

Strategic Priorities

1. Integration of Early Childhood Systems

Goal: Strengthen the **integration of early childhood systems** that foster equitable opportunities and outcomes for all young children and their families.

Strategies

Systems Development

- Increase integration of **First 5-supported systems of care** that are components of an equitable early childhood system.
- Provide technical expertise to influence **systems development and integration in other sectors** of the early childhood system (e.g. health, early learning, K-12 education, child welfare, public health, social services, etc.).
- Support **continuous quality improvement** of programs, practices, and policies within and across sectors.
- Support **professional and workforce development**.
- Promote adoption of **common standards, practices, and shared measurements** within and across sectors.
- Address and promote **racial, social, and economic justice**.
- Continue to improve **collection and use of data** to demonstrate impact.

Policy Advocacy

- Advocate for **local, state, and federal funding and legislation** that will leverage, expand, and sustain countywide investments in the early childhood system.
- Advocate for **equitable policies and practices** that build a prevention-focused, trauma-informed early childhood system.
- Advocate for **racial, immigrant, and economic justice** to ensure equitable access to services, resources and care for all young children and families.

Stakeholder Engagement

- Develop and maintain **effective partnerships and collaboration with leaders** that serve young children and families.
- Continue efforts in **parent engagement, leadership, and advocacy** that both inform and contribute to development of the early childhood system.
- Support **community advocacy efforts** led by families with young children.

2. First 5's Impact and Sustainability

Goal: Build on, sustain, and/or grow First 5's investments in the early childhood system.

Strategies:

- Refine **First 5-developed models and systems** through the systems lens and address equity, integration, impact, and sustainability.
- Research and pursue **diversified revenue streams**, including options for generating revenue through First 5's products and services.
- Continue to demonstrate the impact of First 5 through enhanced internal capacity to conduct **research, data collection, and analysis** of child outcomes for policy advocacy.
- Continue to build the case for sustainable investments in early childhood through **communications materials and campaigns**.
- Advocate for **local, state, and federal funding and legislation** that will leverage, sustain, and/or expand First 5's strategic investments.

Looking to the Future

By the end of our FY 20/21 – 22/23 strategic plan, First 5 Contra Costa will have been in existence for 25 years. During that time, our resources and relationships will have helped thousands of Contra Costa's youngest children be healthy and ready for school and life. While improving outcomes for children is at the core of our mission, we believe our true legacy will be the strengthened partnerships, improved systems, and sustainable funding streams that will support the health and wellbeing of Contra Costa's children and families for generations to come. We look forward to continuing to work toward this aspirational vision in partnership with families, systems leaders, our staff, and Commissioners.