



FIRST 5 ALAMEDA COUNTY COMMISSION MEETING AGENDA

Thursday, October 20, 2016

**First 5 Alameda County
1115 Atlantic Ave.
Alameda, CA 94501
Conference Room A**

9:00 AM – 11:30 AM

Commissioners: Chair: Pamela Simms-Mackey M.D., Vice Chair: Renee Herzfeld, Wilma Chan, Lori Cox, Cecilia Echeverría, Tomás A. Magaña M.D., Scott Coffin, Kimi Watkins-Tartt

Alternates: Michelle Love, Karina Rivera, Dr. Karen Tribble

1. Public Comment (for items not listed on the agenda) - Limited to 3 minutes per speaker

2. Approval of Minutes from August 18, 2016

3. Staff Announcements

INFRASTRUCTURE

4. 2017 Commission Meeting Calendar

5. FY 2015-2016 Financial Audit Report

6. Contract Authorizations

PROGRAM

7. First 5 Association Statewide Perspective

8. First Reading of FY 2017-21 Strategic Plan

9. State Commission and Association Updates

10. Legislation and Public Policy Updates

MISCELLANEOUS

11. Communication from Commissioners

12. Adjournment

Information about the First 5 Conference Center

- The First 5 Conference Center is wheelchair accessible. Please notify us 3 business days in advance if you need special assistance so we can make reasonable arrangements to ensure accessibility.
- Please refrain from wearing strongly scented products to the Conference Center in consideration of those who may experience chemical sensitivities.



FIRST 5 ALAMEDA COUNTY COMMISSION MEETING MINUTES

Thursday, August 18, 2016

**First 5 Alameda County
1115 Atlantic Ave.
Alameda, CA 94501
Conference Room A**

9:00 AM – 10:00 AM

Commissioners: Chair: Pamela Simms-Mackey M.D., Vice Chair: Renee Herzfeld, Lori Cox, Cecilia Echeverría, Tomás A. Magaña M.D., Scott Coffin

Commissioners Absent: Wilma Chan

Commissioner Alternates: Karina Rivera (Wilma Chan), Kimi Watkins-Tartt

Chair Pamela Simms-Mackey called the meeting to order at 9:04 AM.

Chair Simms-Mackey introduced Scott Coffin, CEO of the Alameda Alliance for Health. Mr. Coffin was appointed by the Board of Supervisors to the First 5 Alameda County Commission on August 2, 2016. Commissioner Coffin provided a brief overview of his 22 years of experience in health care leadership, including health plan management and hospital administration.

1. Public Comment (for items not listed on the agenda) - Limited to 3 minutes per speaker

There were no public comments.

2. Approval of Minutes from June 16, 2016

Commission Action: The Commission approved the June 16, 2016 minutes upon motion by Commissioner Cox, seconded by Vice Chair Herzfeld and unanimously carried with no abstentions (8 in favor, 0 opposed, 0 abstentions).

3. Staff Announcements

There were no staff announcements.

INFRASTRUCTURE

4. Contract Authorizations

Christine Hom, Finance Officer presented the FY 2015-17, FY 2016-17 and FY 2016-18 contract authorizations. Ms. Hom provided a brief overview of the funding sources of each contract authorization as outlined in the memo provided to the Commission.

Chair Simms-Mackey facilitated the vote for the following contracts:

- WestEd
- Lotus Bloom

Commission Action: The Commission approved the contracts above upon motion by Commissioner Echeverría, seconded by Commissioner Magaña, and unanimously carried with no abstentions (8 in favor, 0 opposed, 0 abstentions).

- Chabot College
- Kidango
- Public Consulting Group
- Youth Uprising

Commission Action: The Commission approved the contracts above upon motion by Vice Chair Herzfeld, seconded by Commissioner Coffin, and unanimously carried with Commissioner Cox abstaining from the vote (7 in favor, 0 opposed, 1 abstention).

- 4Cs of Alameda County
- Child Care Links

Commission Action: The Commission approved the contracts above upon motion by Commissioner Alternate Watkins-Tartt, seconded by Commissioner Magaña, and unanimously carried with Vice Chair Herzfeld and Commissioner Cox abstaining from the vote (6 in favor, 0 opposed, 2 abstentions).

Commissioner Magaña facilitated the vote for the following contracts:

- Bananas, Inc.

Commission Action: The Commission approved the contract above upon motion by Commissioner Alternate Watkins-Tartt, seconded by Commissioner Echeverría, and unanimously carried with Chair Simms-Mackey, Vice Chair Herzfeld and Commissioner Cox abstaining from the vote (5 in favor, 0 opposed, 3 abstentions).

5. F5AC Agency Bylaws Revisions

Janis Burger, CEO, presented the First 5 Alameda County (F5AC) Agency Bylaws Revisions. Ms. Burger stated the first proposed revision would allow each Alameda County Commission member appointed by the Board of Supervisors, the ability to designate one alternate Commission member to participate when the designated county representative is not present. The second proposed revision would change the Commission terms of office from two consecutive four year terms to twelve consecutive years, unless the Board of Supervisors waives this provision upon a majority vote of its members. The third proposed revision states the Commission shall meet up to six times per year. Ms. Burger added a teleconference option for Commission meetings has also been added to the Agency Bylaws.

Vice Chair Herzfeld asked how the proposed revision of Commission terms of service change would affect current Commissioners. Ms. Hom stated the terms of service would begin from the original appointment once approved.

Commission Action: The Commission approved the F5AC Agency Bylaws Revisions upon motion by Commissioner Magaña, seconded by Commissioner Cox, and unanimously carried with no abstentions (8 in favor, 0 opposed, 0 abstentions).

6. Biennial Conflict of Interest Revisions

Ms. Hom presented the F5AC Conflict of Interest Code revisions and stated no changes have been made to the code. Appendix A has been updated to reflect the addition of new Commissioners since the previous revision in 2014 as well the addition of Commissioner Alternates. Ms. Hom stated Appendix B has also updated to reflect F5AC staff disclosures as of CY2016. All updates were detailed in the handout provided for review. F5AC is required to bring updates to the Commission on a biennial basis.

Commission Action: The Commission approved the Conflict of Interest Code Revisions upon motion by Commissioner Cox, seconded by Vice Chair Herzfeld, and unanimously carried with no abstentions (8 in favor, 0 opposed, 0 abstentions).

7. Employee Handbook Revisions

Taz McDonald, Human Resources Administrator, presented the proposed revisions to the F5AC Employee Handbook which includes two new benefits. The proposed revisions would offer a 9/80 work schedule for full-time (40 hours a week) employees and Maternal/Paternal Paid Leave for FMLA eligible employees. Ms. McDonald discussed the full details outlined in the memo provided to the Commission and stated Maternal/Paternal Paid Leave, if approved, would be retroactive to January 1, 2016 for eligible employees.

Commissioner Echeverría inquired whether any F5AC employees were currently on this type of leave and asked about the fiscal impact. Ms. Burger stated there is one staff person on leave with a minimal fiscal impact to the F5AC. Ms. McDonald stated the projections in the memo are based on employee average salaries and provided examples of the cost for 1, 2 and 3 employees.

Commission Action: The Commission approved the Employee Handbook Revisions upon motion by Commissioner Echeverría, seconded by Commissioner Magaña, and unanimously carried with no abstentions (8 in favor, 0 opposed, 0 abstentions).

PROGRAM

8. Joint Powers Authority Membership

Ms. Burger presented the request for F5AC to join the Youth Ventures Joint Powers Authority (JPA) as a voting member. The membership requires a \$30K annual fee with a commitment of one year increments. Funding is available in the FY 2016-17 Policy budget if F5AC membership is approved at the September 1, 2016 JPA meeting. Details of the JPA background were detailed in the handout provided.

Commissioner Cox and Commissioner Alternate Rivera stated they will abstain from voting due to their relationship with JPA. Commissioner Magaña inquired whether being on the Board of Directors for Safe Passages would be a conflict in terms of voting. Ms. Hom stated since there would only be a conflict if there was a financial interest or relationship.

Chair Simms-Mackey commented that she would like to learn more about the JPA membership as well as hear F5AC staff opinions on the organization. Ms. Burger the F5AC staff has not had involvement with JPA, but expressed the importance of F5AC joining the JPA. Commissioner Cox and Chair Simms-Mackey both suggested a formal presentation from JPA. Ms. Burger stated she will send additional information regarding JPA's background post-meeting and will add JPA updates to future agendas.

Commissioner Alternate Watkins-Tartt commented the JPA membership would be a good opportunity for F5AC to contribute to system wide alignment on what needs to occur with wellness for children in Oakland. Commissioner Cox commented that individuals do not need to be members to participate, but non-members are unable to vote. Chair Simms-Mackey expressed the importance of F5AC representation with the ability to vote.

Commission Action: The Commission approved the request to become a voting member of the Joint Powers Authority (JPA) upon motion by Commissioner Echeverría, seconded by Commissioner Magaña, and unanimously carried with abstentions from Commissioner Cox and Commissioner Alternate Rivera (6 in favor, 0 opposed, 2 abstentions).

9. FY 2017-21 Strategic Planning Update

Ms. Burger presented the FY 2017-2021 Strategic Planning Update and corresponding documents provided for review. F5AC staff will be working on specific program performance measures and strategies in the upcoming weeks. Ms. Burger stated a draft of the FY 2017-2021 Strategic Plan will be ready by late September with a final plan ready for approval by the October 20th Commission meeting.

Ms. Burger stated as Prop 10 funding declines, F5AC will be shifting roles to be that of a catalyst, collaborator, and capacity builder while continuing to fund some direct services and engaging in policy/advocacy. Ms. Burger stated there has been a lot of work with policy/advocacy with identifying sustainable funding as well as identifying Federal and State funding. The detailed breakdown of each program area will not be included in the final Strategic Plan document, but will be done as part of the implementation planning.

Ms. Burger stated F5AC would like from a policy perspective to support bringing Help Me Grow and Home Visiting and quality child care to scale in Alameda County as well as transition to place based work in community. There is a need to look at school readiness in the community and supporting families in the next Strategic Plan cycle. Ms. Burger stated there will also be a small expansion in training with F5AC looking into the ability to take training into community in order to expand.

Commissioner Echeverría would like to see a high degree of Commission engagement in September prior to finalization the Strategic Plan at the October Commission 20th meeting. Commissioner Alternate Watkins-Tartt stated the Commission needs a better sense of the impact due to the shifts of proposed program changes.

10. State Commission and Association Updates

Ms. Burger stated she attended the first day of the First 5 Association California Home Visiting Summit on August 1, 2016. Ms. Burger presented as part of a panel discussion on how home visiting programs play an essential role in connecting families to additional services, delivering comprehensive supports, and engaging families early. It was the first Association summit focused solely on Home Visiting.

11. Legislation and Public Policy Updates

There were no Legislation and Public Policy updates.

MISCELLANEOUS

12. Communication from Commissioners

There was no communication from the Commissioner to report.

13. Adjournment

Chair Simms-Mackey adjourned the meeting at 9:51 a.m.



October 2016

ALL MEETINGS ARE SUBJECT TO CHANGE. MEMBERS OF THE PUBLIC CAN CALL 510-227-6900 TO VERIFY DATE AND TIME.

2017 MEETING CALENDAR

MONTH	EXECUTIVE COMMITTEE 8:00 AM – 9:30 AM	COMMISSION 9:00 AM - 11:30 AM	AGENDA ITEMS
FEBRUARY	Friday, February 17 1115 Atlantic Ave. Alameda Conference Room E	Thursday, February 23 1115 Atlantic Ave. Alameda Conference Room A	<ul style="list-style-type: none"> • Election of Officers • Mid-Year Budget Modification • Ethics Presentation • Mid-Year Investment Update
APRIL	Thursday, April 13 1115 Atlantic Ave. Alameda Conference Room E	Thursday, April 20 1115 Atlantic Ave. Alameda Conference Room A	<ul style="list-style-type: none"> • First reading of FY 2017-18 Budget • First reading of FY 2017-18 Strategic Plan • First reading of Long Range Financial Plan • First 5 CA Annual Report
JUNE	Monday, June 12 1115 Atlantic Ave. Alameda Conference Room E	Thursday, June 15 1115 Atlantic Ave. Alameda Conference Room A	<ul style="list-style-type: none"> • Final approval of FY 2017-18 Budget • FY 2017-18 Contract Authorizations • Final Approval of FY 2017-18 Strategic Plan • Final Reading of Long Range Financial Plan • ACERA 401(h) • Personnel Policies • GASB 54 Fund Balance Commitment
AUGUST	Thursday, August 10 1115 Atlantic Ave. Alameda Conference Room E	Thursday, August 17 1115 Atlantic Ave. Alameda Conference Room A	
OCTOBER	Thursday, October 5 1115 Atlantic Ave. Alameda Conference Room E	Thursday, October 12 1115 Atlantic Ave. Alameda Conference Room A	<ul style="list-style-type: none"> • FY 2015-16 Financial Audit Report
DECEMBER	Monday, December 11 1115 Atlantic Ave. Alameda Conference Room E	Thursday, December 14 1115 Atlantic Ave. Alameda Conference Room A	<ul style="list-style-type: none"> • F5AC Annual Report • Investment Policy Revisions • Financial Policies Revisions



To: First 5 Alameda County Commission

From: Janis Burger, Chief Executive Officer

Date: October 20, 2016

Subject: Adoption of FY 2015-16 Audit

REQUESTED ACTION

To review and adopt the FY 2015-16 audit.

BACKGROUND

It is a requirement of the Proposition 10 statute and First 5 California that each First 5 county commission conduct an audit and submit its corresponding audit report to First 5 California and the State Controllers Office by November 1st of each year.

The audit firm of RS Associates conducted the FY 2015-16 financial and expanded audits (for state compliance) and has provided an unqualified opinion.

The audit process included internal controls testing of the following areas:

- a. Cash disbursements, including appropriate documentation, authorization and a comprehensive review of grants and contracts
- b. Payroll (tying to general ledger, timesheets, I-9s, offer letters)
- c. Revenues, including sending confirmation letters
- d. Receivables from Prop 10 tobacco tax and other sources
- e. Accrued liabilities and confirmation of subsequent payments
- f. Cash receipts
- g. Individual accounts on the general ledger
- h. Bank reconciliations
- i. Confirming cash in County Treasury and investments with money managers
- j. Prepaid expense accounts

- k. Accrued vacation
- l. All expense accounts and analysis of variances
- m. Investment disclosure
- n. Lease disclosure
- o. Preparation of Restricted Funds presentation
- p. Fixed Assets and preparation of schedule
- q. Review of Retirement Disclosure
- r. Development of Year-end Financial Statements
- s. Expanded compliance audit (related to SB 35 and AB 109)
 - i. Contracting and procurement
 - ii. Administrative costs
 - iii. Conflict of interest
 - iv. County ordinance
 - v. Long range financial plan
 - vi. Financial condition of the commission
 - vii. Program evaluation
 - viii. Salaries and benefits policies

The sections of the audit package are as follows.

- Independent Auditor's Report
- Management's Discussion and Analysis:
- Financial Statements including Statement of Net Position and Statement of Activities
- Governmental Fund Statements including 1. Balance Sheet, 2. Reconciliation of Balance to Net Assets, 3. Statement of Revenues, Expenditures and Changes in Fund Balance, 4. Reconciliation of the Statement of Revenues, Expenditures and Changes in Fund Balance to the Statement of Activities
- Notes to Financial Statements
- Supplementary Schedule of Revenue and Expenditures by Fund Source
- Independent Auditor's report on internal controls
- Independent Auditor's report on state compliance
- Status of prior year findings (there were no findings)

FISCAL IMPACT

The total cost of the FY 2015-16 financial audit (and upcoming federal single audit) is \$21,000, paid to RS Associates. There is no additional fiscal impact as all of the funds are currently budgeted.

RECOMMENDATION

That the Commission review and adopt the FY 2015-16 audit.

Submitted by:

Reviewed by:

Janis Burger
Chief Executive Officer

Christine Hom
Finance Officer



To: First 5 Alameda County Commission

From: Christine Hom, Finance Officer

Date: October 20, 2016

Subject: Contract Authorizations

REQUESTED ACTION

To review the following contract authorizations.

BACKGROUND

Per our Financial Policies, Section VII. Purchasing and Contracting, the Commission must approve contract/award amounts in excess of \$50,000. The following awards require specific authorization from the Commission.

California School Age Consortium (CalSAC) - \$510,092

First 5 is requesting approval of a FY 2016-18 \$510,092 sole source contract with the California School Age Consortium (CalSAC) to distribute and monitor quality rewards, quality improvement grants, and re-rating incentives for early learning programs that are participating in Quality Counts. CalSAC is currently distributing and monitoring quality incentives funded by the California State Preschool QRIS Block Grant, and consolidating that function in a single entity will streamline and simplify the process for participating early learning programs.

Fiscal Impact: Funding for FY 2016-17 is budgeted (\$167,953 of funding will be received from the FY 2015-17 QRIS Infant and Toddler Block grant with the remaining \$342,139 funded by Prop 10). Grant funding for the period July 1 – September 2017 will be included in the FY 2017-18 budget development process.

Action requested: Approve a FY 2016-17 contract amount not to exceed \$510,092 for California School Age Consortium.

BANANAS, Inc. (Fiscal Sponsor for Family Resource Network) - \$25,000

First 5 Alameda County is requesting approval of a FY 2015-17 \$25,000 contract amendment with BANANAS, Inc. for Family Resource Network (FRN) to launch a Help Me Grow (HMG) Parent Champions program. The Parent Champions program will be an expansion of the Family Leadership work that FRN currently coordinates and will support the inclusion of parents in increasing awareness of HMG and the importance of early identification. The addition of this \$25,000 amendment brings the FY 2015-17 total FRN

contract amount to \$949,000 and the aggregate FY 2015-18 BANANAS, Inc. contract amount to *\$1,486,500 for which Commission approval is needed.

*F5AC currently has a FY 2015-17 \$120,000 community grant with BANANAS, Inc. to provide parenting education in English, Spanish, Vietnamese, and Chinese through on-going workshops, classes, and a fathers' support group; a FY 2015-17 \$924,000 contract as a fiscal agent for FRN to support Help Me Grow programming, a FY 2016-17 \$347,500 contract to support Quality Early Education with training, coaching and consultation services for family and center-based ECE sites; and a FY 2016-18 \$70,000 contract to provide trainings and playgroups to Family Friend and Neighbor caregivers participating in Quality Counts.

Fiscal Impact: Funding will be received from an increase of \$1,095,000 to the current Thomas J. Long Foundation grant and will be added to the F5AC agency budget via the mid-year budget modification process in February 2017.

Action requested: Approve an aggregate FY 2015-18 award amount of \$1,486,500 for BANANAS Inc.

Las Positas Community College – \$7,401

First 5 Alameda County is requesting approval of a FY 2016-17 \$7,401 contract amendment with Las Positas Community College to support a 3-unit Infant Toddler class. This class will give priority enrollment to Quality Counts providers in East County. Las Positas College currently has a FY 2016-17 \$50,000 contract to support a Professional Development Coordinator position in the ECE department. The addition of this \$7,401 brings the total FY 2016-17 contract amount to \$57,401 for which Commission approval is needed.

Fiscal Impact: Funding is budgeted and received from the FY 2015-17 QRIS Infant and Toddler grant.

Action requested: Approve a total FY 2016-17 contract amount of \$57,401 for Las Positas Community College.

WestEd - \$65,000

First 5 Alameda County is requesting approval of a FY 2016-17 contract not to exceed \$65,000 with WestEd to provide CSEFEL (Center on the Social and Emotional Foundations of Early Learning) training and follow up for family child care providers serving infants and toddlers. WestEd as the California state approved trainer for infant toddler CSEFEL will provide five full day trainings and four bilingual coaching sessions for up to 25 staff of 15 family child care homes. The addition of this contract brings the FY 2016-17 aggregate award amount to *\$557,765 for which Commission approval is needed.

*WestEd currently has a FY 2016-17 \$405,765 contract to conduct CLASS and ERS assessments in Quality Counts ECE sites, a FY 2016-17 \$75,000 contract to work with ECE sites in understanding/applying CSEFEL concepts and a FY 2016-17 \$12,000 contract to provide Desired Results Developmental Profile trainings for Quality Counts providers.

Fiscal Impact: Funding is budgeted and received from the FY 2015-17 QRIS Infant and Toddler grant.

Action requested: Approve an aggregate FY 2016-17 award amount of \$557,765 for WestEd.

RECOMMENDATION

That the Commission approve the above contract authorizations.

Submitted by:

Reviewed by:

Christine Hom
Finance Officer

Janis Burger
Chief Executive Officer



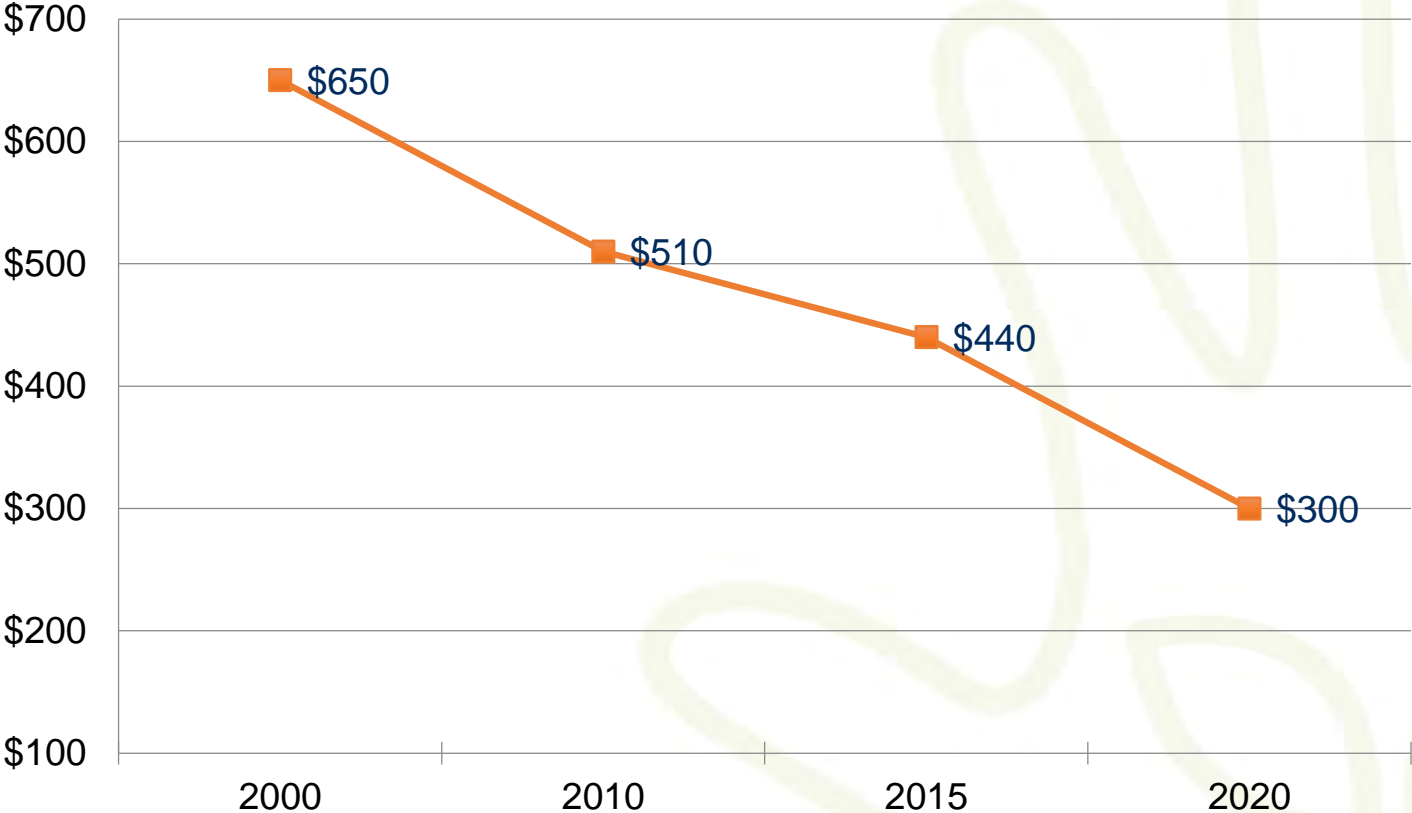
FIRST 5 POLICY OUTLOOK 2016-2017

PRESENTATION TO FIRST 5 CONTRA COSTA COMMISSION
October 12, 2016



FIRST 5
ASSOCIATION
OF CALIFORNIA

Proposition 10 revenue has declined more than 30% since 2000



Setting the Context – First 5 @ 20 minus 2

- In 2020, Prop 10 will generate \$100 per child in CA.
- In 1998, Prop 10 only generated twice that.
- Across the state, counties are cutting services and shifting a focus towards the systems-building.

If we continue to conduct “business as usual” and focus the majority of our spending on individual direct services, we would only be able to help a relatively small number of families and children for a limited time. Working this way is like addressing the problem leaf by leaf instead of curing it at the root.

System Building at the Heart of First 5

- First 5 statute calls for Commissions to focus on integrated systems for children 0-5:
 - Service innovation
 - Improving access including parent education
 - Provider training
- Proposition 10 funding alone will NOT achieve our goals
- Commissions now have on-the-ground expertise and nearly 2 decades of experience with direct services
- Leaders, funders, and partners looking to First 5 for statewide ideas and solutions

Systems Change = Policy Change

- Significant shift towards policy, capacity building, and communications – both at Association and across commissions
- Key activities:
 - Increased legislative tracking and support
 - Coalition building with early childhood advocates
 - Engagement with key state departments
 - Annual Advocacy Day with Commissioners
- Leveraging policy resources and influence from largest counties

First 5 Association Policy Goals

- **Family Strengthening**
 - Expand access to evidence-based family strengthening programs
 - Child mental health awareness, diagnosis and treatment
 - Strengthened social safety-net
- **Early Identification and Intervention**
 - Ensure access to mandated developmental and behavioral screenings
 - Coordination across systems of care
 - Improved statewide data collection, sharing and reporting
- **Oral Health**
 - Increased utilization of Medi-Cal dental services
 - Expanded access to pediatric oral health providers
 - Innovative approaches to service delivery
- **Quality Early Learning**
 - Increased quality and access
 - Embed QRIS standards across systems
 - Strengthen qualifications, compensation and stability of workforce
- Explore and advance opportunities to increase funding streams dedicated to early childhood.

The Role for County First 5 Commissions

- The work of county commissions is the reason we are engaged in Sacramento.
- Increasingly, legislators and administrative officials are curious about First 5's leadership on key 0-5 challenges. Knowing the First 5 impact at the community level is essential to our work on First 5 sustainability.

Policy Change Tied to First 5 Focus

Early Learning

- Common matrix across RTT counties led to statewide (and state-level) adoption of quality standards
- Kindergarten Readiness Assessments (KOF/KRA) are still on the list of federal requirements we have NOT addressed in CA, and First 5s have the leadership role across the state in advancing best practices.

Oral Health

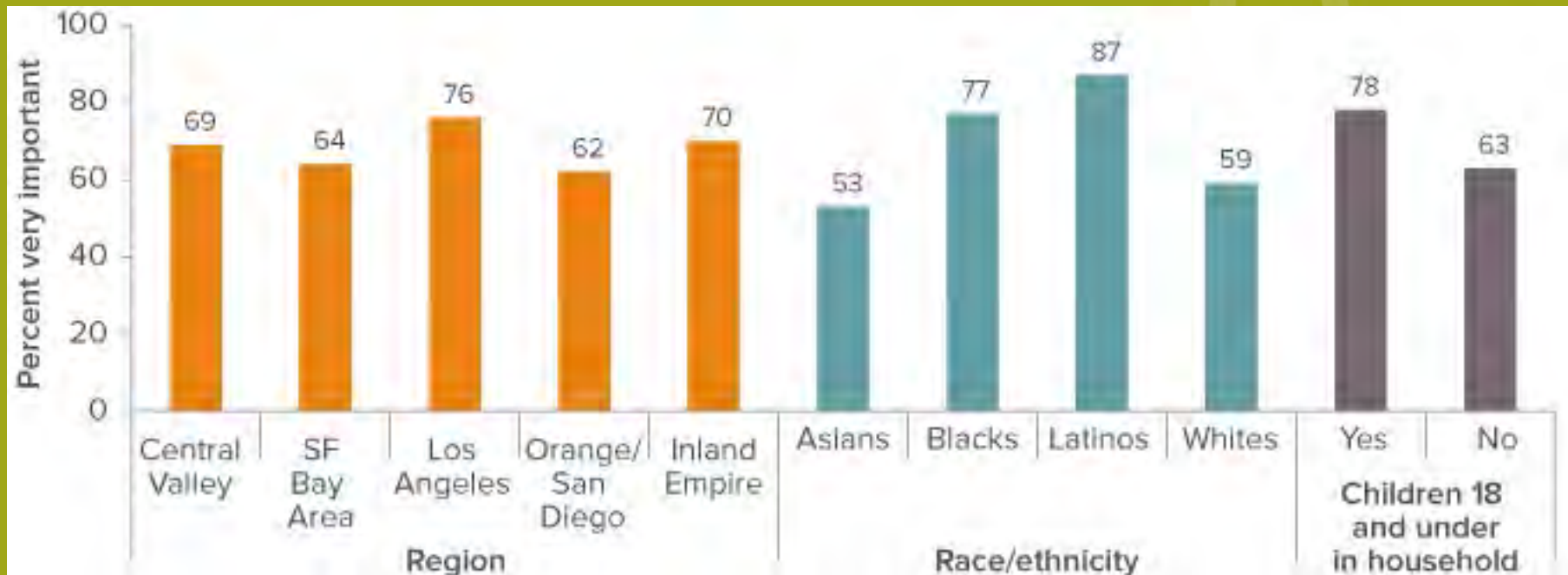
- Last year's Little Hoover Commission identified First 5 as a "bright spot" in CA's dismal oral health landscape.
- 13 counties leading local Dental Transformation Initiative proposals – joint efforts with DPHs, clinics, and First 5s to expand and transform access

Policy Change Tied to Local Investments

Early Identification

- Help Me Grow included in California's Title V Maternal and Child Health Block Grant plan
 - DHCS still wary about mandating developmental screening at the provider or plan level, but engaged with First 5 efforts to coordinate with managed health care plans.
-
- Family Strengthening
 - First 5 investments are still primarily programmatic, and we need to develop clear policy asks that build on the data, outcomes, and other lessons of our 20 years of experience.

California supports investments in proven 0-5 strategies. 76% of voters now support public investment in voluntary universal preschool.



Our challenge: To bring the same level of focus and systems-thinking to all our work, to build demand and support for the entire 0-5 system of care.



To: First 5 Alameda County Commission
From: Janis Burger, Chief Executive Officer
Date: October 20, 2016
Subject: FY 2017-2021 Strategic Plan – First Reading

REQUESTED ACTION

That the Commission conduct a first reading of the FY 2017-2021 Strategic Plan.

BACKGROUND

Proposition 10 the voter approved initiative that established First 5 Commissions in November of 1999 requires through CA Health and Safety Code Section 130140 that each county Commission develop and conduct at least one public hearing on its proposed Strategic Plan before the plan is adopted.

The FY 2017-2021 Strategic Plan was developed based on the funding levels indicated in the Long Range Financial Plan approved by the Commission in June 2016. The Plan maintains a stable funding plan over the four year period.

FISCAL IMPACT

Program funding levels will be kept relatively consistent for the entire four years of the plan based on the projection and availability of Prop 10 funds in the Commission approved Long Range Financial Plan.

RECOMMENDATION

That the Commission review the first draft of the FY 2017-21 Strategic Plan. The second and final reading of the Strategic Plan will be conducted at the December 8, 2016 Commission meeting.

Submitted by:

Reviewed by:

Kristin Spanos
Chief Operating Officer

Janis Burger
Chief Executive Officer



STRATEGIC PLAN 2017-2021



ACKNOWLEDGMENTS

First 5 Alameda County would like to thank:

Parents and families for sharing their experiences, strengths, and struggles to inform our work.

Partners for providing valuable insight and recommendations.

Staff for contributing countless hours and energy to thoughtful dialogue and decision-making.

F5AC Commissioners for their guidance and support.

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Executive Summary



As we look to the future of First 5 Alameda County (F5AC), we are faced with both the challenge of declining tobacco revenue and the opportunity of increasing awareness and support around early childhood. Since 2000, Proposition 10 (Prop 10) allocations for Alameda County have declined by approximately 40 percent. This plan outlines how we will use the limited resources with which we've been entrusted in the most effective and impactful way to contribute to the early childhood movement in Alameda County and beyond. This means a shift away from direct service provision to a stronger embrace of our role as a catalyst, collaborator, capacity builder and policy advocate.

In recent decades there have been significant advances in understanding the critical role of the early childhood system of care as a preventive/early intervention strategy for supporting health outcomes, prevention of child abuse and neglect, and school readiness. As a result, early childhood best practices addressing those issues have been established. However, there is growing acknowledgement that if we are to have lasting impact on children and families, we need to support families around workforce, financial resources, housing stability, and ensure their basic needs are met. Consistent with these findings, we are expanding our work to focus on eliminating the persistent inequities and disparities in our communities, particularly those impacted by poverty, which undeniably keeps children from reaching their optimal health and wellbeing.

Currently, F5AC funds and staffs direct service programming. While we will continue to seek opportunities for external funding to help sustain our direct service efforts, the fiscal realities of Prop 10 necessitate strategic decisions to ensure the optimal impact of our work despite declining resources.

Moving forward we will work hand in hand with F5AC commissioners and partners to assure that the services and supports established over the last 15 years will be sustained. Most importantly, making sure families have what they need to help their children succeed and live in healthy communities. The continued evolution of this work may require new ways of thinking, new resources, and better support for and recognition of the existing strengths and social capital in our neighborhoods.

Limited Prop 10 dollars means that F5AC needs to distinguish our accountability to the children and families we directly touch through our programs (agency level results) from those investments that reach the entire 0-5 population and their families (population level results). F5AC adopted the Results Based Accountability (RBA) framework that provides scaffolding for implementation, monitoring, and continuous improvement. After an extensive ten month planning period that engaged staff, partners, F5AC commissioners and parents, we developed the following population and agency level indicators that will enable us to track our impact.

POPULATION-LEVEL RESULTS & INDICATORS: THE COUNTY-WIDE MEASURES TO WHICH F5AC, AND MANY OTHER PARTNERS, CONTRIBUTE.

- **Children are ready for kindergarten, and can later achieve success in the third grade**
 - + Baseline INDICATOR: In 2015, 44 percent of children at 47 schools across Alameda County were fully ready for kindergarten.
- **Children are free from abuse and neglect**
 - + Baseline INDICATOR: In 2015, the incidence of substantiated allegations of abuse and neglect per 1000 children 0-5 in Alameda County is 3.8; the incidence of allegations is 29.4.

AGENCY-LEVEL RESULTS: THE GOALS THAT GUIDE OUR WORK.

1. F5AC programs and investments support and strengthen parents/primary caregivers, families, and neighborhoods to create environments and relationships where children thrive.
2. F5AC programs and investments increase access and opportunity, particularly for children living in poverty, to quality early experiences that prepare children for school and help them reach their optimal developmental outcomes.
3. F5AC programs, investments, and policy advocacy support a system of care that is coordinated, accessible, and responsive, delivered by knowledgeable and caring providers.

AGENCY-LEVEL HEADLINE MEASURES: THE MEASURES BY WHICH WE WILL HOLD OURSELVES ACCOUNTABLE TO OUR VISION, MISSION, AND RESULTS.

1. % of families touched by F5AC programs and investments who have what they need to support their child's growth and wellbeing
2. % of children touched by F5AC programs and investments ready for kindergarten
3. % of children with concerns touched by F5AC programs and investments who have developmental improvements
4. % of providers touched by F5AC programs and investments that increase capacity to deliver best or promising practices
5. # of local policy and administrative changes made to support early childhood via F5AC programs and investments

We selected the following strategies to act as levers to achieve our agency results.

PROGRAMS AND INVESTMENTS

- Parent Engagement and Support
- Early Identification
- Quality Early Childhood Education
- Fatherhood
- Neighborhoods Ready for School
- Innovation

CAPACITY BUILDING & SUSTAINABILITY

- Policy and Evaluation
- Training
- Communications
- Administration, Information and Technology

This represents an annual Prop 10 investment of \$14.7 million. In order to operationalize the strategic plan, F5AC will develop an implementation plan with timelines, responsibilities and internal deliverables.

The Future of First 5 Alameda County

ELEVATING STRATEGIC PARTNERSHIPS TO SUPPORT FAMILY WELLBEING AND TO ADDRESS POVERTY AND INEQUITIES



First 5 Alameda County (F5AC) is an innovative public entity created by the passage of Proposition 10 (Prop 10) in 1998, which added fifty cents per pack of cigarettes to help fund early childhood education and development related services for children ages birth to five. Over the last 15 years, F5AC has evolved from a start-up to a major early childhood voice in state and local policy, as well as a funder and provider of services. F5AC assets include deeply knowledgeable staff, flexible funding, a broad cross discipline perspective that supports systems integration, and strong relationships with our community partners. As a result, we have developed, administered and evaluated multiple initiatives and programs to enhance the early childhood system of care.

OUR VISION

Every child in Alameda County will have optimal health, development and wellbeing to reach his or her greatest potential.

As we look to the future of F5AC, we are faced with both the challenge of declining tobacco revenue and the opportunity of increasing awareness and support around early childhood. Since 2000, Prop 10 allocations for Alameda County have declined by approximately 40 percent. This plan outlines how we will use the limited resources with which we've

been entrusted in the most effective and impactful way to contribute to the early childhood movement in Alameda County and beyond. This means a shift away from direct service provision to a stronger embrace of our roles as a catalyst, collaborator, capacity builder and policy advocate. We will also broaden our focus to address issues such as poverty and equity that directly impact child and family outcomes.

Currently, F5AC funds and staffs direct service programming. While we will continue to seek opportunities for external funding to help sustain our direct service efforts, the fiscal realities of Prop 10 necessitate strategic decisions to ensure the optimal impact of our work despite declining resources. Our options include:

- **Leveraging our investments with key partners**
- **Working on state and local policy changes to sustain critical services**
- **Transitioning F5AC internal programs to the community and partners**
- **Discontinuing some programs**

OUR MISSION

In partnership with the community, we support a county-wide continuous prevention and early intervention system that promotes optimal health and development, narrows disparities and improves the lives of children 0 to 5 and their families.



In recent decades there have been significant advances in understanding the critical role of the early childhood system of care as a preventive/early intervention strategy for supporting health outcomes, prevention of child abuse and neglect, and school readiness. As a result, early childhood best practices addressing those issues have been established. However, there is growing acknowledgement that if we are to have a lasting impact on children and families, we need to support families around workforce, financial resources, housing stability, and ensure their basic needs are met. Consistent with these findings, we are expanding our work to focus on eliminating the persistent inequities and disparities in our communities, particularly those impacted by poverty, which undeniably keeps children from reaching their optimal health and wellbeing.

EQUITY STATEMENT

Equity is just and fair inclusion into a community and society in which all, including all racial and ethnic groups, can participate, prosper, and reach their full potential. **Equity** means giving everyone what they need to be successful; in contrast, **equality** means treating everyone the same. Equity gives all children 0-5, families and communities the best opportunities in life despite historic patterns of racial and economic exclusion. In public policy, equity is operationalized by focusing programs and investments on the people and places that face the greatest barriers.

First 5 Alameda County is committed to promoting and operationalizing public policy that seeks to achieve equity. Specifically, F5AC intends to take an active role in the movement to eradicate poverty as a means to achieving our mandate that all children in Alameda County are born healthy and reach their full potential. This requires the strategic and creative use of our investments, programs, partnerships, engagement with parents and communities, and advocacy for policy and systems change.



F5AC WILL ADVANCE OUR ROLE AS A CATALYST, COLLABORATOR, CAPACITY BUILDER AND POLICY ADVOCATE BY:

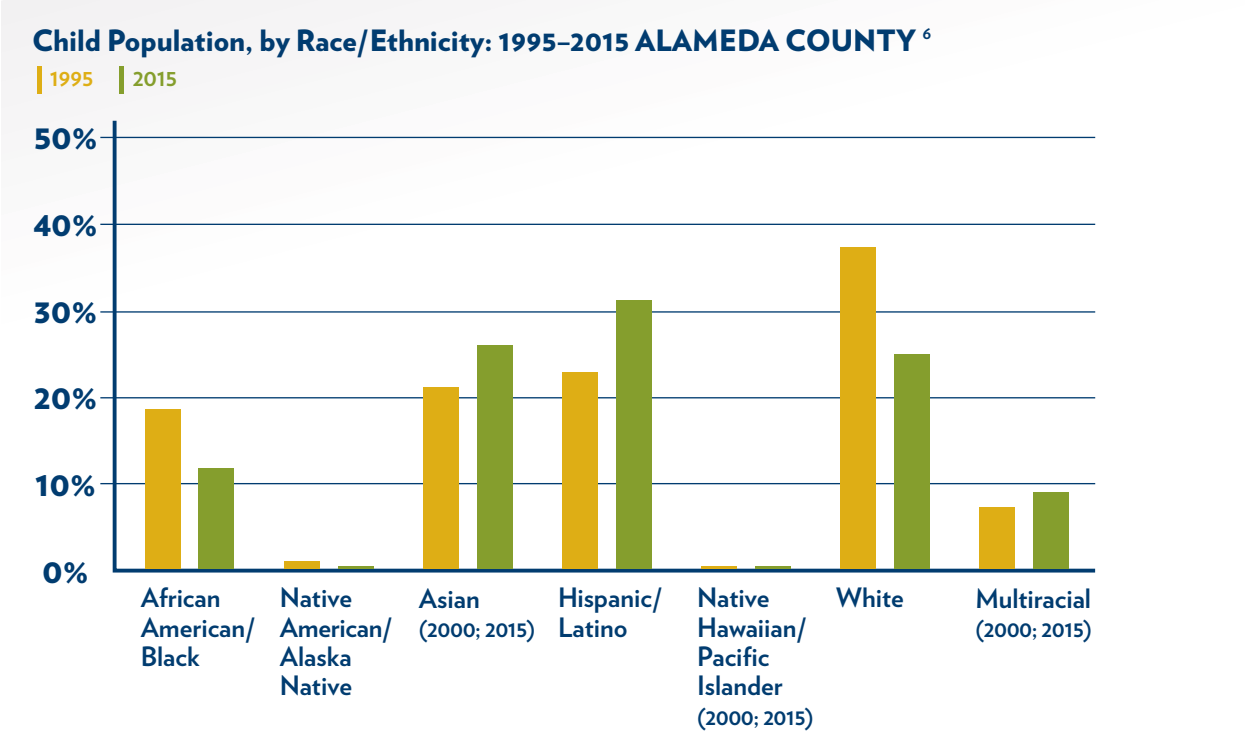
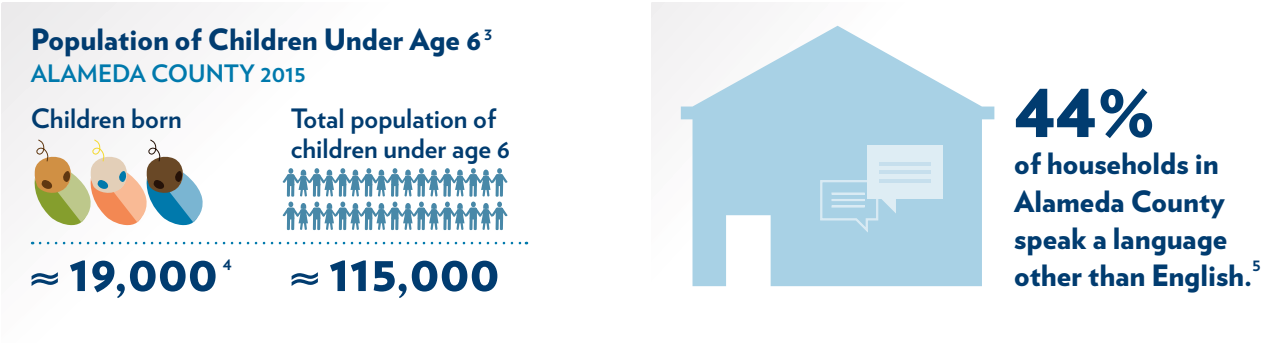
- ① Leading and participating in key initiatives in Alameda County and the state by serving as an intermediary and convener for local funders and stakeholders around early childhood policy, fund development and systems change.
- ② Supporting an integrated early childhood system of care that contributes to school readiness including family support, promotion of child development and early identification, and quality early care and education.
- ③ Supporting the sustainability of programs by seeking “matching funds” from county and community agencies to continue effective services F5AC has supported over the past 15 years. We will work with our partners to seek additional funding and/or realign existing funding to support programming and policy efforts.
- ④ Targeting our work by developing partnerships with neighborhoods and providing a variety of early childhood and two generation family supports. This may include cultivating parent leaders who will explore new ways to make their neighborhoods, both the built environment and services, child friendly.
- ⑤ Advocating for legislation and policy changes at the national, state and local level that lead to additional funding for the early childhood system of care and allows programs to go to scale. This could include advancing efforts for a local tax that supports early childhood efforts, developing a Pay for Success model, or other creative financing approaches that are long term and sustainable.
- ⑥ Infusing early childhood and family practices into those agencies and organizations beyond the early childhood field. This includes: faith based organizations, private business, criminal justice system, housing, city services and planning, school districts, workforce programs, and parks.
- ⑦ Investing in, piloting, and evaluating innovative approaches for supporting families that will advance the field as funding allows.
- ⑧ Working with partners to leverage all of the disparate data collection efforts, to support community wide benchmarks, common data collection, GIS mapping, policy and programmatic analyses, and to engage in collaborative evaluations to monitor short and long-term impact across the county and to identify gaps for future policy work.

Moving forward we will work hand in hand with F5AC commissioners and partners to assure that the services and supports established over the last 15 years will be sustained. Most importantly, making sure families have what they need to help their children succeed and live in healthy communities. The continued evolution of this work may require new ways of thinking, new resources, and better support for and recognition of the existing strengths and social capital in our neighborhoods.

Working Together to Meet the County's Needs

As we present our 2017-2021 strategic plan, we recognize that although First 5 Alameda County's (F5AC) investments and resources are substantial, they are not adequate to meet the needs of our County's families and children. For example, one in seven children in Alameda County lives below the federal poverty line (24,300 for a family of 4), and for children of color that number is even greater¹; it is estimated that less than half of children enter kindergarten ready². To better support children's development, we seek to strengthen existing partnerships in the early childhood field, and forge new ones with public, private and non-profit sector entities, including those who may not see early childhood as a core part of their mission. Working together, we can build and sustain healthy, prosperous families and communities where all children can thrive.

THE COUNTY'S CHILDREN



CHILD OUTCOMES

44% of Alameda County Children are **READY for KINDERGARTEN** in 2015 ⁷



25%
of African American
and Latino boys

34%
of Latina
girls

The Opportunity Gap for Children of Color ⁸

Our systems are largely failing children of color, so that by the time they reach kindergarten, only 25% of African American and Latino boys and 34% of Latina girls are assessed ready for school. Countywide, only 44% of all children are ready. F5AC is committed to working with partners to close the opportunity gap by preparing systems to better serve children of color, investing in them, their families, and their neighborhoods.

In 2015 the incidence of abuse and neglect of children 0-5 in Alameda County. ⁹

SUBSTANTIATED ALLEGATIONS:
3.8 PER 1000 CHILDREN

ALLEGATIONS:
29.4 PER 1000 CHILDREN

FINANCIAL REALITIES OF FAMILIES

In 2014 the US Census 5 year estimate finds that

≈18,000 CHILDREN UNDER 6 YEARS OF AGE IN ALAMEDA COUNTY LIVE BELOW THE FEDERAL POVERTY LEVEL. ¹⁰

≈16% (1 in 7) OF ALL CHILDREN UNDER THE AGE OF 6.

The Gaps

2014 CA-ALAMEDA COUNTY SELF-SUFFICIENCY STANDARD:¹¹
The amount of income families need to meet basic needs

\$81,726 2 ADULTS AND 2 PRESCHOOLERS

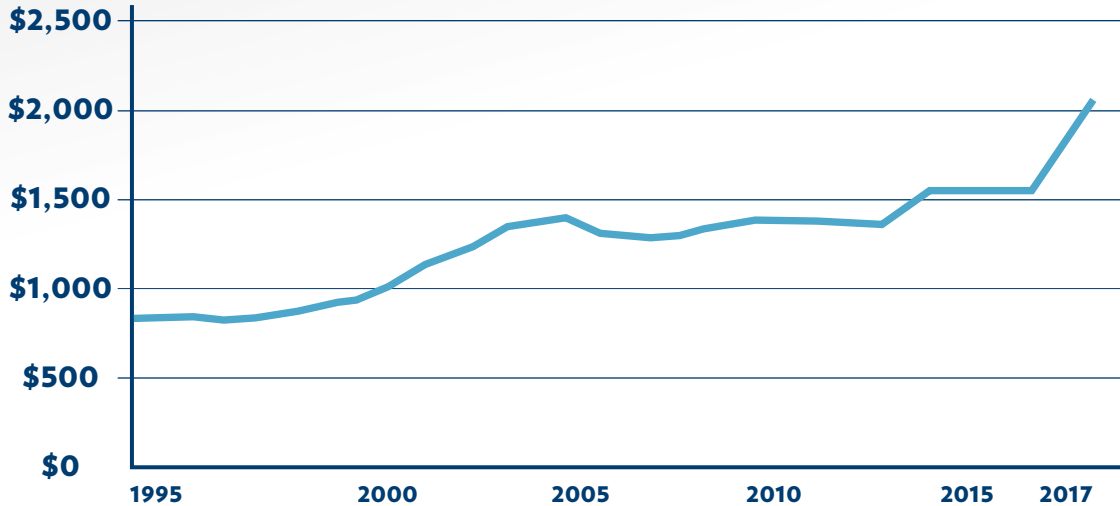


\$24,300¹² 2016 FEDERAL POVERTY LEVEL FOR A FAMILY OF 4

\$41,600¹³ 2 FULL TIME WORKERS AT 2016 CA MINIMUM WAGE

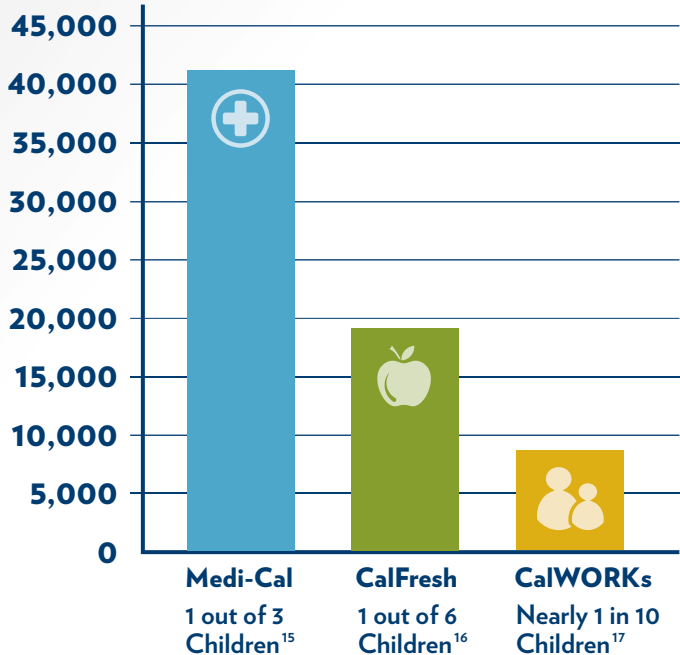
FINANCIAL REALITIES OF FAMILIES CONTINUED

Fair Market Rent for 2-Bedroom in Alameda County¹⁴

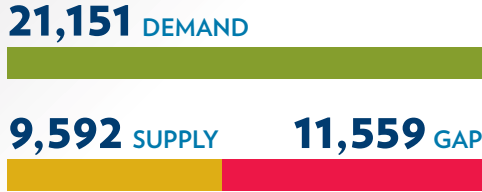


Public Benefits Enrollment

NUMBER OF CHILDREN 0-6 RECEIVING BENEFITS IN ALAMEDA COUNTY JULY 2016
115,012 total



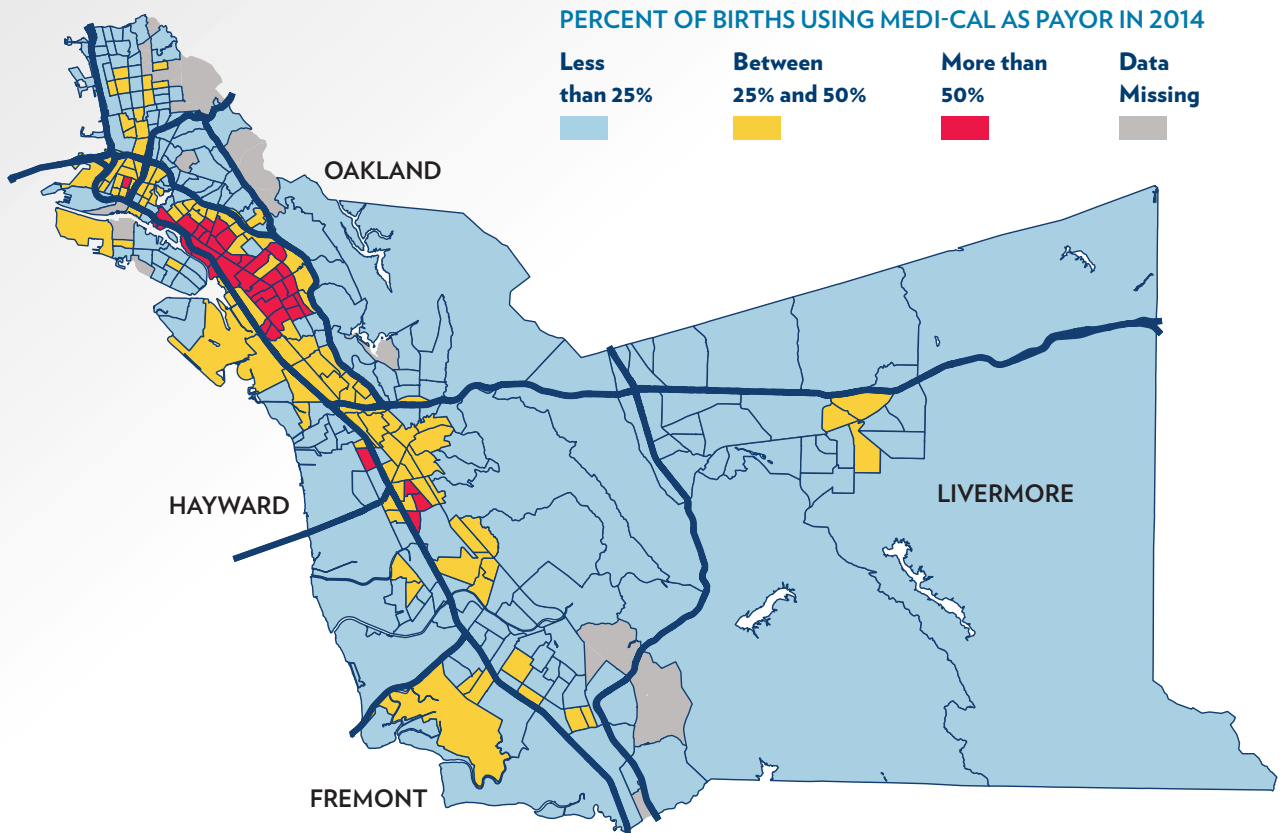
Number of Children 0-4 Eligible for Subsidized Childcare¹⁸



COUNTY BIRTHS¹⁹

Children Born Into Families With Low Incomes

ALAMEDA COUNTY 2014



Total Births in 2014	19,600
Births that use Medi-Cal as payor	5,070 26%
Babies born with low birth weights	1,668 9%
Babies born to teen-aged mothers	569 3%
Average age of mother	31 years old

Over the Last Five Years:

- 52% decline in births to teen-aged mothers
- 20% decline in births to mothers younger than 30
- 11% increase in births to mothers older than 30

RACE/ETHNICITY OF MOTHERS WHO GAVE BIRTH IN 2014

ALAMEDA COUNTY 2014

MOTHER'S RACE OR ETHNICITY	PERCENT OF ALL BIRTHS	PERCENT OF MOTHERS BY RACE OR ETHNICITY WHO HAVE LOW BIRTH WEIGHT BABIES
African-American	10%	11%
American Indian and Alaska Native	0%	4%
Asian/Pacific Islander	33%	8%
Hispanic/Latino	33%	7%
White	24%	4%
Withheld	1%	5%

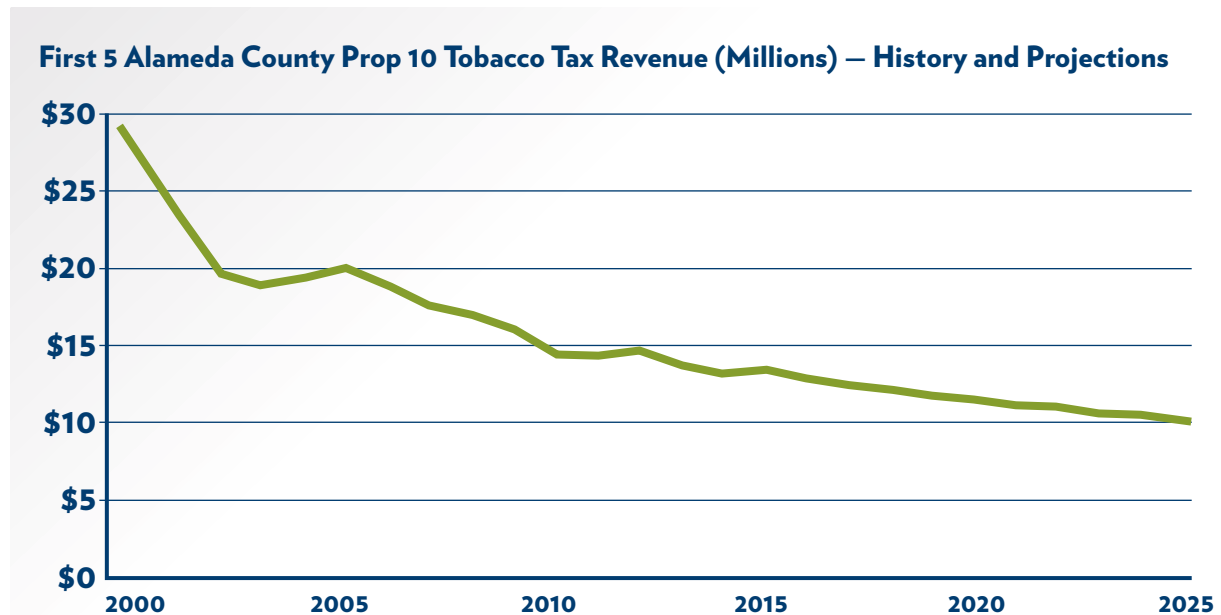
NOTE: Race and ethnicity does not identify where mother reports multiple races. Hispanic/Latina ethnicity is considered a race for purpose of this table.

Sustainability Plan

The sustainability of systems and supports provided through First 5 Alameda County (F5AC) investments for the wellbeing of children and families in Alameda County is a priority. Future annual allocations are expected to continue to decline at an annual rate of three percent. To date, the F5AC commission has managed declining fiscal resources through the establishment and use of a sustainability fund, leveraging of federal and state dollars, and foundation funding. A financial chart, included below, illustrates the Prop 10 fiscal landscape since 2000 and projections for the next 10 years. In this strategic plan, F5AC is starting with an annual Prop 10 allocation of \$12.1 million, which is expected to decline to \$10 million by 2025.

Given our fiscal reality, in this strategic plan we reduced funding for some direct services operated and funded by F5AC. The reduced revenue forecast also gave us an opportunity to assess investment approaches and impact given our resource constraints. As a result we are choosing to enhance our policy and system change capacity, while also evolving our approach to family and child programming in an effort to more effectively address the complex needs of children and families living in poverty. Keeping with our vision, the latter will allow us to further invest in a broad range of parent engagement and support strategies led by parents and community members. In that spirit, we are building investments in new areas (e.g. Neighborhoods Ready for School, Policy and Evaluation, Parent Engagement/Parent Support).

F5AC 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 system in Alameda County. These resources may fund F5AC or other partners, which would help institutionalize early childhood programs among community agencies.



Planning Process

This strategic plan is a blueprint that First 5 Alameda County (F5AC) will use to develop a detailed implementation plan. The planning process was completed using Results Based Accountability (RBA). RBA is a widely accepted and practiced method to plan and measure the effectiveness and impact of programs, service systems, and population-level interventions. RBA is simple, concrete, and creates a common language so that everyone can contribute. RBA is powerful because it starts with the “ends”, the result or goal we wish to achieve, and works backwards towards the “means”.

THE PLAN WAS DEVELOPED THROUGH A COMPREHENSIVE 10 MONTH PARTICIPATORY PROCESS THAT ENGAGED:

- **Community partners and stakeholders**
 - + F5AC sent a survey to over 2,200 community partners, and received over 400 responses.
 - + F5AC conducted over 20 in-depth interviews with policy leaders to identify needs in the community
- **F5AC Commissioners**
- **F5AC staff, supervisors, managers and leadership**
- **Parents**
 - + Three parent focus groups were conducted:
 - ° Help Me Grow Parent Advisory Committee members
 - ° Alameda County Early Childhood Policy Committee parent leaders
 - ° Fathers Corps providers/fathers

TOP THEMES ACROSS STAKEHOLDER INPUT²⁰

- Access to childcare/ cost of quality childcare
- Lack of affordable housing/ high cost of living /financial stress
- Access to more peer support, leadership and engagement opportunities
- Access to resources about early childhood development and school readiness

For a full summary of stakeholder feedback, see www.first5alameda.org

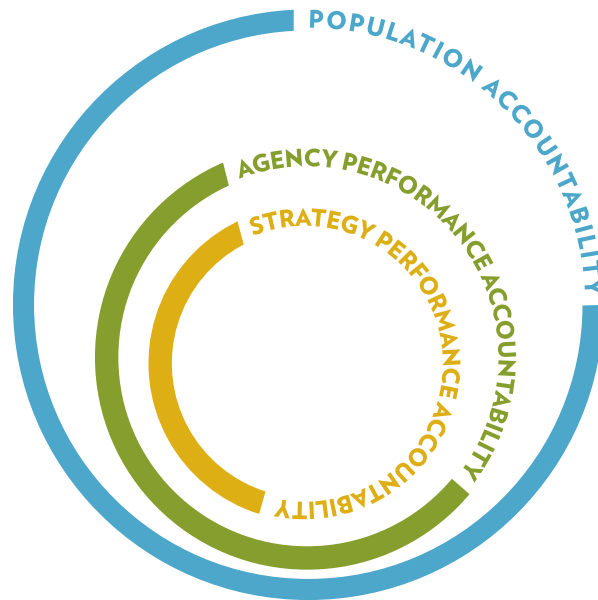
We also leveraged the research and data of public systems partners and elected officials, and incorporated learning from F5AC’s own evaluations and data. A data development and measurement plan will monitor the performance of F5AC investments to ensure accountability and achievement of goals.

Measuring Success

First 5 Alameda County (F5AC) has a responsibility to all children 0-5 and their families in Alameda County. Many of our efforts are universal, such as improving the systems that serve children and families, something done with collaborative partners. With limited Prop 10 dollars, we need to distinguish our accountability to the children and families we directly touch through our programs and investments from that of the entire county's early childhood population. Results Based Accountability helps us to see how F5AC programs and funded partners all contribute to the population-level goals:

RESULTS BASED ACCOUNTABILITY

helps us separate **POPULATION ACCOUNTABILITY**, the wellbeing of whole populations, from Performance Accountability, the wellbeing of client populations for programs, agencies, and service systems. At F5AC, we distinguished **AGENCY** performance accountability and **STRATEGY** performance accountability.



RBA METHOD FOR IDENTIFYING PERFORMANCE MEASURES

All performance measures fall in to three categories:

- How much do we do?
- How well do we do it?
- Is anyone better off?

Performance measures were then refined and prioritized:

Headline Measures are the most important measures for which we currently have good data.

Data Development Agenda are the important measures for which we need to obtain good data.

Population-Level Impact

CHILDREN ARE READY FOR KINDERGARTEN, AND CAN LATER ACHIEVE SUCCESS IN THE THIRD GRADE.

WE MEASURE THE SUCCESS OF THIS COUNTY WIDE EFFORT WITH THE FOLLOWING POPULATION-LEVEL BASELINE INDICATOR:

In 2015, 44% of children at 47 schools across Alameda County were fully ready for kindergarten.²¹

STORY BEHIND THE DATA

Kindergarten readiness is a predictor of long-term health and wellbeing outcomes, as well as higher education attainment and economic stability. Being ready for kindergarten is more than knowing letters and numbers. It is comprised of readiness in all 4 Building Blocks: 1) Kindergarten Academics (letters, numbers, shapes), 2) Self-Regulation (follows directions, plays cooperatively), 3) Social Expression (expresses empathy, needs, curiosity), 4) Motor Skills (coordination and fine motor skills like use of a pencil).²²

The 2015 School Readiness Assessment, funded and supported by F5AC in partnership with the Alameda County Interagency Children’s Policy Council and Applied Survey Research (ASR), revealed that access to preschool or early education experiences, parent engagement, family socioeconomic status, health and adequate nutrition, and stable housing are all factors that contribute to kindergarten readiness. The report also showed that boys, African American and Latino children, children with special needs and English Learner families are less likely than their peers to be ready for kindergarten. F5AC is committed to preparing systems to better serve these children, their families, and their neighborhoods in an effort to “turn the curve” on kindergarten readiness in our County.



PARTNERS WHO HAVE A ROLE TO PLAY IN OUR POPULATION LEVEL EFFORTS:

- Businesses and Financial Institutions
- Community Based Organizations
- Child Care Providers and Settings
- Cultural Institutions
- Faith Based Organizations
- Families/Caregivers
- Family, Friend and Neighbor care
- Foundations/Funders
- Medical Field
- Neighborhood Partners
- Policy Makers
- Public Safety
- Public Systems (City and County)
- School Districts



Population-Level Impact

CHILDREN ARE FREE FROM ABUSE AND NEGLECT.

WE MEASURE THE SUCCESS OF THESE COUNTY-WIDE EFFORTS WITH THE FOLLOWING POPULATION-LEVEL BASELINE INDICATOR

In 2015, the incidence of substantiated allegations of abuse and neglect per 1000 children 0-5 in Alameda County is 3.8; the incidence of allegations is 29.4²⁴

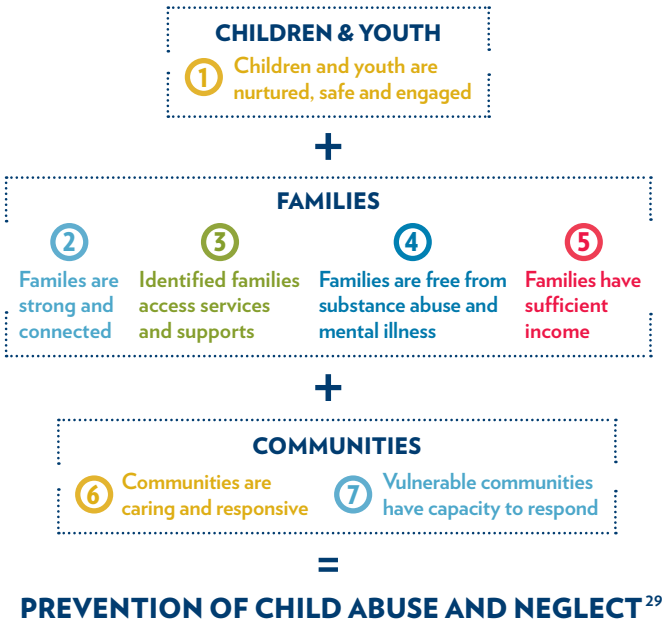
STORY BEHIND THE DATA

Scientific breakthroughs in the past 15 years have deepened our understanding of the negative long-term effects of toxic stress, such as abuse, neglect, exposure to violence, and the accumulated burdens of family economic hardship on a child’s developing brain and body.²⁵ This is supported by data on a national level that shows children with a family income below 75% of the official poverty level are at greater risk of maltreatment than children from families with higher incomes.²⁶ Within Alameda County, children ages 0-5 whose births were covered by public insurance were at a greater risk of substantiations of child abuse and neglect than those whose births were paid for by private insurance.²⁷ This reality is compounded by the fact that abuse and neglect rates for children ages 0-1 are much higher in Alameda County than for older children (8.6 out of 1000 substantiated cases of abuse/neglect, and 36.9 out of 1000 allegations).²⁸ For these reasons, we must continue to evolve the early childhood system of care to support new or expectant parents by assisting them with basic needs, knowledge of child development and social connections.

TO “TURN THE CURVE” ON OUR POPULATION RESULTS, F5AC PARTICIPATES IN THE FOLLOWING EXISTING COLLABORATIVES:

- Alameda County Birth to Eight Initiative
- Alameda County Committee on Children with Special Needs
- Alameda County Early Childhood Policy Committee
- Alameda County Fathers Corp*
- Alameda County Home Visiting Program
- Alameda County Interagency Children’s Policy Council
- Alameda County Public Health Department Building Blocks Collaborative
- Alameda County Touchpoints Collaborative*
- Alameda County Trauma Informed Care Collaborative
- All-In Alameda County
- Bay Area Quality Early Learning Partnership
- Byrne Criminal Justice Innovation Grant
- CA-QRIS State Consortium
- Castlemont Prenatal to 8 Collective Impact Initiative
- Center for the Study of Social Policy’s EC LINC Project
- Deputy Sheriff’s Activities League
- Early Childhood Mental Health Community Meeting
- First 5 State Association
- Havenscourt Healthy Community Collaborative
- Hayward Promise Neighborhood
- Help Me Grow Alameda County*
- Help Me Grow California
- Help Me Grow National Network
- Learning Communities* (Shelter Learning, Strengthening Families, Early Childhood Mental Health Consultation, Neighborhood Partnership)
- My Brother’s Keeper
- Oakland Achieves Partnership
- Oakland Joint Power Authority
- Oakland Promise/Brilliant Baby
- Oakland Reads
- Oakland Starting Smart and Strong
- Oakland Thrives Leadership Council
- Oakland-Alameda County Alliance for Boys and Men of Color
- Quality Counts*
- Talking is Teaching: Talk Read Sing
- Union City Kid’s Zone

*indicates a collaborative that F5AC leads



Agency-Level Results

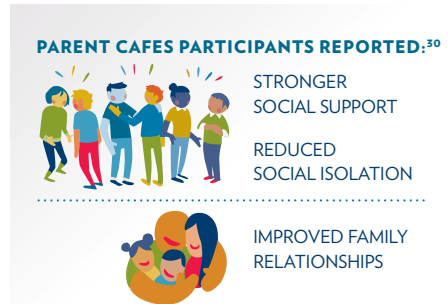
Our Agency-Level Results and Headline Measures articulate First 5 Alameda County’s unique role and responsibility. They serve as our guideposts for what we want to achieve, how we will measure our progress, and continuously improve upon our efforts.

We are using existing data as a proxy for each Headline Measure. We will refine and develop data collection methods that will allow us to gauge our success.

AGENCY RESULT 1: F5AC programs and investments support and strengthen parents/primary caregivers, families, and neighborhoods to create environments and relationships where children thrive.

HEADLINE MEASURE 1: % of Families touched by F5AC programs and investments who have what they need to support their child’s growth and wellbeing

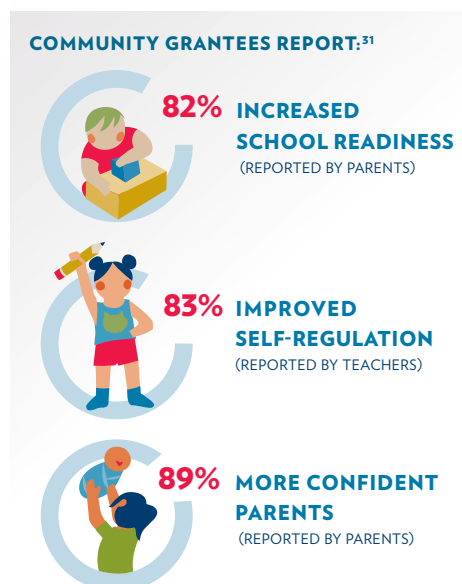
We know that addressing the needs of parents and caretakers improves children’s outcomes; paying particular attention to populations or neighborhoods experiencing long-term disinvestment can have a big impact on the wellbeing of families.



AGENCY RESULT 2: F5AC programs and investments increase access and opportunity, particularly for children living in poverty, to quality early experiences that prepare children for school and help them reach their optimal developmental outcomes.

HEADLINE MEASURE 2: % of children touched by F5AC programs and investments ready for kindergarten

We know that there are deep disparities in readiness stemming from poverty, systemic racism and disinvestment manifesting in unequal opportunities for early learning and development that prepare children for school. Our work is to address those inequities and disparities by giving children, particularly those living in poverty, early life experiences that set them on a trajectory for success, and supporting conditions where they can thrive.



HEADLINE MEASURE 3: % of children with concerns touched by F5AC programs and investments who demonstrate developmental improvements

We know that early intervention can make a world of difference. We also know that a child’s overall wellbeing can impact their development, and thus we are using a broad definition of concern to include hunger, housing insecurity, and exposure to violence, among other risk factors.





AGENCY RESULT 3: F5AC programs, investments, and policy advocacy support a system of care that is coordinated, accessible, and responsive, delivered by knowledgeable and caring providers.

HEADLINE MEASURE 4: % of providers increase capacity to deliver best or promising practices

We know that cultivating an early childhood workforce of providers who represent the communities they serve will strengthen the overall field. F5AC is committed to capacity building and creating space for professional development so that providers have the knowledge, tools, and support to deliver the utmost in quality.

HEADLINE MEASURE 5: # of local policy and administrative changes made to support early childhood via First 5 programs and investments


Prop 10 resources are limited to meet the needs of children and families in our community. Therefore, we are committed to ensuring that existing resources are directed to programs and investments that have the greatest impact, addressing systems barriers for families, and increasing funding for early childhood.

TRAINING³³



1,300
CONTINUING EDUCATION
UNITS ISSUED

ALAMEDA COUNTY FATHERS CORPS³⁴



DEVELOPED A SET OF FATHER FRIENDLY PRINCIPLES ADOPTED BY THE ALAMEDA COUNTY BOARD OF SUPERVISORS.

PROGRAMS AND INVESTMENTS

PARENT ENGAGEMENT / PARENT SUPPORT



Provide a continuum of parent engagement and supports in line with Strengthening Families Protective factors, and inclusive of parent leadership. This includes outreach for Alameda County Public Health Department’s home visiting programs, and referrals to other programs and supports for families.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21
	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000

EARLY IDENTIFICATION



Support parents and caregivers in accessing resources that will improve their child’s development. Increase parent and provider knowledge of child development.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21
	\$1,300,000	\$1,300,000	\$1,000,000	\$1,000,000

QUALITY EARLY CHILDHOOD EDUCATION



Build the capacity of providers and childcare sites through rating, coaching and professional development to increase the quality of early childhood education programs. Provide information for consumers about childcare quality.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21
	\$2,000,000	\$2,000,000	\$1,500,000	\$1,500,000

FATHERHOOD



Incorporate Father Friendly Principles into all programs, and F5AC’s policy platform. Collaborate with public systems to improve the experiences and representation of men and fathers. This strategy is a “through line” and will be highlighted in all our strategies.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21
	\$250,000	\$250,000	\$250,000	\$250,000

NEIGHBORHOODS READY FOR SCHOOL



Investment in neighborhoods with the highest need in service of families and community. The intention is not to “adopt” specific neighborhoods, but rather to support neighborhood-based, resident-led strategies, and link with other neighborhood efforts.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21
	\$2,500,000	\$2,500,000	\$3,500,000	\$3,500,000

INNOVATION



Broaden the landscape of early childhood support with new partners, and seed program or systems connectivity as proof of concept for policy change and/or sustained funding.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21
	\$500,000	\$500,000	\$500,000	\$500,000

CAPACITY BUILDING AND SUSTAINABILITY

POLICY & EVALUATION



Focus on local policy and systems change in order to bring proven programs and practices to scale. Support an early childhood system of care that is a network of coordinated and responsive organizations that improve outcomes for children age 0–5.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21
	\$2,100,000	\$2,100,000	\$2,100,000	\$2,100,000

TRAINING



Continue to serve as a “go to” staff training resource for community partners for topics relevant to supporting families with children ages 0-5. Develop trainings that complement F5AC priorities.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21
	\$700,000	\$700,000	\$700,000	\$700,000

COMMUNICATIONS



Develop campaign strategies that align with F5AC priorities.

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21
	\$350,000	\$350,000	\$400,000	\$400,000

ADMINISTRATION, INFORMATION & TECHNOLOGY



Upgrade technology to support staff and partner business functions, data tracking and performance management. Efficiently and effectively manage F5AC resources (financial, human and technology to enhance productivity and impact.)

Prop 10 Investments	2017/18	2018/19	2019/20	2020/21
	\$3,000,000	\$3,000,000	\$2,900,000	\$2,900,000

How We Will Achieve Our Agency Results

Our strategies were selected based on what we know about best practices, community, and staff input. They are the levers to achieve our agency level results. We are committed to coordinating and connecting strategies across our agency to increase impact and efficiently use our resources.

PROGRAMS AND INVESTMENTS



PARENT ENGAGEMENT AND SUPPORT

Provide a continuum of parent engagement and supports in line with Strengthening Families Protective Factors, and inclusive of parent leadership. Provide outreach for Alameda County Public Health Department's home visiting programs, and referrals to other programs and supports for families.

APPROACH

- Continue support of Alameda County Department of Public Health in home visiting outreach efforts.
- Explore options to support linkage and navigation to community supports upon discharge from intensive home visiting programs.
- Engage in a cross agency effort to identify ways to more efficiently and effectively outreach to parents.
- Provide or invest in early childhood education and training programs for parents.
- Invest in parent engagement and leadership opportunities, particularly in disinvested neighborhoods.



Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Parent Engagement and Support, and aggregate to our broader Agency Headline Measures.

- % of families who have what they need to support their child's growth and wellbeing
- % of children ready for kindergarten*

Additional measures that Parent Engagement and Support may use to tell the story of performance:

- ▶ # of families enrolled in home visiting through direct outreach
- ▶ % of children reached through new referral partners
- ▶ % of agencies that adopt and implement parent engagement principles
- ▶ % of parents who report being supported and respected
- ▶ % of participants who successfully enrolled in at least one support program (including public benefits)*
- ▶ # of parents with leadership and advocacy skills and the opportunities to use them*

*indicates Data Development Agenda item



EARLY IDENTIFICATION

Support parents and caregivers in accessing resources that will improve their child’s development. Increase parent and provider knowledge of child development.

APPROACH

- Engage in a cross-agency effort to increase outreach to targeted populations.
- Increase early identification of concerns that impact children’s development and school readiness.
- Support parents and caregivers in accessing resources, and increase parent knowledge of child development.
- Broaden the scope of screening and linkage to include factors other than developmental and socioemotional, including basic needs.
- Work with partners and policy makers to improve the effectiveness of referrals and transitions.
- Engage in evaluation efforts to determine whether families are “better off” as a result of F5AC’s investment in this strategy.
- Plan for the sustainability of Early Identification (Early ID) and Help Me Grow.

Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Early ID, and aggregate to our broader Agency Headline Measures.

- % of families who have what they need to support their child’s growth and wellbeing*
- % of children served by Help Me Grow who have developmental improvements*
- # of partners sustaining Early ID efforts without ongoing F5 financial support

Additional measures that Early ID may use to tell the story of performance:

- ▶ % of providers with increased ability to talk about child development concerns with families*
- ▶ % of children linked to services by Help Me Grow
- ▶ % of families who would recommend Help Me Grow
- ▶ % of providers who know how to identify and refer for concerns that impact development*

*indicates a Data Development Agenda item





QUALITY EARLY CARE AND EDUCATION (ECE)

Build the capacity of providers and childcare sites through rating, coaching and professional development to increase the quality of early childhood education programs. Provide information for consumers about childcare quality.

APPROACH

- Provide core infrastructure support to the Quality Rating and Improvement System (QRIS).
- Ensure that service commitments to IMPACT (First 5 California funding) and the California State Preschool Program (CSPP) Block Grant are fulfilled, and that the county maintains readiness for additional funding opportunities.
- Develop “lighter touch” quality improvement models including focusing efforts on family child care cohorts and using the (Center on the Social Emotional Foundations in Early Learning) CSEFEL.
- Pursue balance between a relationship-based, client-driven best practice coaching model and a service package that is affordable and sustainable.



Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Quality ECE, and aggregate to our broader Agency Headline Measures.

- % of programs with improved teacher/child interactions and ECE environments
- % of children ready for kindergarten*
- % of early care and education providers who utilize best practices*

Additional measures that Quality ECE may use to tell the story of performance:

- ▶ % of childcare site providers who report they received what they needed to improve their practice*
- ▶ % of sites that remain high quality over time
- ▶ # of children expelled *
- ▶ % of sites that move from low quality to high quality

*indicates Data Development Agenda item



FATHERHOOD

Incorporate fatherhood and Father Friendly Principles into all programs, and F5AC’s policy platform. Collaborate with public systems to improve the experiences and representation of men and fathers. This strategy is a “through line” and will be highlighted in all our strategies.

APPROACH

- Sustain role as a convener and capacity builder for the Alameda County Father’s Corps in partnership with Alameda County Health Care Services Agency and Alameda County Social Services Agency.
- Expand to provide broad capacity building support for public agency partners and community based organizations.
- Develop a coordinated Fatherhood County Plan that aligns with the efforts of Boys and Men of Color (BMOC), My Brother’s Keeper (MBK) and other collaborations.
- Create a Fatherhood Policy Platform that links to the broader F5AC policy platform.



Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Fatherhood, and aggregate to our broader Agency Headline Measures.

- # of school boards, city councils, or other public entities engaged by F5AC who institute components of the fatherhood policy platform
- % of fathers who have what they need to support their child’s growth and wellbeing*

Additional measures that Fatherhood may use to tell the story of performance:

- ▶ # of new father-specific services or programs
- ▶ % of agencies improving their relationships and engagement with fathers
- ▶ % of fathers reporting increased engagement with their children*
- ▶ % increase in men employed at F5 and by partners in early childhood roles*
- ▶ % of community residents with a changed perception of fathers*

*indicates Data Development Agenda item



NEIGHBORHOODS READY FOR SCHOOL

Investment in neighborhoods with the highest need in service of families and community. The intention is not to “adopt” specific neighborhoods, but rather to support neighborhood-based, resident-led strategies, and link with other neighborhood efforts.

APPROACH

- Promote and strengthen individual, family and neighborhood protective factors through increasing social connections, community capacity building and access to needed services.
- Establish partners for this strategy through a Request for Proposals process with capacity building provided to small organizations.
- Develop funding strategies which may include:
 - + Capital Investment
 - + Outreach and Engagement
 - + Coordination and Service Integration
 - + Family, Friend and Neighbor Supports
- Determine the funding eligibility requirements for organizations and neighborhoods



Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Neighborhoods Ready for School, and aggregate to our broader Agency Headline Measures.

- % of children who are ready for kindergarten within a neighborhood*
- % of families who report they have what they need to support their child’s growth and wellbeing*

Additional measures that Neighborhoods Ready for School may use to tell the story of performance:

- ▶ # of neighborhood funded partners who met their self-identified goals
- ▶ % of dollars invested in a neighborhood/resident identified goal
- ▶ % increase in neighborhood collaboratives who met their goals

*indicates Data Development Agenda item



INNOVATION

Broaden the landscape of early childhood support with new partners, and seed program or systems connectivity as proof of concept for policy change and/or sustained funding.

APPROACH

- Develop new relationships with organizations, businesses and public agencies not typically considered part of the early childhood community with the intention of developing new and innovative ideas to address the needs of families with young children.
- Encourage and support new and innovative ideas with temporary seed funding.
- Ensure that new ideas and concepts are tracked with appropriate levels of data collection and evaluation to determine their ability to be sustained and replicated.
- Develop sustainability plans for programs showing positive results.



Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Innovation, and aggregate to our broader Agency Headline Measures.

- % of families who have what they need to support their child’s growth and wellbeing
- % of children participating in innovation programs who are ready for kindergarten*

Additional measures that Innovation may use to tell the story of performance:

- ▶ % of new partners who commit to working on 0-5 issues
- ▶ % of innovations replicated by F5 and providers
- ▶ % of innovation efforts that contribute to/expand our understanding/knowledge of the EC field*

*indicates Data Development Agenda item

CAPACITY BUILDING & SUSTAINABILITY



POLICY AND EVALUATION

Focus on local policy and systems change in order to bring proven programs and practices to scale. Support an early childhood system of care that is a network of coordinated and responsive organizations that improve outcomes for children age 0–5. The policy approach will include an evaluation plan and a clear and consistent communications effort.

APPROACH

- Develop a local policy agenda aligned with F5AC programs and priorities around the following issues:
 - + School Readiness
 - + Child Development
 - + Family Supports
 - + Child Friendly Neighborhoods
- Work with school boards, city councils, public systems, philanthropy, faith based organizations, non-profits, and businesses to further the local policy agenda and leverage additional resources.
- Partner with parents, neighborhood associations, and base building organizations as allies in policy change.
- Partner with the First 5 Association on State and Federal legislative efforts to align with local agenda.
- Develop data sharing partnerships with other agencies.

Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Policy and Evaluation, and aggregate to our broader Agency Headline Measures.

- # of public agencies increased with investments in school readiness
- # of agencies that make administrative policies and practices changes based on F5AC policy agenda

Additional measures that Policy and Evaluation may use to tell the story of performance:

- ▶ # of agencies that endorse F5AC Policy Agenda
- ▶ % of evaluations and data analysis contributing to policy change and informing practice*
- ▶ # of new external dollars invested in F5AC programs, priorities & strategies across systems*

*indicates Data Development Agenda item





TRAINING

Continue to serve as a “go to” staff training resource for community partners for topics relevant to supporting families with children ages 0-5. Develop trainings that complement F5AC priorities.

APPROACH

- Develop a plan that includes integration with other F5AC programs and strategies that includes:
 - + Learning Communities
 - + Workforce Development
 - + Parenting
 - + Capacity building for the Neighborhoods Ready for School and Parent Engagement/ Support strategies
 - + Core trainings for the early childhood field
- Take Training “on the road” to community based organizations and public agencies.



Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Training, and aggregate to our broader Agency Headline Measures.

- % of participants that report an increase in skills and knowledge that enable them to deliver best or promising practices
- % of participants who implement best or promising practices as a result of training*

Additional measures that Training may use to tell the story of performance:

- ▶ # of participants by demographic (race, gender, neighborhood, sector, etc.)*
- ▶ % of participants who report their learning goals were met
- ▶ % of participants reporting an increase in knowledge of community resources
- ▶ % of attendees who increase their expertise and career opportunities as a result of training*

*indicates Data Development Agenda item



COMMUNICATIONS

Develop communications campaign strategies that align with F5AC priorities.

APPROACH

- Develop a communications plan that is aligned with F5 programs and strategies, especially highlighting our policy agenda and evaluation results.
- Participate in larger communication campaigns that further our message with collaborative partners, First 5 Alameda County Association and others when appropriate.



Priority Strategy Performance Measure(s)

The following measures will be used to measure the success of Communications, and aggregate to our broader Agency Headline Measures.

- % of target audiences reporting they changed behavior and knowledge as a result of communication efforts*

Additional measures that Communications may use to tell the story of performance:

- ▶ #of evaluation findings and data used to inform program or policy*
- ▶ #/% of website visitors reporting they found the information they needed*

*indicates Data Development Agenda item



ADMINISTRATION, INFORMATION & TECHNOLOGY

Upgrade technology to support staff and partner business functions, data tracking and performance management. Efficiently and effectively manage F5AC resources (financial, human and technology) to enhance productivity and impact.

APPROACH

- Expand and update systems to build capacity for cross data systems exchange of information.
- Expand data system agility and responsiveness.
- Improve staff and partner performance, satisfaction and productivity.
- Update electronic data sharing confidentiality and privacy practices.



Priority Strategy Performance Measure(s) The following measures will be used to measure the success of Administration, Information & Technology, and aggregate to our broader Agency Headline Measures.

- F5AC effectively and responsibly manages finances in order to fulfill the strategic plan goals

Additional measures that Administration, Information & Technology may use to tell the story of performance:

- ▶ % of F5AC staff who attend professional development trainings
- ▶ Staff retention rate*
- ▶ % of F5AC staff and partners who rate data systems as effective
- ▶ % of staff and partners who rate internal service delivery as high*

*indicates Data Development Agenda item

Fitting It all Together

POPULATION LEVEL RESULTS AND INDICATORS

1) CHILDREN ARE READY FOR KINDERGARTEN – 3RD GRADE SUCCESS

Indicator: In 2015, 44 % of children at 47 schools across Alameda County were fully ready for kindergarten

2) CHILDREN ARE FREE FROM ABUSE AND NEGLECT

Indicator: In 2015, the incidence of substantiated allegations of abuse and neglect per 1000 children 0-5 in Alameda County is 3.8; the incidence of allegations is 29.4

AGENCY LEVEL RESULTS AND HEADLINE MEASURES

AGENCY LEVEL RESULT #1:

F5AC programs and investments support and strengthen parents/primary caregivers, families, and neighborhoods to create environments and relationships where children thrive.

HEADLINE MEASURE 1:

% families touched by F5AC programs and investments who have what they need to support their child's growth and wellbeing

AGENCY LEVEL RESULT #2:

F5AC programs and investments increase access and opportunity, particularly for children living in poverty, to quality early experiences that prepare children for school and help them reach their optimal developmental outcomes.

HEADLINE MEASURE #2:

% of children with concerns who have developmental improvements

HEADLINE MEASURE #3:

% of children touched by F5AC programs and investments ready for kindergarten

AGENCY LEVEL RESULT #3:

F5AC programs, investments, and policy advocacy support a system of care that is coordinated, accessible, and responsive, delivered by knowledgeable and caring providers.

HEADLINE MEASURE #4:

% of providers that increase their capacity to deliver best or promising practices

HEADLINE MEASURE #5:

of local policy and administrative changes made to support early childhood

STRATEGIES AND PERFORMANCE MEASURES

PARENT ENGAGEMENT AND SUPPORT

% of children ready for kindergarten
% of families who have what they need to support their child's health and well being

EARLY IDENTIFICATION

% of families who have what they need to support their child's health and well being
% of children who have developmental improvements
of partners sustaining Early ID efforts without ongoing F5AC financial support

QUALITY EARLY CARE AND EDUCATION

% of programs with improved teacher/child interactions and ECE environments
% of children ready for kindergarten
% of early care and education providers who utilize best practices

FATHERHOOD

of school boards, city councils, or other public entities engaged by F5AC who institute components of the fatherhood policy platform
% of fathers who have what they need to support their child's growth and wellbeing

NEIGHBORHOODS READY FOR SCHOOL

% of children ready for kindergarten
% of families who have what they need to support their child's health and well being

INNOVATION

of public entities engaged by F5AC who institute a component of the fatherhood policy platform
% of fathers who have what they need to support their child's health and wellbeing

POLICY AND EVALUATION

of public agencies that increased investments in school readiness
of agencies that make administrative and policy/practice changes based on F5AC policy agenda

TRAINING

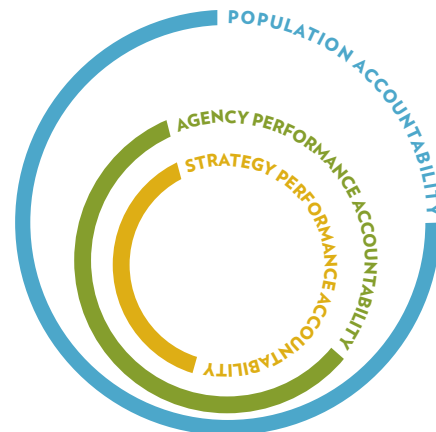
% of participants reporting an increase in skills and knowledge enabling them to deliver best or promising practices
% of participants who implement best or promising practices as a result of training

COMMUNICATIONS

% of target audiences reporting they changed their behavior and knowledge as a result of communications efforts

ADMINISTRATION, INFORMATION AND TECHNOLOGY

Effectively and responsibly manages finances in order to fulfill the strategic plan goals.



Data for Impact and Improvement

F5AC followed a Results Based Accountability process to identify performance measures that will help us gauge the success of our work. We were intentional in our selection of measures, have identified data sources, and are making new investment in technology. We intend to use RBA and technology tools to help us continuously measure and improve our performance. We also plan to use long-term and short-term evaluation to better understand the impacts of F5AC programs and investments, and support a policy agenda that moves towards a collective impact frame county-wide.

USING DATA TO ADVANCE EQUITY

As part of our commitment to equity, we plan to develop a standard practice and accompanying tools to look at all of our performance measures in terms of how they impact populations and places in our county that have seen the most disinvestment. This might include sorting and analyzing our performance data to ensure equitable investment and outcomes, inclusive of but not exhaustive to:

- Boys and men of color
- Racial and ethnic groups that experience disparities (e.g., African American, Latino, Asian and Pacific Islander)
- Residents of low-income neighborhoods throughout the county
- Different family types (e.g., single parents, fathers, grandparents, same-sex parents)

DATA DEVELOPMENT AGENDA

Where we do not currently have good data, we intend to invest in capturing information that is critical to our success. Certain elements will require minor resources and will be measurable in a short time frame; others will require a more intensive long-term investment. As part of our implementation plan, we will develop a detailed data development agenda.

DATA DEVELOPMENT AGENDA:

In Results Based Accountability the Data Development Agenda is a plan for collecting new or better data needed to monitor and communicate performance.

NEXT STEPS FOR IMPLEMENTATION

In order to operationalize the strategic plan, F5AC will develop an implementation plan with timelines, responsibilities and internal deliverables. This will include analysis of, and planning for:

- Organizational structure and staffing changes
- Contracting and procurement changes
- Program design and delivery
- Data and technology systems
- Data development agenda

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2017-21 Strategic Plan: Stakeholder Feedback

The 2017-21 First 5 Alameda County strategic plan was developed through a comprehensive 10 month participatory process that engaged parents, partners, and community leaders. The stakeholder feedback guided our planning and informed our decision-making.

TOP THEMES ACROSS STAKEHOLDER INPUT

- Access to childcare/ cost of quality childcare
- Lack of affordable housing/high cost of living/financial stress
- Access to more peer support, leadership and engagement opportunities
- Access to resources about early childhood development and school readiness

MAJOR THEMES BY SUB-GROUP

PARTNER SURVEY (IN RANK ORDER)

1. Parent knowledge of child development and school readiness
2. Housing affordability/cost of living
3. Access to childcare and other early learning experiences
4. Parental support
5. Cost of quality childcare

SURVEY DEMOGRAPHICS:

- 442 respondents out of approximately 2200 contacts, including past and current contractors, grantees, training attendees and early childhood leaders.
- The majority of respondents were from public agencies or community based organizations (32% and 33% respectively.)

INTERVIEWS

- **Communication** — lift up what defines high quality early years, and importance
- **Convener/Collaborator** — F5 should play a larger role as a convener focused on 0-5; leverage, do systems coordination that allows the work to be institutionalized
- **Economic** — don't just focus on services; pay attention to policy landscape (e.g. housing, job creation) that impacts families
- **Family Friend & Neighbor** — F5 should commit to “move the needle” on FFN; play convening and communication role with policymakers
- **Funder role** — fund community agencies; be aware of competition for service providers and funding, power, credit. Partner with public systems to braid and leverage funding.
- **Health** — help figure out how families connect to systems for pre-natal and post-natal care; address/prevent chronic health issues that disrupt school readiness
- **Kindergarten Readiness** — define the term and lay out what communities should be looking at in terms of what makes kids ready for school — formal and informal. Partner more closely with school districts

- **Measuring Impact** — data sharing, alignment with systems, map resources, disaggregate by race, community based participatory research
- **Parent engagement** — peer to peer, build pathways for parents (make social connections, get support, and build leadership (non-linear)). Look at whole family, not just children 0-5
- **Parent Education about child development** — build parent knowledge, confidence, power to impact child's development (rather than professionalized)
- **Place Based / Population Focused** — focus on families and neighborhoods with highest levels of need left behind by systemic failure or racism
- **Policy / Advocacy** — take a leadership role in a local policy agenda
- **Provider capacity building** — address problem of diversity in the field; educate providers about the importance of parent engagement
- **QRIS** — address efficiency and sustainability of model; create space for parent leadership
- **Service Integration** — “one stop/no wrong door” for families, integrated systems need to be resourced, leverage what is going well in families and communities; connect different systems — health, housing, transportation, childcare, criminal justice, etc.

INTERVIEW DEMOGRAPHICS

21 INTERVIEWS TO DATE WITH THE FOLLOWING REPRESENTATIVES

- Clarissa Doutherd, Executive Director, Parent Voices
- Curtiss Sarikey, Deputy Chief, Community Schools & Student Services OUSD
- District Attorney Nancy O'Malley
- Eric Johnson, Executive Director, OHA
- Judge Charles Smiley, Presiding Judge, Superior Court
- Judy Schwartz, Administrator, Fremont FRC
- Julie Hadnot, Director, Interagency Children's Policy Council
- Junious Williams, CEO, Urban Strategies
- Kathy Chao Rothberg, Executive Director, Lao Family Community Development
- Maggie Croushore, Director of Education, City of Oakland
- Melanie Moore, Director, ALL IN Alameda County, Office of Supervisor Wilma Chan
- Melinda Hall, HPN Project Manager, Hayward Promise Neighborhood
- Moira Kenney, Executive Director, First 5 Association
- Olis Simmons, CEO, Youth Uprising
- Pedro Naranjo, Executive Director, REACH
- Rich Winefield, Executive Director, BANANAS/ Governors Early Learning Advisory Council
- Scott Coffin, CEO, Alameda Alliance
- Sue Greenwald, Director, Early Intervention Services at Children's Hospital Oakland Children's Hospital
- Susan Muranishi, County Administrator, County Administrator's Office
- Supervisor Wilma Chan, Alameda County Board of Supervisors and First 5 Commissioner
- Tracey Schear, School Health Services Director, Health Care Services Agency

PARENT FOCUS GROUPS

- **Access to basic material needs** (e.g. diapers, crib, baby food, books, clothes etc.)
- **Access to early identification of developmental needs and intervention**
- **Access to legal services** — to aid families in custody advocacy and negotiations and the family court process
- **Access to linguistically and culturally responsive services** — articulation and education around different community dynamics, cultures and realities; support for **multigenerational and kin caregivers**
- **Access to professional development opportunities and job training/ Access to employment** — parents reported the need for more professional and educational opportunities; job and living wage attainment can lift families out of poverty.
- **Cost of quality childcare/Access to childcare and other early learning experiences** — Temporary daycare for part time custodial/non-custodial parents
- **Housing affordability/cost of living** — affordable housing with safe play spaces
- **More support for fathers** — men's support groups; father friendly programming
- **Parental support** (e.g., professional and peer-to-peer support, social connections) parenting classes for soon to be/new parents
- **Parental knowledge of early childhood development and school readiness** — for children who may have concerns but do not qualify for services

FOCUS GROUP DEMOGRAPHICS:

- 3 parent focus groups conducted (Fathers Corps, Help Me Grow Parent Advisory & Alameda County Early Childhood Policy Committee parent leaders)
- Of the 37 total participants, 6 were Spanish speaking and 1 Chinese



To: First 5 Alameda County Commission
From: Janis Burger, CEO
Date: October 20, 2016
Subject: Legislation and Public Policy Updates

REQUESTED ACTION

To review and give First 5 staff approval for endorsement of Proposition 55 and Proposition 56.

BACKGROUND

As important legislation affecting First 5 revenue or the children and families served by First 5 arises, staff may request Commission endorsement of a position on such issues. The following two Propositions will appear on this coming November's ballot.

Proposition 55:

This measure extends the current income tax increases to high earners initially approved in Prop 30 several years ago and will continue to provide about \$4 billion to decrease class sizes, maintain art and music programs and avoids teacher layoffs. While funding will not directly affect First 5s, many First 5 children and families will receive additional health services and educational supports under the measure. Furthermore, the additional funding to the K-12 system and the local discretion provides school boards with the option to expand early education programs, especially programs already embedded in certain school districts – e.g. State Preschool and Transitional Kindergarten.

Proposition 56:

Prop 56 increases tobacco tax revenue by including e-cigarettes. Prop 56 will provide backfill for Prop 10 and new revenue from e-cigarettes. While Prop 56 increases tobacco tax revenue by including e-cigarettes, the new increase in the smoking age to 21 will likely result in a minimal net increase in revenue for First 5 Alameda County. Prop 56 is endorsed by the First 5 Association.

This measure will directly benefit First 5 in three key ways:

- Applying the equivalency of the current tobacco excise tax to e-cigarettes;
- Significantly bolstering Medi-Cal and Denti-Cal programs;
- Further promoting tobacco cessation among Californians.

FISCAL IMPACT

There is no fiscal impact.

RECOMMENDATION

That the Commission endorse the support of Proposition 55 and Proposition 56.

Submitted by:

Reviewed by:

Janis Burger
Chief Executive Officer

Christine Hom
Finance Officer