

AGENDA

MEETING OF THE BOARD OF COMMISSIONERS


Chair: Sheila Kuehl

Thursday, July 11, 2019
1:30 PM - 4:30 PM

Meeting Location:

First 5 LA
750 N. Alameda Street
Los Angeles, CA 90012

(If you would like to speak to any item on the agenda, please complete a public comment form)

- 
1. **ACTION**
Call to Order / Roll Call
- **Judy Abdo, Commission Vice Chair**
2. **ACTION**
Consent
- **John Wagner, Executive Vice President**
- A. Approve the Monthly Financial Statements Month Ending May 31, 2019 4
- B. Approve Proposed Amendment to First 5 LA Bylaws 10
- C. Approve Extension of a Strategic Partnership with Southern California Grantmakers, 13
Fiscal Sponsor for the Center for Strategic Partnerships, in the Amount of \$125,000
for a Total Project Cost of \$225,000 Through July 2021 to Support Technical Assistance to LA County Department of Mental Health to Continue to Operationalize Mental Health Services Act/Prevention and Early Intervention Funds for Prevention and Authorize First 5 LA Staff to Execute an Agreement

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COMMISSIONERS

Los Angeles County Supervisor	Jane Boeckmann	Yvette Martinez
Sheila Kuehl	Bobby Cagle	Romalis J. Taylor
Chair	Barbara Ferrer, Ph.D., M.P.H., M.Ed.	Keesha Woods
Judy Abdo		Marlene Zepeda, Ph.D.
Vice Chair		

EX OFFICIO MEMBERS

Karla Pleitez Howell
Jonathan E. Sherin, M.D., Ph.D.
Wendy Smith, Ph.D., LCSW
Deanne Tilton

EXECUTIVE DIRECTOR

Kim Belshé

EXECUTIVE VICE PRESIDENT

John A. Wagner

A PUBLIC ENTITY

D.	Approve Extension of Strategic Partnership with California Community Foundation (CCF), Fiscal Sponsor for the LA Partnership for Early Childhood Investment (LA PEI) in the Amount of \$11,000, for a Total Project Cost of \$136,000 Through September 2020 to Continue to Support the Los Angeles County Perinatal and Early Childhood Home Visitation Consortium in Ensuring the Home Visiting System in LA County Sustains a High Level of Quality as it Grows	17
E.	Approve Strategic Partnership with Resources Legacy Fund in the Amount of \$600,000 for a Period of Two Years to Coordinate and Execute the Link Governments Advocates Families and Parks (Link) Program	20
3.	INFORMATION Remarks by the Commission Chair of the Board - Judy Abdo, Commission Vice Chair	
4.	INFORMATION Executive Director's Report - Kim Belshe, Executive Director	25
5.	INFORMATION Strategic Plan Refinement (SPR4) Board Retreat - Christina Altmayer, Vice President of Programs - Steven LaFrance, Founder & CEO, Learning for Action - Brittany Hojo, Department Coordinator, Communities	55
	<u>Details of Agenda Item #5</u>	
	2:00 – 2:25 pm Opening Comments and Overview Session (MPR)	
	2:25 – 2:30 pm Transition and Set-up Time	
1	2:30 – 2:50 pm The World Café: Small Group Discussion - Round	
	2:50 – 3:00 pm Break	
2	3:00 – 3:20 pm The World Café: Small Group Discussion - Round	
3	3:20 – 3:40 pm The World Café: Small Group Discussion - Round	
4	3:40 – 4:00 pm The World Café: Small Group Discussion - Round	

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4:00 – 4:20 pm Reconvene for Commissioner Reflections, Next Steps & Public Comments

6. **INFORMATION**
Public Comment (for items not on the agenda)
7. **ACTION**
Adjournment



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FIRST 5 LA

SUBJECT:
Monthly Financial Reports

RECOMMENDATION:
Approval of the monthly financial statements for the month ending May 31, 2019.

BACKGROUND:
Staff routinely provides monthly financial reports for the Commission's review and approval to ensure transparency of the financial status of First 5 LA.

DISCUSSION:
First 5 LA began the month of May 2019 with a cash balance of \$380.8 million. We received \$6.3 million in revenues. There were \$6.5 million in program expenditures, and \$1.5 million in operating expenditures. As a result, First 5 LA ended the month with a cash balance of \$379.1 million.

This report includes detailed financial information for the months ending May 31, 2019. The financial statements are unaudited and reported as a "soft close." All materials in this packet and check registers are available online. Statements in this report include the following:

- Revenue and Expense Statement: Summarizes financial statements to highlight the starting cash balance, revenues received, program and operating expenses, and the ending cash balance for the month.
- Balance Sheet: Provides a "snapshot" view of the Commission's assets, liabilities and fund balance as of May 31, 2019.
- Detailed operating and program expenditures: Shows expenses against the FY 2018-19 Budget approved on June 14, 2018, and adjusted on March 14, 2019 as well as a report of expenditures related to programs functioning as pass-through agreements.

**Los Angeles County Children and Family First -
Proposition 10 Commission (aka) First 5 LA
Revenue and Expense Statement
May 31, 2019, Unaudited**

	REVENUES AND EXPENDITURES	
Cash Balance as of April 30, 2019	\$ 380,831,593	
Revenue		
Monthly State Allotments	\$ 5,321,721	
Medi-Cal Administrative Activities (MAA)	14,608	
State Commission - Other Program Funds	17,996	
Interest Income - Unreserved	906,773	
Investment Income - Other	-	
Rental Revenue - La Petite	25,861	
ECE-LA County IMPACT	-	
Total Revenue	\$ 6,286,959	
Expenses		
Program Budget (Attachment A)		
2015-2020 Strategic Plan: Focusing For The Future	\$ 5,336,114	
Legacy Investments	1,182,183	
Total Initiative/Program Expenses	\$ 6,518,297	
Pass-Through (Attachment B)		
Medi-Cal Administrative Activities (MAA)	\$ -	
Total Pass-Through Expenses	\$ -	
Operation and Administration (Attachment C)		
Personnel	\$ 1,347,052	
General Operating	100,327	
Consultant Services	(2,780)	
Professional Services	27,654	
Travel Expenses	8,475	
Professional Development	-	
Capital Improvements	-	
Total Operation and Administration	\$ 1,480,728	
Total Expenses	\$ 7,999,025	
Variance (Revenue - Expenses)	\$ (1,712,066)	
Cash Balance as of May 31, 2019	\$ 379,119,527	(1)

NOTE:

- 1) Tobacco Tax Revenue for February 2019.
- 2) Cash Balance excludes fixed assets and liabilities.

**LOS ANGELES COUNTY CHILDREN AND FAMILY FIRST - PROPOSITION 10 COMMISSION (AKA FIRST 5 LA)
PROGRAM EXPENDITURES BY FY 2018-19 BUDGET
MAY 31, 2019, UNAUDITED**

INITIATIVE/PROGRAM	FY 2018-19 BUDGET	MAY EXPENDITURES	FISCAL YTD EXPENDITURES	BALANCE REMAINING
2015-2020 STRATEGIC PLAN: FOCUSING FOR THE FUTURE				
Strategic Plan Priority Outcome Areas				
Families	41,383,000	2,654,350	28,820,069	12,562,931
Communities	20,482,000	990,473	8,508,201	11,973,799
Early Care & Education Systems	25,793,000	450,164	15,594,380	10,198,620
Health-Related Systems	3,687,000	64,323	1,429,922	2,257,078
Strategic Plan Policy & Strategy Support				
Policy Agenda/Advocacy	2,715,000	164,204	1,528,511	1,186,489
Communications & Marketing	6,121,000	793,761	4,414,923	1,706,077
Communications - Conference Funding	275,000	-	206,275	68,725
Strategic Partnership-Cross-Cutting Funder Partnership	745,000	37,285	149,970	595,030
Strategic Partnership-Grantmaking Memberships	41,000	-	35,425	5,575
Strategic Partnership-Partnership Development	160,000	10,000	10,000	150,000
Community Engagement and Advocacy	161,000	-	-	161,000
Policy & Strategy - Emerging Opportunities	75,000	26,000	43,500	31,500
County Partnerships	165,000	-	-	165,000
Integration & Learning				
Communities of Practice	131,000	-	4,050	126,950
Data Development and Integration	975,000	30,663	382,451	592,549
Data Partnership with Funders	850,000	-	425,000	425,000
Grantee Assessment	75,000	-	32,573	42,427
Impact Framework	112,000	-	60,894	51,106
Knowledge Management	178,000	-	-	178,000
Learning Plan Development	200,000	-	60,090	139,910
Program Evaluation	3,320,000	114,891	1,041,708	2,278,292
Integration & Learning - Emerging Opportunities	100,000	-	-	100,000
Subtotal 2015-2020 Strategic Plan	107,744,000	5,336,114	62,747,942	44,996,058
LEGACY INVESTMENTS				
At-Risk Fathers Investment	295,000	43,813	189,252	105,748
Baby Friendly Hospitals	150,000	63,741	146,652	3,348
Black Infant Health	1,863,000	14,598	290,577	1,572,423
Children's Dental Care	372,000	-	63,334	308,666
Information Resource and Referral	1,240,000	107,369	1,000,957	239,043
Little by Little/One Step Ahead	3,500,000	419,260	2,600,622	899,378
Parent Child Interaction Therapy	4,171,000	488,402	1,353,944	2,817,056
Policy Advocacy Fund	55,000	45,000	45,000	10,000
Subtotal Legacy Investments	11,646,000	1,182,183	5,690,338	5,955,662
TOTAL	119,390,000	6,518,297	68,438,280	50,951,720

The FY 2018-19 budget reflects the mid-year budget adjustments approved on March 14, 2019.

NOTES -PROGRAM EXPENDITURES BY FY 2018-19 BUDGET:

Journal entries for FY 2017-18 accrued expenses were reversed in July 2018. The amounts reported are the actual program expenditures for May 2019.

LOS ANGELES COUNTY CHILDREN AND FAMILY FIRST - PROPOSITION 10 COMMISSION (AKA FIRST 5 LA)
 EXPENDITURES - PASS-THROUGH
 MAY 31, 2019, UNAUDITED

Attachment B

INITIATIVE/PROGRAM - PASS-THROUGH	MAY EXPENDITURES	YEAR TO DATE EXPENDITURES
Medi-Cal Administrative Activities (MAA) - LA County Charges	-	-
Medi-Cal Administrative Activities (MAA) - Participation Payment	-	-
TOTAL	-	-

**Los Angeles County Children and Family First -
Proposition 10 Commission (aka) First 5 LA
Operating & Administrative Budget Update
MAY 31, 2019, UNAUDITED**

OPERATION AND ADMINISTRATION EXPENSE	MAY ACTUAL	FISCAL YTD ACTUAL	FY 2018-19 BUDGET	FISCAL YTD VARIANCE
Personnel Services				
Salaries & Wages	1,061,847	12,233,343	13,803,286	1,569,943
Fringe Benefits	285,205	3,321,153	3,961,920	640,767
Total Personnel Services	1,347,052	15,554,496	17,765,206	2,210,710
General Operating Expenses				
ADP Payroll Charges	3,929	31,665	38,000	6,335
Workers Compensation Insurance	-	63,139	65,000	1,861
Utilities	-	118,028	165,000	46,972
Corporate Insurance	-	30,927	75,000	44,073
Mileage, Parking and Other Transportation	(3,393)	31,186	63,950	32,764
Telephones	11,031	66,222	67,000	778
Cell Phones & Mobile Devices	1,800	22,022	53,500	31,478
Outside Printing & Publishing	23	4,960	22,000	17,040
Other Supplies	-	7,452	20,250	12,798
Postage & Delivery	(22)	9,777	13,200	3,423
Educational Supplies	-	690	7,100	6,410
Office Supplies	1,080	51,595	87,500	35,905
Subscriptions & Publication	-	16,270	21,000	4,730
Equipment-Rents & Leases	4,279	41,084	119,000	77,916
Building Repair & Maintenance	-	165,127	192,000	26,873
Equipment Repair & Maintenance	35	9,518	24,000	14,482
Offsite Storage	-	17,384	34,400	17,016
Hardware & Software Maintenance	81,000	196,675	244,300	47,625
Miscellaneous/Contingency	-	-	75,000	75,000
Internal Meeting	565	74,232	137,100	62,868
Divisional Capacity Building	-	-	100,000	100,000
Total General Operating Expenses	100,327	957,953	1,624,300	666,347
Consultant Services				
Consultant Fees	(7,444)	405,912	1,414,800	1,008,888
Other Professional Fees	4,664	264,816	315,000	50,184
External Reviewers	-	450	2,500	2,050
Total Consultant Services	(2,780)	671,178	1,732,300	1,061,122
Professional Services				
Audit	-	51,595	80,000	28,405
Legal Fees	15,059	74,706	175,000	100,294
Professional Dues	5,485	102,536	123,552	21,016
Staff Recruitment	-	6,560	25,000	18,440
Commission Stipends	3,326	16,076	30,000	13,924
Web-Based Services	17	26,905	75,000	48,095
Bank & Other Service Charges	3,767	37,184	32,000	(5,184)
Total Professional Services	27,654	315,562	540,552	224,990
Travel Expenses				
Airfare	245	102,791	172,380	69,589
Lodging	869	94,678	161,200	66,522
Per Diem	6,616	53,115	77,200	24,085
Other Travel Expense	745	19,523	28,650	9,127
Total Travel Expenses	8,475	270,107	439,430	169,323
Professional Development				
Training Material & Supplies	-	3,300	12,500	9,200
Internal Training	-	15,512	94,400	78,888
Leadership Programs	-	28,796	102,000	73,204
Conference Registrations	-	90,187	206,000	115,813
External Education/Training	-	25,445	142,000	116,555
Total Professional Development	-	163,240	556,900	393,660
Capital Improvements				
Capital Outlay (Equipment Purchases)	-	111,754	191,000	79,246
Total Capital Improvements	-	111,754	191,000	79,246
TOTAL OPERATING EXPENSES	1,480,728	18,044,290	22,849,688	4,805,398

NOTES - OPERATING & ADMINISTRATIVE BUDGET UPDATE:

The administrative expenses are within the maximum authorized under the Board policy.

The FY 2018-19 budget reflects the mid-year budget adjustments approved on March 14, 2019.

**Los Angeles County Children and Families First -
Proposition 10 Commission
Statement of Net Assets
MAY 31, 2019 Unaudited**

Current Assets:	
Cash	\$ 4,871,505
Cash- Morlin Mgmt Corp	27,100
Investment:	
Operating and Allocated funds	361,924,194
Advance - LAUP	3,002,187
Advance - Regional Network (RN)	636,474
Advance - Various	254,757
Other Receivables	(4,104)
Total Current Assets	\$ 370,712,113
Fixed Assets:	
Land	\$ 2,039,000
Building & Improvements	12,076,512
Furniture & Fixtures	627,671
Computer, Software & Accessories	1,855,305
Office Equipment	331,033
Accumulated Depreciation	(5,883,227)
Total Fixed Assets	\$ 11,046,294
Total Assets	\$ 381,758,407
Liabilities and Net Assets	
Current liabilities:	
Other Liabilities	\$ 441,216 (1)
Total Current Liabilities	\$ 441,216
Net Assets:	
Investment in capital assets	\$ 11,046,294
Restricted	370,270,897
Total Net Assets	\$ 381,317,191
Total Liabilities and Net Assets	\$ 381,758,407

NOTES:

(1) Other Liabilities include accounts payable, security deposit from La Petite Academy and other related liabilities.



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MEMORANDUM

TO: Honorable Chair and Members of the Board of Commissioners

CC: Kim Belshé
John Wagner

FROM: Craig A. Steele, Legal Counsel

DATE: July 11, 2019

SUBJECT: Approval of Proposed Bylaw Amendment to Eliminate Limit on Terms Served by Officers of the Commission

The Commission's Bylaws provide the rules and operating procedures for the governance of First 5 LA, as required by State law and the Los Angeles County Code. The original Bylaws were among the first official actions adopted by the original Los Angeles County Proposition 10 Commission. As First 5 LA has evolved and matured over the ensuing years, the Commission has updated the Bylaws periodically to reflect then-current circumstances.

Originally, the Bylaws included a limit on the number of terms an individual could serve as an officer of the Commission at two terms. The officers of the Commission, established in the Bylaws, are the Chair, Vice Chair, and Committee Chairs. The first term limit reflected the original Commission's desire to have all members involved as officers, as well as the Board of Supervisors' rotating appointment of a different member to the Commission every year and your Commission's tradition of electing the County Supervisor member as Commission Chair. In 2017, to reflect the Commission's recognition that more continuity in the service of officers is desirable, the two-term limit was increased to four. The more recent pattern has seen the successive Chairs of the Board of Supervisors continue to appoint Supervisor Kuehl to serve on the First 5 LA Commission. She has expressed interest in continuing to serve in future years. In the immediate term, this proposed change would permit Chair Kuehl to serve again in that role if she is designated by the Chair of the Board of Supervisors and elected to another term as Chair by the Commission.

Given the maturity of the organization, and with the benefit of about 20 years of governance experience, staff believes that the term limit has served its useful purpose and is no

longer necessary. Removing the term limit from the Bylaws will promote continuity in the leadership of First 5 LA, which has become extremely beneficial for the organization. The proposed amendment also makes a minor clarifying change to language about the length of a term of office.

On June 5th, 2019 the Executive Committee considered this amendment and recommended approval. As part of the Commission's normal two-step process, the proposed amendment was then presented before the full Board for its consideration at the June 13th Board of Commissioners meeting. Today, at the July 11th Board of Commissioners meeting, staff will be seeking approval of the proposed amendment.

Attachment(s)

**FIRST 5 LA
2019 PROPOSED BYLAW AMENDMENT**

Text to be deleted shown in ~~strike through~~. Text to be added is underlined.

**ARTICLE V
Commission Officers and Election**

Section I. Officers

The officers of the Commission shall be a Chair, Vice-Chair, and such other officers as the Commission may designate. The Chair and Vice-Chair shall perform the duties of their respective offices indicated in these by-laws, and such other duties as the Commission may direct from time to time. The Executive Director or her/his designee shall serve as Secretary to the Commission.

Section II. Election

Officers of the Commission shall be chosen annually by an election to be held not later than January, unless an earlier election is necessary because of a vacancy.

Section III. Terms

The term of office for officers of the Commission is one year from the date of election or until removal or resignation, if earlier.

~~No individual Commission member shall be eligible for election to the same office of the Commission for more than four (4) consecutive terms.~~ The Commission may remove an officer prior to the expiration of his or her term, as deemed necessary.

###

FIRST 5 LA

SUBJECT:

Request to

- 1. Extend a Strategic Partnership with Southern California Grantmakers, Fiscal Sponsor for the Center for Strategic Partnerships, in the Amount of \$125,000 for a total project cost of \$225,000 through July 2021 to Support Technical Assistance to LA County Department of Mental Health to Continue to Operationalize Mental Health Services Act/Prevention and Early Intervention Funds for Prevention Efforts and**
- 2. Authorize First 5 LA Staff to Execute an Agreement for an amount not to exceed \$75,000 with an anticipated contract start date of July 12th, 2019 to July 11, 2020 (Fund Balance Category: Committed for FY 2019-20 and Assigned for FY 2020-21).**

RECOMMENDATION (PROVIDED AS ACTION):

This memo was provided as information for the Board's consideration at the June 27, 2019 Special Commission/Program & Planning Committee Meeting. At today's July 11, 2019 Commission Meeting, First 5 LA staff recommends that the Board approve the extension of a Strategic Partnership with Southern California Grantmakers, Fiscal Sponsor for the Center for Strategic Partnerships, in the Amount of \$125,000 for a total project cost of \$225,000 through July 2021 to Support Technical Assistance to LA County Department of Mental Health to Continue to Operationalize Mental Health Services Act/Prevention and Early Intervention Funds for Prevention Efforts, and authorize staff to execute a contract from July 12, 2019 to July 11, 2020 for \$75,000. Funds for FY 2019-20 are included within the current First 5 LA Programmatic Budget under Families Strategy 1 - Home Visiting, Home Visiting Sustainability Support in Mental Health Systems, which was approved by the Board of Commissioners in June 2019. Beyond FY 2019-20, funds will be drawn from the Assigned fund balance and included in the First 5 LA Programmatic Budget which will be brought to the Board of Commissioners for approval in June prior to the corresponding fiscal year. At the time of budget approval, requested resources will shift from the Assigned resource category of the fund balance, dedicated for broad Strategic Plan purposes, to Committed, amounts dedicated for a more specified purpose via resolution.

BACKGROUND:

The December 2016 home visiting board motion and the resulting 2018 plan "Strengthening Home Visiting in Los Angeles County: A Plan To Improve Child, Family, and Community Well-Being", lays out strategies for the County of Los Angeles, the County's Department of Public Health, First 5 LA, and their community partners to provide the supports that will help young children and communities thrive. The home visiting motion passed by the Board of Supervisors and subsequent report significantly elevated the profile of home visiting as a holistic family-strengthening investment to improve outcomes for families with young children countywide. The motion identified several key priorities, one of which is to "identify a framework to maximize resources by leveraging available funding and where possible identify new and existing but not maximized revenue streams." In short, the motion directed partners to identify a plan for sustainability of universally-offered home visiting efforts countywide, a recommendation that is further emphasized in the report.

This directive in the Board motion and subsequent report catalyzed several important emerging opportunities in sustainability for home visiting efforts. Significant among them, the LA County Department of Mental Health (DMH) re-directed \$40M of unspent Mental Health Services Act-Prevention and Early Intervention (MHSA-PEI) funding over two years to expand mental health services and supports to programs focused on trauma-informed prevention and early intervention for at-risk children, youth, and families. This funding is being utilized specifically for the expansion of home visiting services in the County. It is important to note that in addition to home visiting, the MHSA-PEI expansion funding supports several

other efforts and approaches aligned to First 5 LA priorities, such as the Prevention and Aftercare Networks, trauma-informed care, and integrated service delivery.

This \$40M investment was the culmination of various factors, including the momentum provided by the Board motion as well as feedback from a March 2017 convening in which approximately 100 home visitors, service providers, policymakers, county agency partners and other key stakeholders were asked to identify the main challenges to providing home visiting services in the County. The most pressing need identified by the participants was more training and support related to perinatal mental health. Therefore, in addition to expanding home visiting services with these funds, DMH augmented and enhanced linkages to mental health and other services and supports that improve physical, social and mental health well-being and outcomes. MHSA-PEI funding is also supporting the expansion of other prevention services within the County, including the Prevention and After Care Network.

This large infusion of funding into the prevention services provides a leveraging and service expansion opportunity as well as a significant effort and planning to realize timely and efficient implementation. The requested support will enable Gita Murthy Cugley and Associates to continue to provide technical assistance to DMH as DMH continues to work to plan for and operationalize these funds and develop the capacity within DMH to successfully plan for, launch and implement prevention programs. Strengthening this capacity within DMH is consistent with First 5 LA's efforts on sustainability, increase family supports, and prevention and early intervention.

The original Strategic Partnership represented a partnership between First 5 LA and the Center for Strategic Partnerships (CSP) to complete this work. The requested extension of this Strategic Partnership would continue this relationship with CSP moving forward. CSP was previously known as the Center for Strategic Public-Private Partnerships and was housed in the Office of Child Protection. As of July 1, 2019, CSP will be housed in the Chief Executive office.

Pursuant to the Procurement Policy, Strategic Partners of \$75,000 or more in a fiscal year must be presented to the Board for approval. Staff is requesting an extension of this strategic partnership in the amount of \$125,000, for a total project cost of \$225,000, through July 2021 to comply with this policy. Section IV.5 of the Procurement Policy also states that contracts of \$75,000 or more requires Board approval prior to execution. Staff is seeking approval to execute a contract for the period of July 12, 2019 to July 11, 2020 for \$75,000.

GOVERNANCE GUIDELINES #5 AND #6 (SUSTAINABILITY AND LEVERAGING):

Currently, all sources (First 5 LA, County, State, Federal) of home visiting funding in LA County total approximately \$140 million. A critical component of this, the large infusion of \$40 million in MHSA-PEI funding over two years, significantly expanded home visiting funding in the County. It continues to present an incredible sustainability opportunity for the County in the long-term. Continued effective design and implementation of these funds, along with positive programmatic outcomes, could lead to further collaborations in the future with DMH as well as funding expansion. Many Counties across the state, including Santa Clara, San Bernardino and San Diego, utilize MHSA-PEI funds to support home visiting and other early childhood efforts, so this may be a long-term sustainability strategy for LA County as well.

In addition to the funding that First 5 LA has already provided, there are several funding and staffing resources that have supported initial planning efforts for the MHSA-PEI funding, and others that will support continued efforts to operationalize the funding. To date, the Blue Shield Foundation has provided \$75,000 to Gita Cugley and Associates to provide technical assistance to DMH in its initial planning efforts over a six-month period beginning in September 2017. DMH assigned one full-time staff to work with the Consultant in the planning efforts and this staff would continue to work with the Consultant through implementation. Additionally, adjacent to the home visiting Board motion is the incredibly significant County Prevention Plan, which identifies prevention as reducing the number of children and families touched by the child welfare system, as well as decreasing the length and intensity of interactions. The plan includes a key strategy – the Prevention and Aftercare Networks (PANs) – networks that provide families with community-based services and supports. Gita Cugley and Associates was contracted for \$150,000 by the Office of Child Protection to support implementation of the PANs. Furthermore, in the first

year of this project, Ms. Cugley played a pivotal role in ensuring the effective and efficient utilization of the MHSA-PEI dollars. Therefore, First 5 LA's funding to support continued technical assistance to operationalize DMH MHSA-PEI dollars will leverage these different past and ongoing funding and staffing resources. Finally, it is anticipated that First 5 LA's commitment will catalyze and be supplemented by private foundation funding in the amount of \$175,000 in the first year alone.

JUSTIFICATION:

This Strategic Partnership meets the criteria below:

- The Strategic Partnership can provide specific resources needed by First 5 LA to implement an approved program or initiative in a manner or on a scale that makes the Strategic Partnership more cost effective than resources provided through a competitive solicitation; or
- The Strategic Partnership can implement an approved program or initiative more expeditiously than resources provided through a competitive solicitation; or
- The Strategic Partnership can provide a demonstrated level of ability or expertise that is only available in the community through the proposed Strategic Partnership; or
- The Strategic Partnership provides an opportunity to leverage First 5 LA funds to produce additional funding for the program or initiative or service.

AND

- The proposed Strategic Partnership is aligned with the adopted Strategic Plan.

The Strategic Partnership provides an opportunity to leverage First 5 LA funds to produce additional funding for the program or initiative or service.

The Strategic Partnership provides an opportunity to leverage First 5 LA funds to produce additional funding to ensure the continued effective implementation of MHSA-PEI funding towards prevention programs, including home visiting, through DMH. First 5 LA's funding to support continued technical assistance to operationalize DMH MHSA-PEI dollars will leverage past and ongoing funding and staffing resources. First 5 LA's contribution will catalyze other contributions to this project, including \$100,00 from Weingart Foundation and \$75,000 from The Ralph M. Parsons Foundation.

With the implementation of First 5 LA's 2015-2020 Strategic Plan, there has been an increased and intentional effort to partner with others in an effort to enhance the impact we can have on the lives of young children, and families with young children. There is no better an example of how to maximize our impact of young children than when we find opportunities to coordinate with the large County-managed systems that are aligned with First 5 LA's mission and areas of work. To that end, continuing this Strategic Partnership will extend and strengthen our partnership with the Center for Strategic Partnerships (CSP), a key County partnership because CSP is charged with developing and strengthening new and existing partnerships and strategically leveraging federal, state, and private dollars to serve Los Angeles County's youth, families, and communities. Additionally, given CSP's charge to leverage public-private partnerships and funding, by continuing this strategic partnership, First 5 LA's investment is well-positioned for CSP to catalyze additional County and philanthropic funding to better integrate resources to enhance impact and benefit to young children and families.

The proposed Strategic Partnership is aligned with the adopted Strategic Plan

The proposed Strategic Partnership is aligned with the 2015-2020 Strategic Plan, specifically to the Families Outcome area, Strategy 1, which aims to lead the testing, modification, and scaling up of evidence-based practices, and programs that work directly with parents/caregivers to increase Family Protective Factors, with a primary focus on Welcome Baby, including support for intensive home visiting

to families at high risk of poor child outcomes identified through the Welcome Baby system.

Welcome Baby and Select Home Visiting are signature and long-standing investments for First 5 LA, and the 2015-2020 Strategic Plan reaffirms the agency's commitment to this strategy. With the ongoing decline of First 5 LA revenue, it is increasingly important that long term sustainability strategies are identified, prioritized and implemented. The directing of MHSA-PEI funds towards home visiting represents a critical piece of First 5 LA's the efforts to secure additional sources of revenue to create a larger, more diverse, and more sustainable home visiting system. First 5 LA staff is continuing to assess, monitor and support additional local, state and national home visiting opportunities. The Commission's planned evaluation work will also be critical to making the case to potential public and private funders about the value of home visiting.

Furthermore, extending this Strategic Partnership to ensure the continued effective utilization of MHSA-PEI funding in LA County is a critical component of our myriad efforts around fund leveraging and sustainability, which is a priority of our work. For example, First 5 LA was an active participant on the Home Visiting Board Motion planning group, mentioned above, which resulted in the development and publication of the report "Strengthening Home Visiting in Los Angeles County: A Plan to Improve Child, Family, and Community Well-Being." A key directive of the motion was to ensure sustainability of efforts. Furthermore, First 5 LA is working on piloting several strategies to leverage and maximize funding in the short- and long-terms. One specific example is a Targeted Case Management pilot in partnership with the Department of Public Health, which intends to leverage federal funding through First 5 LA's existing Select Home Visiting programs. Additionally, First 5 LA, in partnership with the LA County Department of Public Social Services, the Office of Child Protection and SHIELDS for Families, implemented a pilot effort that provided home visiting to 50 families who were DPSS clients. This pilot provided an opportunity to provide evidence of the value of home visiting to CalWORKs participants and encourage the use of CalWORKs funding to support scaling of efforts. The pilot design, implementation materials and progress were used to educate and shape the statewide CalWORKs Home Visiting Initiative, the state's first investment in home visiting. Finally, First 5 LA is currently working with health plans to engage their members in home visiting, which will not only help to improve outcomes for young children and their families but will also increase member engagement. For example, First 5 LA recently launched a pilot program in partnership with Promise Health to offer home visiting to women with a positive pregnancy test at their clinics in the Antelope Valley. Since all these efforts to secure diverse and innovative sources of sustainable funding for First 5 LA's investments and the broader system of prevention-related services in LA County are aligned with one another, extending this Strategic Partnership will strengthen this entire piece of work.

FIRST 5 LA

SUBJECT:

Request to Extend a Strategic Partnership with California Community Foundation (CCF), fiscal sponsor for the LA Partnership for Early Childhood Investment (LA PEI) in the Amount of \$11,000, for a total project cost of \$136,000 through September 2020 to continue to support the Los Angeles County Perinatal and Early Childhood Home Visitation Consortium in ensuring the home visiting system in LA County sustains a high level of quality as it grows.

RECOMMENDATION (PROVIDED AS ACTION):

This memo was provided as information for the Board's consideration at the June 27, 2019 Special Commission/Program & Planning Committee meeting. At today's July 11, 2019 Commission meeting, First 5 LA staff recommends that the Board approve the an additional \$11,000 for a Strategic Partnership with California Community Foundation (CCF), fiscal sponsor for the LA Partnership for Early Childhood Investment (LA PEI) for a total project cost of \$136,000 through September 2020 to continue to support the Los Angeles County Perinatal and Early Childhood Home Visitation Consortium (the Consortium) in ensuring the home visiting system in LA County sustains a high level of quality as it grows. Staff anticipates returning to the Board to seek authority to execute a contract via Contract Consent in September 2019. Funds for FY 2019-2020 are included within the current First 5 LA Programmatic Budget under the Families Strategy 1 – Home Visiting, LAC Perinatal and Early Childhood Home Visiting Consortium, which was approved by the Board of Commissioners in June 2019. Beyond FY 2019-20, required funds will be drawn from the assigned fund balance and included in the First 5 LA Programmatic Budget which will be brought to the Board of Commissioners for approval in June of the corresponding fiscal year. At the time of budget approval, requested resources will shift from the assigned resource category of the fund balance, dedicated for broad Strategic Plan purposes, to the Committed category, amounts dedicated for a more specified purpose via resolution.

BACKGROUND:

First 5 LA has supported the Los Angeles County Perinatal and Early Childhood Home Visitation Consortium (the Consortium) since 2015 to convene home visiting providers, leaders, and advocates to improve coordination, quality, and advocacy efforts. The leadership of the Consortium includes LA Best Babies Network (LABBN), which is the administrative entity for the Consortium, the LA County Department of Public Health Maternal, Child and Adolescent Health Division, First 5 LA, and The LA Partnership for Early Childhood Investment (LA PEI). Key goals of the Consortium are to: 1) build working referral pathways among the multiple and varied home visiting programs across the County; 2) promote a well-trained and supported workforce; 3) collect and report data to understand, support and demonstrate collective impact; and, 4) elevate, promote and advocate for quality home visiting.

LA PEI and First 5 LA have been co-funders of the Consortium and its administrative entity LABBN's efforts over the past several years. In 2014, the Consortium, in efforts to improve organizational structure, efficiency and define its strategic function, secured a facilitator to serve as "neutral convener" and to provide technical assistance to build the capacity of the Consortium to self-govern and maintain the level of efficacy required to implement its strategic plan. By 2016, this strategic planning process was complete, and several needs were identified for implementation in 2017, such as 1) building the capacity of the Consortium to successfully implement the adopted strategic plan, 2) strengthening the entity's leadership, and 3) providing critical expertise related to assessing the home visiting landscape (research, analysis and systems change support).

In February 2017, First 5 LA approved a Strategic Partnership with California Community Foundation (CCF), fiscal sponsor for the LA Partnership for Early Childhood Investment in the amount of \$60,000 through December 2017 to support the facilitation of the LA County Home Visiting Consortium. In 2018, this Strategic Partnership was extended in the amount of \$65,000 for a total project cost of \$125,000 through June 2020 to continue this work. Via this extension, staff is requesting an additional \$11,000 for

a total project cost of \$136,000 through September 2020 to support the strategic planning and capacity development of the LA County Home Visiting Consortium. To date, the partnership between LA PEI and First 5 LA has resulted in the strengthening of the ability of the Consortium to support the home visiting system in LA County. Given the recent introduction of multiple new funding streams for home visiting into LA County, the Consortium would benefit from extending this partnership to further this work.

The Board of Supervisors' home visiting motion in December 2016 and the resulting 2018 report "Strengthening Home Visiting in Los Angeles County: A Plan To Improve Child, Family, and Community Well-Being", lays out strategies for the County of Los Angeles, the County's Department of Public Health, First 5 LA, and their community partners to provide the supports that will help young children and communities thrive. Since the publication of the report, there have been several significant and exciting changes in the home visiting system in Los Angeles County, most notably the introduction of several new funding streams for home visiting through the Mental Health Services Act – Prevention and Early Intervention (MHSA-PEI) funding (administered by DPH via DMH) and Department of Public Social Services (DPSS) CalWORKs funding. As the home visiting system in the County expands and grows, it is essential that the Consortium is well-prepared to maintain the high-level of quality with which it has supported the home visiting system to date by engaging in strategic planning and capacity development with assistance from a consultant.

Pursuant to the Procurement Policy, Strategic Partners of \$75,000 or more in a fiscal year must be presented to the Board for approval. Staff is requesting an extension of a Strategic Partnership for an additional \$11,000 to comply with this policy.

GOVERNANCE GUIDELINES #5 AND #6 (SUSTAINABILITY AND LEVERAGING):

The Strategic Partnership with California Community Foundation will leverage funds from the LA Partnership for Early Childhood Investment as described under the leveraging criteria below.

In regards to sustainability, as mentioned above, the LA County Board of Supervisors passed a Home Visiting motion in December 2016 that significantly elevated the profile of home visiting as a holistic intervention to improve outcomes for families with young children countywide. The motion identified several key priorities, one of which is to "identify a framework to maximize resources by leveraging available funding and where possible identify new and existing but not maximized revenue streams." In short, the motion directs partners to identify a plan for sustainability of expanded home visiting efforts countywide. The motion recognizes several partners, including First 5 LA and the Consortium, as essential partners in the home visiting field.

Since the passage of the motion in 2016, the home visiting system in LA County has evolved not only as a result of the motion and the subsequent planning that occurred since, but also as a result of several new funding streams for home visiting that have come or are coming into the County from multiple sources. This includes funding from MHSA-PEI, DPSS CalWORKs, and the California Home Visiting Program (CHVP). As the home visiting system works to effectively and efficiently absorb these exciting new opportunities, it is critical that the Consortium remain prepared to support the entire network. The proposed extension of the Strategic Partnership, which focuses on supporting the Consortium and its administrative entity LABBN by providing strategic planning consultation, will allow the agency to maintain its ability to support the entire home visiting system in Los Angeles County at the high level of quality with which it has done so to date as that system evolves. It will also help to continue to increase their visibility at the countywide level, strengthen their partnership with DPH and other County agencies, and further establish their role in the home visiting field. This in turn will strengthen their ability to cultivate partnerships and funding to sustain future efforts.

JUSTIFICATION:

This Strategic Partnership meets the criteria below:

- The Strategic Partnership can provide specific resources needed by First 5 LA to implement an approved program or initiative in a manner or on a scale that makes the

Strategic Partnership more cost effective than resources provided through a competitive solicitation; or

- The Strategic Partnership can implement an approved program or initiative more expeditiously than resources provided through a competitive solicitation; or
- The Strategic Partnership can provide a demonstrated level of ability or expertise that is only available in the community through the proposed Strategic Partnership; or
- The Strategic Partnership provides an opportunity to leverage First 5 LA funds to produce additional funding for the program or initiative or service.

AND

- The proposed Strategic Partnership is aligned with the adopted Strategic Plan.

The Strategic Partnership provides an opportunity to leverage First 5 LA funds to produce additional funding for the program or initiative or service.

The Strategic Partnership provides an opportunity to leverage First 5 LA funds to produce additional funding from LA PEI to support the strategic planning and capacity development of the Consortium and its administrative entity LABBN. Through the previous iterations of this Strategic Partnership, LA PEI has positioned itself as a fellow stakeholder in the success of the Consortium, as home visiting is an established service modality with myriad evidence-based models available for replication and provision to families of young children. In order to continue this Strategic Partnership, First 5 LA's contribution will catalyze \$50,000 from LA PEI to provide consultant support to the Consortium for business and strategic planning to ensure they can continue to support the home visiting system as it grows. LA PEI shares First 5 LA's vision of a system of early childhood development with home visiting as a foundational component. Partnering with LA PEI to contribute funding to this project will maximize First 5 LA's ability to continue to support the Consortium and to play a leadership role in developing the county's home visiting system and programs because it will ensure that the Consortium have the resources that they need in order to continue supporting this system as it grows.

The proposed Strategic Partnership is aligned with the adopted Strategic Plan:

The Strategic Partnership supports First 5 LA's Families goal area, particularly the strategy to lead testing, modification and scaling up of evidence-based practices and programs that work directly with parents/caregivers to increase family protective factors, with a primary focus on Welcome Baby and targeted home visiting models.

The anchor activity of "advocate for public and private investments in Welcome Baby and evidence based home visiting" is also supported by this project by strengthening the ability of the Consortium to support quality, data aggregation, referral pathways, and advocacy among all home visiting programs in the County as the system grows, including First 5 LA supported home visiting programs such as Welcome Baby, Healthy Families America (HFA), and Parents as Teachers (PAT). Furthermore, as this project will help to support the entire home visiting system, which has an increasingly diverse array of funding sources, as it changes and grows, it aligns with the Strategic Plan's overall focus on systems change. The project also aligns to the Strategic Plan's investment areas of research and development, public policy and advocacy, service delivery system improvement and community capacity building.

FIRST 5 LA

SUBJECT:

Request to Establish Strategic Partnership with Resources Legacy Fund in the Amount of \$600,000 for a Period of Two Years to Coordinate and Execute the Link Governments Advocates Families and Parks (Link) program.

RECOMMENDATION (PROVIDED AS ACTION):

This memo was provided as information for the Board's consideration at the June 27, 2019 Special Meeting of the Board of Commissioners and Programs and Planning Committee. At today's July 11, 2019 Commission meeting, First 5 LA staff recommends that the Board approve the establishment of a Strategic Partnership with Resources Legacy Fund for an amount not to exceed \$600,000 for the period of the period of two years, with an estimated start date of October 1, 2019, to coordinate and execute the Link Governments Advocates Families and Parks (Link) program. Staff anticipates returning to the Board to seek authority to execute a contract via Contract Consent in the September 2019 Board of Commissioners meeting. Subsequent agreements will be presented to the Board for consideration as part of Contract Consent. Funds for FY 2019-20 are included within the current First 5 LA Programmatic Budget under Communities Strategy 3 – Built Environment Policy and Advocacy, Link Advocates Governments Families and Parks (Link), which was approved by the Board of Commissioners in June 13, 2019. Beyond FY 2019-20, funds will be pulled for the assigned fund balance which will be brought to the Board of Commissioners for approval in June of the corresponding fiscal year. At the time of budget approval, requested resources will shift from the Assigned resource category of the fund balance, dedicated for broad Strategic Plan purposes, to the Committed category, amounts dedicated for a more specified purpose via resolution.

BACKGROUND:

The current Strategic Plan acknowledges the important role of place and the critical role that the built environment plays in supporting a child's growth and development. First 5 LA's Communities Outcome Area includes three priorities: strengthening community leadership and collaboration; improving the coordination of services and supports; and strengthening built environment policy and advocacy. With regards to the built environment, the Strategic Plan identifies the strategy as: *convening and strengthening the capacity of existing advocacy groups to work with communities to create new or improved physical spaces and places for families and children prenatal to age 5 with a priority focus on Best Start communities.*

With the Board's endorsement in May 2018, staff developed a built environment strategy, prioritizing parks/open space, transportation/mobility, and food security. This strategy continues to be shaped by a commitment to promote parents and communities as critical voices in policy and systems change, which is one of the focus points for First 5 LA's Policy Agenda

A Transformative Moment in Los Angeles County

For years, parents and residents in the *Best Start* communities have elevated concerns that the lack of investment in the built environment – the human-made elements where families live, work, and play – affects early childhood development, learning, and family well-being, especially their physical and mental health and social connection, particularly for families that are socially isolated. As communities have been working to address these issues, there was a simultaneous shift in the financial and political context in Los Angeles County as it relates to the built environment. Unprecedented public will and investments emerged due to the 2016 passage of Measures A (parks/open space) and M (transportation/mobility) as well as a Los Angeles County Board of Supervisors 2017 motion¹ to address food insecurity. The result is a

¹ Los Angeles County Board of Supervisors, May 23, 2017. "Reduce Prevalence of Food Insecurity and Poverty by Increasing CalFresh Participation." <http://file.lacounty.gov/SDSInter/bos/supdocs/114009.pdf>

transformational moment in Los Angeles County to leverage public investments and provide more opportunities for cross-sector partnerships to collectively address longstanding inequities in the built environment, especially in the *Best Start* communities.

In response to this large amount of funding, the Los Angeles Funders' Collaborative, comprised of 12 funders including First 5 LA, commissioned the "Measures Matter" report written by the University of Southern California Program for Environmental and Regional Equity (USC PERE). The purpose of the report is to articulate strategies for how these measures can be equitably implemented across Los Angeles County. The report begins by defining equity as authentic partnerships "that centers the perspectives of vulnerable communities, supports community-based participation and power, and results in shared decision making." The report identified a key barrier to expanding open space in low income neighborhoods as a lack of capacity amongst government agencies and CBO's as well as a lack of inclusion of residents in the decision-making process. This results in resource distribution to wealthier areas rather than the places that most need it. The Los Angeles Funders' Collaborative sought ways to mobilize around this issue to ensure that historically underinvested communities would receive their fair share of resources from Measures A (parks/open space) and M (transportation/mobility).

Link Advocates, Governments, Families and Parks (Link)

As a member of the Los Angeles Funders' Collaborative and because of its experience working with Best Start communities, First 5 LA is well positioned to act on the recommendations of the "Measures Matter" report. First 5 LA created the concept of Link, which focuses on creating partnerships between parents, residents, municipal governments, and experts in park development to develop and then mobilize around a comprehensive park/open space plan that would be the basis for applying for Measure A funding.

Link builds upon three opportunities to leverage existing momentum within Best Start communities and Los Angeles County more broadly. First, it builds upon the experience of parents and residents in El Monte/South El Monte, who documented poor conditions at a local park and presented it to the city council. Through this, they were connected to the Trust for Public Land (TPL), a nonprofit park developer. This collaboration between Best Start community members, TPL, and city officials resulted in a community planning process to identify how the park could be rehabilitated to meet local needs. Through this, \$3.7 million dollars in state park funding have been secured for the park. Second, Link capitalizes on funding for parks/open space that was approved by voters in 2016 through Measure A, a permanent parcel tax that will raise over \$80 million a year for parks and open space in LA County. Measure A will fund a variety of parks and open space programs including the construction of new parks, the rehabilitation of existing parks, joint use projects at schools, and park programming. Distributed by the Los Angeles County Regional Parks and Open Space District (RPOSD), Measure A funding will be divided through annual allocations to each city in the county as well as large grants for capital investments and programs. Third, Link will serve as a model for RPOSD, which is developing a Technical Assistance Program (TAP) to help cities and nonprofits apply for funding. The convergence of increasing community mobilization and public will and investment is the impetus for the design and implementation of Link in partnership with other funders from the Los Angeles Funders' Collaborative.

The Link Program has three goals:

1. **Build capacity in under-invested communities to leverage funding:** Link will target up to two communities that are within the 14 Best Start communities. This will allow us to pilot various aspects of the program including the creation of multi-sector partnerships and multi-benefit projects. The intention is to adapt and scale the program over time based on lessons learned and community input. The two communities will be selected based on whether they are priority areas of both First 5 LA and the other funders, such as Enterprise Community Partners Sustainable Connected Communities. We will also evaluate the readiness of each community including the willingness of municipal agencies to partner on the program. Within each community a partnership will be formed consisting of a local CBO, the municipal government, and an expert in park development. This expert will build the capacity of the partners to leverage government funding through creating a park plan and supporting them in

applying for at least one grant to build a project from the plan. Through this the community will be positioned as leaders who inform and drive policy.

2. **Ensure that parents and residents have a voice in decision-making and that the funding meets the needs of children and families:** The partners will collaborate with parents and residents, in the Best Start communities, to develop a Community Park Plan. This plan will outline the community's priorities for park and open space, ensuring that the leveraged funding responds to their needs.
3. **Partner with RPOSD to integrate Link into the TAP program for Measure A:** First 5 LA has partnered with the LA County Regional Parks and Open Space District (RPOSD) who oversees the distribution of Measure A funding. As part of this, they are developing a Technical Assistance Program (TAP) to help municipalities and nonprofits apply for funding. RPOSD is using Link as a potential model for the TAP program.

Strategic Partnership with Resources Legacy Fund

Link will be designed, funded, implemented and evaluated in partnership with four members of the Los Angeles Funders' Collaborative – First 5 LA, Enterprise Community Partners, Resources Legacy Fund, Rosalinde and Arthur Gilbert Foundation, as well as The Water Foundation. To support collaboration among the funders, create a mechanism of joint decision-making, and streamline management of Link, the funders determined that a pooled fund would best facilitate Link. Among the funders, Resources Legacy Fund (RLF) has expertise, capacity and experience in working with other funders to develop and execute initiatives related to the environment and parks. They also performed this function for the development of the Measure Matter report. Decision making will be made collectively by all funders. RLF's role as a funder and an administrator of the program will be clearly delineated to prevent any conflicts of interest.

Key Activities and Deliverables

Through this strategic partnership, RLF will:

1. Serve as the fiscal sponsor for the pooled fund.
2. Provide additional services such as program consultation, contracting support and administrative support.
3. Convene other partners for decision making and to gather input about the program.

Pursuant to the Procurement Policy, Strategic Partners of \$75,000 or more in a fiscal year must be presented to the Board for approval. Staff is requesting an establishment of a Strategic Partnership for an amount not to exceed \$600,000 for the period of two years to comply with this policy. Section IV.5 of the Procurement Policy also states that contracts of \$75,000 or more requires Board approval prior to execution. Staff anticipates returning to the Board to seek authority to execute a contract via Contract Consent in September 2019.

Pursuant to the Procurement Policy, Strategic Partners of \$75,000 or more in a fiscal year must be presented to the Board for approval. Staff is requesting an establishment of a Strategic Partnership for an amount not to exceed \$600,000 to comply with this policy. Section IV.5 of the Procurement Policy also states that contracts of \$75,000 or more requires Board approval prior to execution. Staff anticipates returning to the Board to seek authority to execute a contract via Contract Consent in September 2019.

GOVERNANCE GUIDELINES #5 AND #6 (SUSTAINABILITY AND LEVERAGING):

The project strongly reflects First 5 LA's intent to invest through partnership. A Strategic Partnership with RLF provides an opportunity to leverage First 5 LA's funds to garner additional funding from philanthropic partners to support our built environment strategy. First 5 LA and our partners have worked with RLF in the past through the Los Angeles Funders' Collaborative. Enterprise, The Water Foundation, and the Rosalinde and Arthur Gilbert Foundation have expressed their familiarity and confidence in RLF's services, noting that it is an ideal resource because it can serve as a fiscal sponsor for the pooled fund as

well as provide additional services such as program consultation, contracting support and administrative support. With RLF's ability to provide oversight and additional services, the partners collectively decided to establish the pooled fund at RLF. With all partners in agreement that RLF is the appropriate organization to operationalize the Link program, and with all the partners committing to an initial contribution to the fund at some level, this poses an important opportunity for First 5 LA to also contribute to the fund in this unique partnership and to leverage First 5 LA funds to move the Link program forward in partnership with others.

This pooled funding is to support the Link program. The establishment of this pool will leverage an estimated additional \$300,000 to be contributed from other funding partners. With the requested \$600,000 from First 5 LA, the initial contribution to the fund by all partners would total approximately \$900,000 to support this effort. Additionally, all contributing partners are committed to continuing outreach to additional funder partners to support the overall effort. This effort creates a space for additional donors, who have not yet expressed interest in partnering, to learn about Link, assess if it is aligned with their own agency mission and goals and potentially contribute financially to the effort. In this regard, the initial establishment of this fund could truly act as a catalyst for attracting additional funders and contributions to leverage the effort.

JUSTIFICATION:

This Strategic Partnership meets the criteria below:

- The Strategic Partnership can provide specific resources needed by First 5 LA to implement an approved program or initiative in a manner or on a scale that makes the Strategic Partnership more cost effective than resources provided through a competitive solicitation; or
- The Strategic Partnership can implement an approved program or initiative more expeditiously than resources provided through a competitive solicitation; or
- The Strategic Partnership can provide a demonstrated level of ability or expertise that is only available in the community through the proposed Strategic Partnership; or
- The Strategic Partnership provides an opportunity to leverage First 5 LA funds to produce additional funding for the program or initiative or service.

AND

- The proposed Strategic Partnership is aligned with the adopted Strategic Plan.

The Strategic Partnership can implement an approved program or initiative more expeditiously than resources provided through a competitive solicitation.

Resources Legacy Fund (RLF) has the organizational capacity and experience to implement the Link project in a more expeditious manner because of their capacity and experience in managing pooled funds and partnerships. RLF's mission is to partner with donors from idea conception to final success with donors driving the results while RLF manages program implementation. Through partnerships, RLF receives funding from multiple donors and manages pooled funds it in an effective way to achieve the desired results. This includes invoicing, contracting, convening and managing networks of donors for shared decision making to work toward a common goal. For example, RLF has experience pooling funds from members of the Los Angeles Funders' Collaborative to manage the creation of the Measures Matter report. Additionally, RLF has nearly 20 years of experience working in partnerships with funders and donors on complex projects related to parks and open space and other environmental issues. One example is supporting the Climate Justice Working Group composed of 14 organizations as they crafted guiding principles for funding and policy decisions related to climate change impacts.

The Strategic Partnership provides an opportunity to leverage First 5 LA funds to produce additional funding for the program or initiative or service.

Through partnering with RLF, First 5 LA will be able to leverage our existing funds committed to Link with anticipated funds from several other funders. Four additional funders plan to contribute funding to the program and pool with RLF to manage, pending their own internal approval process. This includes:

- The Rosalinde and Arthur Gilbert Foundation, Approximately \$50,000
- Enterprise Community Partners, Approximately \$100,000
- Water Foundation, Approximately \$50,000
- Resources Legacy Fund, Approximately, \$100,000

These anticipated commitments of approximately \$300,000 will allow First 5 LA to greatly expand its investment in Link as well as the overall impact of the program. The creation of a pooled fund managed by RLF will also create a convenient vehicle to leverage additional funding for the program.

The Proposed Strategic Partnership is aligned with the adopted Strategic Plan:

The FY2015-2020 Strategic Plan Communities Outcome prioritizes building community capacity to support and promote the safety, healthy development, and well-being of children, prenatal to age five, and their families. A specific focus on the built environment, including parks and open space, was endorsed by the Board in July 2017. The proposed strategic partnership with RLF is aligned with First 5 LA's efforts to address access to parks and open space.

Memo

To: Board of Commissioners

From: Kim Belshé, Executive Director

Date: July 11, 2019

Subject: EXECUTIVE DIRECTOR'S REPORT

EXECUTIVE DIRECTOR'S HIGHLIGHTS

The bulk of the July 11 Board meeting will be dedicated to small group and full Board discussions focused on strategy refinement, the third phase of our Strategic Plan Review, Reflect, Refine and Results (SPR4) process. Informed by learning from the “review and reflect” phases of our SPR4 process, including the Learning for Action (LFA) Review Phase Data Report, input from our community engagement processes, and feedback from the Board, staff have identified a number of strategic challenges that merit deeper discussion.

On July 11, we will focus on four of the ten critical issues identified for deeper Board discussion. There are three things I'd like to emphasize here. First, the July 11 discussion provides an early opportunity for the Board to provide policy guidance and direction on some of the critical issues that have been identified and feedback on potential approaches to those issues. What are the Board's initial reactions? Are we asking the right questions? What issues or concerns do you have? This feedback will be helpful to the team as the strategy refinement process continues through the summer, informing more fully developed strategy recommendations that will come to the Board in September. We are not bringing to the Board specific proposals or asking the Board for approval of a particular approach at this time; that work will occur once the overall strategic direction is set as part of implementation as described below.

Second, the focus of our work on July 11 and through the fall is on strategy refinement building on the policy direction the Board has already provided through the approved results for children and investment guidelines. Where ought we refocus, refine, reshape our current strategies in furtherance of greater impact on the results we seek for children and families? With Board approval of a refined Strategic Plan in November, staff will then move to implementation and operational planning to bring the refined Board-endorsed strategy into action. As we engage on July 11, it's important that our discussions stay focused on strategy refinement, recognizing that planning for the execution of strategy will begin in the fall and into early 2020.

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A PUBLIC ENTITY

Third, we've discussed at the frontend of the SPR4 process and throughout the critical success factors for the Strategic Plan refinement process. As you'll recall, they are:

- **Equity** – Articulates how First 5 LA is working to ensure that all children are ready to succeed in school and life, with priority focus on those facing disparities along income, racial, ethnic and geographic lines
- **Impact** – Clearly identifies our intended impact and means to measure our progress
- **Integration** – Facilitates further integration of our work, highlighting cross-cutting, systems change approaches to achieving First 5 LA's "north star."
- **Fiscal Stewardship** – Recognizes and reflects our fiscal constraints, projected revenue declines and fiscal stewardship to operate within expected resources
- **Plain Speak** – Is clear in language and approach for our diverse partners, staff, Board, public
- **Priorities & Focus** – Prioritizes and further focuses what we must do to advance our policy and systems change work programmatically, organizationally, and operationally
- **Capacity-Building** – Leverages the process to enhance First 5 LA's ability, skill, and infrastructure for strategy development and implementation

I encourage Board and staff alike to keep these success factors at the forefront of our work together on July 11 and throughout the process.

Finally, as we've shared with the Board, the staff team have undertaken a process to review and refine First 5 LA's values. Our values act as guiding principles for how we do our work within First 5LA and those outside of our organization, articulate the culture we aim to promote and serve as a benchmark to measure behaviors and performance. This spring, we tasked a cross-division staff workgroup to refine First 5 LA's values and behaviors with an eye on needed clarifications, opportunities for consolidation, and what's missing.

I want to share with the Board my deep appreciation to the workgroup for their work together. This group was comprised of staff across the organization representing different roles within and across Division: Miriam Maya (Early Care and Education Dept), Sabel Morales (Contracts and Purchasing Dept), Maria Aquino (Family Supports Dept) Elizabeth McGee (Integration and Learning Dept), Brittney Hojo (Communities Dept), Carl Gayden (Admin Division), Reid Meadows (County partnerships), Sharon Murphy (Strategic Partnerships Dept), Zoyla Cruz (HR and Talent Management Dept), Fabiola Montiel (Community Relations Dept), and Holli Kyle (Measurement, Learning and Evaluation Dept). With terrific facilitation by SPR4 project manager Kaya Tith, the workgroup took its work seriously, developed a thoughtful and comprehensive process, stayed within the scope of its charge, wrestled thoughtfully and respectfully with a number of challenging and difficult issues, leveraged learning from other organizations and the literature, and solicited feedback from staff across the organization broadly.

The thoughtful efforts of and participatory process led by the workgroup yielded an overarching statement, consolidation of our values, simpler language, and a new value focused on diversity, equity and Inclusion (DEI). I'd note that the inclusion of the new DEI value is timely and aligned to our evolving efforts to bring equity more explicitly into the "what" and the "how" of our work at First 5 LA. It's also a challenging issue, raising questions regarding definition, focus and implementation.

How equity is defined as distinct from diversity and inclusion is not straightforward. How to operationalize DEI as a value is also not simple and will also require time and attention. I'm

grateful to the workgroup for getting us started, informed by learning from other organizations, reviewing the literature, engaging one and other and their colleagues. As we hear consistently and are experiencing first hand, equity is a journey and the refined values we'll be sharing with the Board represent an important step in this journey.

I'm pleased that the staff feedback on the workgroup's recommended refinements were strongly supported by the staff as a whole, with the staff team overwhelmingly endorsing the proposed changes or agreeing that they can live with the changes, though noting some reservations. Some reservations are to be expected. As a learning organization, we will gain experience together through our efforts to operationalize our values and make further refinements, informed by shared experience and learning.

We look forward to sharing these refined values with you at the July 11 Board meeting.

ORGANIZATION-WIDE ACTIVITY HIGHLIGHTS

I. FAMILY SUPPORTS

PCIT Community Event

On June 1, 2019, First 5 LA co-hosted a community event for families in partnership with the Department of Mental Health, Department of Park and Recreation and representation from the office of Supervisor Hilda Solis. This event was organized in celebration of mental health awareness month; called "The Power of Play, Children and Families Growing Together." This event was held at Belvedere Park in South East Los Angeles within Best Start Region 1. Staff from Para Los Niños also supported the event. The event hosted a total of 864 families who had the opportunity to visit approximately 40 vendors, and experience Parent Child Interactive Therapy (PCIT) through a mobile van unit from Children's Institute, Inc (CII). The event encouraged families to interact with their children and address mental health through play. This was the third community event organized by the Department of Mental Health that highlighted PCIT.

On February 10, 2011, First 5 LA approved a \$20 million allocation to develop and implement the Parent Child Interaction Therapy (PCIT) project throughout Los Angeles County to expand the number of clinicians certified in PCIT and standardize implementation practices within mental health clinics. First 5 LA funded the County of Los Angeles Department of Mental Health and UC Davis to lead this effort and is scheduled to sunset on June 30, 2019

Staff Contact: Leticia Sanchez, (lsanchez@first5la.org)

Inaugural Abriendo Puertas/Opening Doors Summit

The inaugural Abriendo Puertas/Opening Doors (AP/OD) Summit took place on Thursday, May 30, 2019 at Almansor Court in Alhambra. The intent of the event was to support the professional development of facilitators funded under First 5 LA's Strategic Partnership with AP/OD. This event brought together 160 certified facilitators who received training under this project across 28 agencies and organizations throughout LA County. Joining the facilitators were First 5 LA staff, organizational leaders who have championed this work as well as parents and caregivers who have received programming. The event provided a space for peer sharing on implementation highlights and spotlighting areas needing support. Some of the sessions included positive screen time and technology use, developing strong socio-emotional skills, creating safe spaces to address trauma and family needs, and building partnerships for parent leadership and advocacy. First 5 LA's strategic partnership with AP-OD promotes the scaling and expansion of an evidence-based family engagement model that increases family protective factors in diverse settings in L.A. County. This strategic partnership complements current and emerging organizational capacity efforts of AP-OD, leverages other funders' investments, and draws on the

expertise of AP-OD program implementation in other regions and states. To date, this project has reached over 1,500 parents and caregivers at 84 program sites in LA County.

Staff Contact: Christine Tran (ctran@first5la.org); Leticia Sanchez, (lsanchez@first5la.org)

II. COMMUNITIES

Safe Streets, Healthy Families: Best Start Members Take Steps to Learn and Advocate

On June 8, 2019, over 100 community members gathered for the *Safe Streets, Healthy Families* Forum, hosted by members of *Best Start* Metro LA, Panorama City & Neighbors, Wilmington, and First 5 LA's strategic partner, [Los Angeles Walks](#). Reuben De Leon, Senior Program Officer in the Communities Department, opened with a keynote on the important role community members can play in policy advocacy and building healthy and walkable communities for all children.

To create this event, *Best Start* members met routinely to conceptualize, design, and teach workshops at the forum – this committee also worked on a *Safe Street, Healthy Families Advocacy Guide*, a resource for parents and other *Best Start* members to understand the basic steps to advocating for safer streets (the guide is written in both English and Spanish and is available on www.losangeleswalks.org/forum).

Several community-based organizations (like Investing in Place, Safe Routes to School Partnership, and Communities Actively Living Independent & Free), city officials (Los Angeles Department of Transportation and Bureau of Engineering), and elected officials' staff (from the Offices of Councilmember Joe Buscaino and Mayor Eric Garcetti) also participated in educating community members about key street safety topics like safe routes to school, curb ramps for individuals with disabilities, and funding for beautification projects.

As a result of this advocacy work, two *Best Start* parent-members -- Maria Palacios and Ana Nieves -- felt motivated to represent their neighborhood on a citywide scale as it relates to transportation and mobility advocacy. Soon, Maria and Ana will be getting appointed by their Councilmembers to serve on the City of Los Angeles Pedestrian Advisory Committee.

Although the Forum has officially ended and the LA Walks contract comes to a close, the lessons learned through the parent-led workshops and connections made with City officials and elected officials will prove to be invaluable resources and relationships for all the advocacy work and shifting of public will that *Best Start* is engaged in.

Staff Contact: John Guevarra (jguevarra@first5la.org)

III. EARLY CARE AND EDUCATION SYSTEMS

Shared Services Presentation at the NAEYC Professional Learning Institute

The three (3) Shared Services Alliances of LA County presented at the National Association for the Education of Young Children (NAEYC) Professional Development Institute on Sunday, June 2 in Long Beach. The session included 35-40 ECE participants from all over the United States, working in various capacities serving, children, youth, families and programs. Shared Services is a capacity-building strategy in which organizations can reduce costs, strengthen infrastructure and improve the quality of services by sharing resources and administrative functions. The three shared services alliances that presented are the Early Learning Alliance (South Central Los Angeles), Foothill ECE Shared Services (Pasadena/Foothill) and LA Family Child Care Providers United (Los Angeles County). In total, these 41 alliance member agencies impact 5,399 children annually through 70 early education centers and family childcare sites across Los Angeles County. The quality of the work that's been accomplished in

the three (3) Alliances and the team's enthusiasm really captured the audience. Presenters included: Joyce Robinson - Opportunities Exchange, Gloria Davis – Girls Club of LA, Susan Wood – CalTech Children's Center, and Micaela Walker – Los Angeles Family Child Care United (LAFCCU).

Staff Contact: Gina Rodriguez (grodriguez@first5la.org)

IV. HEALTH-RELATED SYSTEMS

First Connections Panel: Homegrown Lessons & Promising Practices

Since 2014, First 5 LA's First Connections grantees have piloted and tested innovative approaches to strengthen, embed, and expand early identification and intervention (EII) practices within their agencies. To date, First Connections grantees have screened over 50,000 young children birth to age five.

To promote these successful EII strategies, First 5 LA convened a panel discussion on June 11th highlighting each grantees' unique approach to implementing First Connections, including promising practices and lessons learned. The First Connections grantees include three Federally Qualified Health Clinics (AltaMed Health Services Corporation, Eisner Health, and Northeast Valley Health Corporation), two community-based organizations (Allies for Every Child, formally Westside Children Center and Foothill Family Services), and one Regional Center (South Central Los Angeles Regional Center). In addition, Children's Hospital Los Angeles who provides technical assistance to the grantees to implement First Connections also joined the panel discussion.

The panel was well attended with representatives from diverse county systems, including the Department of Public Health, Department of Mental Health, Department of Children and Family Services, L.A. Care Health Plan, and Health Net. In addition to highlighting First Connections' unique approaches to embedding developmental screening and intervention within their diverse agency settings, participants also discussed tactical strategies that can be scaled across other service systems, and explored opportunities to strengthen cross-system collaboration, including building stronger partnerships to broaden and strengthen referral pathways to increase access for families.

Staff Contact: Krystal Green (kgreen@first5la.org)

V. POLICY, PARTNERSHIPS AND COMMUNICATIONS

Levitt Concert Summer Series at McArthur Park - Sponsored by First 5 LA

This concert series — which included events on June 17 and June 23 serving approximately 600 families — is not only accessible and free to families, located in MacArthur Park; it also provides an opportunity for families to spend time together and enjoy live music together. Most families take time to enjoy a picnic together and spend quality time. The location also provides a kids' zone and First 5 LA offered a resource table with attractions every Sunday, such as a Father's Day book. This event supports our Families outcome area.

Staff Contact: Violet Gonzalez (vgonzalez@first5la.org)

“Vote with Kids” – Special Election Voting Awareness Initiative

Building off of the success of its November 2018 and May 2019 work to help build awareness that families can bring their young children to polling places, the communications team updated the family-friendly toolkit for the June 2019 elections. The downloadable toolkit can be found at <https://www.first5la.org/parenting/advocating/>. The "Vote with Kids" family-friendly voter toolkit informed parents of how to register to vote, find their local polling place, and most importantly, made parents aware of that fact that they can take their kids to the voting booth – children 18 and under can

accompany parents as they cast their votes. The secondary goal of the toolkit is to encourage parents to make voting a fun, shared experience for the family.

Similar to efforts to support the May 14th LAUSD District 5 Special Election, the Communications Department leveraged its current media sponsorship with Spanish language television station, Telemundo, to host on-air segments about voting and using the "Vote with Kids" toolkit. Community Relations Manager Fabiola Montiel was once again featured as a spokesperson to encourage parents to vote. As part of First 5 LA's approach to promoting civic engagement, Fabiola reminded families that they can bring their kids to the polls and encouraged them to learn more via First 5 LA's parenting site: <https://www.first5la.org/parenting/advocating/>. Fabiola's Telemundo appearance is part of a larger partnership with Telemundo, in which First 5 LA will have regular, 30 second segments focused on a variety of early childhood related topics. The segments will be part of Telemundo's "El Poder en Ti" (The Power in You) platform. KVEA (Telemundo):

<http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=5a725467-dcdf-4b79-a348-a240c70ea11b>

Additionally, the promotion of the toolkit was supported by social media and organic promotion on Facebook and Twitter, in both English and Spanish, using the hashtag #MyFamilyVotesLA: <https://www.facebook.com/First5LAParents/posts/10156790962247529> and https://www.facebook.com/ads/experience/confirmation/?experience_id=2355377884744044.

Staff Contact: Marlene Fitzsimmons (mfitzsimmons@first5la.org); Gabriel Sanchez, (gsanchez@first5la.org)

State and Federal Advocacy Agenda

On June 27, 2019 Governor Gavin Newsom signed the state's 2019-2020 budget into law. The \$214.8 billion spending plan includes more than \$2.8 billion in new funding for First 5 LA-aligned early childhood development priorities. Major components include: \$135 million to expand state maternal, infant, and early childhood focused home visiting programs \$145 million to increase developmental screening rates and implement adverse childhood experiences (ACEs) screenings More than 22,000 new child care and state preschool spaces along with significant investments in early learning workforce and facilities development \$800 million to expand the state's Earned Income Tax Credit and \$348 million to increase the size of CalWORKs cash assistance grants

For a full analysis of the Governor's early childhood development budget investments, see attachment A (Final State Budget Memo)

In addition to the state budget, the Public Policy and Government Affairs Department continues to actively develop and advocate for legislation and regulations aligned with First 5 LA's policy agenda, work that will continue into the fall. Since the last Board meeting, First 5 LA has taken positions on the following state and federal policy proposals:

State Legislation - Support

- AB 1001 (Ting and Mullin): would improve the ability of Local Planning Councils to conduct strong needs assessments and ensure appropriate partners are engaged in local early care and education systems planning. (ECE), see attachment B (AB 1001 Support Letter)
- SB 234 (Skinner): would expand access to licensed family child care homes by strengthening housing protections for providers and simplifying permitting requirements. (ECE) see attachment C (SB 234 Support Letter)
- SB 321 (Mitchell): would increase access to child care services for parents participating in the CalWORKs' Welfare-to-Work program by requiring that care offered through CalWORKs be full-

time, and CalWORKs Stage 1 be expanded from 6 months to one year, or until the participant is transferred to Stage 2. (ECE), see attachment D (SB 321 Support Letter)

- SB 66 (Atkins & McGuire): would allow Medi-Cal to reimburse Federally Qualified Health Clinics and Rural Health Clinics for two services rendered on the same day at the same location, when a patient receives a medical and mental health or dental visit. (Health), see attachment E (SB 66 Support Letter)

Federal Regulation - Oppose

- U.S. Office of Management and Budget (OMB)-2019-0002: The OMB is seeking public comments related to a proposal to change the approach to measuring inflation used to set the federal poverty level (FPL). First 5 LA strongly opposes the inclusion of any measure that applies a smaller inflation adjustment each year than the current measure as this would lower the nation's poverty line and reduce both the number of low-income Californians who are eligible for supportive services as well as the levels of assistance many children and families can receive. (Families), see attachment F (OMB Inflation Rule Proposal - Public Comments)
- U.S. Department of Housing and Urban Development(HUD)-2019-0044: The Office of Management and Budget (OMB) is seeking public comments related to a U.S. Department of Housing and Urban Development (HUD) proposed rule change that would prohibit mixed immigration status families from living in public housing and receiving other housing assistance. First 5 LA strongly opposes changing the department's eligibility requirements for federal housing assistance based on immigration status and imposing new documentation requirements for individuals receiving or applying for housing assistance. Implementing these changes would harm mixed immigration families living in affordable housing, and in particular their children, most of whom are U.S citizens. (Families), see attachment G (HUD Housing Subsidies for Mixed Families Public Comment - First 5 LA 7.3.2019)

For a complete list of bills and other items on First 5 LA's State and Federal advocacy agenda, see attachment H (State and Federal Advocacy Agenda 7.3.2019).

Staff Contact: Jamie Zamora (jzamora@first5la.org)

New Report: Promoting Family-Friendly Workplace Policies and Practices Landscape Analysis

In an effort to gather nationwide best practices, the Strategic Partnerships Department commissioned Kenyon Consulting, in partnership with the Los Angeles Area Chamber of Commerce, to survey family-friendly workplace policies that promote healthy work-life balance. The report reviews policies such as parental and family leave support, lactation-friendly workplace policies, child care support, infant-at-work policies, workplace wellness programs, flexible work benefits, and employee community engagement programs. The report further informs First 5 LA's business sector engagement strategy and will be leveraged in a multi-faceted communications strategy that will include interviews, ECM article, blog entry, and a social media campaign.

Staff Contact: Kim Milliken Hayden (kMilliken_Hayden@first5la.org)

Early Childhood is Everyone's Business Reception

The Strategic Partnerships Department's business sector engagement strategy was advanced at a business leader reception on June 20th for over 50 business leaders at Los Angeles Southwest College. The event was organized and hosted by strategic partner ReadyNation and Assemblymember Autumn Burke. Leaders from the Gardena Valley Chamber of Commerce, Hawthorne Chamber of Commerce, Venice Chamber of Commerce, Inglewood Airport Area Chamber of Commerce, and the El Segundo Chamber of Commerce gathered to learn about the economic impact of investing in early childhood.

Assemblymember Burke shared details of the recommendations from her anti-poverty task force, where First 5 LA Vice President Kim Pattillo Brownson had chaired the Early Childhood subcommittee. Strategic Partnerships Specialist Kim Milliken Hayden highlighted local and state legislative efforts to strengthen LA County's young children and their families while leading a call for local businesses to become advocates and champions.

Staff Contact: Kim Milliken Hayden (kMilliken_Hayden@first5la.org)

LA Area Chamber of Commerce BizCon Panel Discussion

The Strategic Partnership department partnered with the LA Area Chamber of Commerce to present LA's Got Talent: Attracting and Retaining with Employee-Centered Strategies at BizCon, the annual business development and networking conference organized by the Chamber, on June 19th. The panel discussion highlighted model work-life balance policies from three leading LA businesses: Ralphs, Kaiser, and AT&T. AT&T is the Chamber's 2019 recipient of their 3rd annual Excellence in Work-Life Harmony Award that spotlights employers who implement extraordinary family-friendly policies and practices. First 5 LA's participation in the day provided an opportunity to engage the business sector and recruit corporate leaders as early childhood champions to further our policy agenda.

Staff Contact: Kim Milliken Hayden (kMilliken_Hayden@first5la.org)

Center for Nonprofit Management 8th Annual 501conference

On Tuesday, June 11th First 5 LA sponsored, and staff participated in the Center for Nonprofit Management's 8th Annual 501conference themed, "Activate: Find Common Ground. Build Momentum." The purpose of the conference is to provide the tools nonprofits need to put strategy into action and accelerate impact. The day consisted of inspiring stories, concrete best practices, and interactive sessions. The conference focused on common ground and shared values, while embracing the chaos of our current times as an opportunity for creative solutions and better results. Keynote and breakout speakers are leaders in their field and shared tactical tools and examples to help attendees become catalysts for change and growth within their organizations. Speakers included Rafael Gonzalez, Director of Community Relations at First 5 LA who provided closing remarks for the panel, "Connecting and Aligning Across Movements" and moderated the panel on "Local Funders, Intersecting Priorities." Also at the CMN's 501 Conference, First 5 LA Director of Communications Gabriel Sanchez co-presented a panel with Vanessa Schnaidt of Cause Communications and Courtney Clark of Forum One. The session, entitled "Optimizing Your Communications Toolkit: Resources for the Daily Work of Changing the World" the three shared core communications principles for conference attendees' day-to-day activities and their long-term strategies to use communications to create positive change.

Staff Contact: Rafael González (rgonzalez@first5la.org)

Hispanics in Philanthropy Leadership Conference

Community Relations Department staff Rafael Gonzalez and Fabiola Montiel attended Hispanics in Philanthropy's (HIP) annual international leadership conference, The Time is Now, The Power is Ours, in Washington D.C from June 4-7, 2019. The multi-day, immersive forum focused on the shifting trends in philanthropy and how to activate our collective power to respond to uncertain and challenging times. Rafael Gonzalez, Community Relations Director, presented at the conference's "Education and Welfare" workshop which was also co-moderated by HIP's Executive Director, Ana Marie Argilagos, and Spitfire's Senior Vice President, Midy Aponte. The workshop attendees had an opportunity to explore the critical issues to investing in children and families, from cradle to career. Rafael Gonzalez provided a background on First 5 LA's systems change efforts and detailed the Community Relations Department's approach to building relationships and partnerships with municipalities, civic organizations, and parent leaders. "This is such an important topic and just a tiny overview of First 5 LA's work. We look forward to sharing more next year" said Ana Marie Argilagos adding that HIP's 2020 conference will take place in Los Angeles County. Fellow presenters Elda Stanco Downey from the Virginia Latino Higher Education Network, Jorge Cabrera and Melissa Gutierrez from Casey Family

Programs, underlined the importance of providing support from cradle to career to ensure successful and prosperous societies.

Staff Contact: Rafael González (rgonzalez@first5la.org)

VI. MONITORING, EVALUATION & LEARNING

Nothing to highlight this month

VII. LEGACY INVESTMENTS

Nothing to highlight this month

VIII. ADMINISTRATION & ORGANIZATIONAL DEVELOPMENT

Nothing to highlight this month

IX. ORGANIZATION-WIDE AND CROSS CUTTING RECENT CONFERENCES AND EVENTS

During June 2019, First 5 LA co-sponsored several events aimed at relationship building and expanding brand awareness in Los Angeles County to include:

On Thursday June 20, 2019, over 200 supporters of green space and parks joined the Los Angeles Neighborhood Land Trust (LANLT) for their Annual Garden Party. LANLT was founded in 2002 to address Los Angeles's park inequities and to focus efforts exclusively in communities of color that have little to no access to green space. This year's event honored California State Senator Holly Mitchell (30th District), Carl Cade (West Coast Head at Tribune Real Estate), and Zully Flores (Advocate for Marson Park in Panorama City).

- The Los Angeles Food Policy Council (LAFPC) hosted their biannual fundraiser the Good Food Gala on Thursday, June 20, 2019. LAFPC is devoted to the health, sustainability and fairness of food in our region. The Council brings together leaders and experts from across sectors, geographies, and socio-economic communities to strengthen connections throughout the food system, and to facilitate and coordinate systemic change. The biannual event honored Insurance Commissioner Ricardo Lara, Sweetgreen CEOs + Social Impact Team, and Senator Holly Mitchell (Representing California's 30th District).
- On Tuesday, June 25, 2019, CinnaMoms held its first Maternal Health Summit. The event was attended by 96 African-American mothers of children 0 to 5, and focused on families, self-advocacy, support systems, maternal mental health, and positive life choices through self-care. Dr. Kimberly Gregory (vice chair of Women's Healthcare Quality and Performance Improvement in Cedars-Sinai's Department of Obstetrics and Gynecology) served as the keynote speaker presenting on the State of Maternal Health in California— The Power Talk.

Staff Contact: Amelia Cobb (acobb@first5la.org)

XI. CONTRACTS EXECUTED BETWEEN \$25K - \$75K

Procurement Update

Pursuant to the Procurement Policy adopted on February 13, 2014, "The Executive Director (or designee) may approve any contract less than \$75,000 in the aggregate in a fiscal year, and will establish appropriate internal policies and controls for those awards. Copies of contracts executed in the amount of \$25,000 or more and up to \$75,000 within a fiscal year will be provided to the Commission during the course of its normal business and be provided as informational items."

The following contract was executed between May 20, 2019 and June 20, 2019. A copy of the executed contract can be found here: https://www.first5la.org/uploads/files/july2019-ed-contracts_8.pdf

#10176 THE CHILDREN'S DEFENSE FUND – Contract Amount: \$35,000

Contract Period: 5/10/2019 – 6/30/2019

The Cannabis Revenue Polling Project is a Strategic Partnership with the Contractor to assess voter opinions via a polling survey as well as data analysis and dissemination regarding how cannabis tax revenues should be allocated to support early childhood services, programs, and long-term outcomes for children.

Staff Contact: Andrea Abeleda (aabeleda@first5la.org)

Memo

To: First 5 LA Staff

From: Peter Barth, Director of Public Policy and Government Affairs

Date: July 3, 2019

Subject: **FINAL 2019-2020 STATE BUDGET**

Last week, Governor Gavin Newsom signed the state’s 2019-2020 budget into law, a \$214.8 billion spending plan which includes more than \$2.8 billion in new funding for First 5 LA-aligned early childhood development priorities.

Largely reflecting the Governor’s proposed spending plan released in January, the budget maintains a strong “whole child” focus with foundational investments in a spectrum of early childhood development issues including family strengthening, child health, and early learning priorities.

Key highlights related to First 5 LA’s priorities include:

Family Strengthening

- More than \$135 million to expand maternal, infant, and early childhood-focused home visiting programs offered through CalWORKs and the California Department of Public Health
- \$348 million to raise CalWORKs grants so no family receiving cash aid in California lives in deep poverty
- \$800 million to expand the Earned Income Tax Credit which benefits low-income working families
- Adjustments to the state Disability Insurance Fund reserve requirements to expand paid family leave benefits from 6 to 8 weeks
- \$17.5 million to eliminate sales taxes on diapers and women’s menstrual products

Child Health and Development

- \$19.5 million to expand the Black Infant Health program to reduce disparities in maternal and child mortality
- \$105 million to provide incentive payments for providers to conduct developmental and adverse childhood experiences (ACEs) screens, and \$50 million to train providers on ACEs
- \$500,000 to support a working group focused on improving transitions for children with special needs between regional centers and school districts

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Early Care and Education

- \$174 million to expand access to state subsidized child care and preschool programs, using Proposition 64 (cannabis) and federal Child Care Development Block Grant funds in addition to general fund
- \$213.9 million to support continuous eligibility and cover expanded caseload for CalWORKs child care
- \$273 million to invest in early care and education facilities
- \$195 million to support early learning workforce development
- \$10 million to further expand access to emergency child care for foster families
- \$5 million to support the development of a master plan for early childhood development

In addition to these items, the budget includes several investments prioritized by Best Start community partnerships, including:

- \$2.4 billion to combat homelessness and increase housing development, including \$650 million in grants to cities to build emergency shelters and \$500 million to expand the state's affordable housing financing fund; housing is being discussed as a priority issue in at least 7 Best Start Communities
- \$74.5 million to support clean-up efforts at the former Exide Battery Plant and for schools, parks, and other child-serving facilities in the area, a priority issue for Best Start Southeast LA
- \$15 million to support county activities related to increasing enrollment in CalFresh, California's Supplemental Nutrition Assistance Program; food access is being discussed as a priority issue in several Best Start communities including West Athens, Broadway Manchester, Northeast Valley, and Panorama City
- \$100 million to support projects that would improve access to safe drinking water, an issue being discussed as a priority by Best Start East L.A., Metro L.A., Northeast Valley, and Panorama City, Southeast LA, and the 4 Best Start South LA Communities

June 17, 2019

The Honorable Connie Leyva
 Senate Education Committee, Chair
 State Capitol, Room 2083
 Sacramento, CA 95814

RE: Support- AB 1001 (Ting and Mullin): Childcare: Local Planning Councils

Dear Senator Leyva,

First 5 LA, in partnership with others, strengthens families, communities, and systems of services and supports so all children in Los Angeles County enter kindergarten ready to succeed in school and life.

First 5 LA is proud to support AB 1001 (Ting and Mullin), as proposed to be amended, which would strengthen California’s early learning system by providing a forum through which local childcare needs and priorities are developed and a system of local support for childcare is created.

Strategic planning councils (SPCs), previously referred to as local planning councils (LPCs) were created in 1991 to support counties in their efforts to plan for early learning programs and services, yet today they lack the comprehensive data, diverse community representation, and structure to make informed planning decisions. The lack of diverse representation and data limit the SPC’s ability to identify investment priorities and restrict the state from using the needs assessments as a roadmap to improve California’s early learning system.

The primary task of SPCs is to conduct a comprehensive early learning needs assessment every five years that analyzes the availability, capacity, and demand for care in their community. In order to ensure that each county is able to obtain the data needed to produce a comprehensive needs assessment, AB 1001 would require state agencies, local departments, local regional centers, and local resource and referral networks to provide information and share data on the birth to twelve population.

AB 1001 would also change the composition of SPCs to be more inclusive and representative of the ethnic, racial, and geographic demographics of the community they serve. This restructure would ensure that key stakeholders, including local early learning organizations, parents, providers, county agencies, and other organizations that serve children, are included in the decision-making process. This change to SPC composition would enable the council to solicit stakeholder input from a diverse array of community members, and would allow the council to more accurately identify local investment needs and priorities.

Finally, AB 1001 would require SPCs to establish a strategic plan and identify investment priorities to the County Board of Supervisors and County Board of Education. The strategic plan will address facility needs, workforce needs, and quality and transition planning. Similarly,

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the investment priorities will identify priorities for the board of supervisors, the board of education, and the legislature.

As California invests in the expansion of early learning across the state, First 5 LA believes that AB 1001 will ensure that SPCs are properly representative of the population they serve, and that the decisions made are informed by local needs. For these reasons, First 5 LA strongly urges you to support AB 1001.

If we can be of further assistance, please contact Becca Patton, Director of Early Care and Education, at RPatton@First5LA.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Kim Belshé".

Kim Belshé
Executive Director, First 5 LA

CC: Members and Staff of the Senate Committee on Education

June 17, 2019

The Honorable Mark Stone
 Assembly Judiciary Committee, Chair
 Legislative Office Building
 1020 N Street, Room 104
 Sacramento, CA 95814

RE: Support- SB 234 (Skinner): Family Daycare Homes

Dear Assemblymember Stone,

First 5 LA, in partnership with others, strengthens families, communities, and systems of services and supports so all children in Los Angeles County enter kindergarten ready to succeed in school and life.

First 5 LA is proud to support SB 234 (Skinner), as proposed to be amended, which would expand access to licensed family childcare homes by strengthening housing protections for providers and simplifying permitting requirements. In doing so, the bill seeks to address the diverse needs of working families by increasing the availability of licensed care.

Access to licensed childcare provides benefits to both children and their families, including narrowing the opportunity gap and allowing families to either enter into or remain in the workforce. However, licensed childcare is only available to 23 percent of children with working parents in California, and the cost is prohibitively expensive for many families. Moreover, despite the growing need for care across the state, California has lost almost a third of its family childcare homes since 2006. At times, providers are also discriminated against and evicted by rental property owners despite current laws and regulatory statutes that protect them. For these reasons, parents have a difficult time finding licensed care close to home, and children miss out on the benefits that accrue from participation in quality early learning experiences.

Family childcare homes, which provide care and supervision to 14 or fewer children in a provider's own home for periods of less than 24 hours, provide vital support to children, families, and communities. This form of care offers more flexible hours for parents with nontraditional schedules, provides children with care in a nurturing home environment close to where their family lives, and serves as the primary source of care for babies and toddlers. SB 234 proposes to make it easier for family childcare providers to operate licensed childcare programs by strengthening housing protections and removing barriers that both limits the number of children that can be served in a home and prevents new programs from opening. Currently, homes serving over eight children are often required to obtain a zoning permit to use their property as a childcare home, which can cost between \$3,000 and \$10,000. SB 234 would eliminate this requirement and would classify the operation of a childcare program as a "residential use of property" for zoning purposes, allowing homes to serve additional children.

Additionally, this bill would strengthen tenant protections for licensed family childcare providers and would ensure that they are not prohibited from living in a home or renting an apartment solely

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because they operate a childcare program in the space. Finally, SB 234 clarifies that licensed family childcare homes are permitted to operate in apartments and other types of multifamily units, and that providers can file for protections under the Fair Employment and Housing Act (FEHA) if they are discriminated against.

We believe that this bill will extend rights and protections to licensed family childcare homes, and ultimately expand access to children by providing parents with options that better fit their needs. Thus, we strongly encourage you to support SB 234.

If we can be of further assistance, please contact Becca Patton, Director of Early Care and Education, at RPatton@First5LA.org.

Sincerely,



Kim Belshé
Executive Director, First 5 LA

CC: Members and Staff of the Assembly Judiciary Committee

June 17, 2019

The Honorable Eloise Gomez Reyes
 Assembly Human Services Committee, Chair
 Legislative Office Building
 1020 N Street, Room 124
 Sacramento, CA 95814

RE: Support- SB 321 (Mitchell): CalWORKs: Support Services: Childcare

Dear Assemblymember Reyes,

First 5 LA, in partnership with others, strengthens families, communities, and systems of services and supports so all children in Los Angeles County enter kindergarten ready to succeed in school and life.

First 5 LA is proud to support SB 321(Mitchell), as proposed to be amended, which would increase access to childcare services for parents participating in CalWORKs’ Welfare-to-Work program by requiring that care offered through CalWORKs be full-time, and CalWORKs Stage 1 be expanded from 6 months to one year, or until the participant is transferred to Stage 2.

Today, current and former CalWORKs recipients are eligible to receive assistance in paying for childcare if they are either employed or participating in county-approved Welfare-to-Work activities. It is the intent of the CalWORKs to ensure that families are properly supported and move seamlessly through the three stages with no interruptions or gaps in services. However, evidence indicates that smooth transitions do not occur for many CalWORKs families, and some are left without access to crucial childcare services. In 2017, less than 30 percent of parents participating in CalWORKs’ work program were receiving Stage 1 childcare services. Disruptions in access to reliable childcare not only negatively impact the parent’s ability to gain or retain employment and participate in required work activities, but also adversely affect a child’s growth and development.

Research demonstrates that low-income children stand to benefit most from reliable childcare, and that participation in quality early learning programs can ameliorate the effects of poverty and begin to address the opportunity gap before it widens. Additionally, childcare serves as a tool for stimulating the economy by increasing employment by providing working parents with reliable support so they can either enter into or remain in the workforce. Providing full-time care would allow parents enrolled in CalWORKs to avoid sanctions, participate in required work activities, and take positive steps toward economic stability knowing their child is being cared for in a safe, nurturing environment.

Furthermore, all CalWORKs stages, except for Stage 1, currently have a 12-month continuous eligibility provision. Partially due to Stage 1’s limited 6-month eligibility period, approximately 40 percent of families who transferred to Stage 2 did so their own without a “warm transfer”, contributing to the roughly 9,414 children that were eligible to transfer to Stage 2 but did not in 2017. SB 321 would align all CalWORKs childcare eligibility periods to be 12-months and would

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prohibit Stage 1 or Stage 2 childcare services from being discontinued until confirmation that the family has been enrolled in the subsequent stage is received. This would ensure that families do not experience a gap or disruption in childcare services as they transition between the various CalWORKs stages.

We believe that SB 321 would provide CalWORKs participants with access to reliable full-day childcare that would enable them to be full participants in the workforce and take positive steps towards economic security. By expanding Stage 1 eligibility to 12-months and mandating that counties verify that a parent has secured childcare before requiring them to participate in work activities, this bill will ensure that families do not experience gaps or delays in receiving services. For these reasons, First 5 LA strongly urges you to support SB 321.

If we can be of further assistance, please contact Becca Patton, Director of Early Care and Education, at RPatton@First5LA.org.

Sincerely,



Kim Belshé
Executive Director, First 5 LA

CC: Members and Staff of the Assembly Human Services Committee

June 17, 2019

Honorable Jim Wood
 Assembly Health Committee, Chair
 State Capitol, Room 6005
 Sacramento, CA 95814

RE: Support – SB 66 (Atkins & McGuire) - Federally qualified health center and rural health clinic services

Dear Assemblymember Wood,

First 5 LA, in partnership with others, strengthens families, communities, and systems of services and supports so all children in Los Angeles County enter kindergarten ready to succeed in school and life.

First 5 LA is proud to support SB 66 (Atkins & McGuire), which would allow Medi-Cal to reimburse Federally Qualified Health Clinics and Rural Health Clinics for two services rendered on the same day at the same location, when a patient receives a medical and mental health or dental visit.

With few exceptions, health clinics currently may only receive reimbursement from Medi-Cal for one service rendered per day. As a result, clinics often ask Medi-Cal beneficiaries to return on subsequent days to see referred specialists. Low-income Californians who receive care through Medi-Cal are likely to face difficulties in securing transportation, finding adequate child care options and taking time off from work to visit clinics, however. Thus, the need to make a second clinic visit greatly decreases the ability of Medi-Cal patients to obtain vital intervention services. Conversely, current regulations also create an undue financial burden on the clinics, which are increasingly providing a second, same day service without Medi-Cal reimbursement.

SB 66 will make resources more accessible to Medi-Cal recipients by allowing clinics to be reimbursed for a second, same-day service when rendering follow-up mental health or dental services. Subsequently, it would end the imperative clinics face to have patients return on future days to receive certain critical services. In doing so, SB 66 promotes a “whole-person” care approach that will improve service coordination and support a more holistic and comprehensive approach to care for Medi-Cal beneficiaries. This will improve health and well-being outcomes for children and families.

Access to mental health services is particularly important for low-income pregnant women: for Medi-Cal eligible women, the prevalence of experiencing a Maternal Mental Health (MMH) disorder can reach 50 percent. Lack of access to appropriate treatment and mental health resources are primary reasons for the elevated risk this group faces. When MMH disorders go untreated, both mother and child face poor outcomes, including poor mother-infant bonding and attachment, and delayed physical, mental and emotional growth and development in the child. The most frequent barriers that limit low-income mothers from accessing treatment for MMH disorders are an inability to secure childcare and transportation, both of which make

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visiting a clinic or physician's office more difficult. SB 66 will help reduce these issues by no longer requiring patients to make a separate trips to the clinic to receive vital follow-up care.

Overall, SB 66 is a crucial step to ensuring that Californians who are low-income can achieve their greatest potentials. We strongly urge your "aye" vote. If we can be of further assistance, please contact Charna Martin, Senior Policy Strategist, at CMartin@First5LA.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Kim Belshé". The signature is fluid and cursive, with a long horizontal stroke at the end.

Kim Belshé
Executive Director

CC: Members and Staff of the Assembly Health Committee

June 19, 2019

Submitted via www.regulations.gov

Nancy Potok, Chief, Statistician and Science Policy
 Office of Information and Regulatory Affairs
 Office of Management and Budget
 725 17th Street Northwest
 Washington, DC 20503

Re: Docket Number: OMB-2019-0002 - Consumer Inflation Measure Produced by Federal Statistical Agencies

Dear Chief Potok,

First 5 LA appreciates the opportunity to comment on the potential selection and utilization of various consumer price indexes for estimating the Official Poverty Measure. **First 5 LA strongly opposes the inclusion of any measure that applies a smaller inflation adjustment each year than the current measure.** This would lower the nation’s poverty line and reduce both the number of low-income Californians who are eligible for certain supportive services as well as the levels of assistance many children and families can receive. **At a time when Americans are struggling to afford housing, food, and other basic necessities, making it more difficult for families to access services will exacerbate the impacts of poverty in Los Angeles County and communities throughout the country.**

Established 20 years ago, First 5 LA was tasked directly by California’s voters to urge policymakers to prioritize the wellbeing of children in policy and budget decisions. In partnership with others, we work to strengthen families, communities, and systems of service and supports so all children in Los Angeles County enter kindergarten ready to succeed in school and life.

Accurately accounting for the general rise in the cost of goods and services is crucial when adjusting the nation’s poverty line each year. However, utilizing a measure of inflation that rises more slowly than the Consumer Price Index (CPI), such as the Chained Consumer Price Index (CPI-U) will hurt already struggling children and families. Such a change in methodology will lower the poverty line even when leading experts on poverty, such as the California Budget & Policy Center and the Center on Budget and Policy Priorities, argue it is too low already and not reflective of any minimum adequate level of economic security.

Should the federal government revise its methodology for calculating the poverty threshold, it should do so by including an inflation measure that more accurately reflects the impacts of inflation on families experiencing poverty. CPI-U is not an accurate measure of the inflation that lower-income families experience, as research indicates inflation rises more quickly for low-income individuals than for the broader population. This is particularly true because low-income families must devote a significant share of their incomes to housing and childcare, the

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costs of which have grown more rapidly than other goods and services in recent years. For this reason, any inflation measure that rises more slowly than the CPI, as CPI-U does, is wholly inappropriate for inclusion in federal poverty calculations.

The income-level at which the federal government defines poverty provides the basis for eligibility for many public assistance programs. As a leading advocate for young children and their families in Los Angeles County, First 5 LA is deeply concerned with the impact a lower poverty line would have on access to public benefit programs, including Head Start, Medicaid, the Children's Health Insurance Program (CHIP) and Special Nutritional Assistance Program (SNAP), among others.

Reducing or eliminating access to these and other supports will have an adverse impact on the healthy and optimal development of children, as well as the stability and wellbeing of families.

Safety net programs like Medicaid, CHIP, Head Start and SNAP are intended to ensure that families have access to basic services and supports which lead to increased positive outcomes for children. During the first five years of life, ninety percent of brain development occurs and millions of new neural connections form each second. For children living in or near poverty, consistent access to supportive services is especially important during this critical time. Losing access to healthcare, early learning, and nutritional resources can negatively impact brain development and leads to life-long adverse outcomes. Public health research continually demonstrates that food insecurity leads to suboptimal physical and mental growth, and that children served by Medicaid and CHIP have better access to preventative and primary care services, as well as fewer unmet health needs, than their uninsured counterparts.

California currently has the highest rate of poverty in the nation, and Los Angeles County has the highest average number of children living in poverty in the state. A two-working-parent family in Los Angeles County must earn approximately \$75,000 each year just to meet basic family needs, including housing and utilities, food, child care, health care and transportation. Slowing the rate of inflation used to calculate the poverty line would only further restrict access to services that support precisely those families already struggling to meet basic needs.

On behalf of 650,000 children in Los Angeles County, First 5 LA firmly opposes utilizing CPI-U when calculating poverty, as well as any other inflation measure that would reduce the threshold for consideration as poor. Including such a measure will ultimately harm the wellbeing of young children in Los Angeles County and across California by restricting access to vital child care, nutritional and health care services that serve families most in-need.

If we can be of further assistance, please contact Peter Barth, Director of Public Policy and Government Affairs at PBarth@first5la.org or 213.482.9388.

Sincerely,



Kim Belshé
Executive Director

July 3, 2019

Submitted via www.regulations.gov

Office of the General Counsel
 Rules Docket Clerk
 U.S. Department of Housing and Urban Development (HUD)
 451 Seventh Street, SW, Room 10276
 Washington, DC 20410

RE: Docket No: FR-6124-P-01, Housing and Community Development Act of 1980: Verification of Eligible Status

Dear Rules Docket Clerk,

First 5 LA appreciates the opportunity to comment on the U.S. Department of Housing and Urban Development’s (HUD) proposed rule change that would prohibit “mixed status” immigrant families from living in public and other subsidized housing. **First 5 LA strongly opposes changing the department’s eligibility requirements for federal housing assistance based on immigration status and imposing new documentation requirements for individuals receiving or applying for housing assistance. Implementing these changes would harm mixed immigration status families living in affordable housing, in particular children in mixed status families, most of whom are U.S. citizens.**

Established 20 years ago, First 5 LA was tasked directly by California’s voters to urge policy makers to prioritize the wellbeing of children in policy and budget decisions. In partnership with others, we work to strengthen families, communities, and systems of service and supports so all children in Los Angeles County enter kindergarten ready to succeed in school and life.

As a leading public grant-maker and advocate for young children and their families in Los Angeles County, First 5 LA is deeply concerned that this proposed rule will further exacerbate the current housing crisis and will cause significant harm to young children.

Affordable housing is essential for families to thrive, and implementing the proposed rule change would further exacerbate the housing affordability crisis in California. Even without changes to federal public assistance rules, one in four children in California experience housing instability. The Section 8 housing assistance program is designed to provide stable and safe housing options for low-income residents, especially families with children. In the U.S., 70 percent of people in mixed immigration status families are eligible for housing assistance, and 95% of people in mixed status households who are eligible for assistance are U.S. citizens. If implemented the rule will force households to choose between receiving housing assistance or separating families. The impact of the rule will be disproportionately felt in California, one of three states in the country where the most mixed-status families reside.

HUD Secretary Ben Carson has stated the proposed rule will help “legitimate American citizens” secure housing, but research shows that nearly half of mixed-status families who are U.S.

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citizens are likely to lose their homes if the rule is implemented. In addition, according to HUD's own analysis, the new rule will lead to a reduction in the quantity and quality of assisted housing for everyone, and will cost more than \$200 million to implement.

Analysis from the Center on Budget and Policy Priorities demonstrates that rental assistance needs to be expanded, not reduced, to ensure that all Americans have access to good, affordable homes. Rather than implement rules that will reduce housing access to U.S. citizens, HUD should focus on ensuring every family who is eligible for assistance has access to a safe, accessible, and affordable place to call home.

In addition to impacting all U.S. residents, the proposed rule will disproportionately affect children. 55,000 children face eviction under the proposed rule, nearly all of whom are U.S. citizen children with parents who are “ineligible” immigrants. Being “ineligible” for housing subsidies is not the equivalent to being undocumented. There are many immigrants with legal status, such as U-Visa holders, who are ineligible for certain federally subsidized housing benefits but allowed to reside in subsidized housing due to the eligibility of other family members. Many of these non-eligible individuals are also the head of the household (leaseholder), which allows eligible residents, like U.S. citizen children, to remain in safe and stable housing with an adult who may be considered ineligible.

For example, a single mother with a student visa may hold the lease on an apartment in which she and her eligible U.S. citizen child reside with housing assistance from the federal government. Under the proposed regulation, however, the family's leaseholder must have eligible immigration status even if they are the sole providers of their U.S. citizen children. As a result, if implemented the proposed rule would result in this mother and child no longer being able to receive housing support. Families would be forced to decide between breaking up their families or forgoing their assistance, putting children at risk of becoming homeless and jeopardizing their well-being and optimal development. If finalized, this proposed rule would contribute directly to family instability and further increase the prevalence of homelessness, as well as any associated trauma.

This rule would also impact nine million U.S. citizens currently receiving assistance who have already attested, under penalty of perjury, that they are citizens. Currently, only family members who are applying for housing assistance need to verify their immigration status. The proposed rule would require all household members under the age of 62 to submit verification of their immigration status through the Department of Homeland Security's Systemic Alien Verification for Entitlements (SAVE) system, a burdensome process.

In California, as many as 937,000 individuals could lose their housing assistance if they are unable to produce documents verifying their citizenship under the new rule. Over 90 percent of Californians directly affected by the rule are U.S. citizens. Children and families of color would be most impacted and likely face significant obstacles in accessing this documentation within the required timeframe.

Millions more immigrant families, even those not at risk of losing housing support, will likely be harmed by the fear and confusion created by the proposed rule. This is acutely detrimental to the lifelong health and well-being of children, as experiencing trauma at a young age can interfere with neural connectivity precisely when the brain is developing most rapidly.

This proposed rule would have an impact beyond those who are ineligible or undocumented—it will hurt U.S. citizens who have the right to access housing assistance services, and will

disproportionately impact children who are unable to care for themselves. If finalized, the rule would significantly impact the existing housing crisis, lead to greater homelessness and housing insecurity, and directly cause an adverse effect on the wellbeing and stability of children and their families. The proposed rule is a direct attack on the most vulnerable families in California and the nation at a time when HUD should focus on reducing wait lists for housing support.

On behalf of 650,000 children in Los Angeles County, First 5 LA stands in firm opposition to the proposed rule that would prohibit “mixed status” immigrant families from living in public and other subsidized housing.

If we can be of further assistance, please contact Peter Barth, Director of Public Policy and Government Affairs, at pbarth@first5la.org or 213.482.9388.

Sincerely,

A handwritten signature in black ink, appearing to read "Kim Belshé", with a horizontal line extending to the right.

Kim Belshé
Executive Director

Policy Item	Author/Budget Amount	Description	Notes/Sponsor/Status	Community Identified Priority	Position Taken
Early Care & Education					
Assembly Bill (AB) 125	McCarty (D-Sacramento), Berman, Bonta, Burke, Carrillo, Chiu, Dodd, Friedman, Eduardo Garcia, Gonzalez, Hill, Limón, Reyes, Santiago, Ting, and Wicks	Early childhood education: reimbursement rates: This bill would provide that it is the intent of the Legislature to enact legislation that would establish a single regionalized state reimbursement rate system for childcare, preschool, and early learning services that would achieve specified objectives.	Senate Education Committee		Support
AB 194	Reyes (D-San Bernardino)	Child care and development services: This bill would make legislative findings and declarations relating to early care and education programs and would state the intent of the Legislature to enact legislation to appropriate \$1,000,000,000 to immediately improve access to alternative payment programs and general childcare and development programs.	Assembly Appropriations Committee (Held)		Support
AB 324	Aguiar-Curry (D-Napa), Rubio	ECE Workforce: In 2000, AB 212 (Aroner) authorized funds from the California Department of Education (CDE) for childcare development staff retention. These funds aim to retain quality staff who have experience working directly with children in state-subsidized, Title 5 child development programs. AB 324 requires CDE to develop guidelines for the use of AB 212 funds. The new guidelines will still allow for local flexibility, but will create a standardized, effective, and measurable funding program. These guidelines will prioritize stipends that recruit, strengthen, and retain a quality, diverse ECE workforce.	Senate Human Services		Support
AB 452	Mullin (D-Daly City)	California Child Care Facilities Grant Program: This bill would seek to appropriate funds of between \$25,000,000 and \$35,000,000 towards grants to develop childcare facilities that serve children from birth to age three, with no less than \$10,000,000 of which dedicated to Early Head Start facilities.	Senate Education Committee		Support
AB 1001	Ting (D-San Francisco), Mullin	Local Planning Councils: AB 1001 would restructure the composition of local planning councils (LPCs) to be more representative of the local communities they serve, and would appropriate no less than \$10,000,000 to LPCs to sufficiently fulfil their primary functions.	Senate Education Committee Senate Human Services Committee		Support
SB 174	Leyva (D-Ontario)	Reimbursement rates: This bill would provide that it is the intent of the Legislature to enact legislation that would establish a single regionalized state reimbursement rate system for childcare, preschool, and early learning services that would achieve specified objectives.	Assembly Education Committee		Support

Policy Item	Author/Budget Amount	Description	Notes/Sponsor/Status	Community Identified Priority	Position Taken
SB 234	Skinner (D-Oakland)	Family Daycare Homes: Under existing law, the California Child Day Care Facilities Act, the State Department of Social Services licenses and regulates family daycare homes. Under existing law, a small family daycare home, which may provide care for up to 8 children, is considered a residential use of property for purposes of all local ordinances. Existing law authorizes a city, county, or city and county to either classify a large family daycare home, which may provide care for up to 14 children, as residential use of the property or to provide a process for applying for a permit to use the property as a large family daycare home. This bill would instead require a large family daycare home to be treated as a residential use of property for purposes of all local ordinances.	Assembly Appropriations Committee		Support
SB 321	Mitchell (D-Los Angeles)	CalWORKs: supportive services: childcare. This bill would increase access to childcare supportive services for welfare-to-work participants by, among other things, requiring that the childcare be full-time unless the participant determines that part-time care better meets the family's needs, requiring first-stage childcare to be authorized for one year, or until the participant is transferred to the 2nd stage of childcare, and prohibiting the first stage or the 2nd stage of childcare services from being discontinued until confirmation is received from the administrator of the subsequent stage of childcare that the family has been enrolled or that the family is ineligible for services in the subsequent stage of childcare.	Assembly Human Services		Support
State Budget Request: Child Care Bridge Program	\$47,000,000	\$47 million to support additional vouchers to assist families in paying for emergency, short-term child care for foster children in a home-based family care setting, allowing approximately 19,000 foster children to receive child care for up to six months on an immediate basis.	\$10 million appropriated in the final 19-20 budget.		Support
Gov. Budget Proposal: Infrastructure	\$500,000,000	One-time funding to improve child care infrastructure, including support for professional development and facilities.	\$273 million for facilities, and \$195 million for professional development appropriated in the final 19-20 budget.		Support
Gov. Budget Proposal: CSU Child Care Infrastructure	\$247,000,000	California State University (CSU) system would receive \$247 million in one-time funding which could be used to expand child care facilities for students with young children.	\$239 million appropriated in the final 19-20 budget.		Support
Gov. Budget Proposal: California State Pre-School	\$125,000,000	\$125 million would provide an additional 180,000 full-day, full-year pre-school spaces in 2019-20, increasing to 200,000 students by 2022.	\$31 million appropriated in final 19-20 budget, and \$125 million in 20-21.		Support
Gov. Budget Proposal: Roadmap for Universal Pre-School and Child Care	\$10,000,000	\$10 million to develop, in partnership with the State Board of Education, Department of Finance, and Department of Social Services, a roadmap toward universal pre-school and quality, affordable subsidized child care in California.	\$5 million appropriated in final 19-20 budget.		Support
Gov. Budget Proposal: CalWORKs Stage 1 Child Care	\$ 54, 200,000	\$54.2 million to stabilize child care for families receiving CalWORKs Stage 1 support, allowing children to remain in care programs for 12 months.	\$213 million appropriated in final 19-20 budget		Support
Gov. Budget Proposal: Proposition 64 Child Care	\$80, 500,000	\$80.5 million in Proposition 64 (Cannabis) prevention fund dollars to expand access to child care.	\$80.5 million appropriated in the final 19-20 budget.		Support
Gov. Budget Proposal: Emergency Child Care Vouchers	\$12, 800,000	\$12.8 million in federal funds to support emergency vouchers for families in crisis requiring temporary care or cash aid to support the cost of care.	\$10 million appropriated in the final 19-20 budget.		Support

Policy Item	Author/Budget Amount	Description	Notes/Sponsor/Status	Community Identified Priority	Position Taken
Gov. Budget Proposal: Quality Counts Program	\$2,200,000	\$2.2 million in ongoing federal funds to improve child care quality through Quality Counts California, the state's quality rating and improvement system.	\$2.2 million appropriated in the final 19-20 budget.		Support
Health					
AB 526	Petrie-Norris (R-Irvine)	Medi-Cal: This bill would create an expedited Medi-Cal enrollment pathway for children and pregnant women, by allowing the data individuals provide when applying to the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) to also determine eligibility for Medi-Cal. The state would accomplish this by utilizing Medicaid's Express Lane Eligibility (ELE) authority. This allows children to concurrently apply for Medi-Cal, as well as pregnant women into Presumptive Eligibility Medi-Cal status, when applying to certain other federal benefits programs. The bill would also fund infrastructure and systems changes needed to enable information sharing between WIC and Medi-Cal.	Senate Floor		Support
AB 1004	McCarty (D-Sacramento)	Developmental screening services: This bill is the re-introduction of AB 11, which would require, consistent with federal law, that screening services provided as an EPSDT benefit include developmental screening services for individuals zero to 3 years of age, inclusive. The bill would require the department to ensure a Medi-Cal managed care plan's ability and readiness to perform these developmental screening services, and would require the department to adjust a Medi-Cal managed care plan's capitation rate, as specified. Until July 1, 2023, the bill would require an external quality review organization entity to annually review, survey, and report on managed care plan reporting and compliance with specified developmental screening tools and schedules.	Senate Health Committee		Co-Sponsor
Senate Bill (SB) 66	Atkins (D-San Diego), McGuire	Medi-Cal: federally qualified health center and rural health clinic services: This bill would authorize reimbursement for a maximum of 2 visits taking place on the same day at a single location if after the first visit the patient suffers illness or injury requiring additional diagnosis or treatment, or if the patient has a medical visit and a mental health visit or a dental visit, as defined.	Assembly Health Committee		Support
SB 464	Mitchell (D-Los Angeles)	Implicit Bias: This bill would make legislative findings relating to implicit bias and racial disparities in maternal mortality rates. The bill would require a hospital that provides perinatal care, and an alternative birth center or a primary clinic that provides services as an alternative birth center, to implement an implicit bias program, as specified, for all health care providers involved in perinatal care of patients within those facilities. The bill would require the department to track and publish data on maternal death and severe morbidity, disaggregated by county, facility, and racial and ethnic identity.	Assembly Appropriations Committee		Support
Gov. Budget Proposal: Developmental Screenings	\$60,000,000	\$60 million in state and federal funding to increase developmental screening rates for young children.	\$53.9 million appropriated in the final 19-20 budget.		Support
Gov. Budget Proposal: Adverse Childhood Experiences	\$45,000,000	\$45 million in state and federal funding to ensure all families on Medi-Cal receive Adverse Childhood Experiences (ACEs) screens.	\$41.1 million appropriate in the final 19-20 budget.		Support
Gov. Budget Proposal: Black Infant Health	\$12,000,000	\$12 million to further address disparities in infant and maternal mortality for African American women.	\$19.5 million appropriated in the final 19-20 budget.		Support

Policy Item	Author/Budget Amount	Description	Notes/Sponsor/Status	Community Identified Priority	Position Taken
Gov. Budget Proposal: Health Provider Rates	\$1,000,000,000	Continued funding for health provider rate increases, including more than \$1 billion in Proposition 56 funding (tobacco tax increase approved by voters in 2016). At least \$50 million in additional funding will be made available for Medi-Cal family planning services, and additional funds will be available for mental health provider training, whole person care pilots, and additional health systems incentives which could be modified to include early childhood priorities.	N/A		Support
Gov. Budget Proposal: Trauma Screenings	\$25,000,000	\$60 million over three years in Proposition 56 funding, starting with \$25 million in FY 19-20, to train providers responsible for conducting the trauma screenings proposed in the January budget.	\$50 million appropriated in final 19-20 budget.		Support
Gov. Budget Proposal: Cannabis surveillance and education	\$12,000,000	\$12 million for the California Department of Public Health to conduct cannabis surveillance and education programs.	N/A		Support
Families					
Assembly Concurrent Resolution (ACR) 1	Bonta (D-Oakland), Aguiar-Curry, Bealle, Bradford, Calderon, Carrillo, Chiu, Chu, Gabriel, Cristina Garcia, Gloria, Gonzalez, Holden, Hueso, Jones-Sawyer, Kalra, Levine, Limón, Low, McCarty, Rendon, Reyes, Rivas, Rodriguez, Santiago, Ting, and Weber	Public Charge: This measure would condemn regulations proposed by the Department of Homeland Security to prescribe how a determination of an alien's inadmissibility is made based on the likelihood that the alien will become a public charge. This measure would also urge the federal government to reconsider and roll back the proposed regulations.	Senate Floor		Support
Gov. Budget Proposal: Working Families Tax Credit	1,000,000,000	\$1 billion to expand eligibility to an additional 400,000 families, and converting the credit to a monthly benefit to better meet the needs of working families.	\$1.2 billion appropriated in the final FY 19-20 budget.		Support
Gov. Budget Proposal: CalWORKs Grants	\$347,600,000	\$347.6 million to further increase the size of the state's California Work Opportunity and Responsibility to Kids (CalWORKs) cash grants, eventually increasing to \$455.5M annually. These increases will begin October 1, 2019 and ensure no child in a family receiving cash aid from the state lives in deep poverty.	\$348 million appropriated in the final FY 19-20 budget.		Support
Gov. Budget Proposal: CalWORKs Home Visiting Initiative	89,600,000	\$89.6 million to expand and make permanent the CalWORKs Home Visiting Initiative (HVI) created in the 2018-19 budget.	89.6 million appropriated in the final FY 19-20 budget.		Support
Gov. Budget Proposal: Maternal Infant Early Childhood Home Visiting (MIECHV)	\$45,900,000	\$45.9 million to double the federally-funded Maternal Infant Early Childhood Home Visiting (MIECHV) program operated by the California Department of Public Health.	\$46 million appropriated in the final 19-20 budget.		Support
Gov. Budget Proposal: Paid Family Leave	N/A	Expanding paid family leave from six to eight weeks per parent or caregiver, allowing for up to an additional month of paid leave for a two-parent household	Paid family leave expanded from six to eight weeks in final FY 19-20 budget.		Support
Federal Policy					
Federal Regulation -USCIS-2010-0012	U.S. Department of Homeland Security	Proposed Federal Regulation: Expansion of the public charge definition for immigrants seeking to legally adjust their status.	Public Comments submitted to the Federal Register.		Oppose
Federal Regulation- OMB-2019-0002	U.S. Office of Management and Budget	Request for Comment: Consumer Inflation Measures Produced by Federal Statistical Agencies.	Public Comments submitted to the Federal Register.		Oppose

Policy Item	Author/Budget Amount	Description	Notes/Sponsor/Status	Community Identified Priority	Position Taken
Federal Regulation - HUD-2019-0044	U.S. Department of Housing and Urban Development	Proposed Federal Regulation: Prohibition of mixed-status immigrant families from living in public housing and receiving other housing assistance.	Public Comments submitted to the Federal Register.		Oppose
Communities					
Sustainability					

FIRST 5 LA

SUBJECT: Strategic Plan Refinement (SPR4) Board Retreat

SUMMARY

First 5 LA launched the Strategic Plan Refinement Process in January with the targeted completion by November 2019. First 5 LA is launching the third phase of the four-phase process which focuses on refining the current Strategic Plan based on learnings to date, review of current plan progress and environment, and Board and community stakeholder input which was gathered in the first two phases of the process. The July Board meeting will be a facilitated retreat led by Steven LaFrance of LFA to engage the Board in a discussion on four strategic questions that have been prioritized for Board discussion. These four strategic questions were prioritized based on a criteria, outlined below, that consider prior Board input and direction and significance of the potential change to our current Strategic Plan, as well as other factors. Following the Board meeting, staff will work over the summer to develop strategy refinement recommendations for Board consideration at the September Board and September Special Board/Program and Planning Committee meetings.

BACKGROUND:

Strategic Plan Refinement Process Update

The Strategic Plan refinement process encompasses four major phases: Review, Reflect, Refine, and Results (SPR4). The Review and Reflect phases have been completed and captured the key learnings and reflections from implementation progress to-date of the current Strategic Plan, changes in the landscape that inform First 5 LA's work going forward, and First 5 LA's capacity to do system change work effectively.

The third phase of the SPR4 process, Refine, has been launched and will focus on refining our strategies based on learnings from our actual experience in policy and systems change work, inputs gathered from the Review and Reflect phases, and our assessment of strategic opportunities to achieve our targeted outcomes.

This phase will occur from July through September, addressing the following questions:

- How should we refine and prioritize our strategies based on our review and reflections?
- How do we need to approach our work differently based on this review and reflection?
- How can we best communicate our refined Strategic Plan to inform our partners and stakeholders?

The strategy refinement process will be grounded in key guardrails, inputs, and guidance for prioritizing and focusing our strategies. This strategy refinement approach recognizes and builds upon the policy guidance previously articulated by the Commission through the following:

- Results for Children and Families and Long-Term System Outcomes
- Updated Investment Guidelines
- Review Phase Data Report Discussion
- Strategic Plan Refinement Critical Success Factors
- System Change Approaches

The set of guardrails, inputs, and guidance for strategy refinement was presented to the Board during the May 23 Special Board/Program and Planning Committee meeting.

Key Strategic Issues/Questions to Address during Strategy Refinement

There are key strategies issues/questions that have emerged from the Review and Reflect phases as well as ongoing input during Board discussions about SPR4. Strategy Refinement teams have been identified to focus on addressing the strategic issues/questions in service of generating recommended refinements to the current strategies. **Attachment 1** provides a list of the strategy refinement teams and the overall driving question that each team will be addressing.

A subset of strategy refinement questions from this list of ten were then prioritized for discussion at the July Board meeting based on the following criteria:

- Strategy team focus/questions represent an area in which the Board has previously expressed interest or sought staff recommendations
- Team recommendations are anticipated or may result in a significant change from current Strategic Plan focus
- Strategy team focus/questions represent a new strategy that has not been previously discussed by the Board in any significant way

DISCUSSION

The July Board meeting will provide an opportunity for the Board to provide early policy direction and recommendations to staff as staff begins the strategy refinement work. The July Board meeting will include an opportunity for Commissioners to participate in up to four small group breakouts on four priority topics using the criteria outlined above:

- ECE Quality Supports
- Kindergarten Readiness Assessments
- Communications
- Alternative Revenue.

The specific questions for discussion in each group are outlined in **Attachment 2**. Using a structured facilitation method known as World Café™, Commissioners will have an opportunity to discuss the key questions for each topic, provide feedback, build upon prior breakout groups, and identify further considerations for staff to address during strategy refinement. In addition, **Attachment 3** provides a summary of the County Partner interviews and Community Engagement Sessions conducted during the Reflect phase and presented at the June 13 Board of Commissioners meeting that could be helpful background for the July meeting discussion. **Attachment 4** also provides background materials for each discussion topic. Staff will be available at each breakout discussion to capture detailed notes, summary input, and facilitate Commissioner discussions.

NEXT STEPS:

Board input on these topics and discussion topics during the July 11 Board of Commissioners meeting/SPR4 Board Retreat will inform strategy refinement and updates from the Refine phase will be presented at the September 12 Board of Commissioners and September 26 Special Board/Program and Planning Committee meetings.

STRATEGIC PLAN REFINEMENT (SPR4) BOARD RETREAT

Christina Altmayer

Vice President, Programs

Brittney Hojo

Department Coordinator, Communities

Steven LaFrance

Founder and CEO, Learning for Action



Opening Comments and Context Setting



Critical Success Factors for Strategic Plan Refinement Process

Equity

Articulates how First 5 LA is working to ensure that all children are ready to succeed in school and life, with priority focus on those facing disparities along income, racial, ethnic and geographic lines

Impact

Clearly identifies our intended impact and means to measure our progress

Integration

Facilitates further integration of our work, highlighting cross-cutting, systems change approaches to achieving First 5 LA's North Star

Fiscal Stewardship

Recognizes and reflects our fiscal constraints, projected revenue declines and fiscal stewardship to operate within expected resources

Plain Speak

Is clear in language and approach for our diverse partners, staff, Board, public

Priorities & Focus

Prioritizes and further focuses what we must do to advance our policy and systems change work programmatically, organizationally, and operationally

Capacity-Building

Leverages the process to enhance First 5 LA's ability, skill, and infrastructure for strategy development and implementation

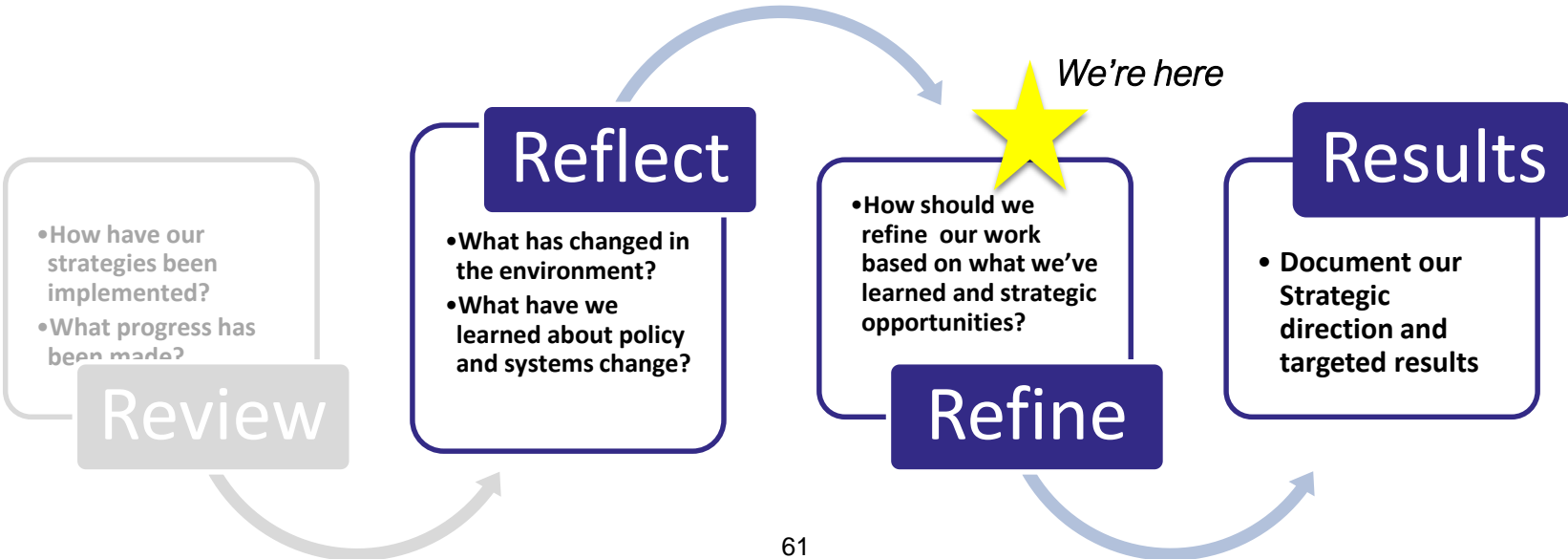
Today's Objectives

- Provide updates on the SPR4 process, focusing on strategy refinement process and how today's discussion fit into the process
- Preview the strategy refinement topics
- Engage the Board in-depth discussion on four priority strategic questions
- Review next steps leading to a refined Strategic Plan



Strategic Plan Refinement Process Summary

Proposed planning process will focus on *reviewing, reflecting, and refining* the current Strategic Plan



SPR4 Progress To-Date

WHERE WE'VE BEEN

- **Jan:** SPR4 Process launched
- **Mar:** Board directional endorsement of Investment Guidelines
- **Apr:** Review activities summarized in the Review Phase Data Report; Board reflections and discussions of Review Phase Data Report findings
- **Apr – May:**
 - LFA conducted key stakeholder and County partner interviews
 - First 5 LA staff facilitated community engagement sessions

WHERE WE ARE

- **May – Jun:** Guardrails, Inputs, and Guidance finalized for Strategy Refinement
- **Jun:**
 - Summary of County Partner Interviews and Community Engagement Sessions presented at Board of Commissioners Meeting
 - Indicators for Results for Children and Families presented at Program & Planning Committee Meeting
 - Refine Phase Launched

WHERE WE ARE GOING

- **Jun-Aug:** Strategy refinement process
- **Jul 11:** Board Strategic Planning Session - Emerging strategy refinement recommendations
- **Sep :** Board of Commissioners & PPC meetings to discuss preliminary strategy refinements

Refining First 5 LA Values

- As defined in our 2015-2020 Strategic Plan, values act as guiding principles for **how** we do our work, the **culture** we aim to promote and a benchmark to **measure behaviors**
- Updated values reflect staff-driven process of reviewing learnings, reflecting on where we are today, and recommended refinements
- Values serve as one of the guardrails within which strategy refinement teams are working

First 5 LA Values (Refined)

Our values reflect what we aspire to showcase in our daily interactions with each other and in our work with external partners. We are committing to these values as they reflect who we are in our work. As a public entity we are responsible stewards of public funds and believe it is imperative that we use these values to guide our work.

- **Collaboration:** We promote collaborative culture and strategies in all that we do.
- **Integrity:** We act in ways that reflect our values and hold ourselves accountable for our behaviors and the outcomes of our work.
- **Learning:** We integrate learning into all aspects of our decision-making, commit to continuous improvement and share what we have learned.
- **(NEW) Diversity, Equity, and Inclusion:** We embrace the diversity of LA County, advocate for fairness and promote systems that advance the full participation of young children and their families.

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Strategy Refinement



Strategy Refinement Approach

- Key strategic issues and questions emerged from learning and inputs from Review and Reflect phase activities
 - Review Phase Data Report (Board interviews)
 - County Partner Interviews
 - Community Engagement Sessions
 - Board and staff inputs/discussions
- Strategy Refinement Teams will focus on the key strategic issues and questions identified
- Strategy refinement topics were prioritized for discussion at the July Board meeting
- Staff will continue to leverage input and direction from the Board throughout strategy refinement

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Criteria for identifying priority strategy refinement topics for Board engagement

- Strategy team focus/questions represent an area in which the Board has previously expressed interest or sought staff recommendations
- Team recommendations are anticipated or may result in a significant change from current Strategic Plan focus
- Strategy team focus/questions represent a new strategy that has not been previously discussed by the Board in any significant way

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Strategy Refinement Topics and Overall Driving Questions

For Today's Discussion

- **ECE Quality Supports** - How should First 5 LA prioritize its quality improvement efforts in ECE settings, informed by the QSLA quality framework?
- **Kindergarten Readiness Assessment** - What is First 5 LA's long-term objective for kindergarten readiness assessment in LA County?
- **Communications** - What are the strategic objectives of First 5 LA's communications investments and activities in furtherance of our systems change goals?
- **Alternative Revenue** - What role can F5LA play in designing and driving alternative revenue generation strategies (beyond Prop 10 tobacco tax)?

Strategy Refinement Topics and Overall Driving Questions

Other Topics:

- **Cross Cutting Strategies: Trauma Resiliency Informed Systems Change and Family Engagement** -Should family engagement and trauma resiliency informed systems change be embedded within all of First 5 LA's work?
- **Strategy Integration: Communities and System Change** - How can we support the work of communities to advance local community systems change while connecting their insights, assets, and learnings to broader county and/or state systems change?
- **Built Environment** - How do we leverage the work underway to improve the built environment in the 14 Best Start communities?
- **Home Visiting within a System of Family Supports** - How can First 5 LA drive a sustainable system of home visiting within a broader system of family supports?
- **Early Identification and Intervention** - How can First 5 LA operationalize implementation of our early identification and intervention strategy to advance an integrated system of prenatal, maternal and pediatric supports?
- **Financial Management Guidelines** - How will First 5 LA manage its operating budget to address declining revenue projections?

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World Café

Based on text from the café to go reference guide. Authored by the World Café community.

propel*next*

World Café at a Glance...

- **Four (4) progressive rounds** of conversation with each round addressing one question.
- At the **end of each round**, participants are invited to **move to a different table**
- **New question discussed** while linking and connecting ideas with previous conversation rounds. Paper tablecloths provided to create a **visual memory** of the conversation
- World Café **principles** include the following...

Purpose



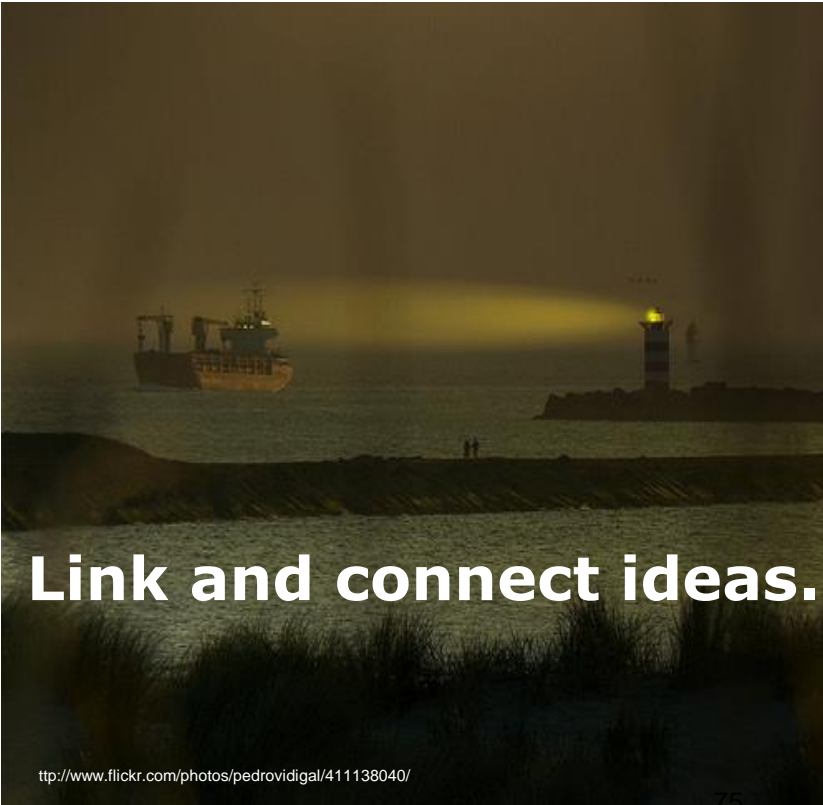
Focus on what matters



Contribute
your
thinking.

Speak
your mind
and heart.





Link and connect ideas.

<http://www.flickr.com/photos/pedrovidigal/411138040/>



**Listen
together for
insights and
deeper
questions.**

http://www.flickr.com/photos/ale_e_ba/1725436

One more thing...

Staff at each table will act as the host, remaining at the table for each conversation round to:

- **Welcome** newcomers
- Share the **main ideas, themes and questions**
- Encourage guests to **link and connect ideas**



Station #1: ECE Quality Supports

(Commissioners Conference Room)

- How should our current efforts, which prioritize quality support services for center-based care for 4-year olds, evolve given family needs and our own learnings?
- What should we consider as we better align our quality support strategy with the diversity of early learning settings?
- How do we ensure that our quality support efforts have a direct link to improving child outcomes, with particular focus on dual language learners?
- How do our quality support efforts strengthen the existing early learning workforce?

Station #2: KRA

(MPR Horseshoe)

- What is the value of having KRA data from a policy, program, community, learning, and accountability perspective?
- What should First 5 LA's long-term objective be? Statewide KRA? Countywide KRA? KRA in specific communities?

Station #3: Communications

(MPR Right)

- Does this crosswalk reflect priority audiences? Are there any audiences that are missing from this crosswalk?
- Is there a need to prioritize audiences? If so, what considerations should drive prioritization?

Station #4: Alternative Revenue

(MPR Left)

- How will F5LA organize its sustainability strategy and approach to alternative revenue?
- What are F5LA's overriding goals for generating revenue (revenue for what)?
- What venues for alternative revenue are potentially available and what considerations should inform where F5LA ought to focus its strategy and activities?

Round 1





Break



Round 2

80



Round 3



Round 4

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Commissioner Reflections

Reflection (1 min)

- What patterns, themes and deeper questions emerged from the small group conversations?

Group Discussion

- What stood out as themes among Commissioner input?
- What were some of the key questions that Commissioners identified for staff to grapple with?

Next Steps

REFINE

Jul

- ❑ Jul 11: Board Strategic Planning Session
- ❑ Continue strategy refinement process
- ❑ Center for Effective Philanthropy stakeholder perception report available

Aug

- ❑ Continue strategy refinement process
- ❑ Center for Effective Philanthropy grantee perception report available

Sep

- ❑ Sep Commission Meetings: Debrief from July Board Strategic Planning Session; Preview strategy refinement recommendations

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Appendix



Appendix 1: Summary of Key Inputs that Informed the Strategy Refinement Topics

Strategy Refinement Topic: ECE Quality Supports

What We Heard

County Partner Interviews:

- Work with County partners to bring an equity lens in efforts to expand access to, and improve the quality of, ECE across communities
 - Examine disparities in access and quality across the county
 - Balance a focus on quality within ECE centers with efforts to enhance quality of home-based care (which serve most of the County's low-income children and children of color)

Strategic Question that Emerged from What we Heard

How should First 5 LA prioritize its quality improvement efforts in ECE settings, informed by the QSLA quality framework?

Appendix 1: Summary of Key Inputs that Informed the Strategy Refinement Topics

Strategy Refinement Topic: Kindergarten Readiness Assessment

What We Heard

Strategic Question that Emerged from What we Heard

Review Phase Data Report:

- While the Kindergarten Readiness Assessment (KRA) to date has been valuable, further clarification of First 5 LA's KRA strategy is needed.
- Partners understand the value of the KRA, but the approach to scale and sustainability is unclear. Stakeholders would like First 5 LA to specify what success for the KRA strategy looks like in a sustainable way.
- In addition, some stakeholders call attention to the need to address the issue of how the KRA will be used with children whose home language is not English.

What is First 5 LA's long-term objective for kindergarten readiness assessment in LA County?

Appendix 1: Summary of Key Inputs that Informed the Strategy Refinement Topics

Strategy Refinement Topic: Communications

What We Heard

Review Phase Data Report:

- Invest more in communications and publicity, backed by strong messaging, with the express purpose of generating awareness amongst the broader population about the importance of, and the role of families and communities in supporting, early childhood development.
- There is greater opportunity for First 5 LA to be a truly valuable resource for parents/caregivers as well as to current and prospective partners.
- Continue to refine and clarify its language and messaging to make it more accessible; it is still perceived as being too jargon-y and complex. This challenge is elevated, yet perhaps even more important to address, in the context of working on complex systems change issues.
- Continue to develop the capacity of the organization to collect and use data – and communicate effectively about it – to inform advocacy efforts, including sustainability strategies for early childhood services, as well as filling gaps in data needed to advance equity in service of the North Star.

Community Engagement Session:

- Contribute to targeted communications campaigns (e.g., by zip code) and increase social media efforts to raise parent/caregiver awareness and knowledge of child health and development

Strategic Question that Emerged from What we Heard

What are the strategic objectives of First 5 LA's communications investments and activities in furtherance of our systems change goals?

Appendix 1: Summary of Key Inputs that Informed the Strategy Refinement Topics

Strategy Refinement Topic: Alternative Revenue	
What We Heard	Strategic Question that Emerged from What we Heard
<p>Review Phase Data Report:</p> <ul style="list-style-type: none">• Keep the Long Term Financial Projections front and center to monitor spending and funding trends, while developing strategies for and capacity to raise additional revenue and otherwise strengthen the sustainability of its investments.	<p>What role can F5LA play in designing and driving alternative revenue generation strategies (beyond Prop 10 tobacco tax)?</p>

Appendix 2: Investment Guidelines (BOC Endorsed on 3/14/19)

First 5 LA will make policy and programmatic decisions to optimize achievement of our targeted results based on the following:

2019 Investment Guidelines	What this Means for Our Work
New Guideline EQUITY : Prioritize children, families and communities in our target population that our work has the greatest potential to impact and advance our North Star	<ul style="list-style-type: none"> • Use data to elevate disparities and achieve equitable outcomes • Strengthen existing public systems to be family-focused and child-centered • Incorporate the voice of families and communities in policy and system change
New Guideline SUSTAINABILITY : Embed sustainability strategies within all of our work	<ul style="list-style-type: none"> • Plan and operate within our fiscal reality • Create new revenue and fund leveraging strategies • Co-invest with partners
UPSTREAM : Focus on prevention	<ul style="list-style-type: none"> • Invest in prevention and early intervention as the primary focus of our work • Link downstream investments to prevention
SYSTEM AND POLICY CHANGE : Focus on system/policy change and implementation to impact the most children and families	<ul style="list-style-type: none"> • Focus on strengthening existing systems; rather than creating new systems • Consider direct services only when there is significant potential to demonstrate models for scalability and sustainability
EVIDENCE AND INNOVATION : Prioritize scaling up evidence-based practices, balanced with investments in innovative and promising approaches to address community needs	<ul style="list-style-type: none"> • Pursue and test innovative and promising approaches, as necessary, to respond to community needs and achieve scale
PARTNERSHIP : Engage partners throughout planning, development, and execution of our work	<ul style="list-style-type: none"> • Demonstrate how committed partnerships are engaged and fundamental to our work

Strategy Refinement Teams and Overall Driving Question

Strategy Refinement Topic	Overall Driving Question
ECE Quality Supports	How should First 5 LA prioritize its quality improvement efforts in ECE settings, informed by the QSLA quality framework?
Kindergarten Readiness Assessment	What is First 5 LA's long-term objective for kindergarten readiness assessment in LA County?
Communications	What are the strategic objectives of First 5 LA's communications investments and activities in furtherance of our systems change goals?
Alternative Revenue	What role can F5LA play in designing and driving alternative revenue generation strategies (beyond Prop 10 tobacco tax)?
Cross Cutting Strategies: Trauma Resiliency Informed Systems Change and Family Engagement	Should family engagement and trauma resiliency informed systems change be embedded within all of First 5 LA's work?
Strategy Integration: Communities and System Change	How can we support the work of communities to advance local community systems change while connecting their insights, assets, and learnings to broader county and/or state systems change?
Built Environment	How do we leverage the work underway to improve the built environment in the 14 Best Start communities?
Home Visiting within a System of Family Supports	How can First 5 LA drive a sustainable system of home visiting within a broader system of family supports?
Early Identification and Intervention	How can First 5 LA operationalize implementation of our early identification and intervention strategy to advance an integrated system of prenatal, maternal and pediatric supports?
Financial Management Guidelines	How will First 5 LA manage its operating budget to address declining revenue projections?

July 11 SPR4 Board Retreat – Discussion Topics, Purpose, and Questions

Strategy Refinement Topic	Purpose of Discussion	Discussion Questions
ECE Quality Supports	To review First 5 LA’s current approach to improving quality in early learning settings. Discuss what adjustments need to be made based on learnings from Quality Start Los Angeles and the diversity of settings in the current environment.	<ul style="list-style-type: none"> • How should our current efforts, which prioritize quality support services for center-based care for 4-year olds, evolve given family needs and our own learnings? • What should we consider as we better align our quality support strategy with the diversity of early learning settings? • How do we ensure that our quality support efforts have a direct link to improving child outcomes, particularly the needs of dual language learners? • How do our quality support efforts strengthen the existing early learning workforce?
Kindergarten Readiness Assessment (KRA)	To explore the value of KRA in helping First 5 LA achieve our North Star through building public will and community capacity as well as strengthening our own measurement and accountability.	<ul style="list-style-type: none"> • What is the value of having KRA data from a policy, program, community, learning, and accountability perspective? • What should First 5 LA’s long-term objective be? Statewide KRA? Countywide KRA? KRA in specific communities?
Communications	To discuss how communications could support First 5 LA’s systems change efforts and receive guidance on strategies and target audience(s).	<ul style="list-style-type: none"> • Is there a need to prioritize audiences? If so, what considerations should drive prioritization? • Given where we are today, how should we balance our resources for each audience?
Alternative Revenue	To gather Board feedback on First 5 LA’s sustainability framework (alternative revenue as a component of, not substitute for, other sustainability strategies), revenue priorities (revenue for what?), and alternative venues (state/local).	<ul style="list-style-type: none"> • How will F5LA organize its sustainability strategy and approach to alternative revenue? • What are F5LA’s overriding goals for generating revenue (revenue for what)? • What venues for alternative revenue are potentially available and what considerations should inform where F5LA ought to focus its strategy and activities?

Stakeholder Input: County Partner Interviews & Community Engagement Sessions

As part of the second phase of First 5 LA's strategic plan refinement process – Reflect – input from key partner agencies and from select Best Start Communities was gathered through interviews and community engagement sessions to inform First 5 LA's strategies and how to approach its work. This document synthesizes input from community partners and key stakeholders to support the strategy refinement process undertaken by the Strategy Refinement Teams (SRTs). The input is organized by SRT to make it most actionable for the SRTs. Note that there wasn't thematic stakeholder feedback relevant to Kindergarten Readiness Assessment and the heading do not appear below.

County Partner Interviews: Learning for Action staff conducted phone interviews with 19 stakeholders consisting of 17 County Partners as well as representatives from First 5 CA and the First 5 Association.

Community Engagement Sessions: First 5 LA staff conducted ten engagement sessions with key stakeholders. The sessions engaged over 130 stakeholders once completed. First 5 LA also held nine input sessions with Best Start Communities.

Overarching Themes

Overarching Recommendations for First 5 LA's Role

- First 5 LA plays an important role in setting a statewide agenda around early childhood issues and priorities, including through partnership with the First 5 Association and First 5 California. However, policy efforts at the state level need to be informed by deeper understanding of what programmatic efforts look like in other regions and other counties. Systems change efforts may also benefit from collaboration with other First 5 commissions.
- First 5 LA can better clarify its identity and role, particularly as it emerges out of the current strategy refinement process. Two stakeholders noted that there is some confusion about First 5 LA's role, which makes it difficult for others to know how best to partner with them. Some stakeholders noted that many still think of First 5 LA as a grantmaking organization that funds direct services.
- Focus on families living in poverty, families of color, and specific geographies in the county where needs for comprehensive supports for family can have the greatest positive impact.
- First 5 LA should share more information about their work with other First 5 county commissions, First 5 California, and the First 5 Association. Representing the largest county in the state, First 5 LA can pursue some approaches that other smaller First 5 organizations cannot. The resulting plans, resources, data, and learnings could be valuable for other counties working on similar efforts.
- Continue policy advocacy efforts to advance ECE priorities in alignment with County and State budget and ECE policy opportunities.
- Stay closely connected to families and communities, including their voices through ongoing input processes and collaboration to better understand their needs and definition of progress/success on shared goals.
- Continue to engage in parent engagement, with careful mindfulness of cultural differences and different family structures.

First 5 LA's Role in Advancing County Efforts

- First 5 LA could deepen engagement in policy advocacy at the county level, in line with the excellent work they already do at the state and federal level. In particular, First 5 LA could play a critical role to ensure that county level efforts are informed by policies and opportunities at the state and federal levels. This will be especially important in helping the county optimize ECE opportunities put forth by Governor Newsom.
- In addition, First 5 LA could enhance opportunities for County-level collaboration through:
 - "Networking the networks" – develop regional approach engaging county departments and CBOs in adjacent, complementary, and overlapping initiatives.
 - Aligning work across partners engaged in common strategies (e.g., home visiting).

Input Linked to Specific Strategy Refinement Topics

Stakeholders identified the following ways in which First 5 LA could lead or support County-level efforts:

ECE Quality Supports

County Partners

- Provide strategic guidance about how best to seize opportunities created by the Governor's investment in ECE.
- Along with County partners, bring an equity approach to efforts to expand ECE by:
 - Considering geographic disparities in ECE access within the County.
 - Focusing on quality within ECE centers, but not to the exclusion of enhancing quality and building capacity of home-based care sites (which serve most of the County's low-income children and children of color).
- Act as a thought partner and subject matter expert to support County efforts to elevate its focus on ECE (such as having a dedicated ECE Department).

Community Engagement Sessions

- Make ECE more relevant to education sector broadly by drawing stronger, more intentional links across ECE, K-12, and higher education.
- Continue to support quality ECE through advancement of the workforce and professionalization of the field.
- Advocate to raise ECE workforce compensation and support efforts to make the profession more attractive as a career.
- Advance policies to improve quality of childcare sites.
- Best Start sites also suggest that First 5 LA have deeper partnerships with parents/caregivers, the school system and elementary school parent associations, and with organizations and elected officials that are calling for universal kindergarten and childcare access for families. Best Start partners recommend that First 5 LA invest resources to help parents understand and advocate for quality ECE and K-12 education overall.

Communications

County Partners

- Clarify First 5 LA's identity and role. Two stakeholders noted that there is some confusion about First 5 LA's role, which makes it difficult for others to know how best to partner with them. Some stakeholders noted that many still think of First 5 LA as a grantmaking organization that funds direct services.
- Consider sharing more information about their work with other First 5 county commissions, First 5 California, and the First 5 Association. Representing the largest county in the state, First 5 LA is able to pursue approaches that other smaller First 5 organizations cannot. The resulting plans, resources, data, and learnings could be valuable for other counties working on similar efforts.
- Communicate with the public about the importance of tracking outcomes (and data sharing) while also responding to concerns about privacy and transparency. [This point is also included under Data Strategy]

Community Engagement Sessions

- Contribute to targeted communications campaigns (e.g., by zip code) and increase social media efforts to raise parent/caregiver awareness and knowledge of child health and development.
- Best Start sites suggest that First 5 LA continue to increase awareness of programs and resources for children and families to ensure that residents are aware and informed of the existing resources and Best Start efforts. Sites recommend that First 5 LA deliver engaging educational communication campaigns to showcase its work and that of partners, that better align community change agendas to the four results of children, that simplify policy and systems change language. One participant suggests that First 5 LA profile the daily lives of families; another about increasing awareness of child safety in schools and in the home and highlight signs of neglect, trauma, and abuse. Ongoing outreach can help continue to build relationships with communities as well as reach areas that are unincorporated. Social media outreach and more information on the radio and newspapers could support efforts to increase awareness.
- Continuing to gather parent/caregiver feedback and engaging them in ongoing dialogue is also important to Best Start sites. Community stakeholders believe that feedback from families can help improve the quality of programs and authentic engagement can help ensure that investments are maximized and that families know of the opportunities around them.

Data Strategy

County Partners

- Assist in the development of data that can help County Partners to advocate for sustainable funding in the face of declining fiscal support from First 5 LA.
- Convene/facilitate connections and data sharing across partners within the County, and consider what partners outside the County should also be engaged in data sharing.
- Facilitate some foundational conversations to generate shared agreement on outcomes, and consider gathering community input on what outcomes are most important to them.
- Communicate with the public about the importance of tracking outcomes (and data sharing) while also responding to concerns about privacy and transparency.
- Support predictive risk modeling to better identify vulnerable populations and serve the needs of the community.
- Partner with DCFS to establish the evidence base for prevention services/interventions (to expand services in alignment with the Family First Services Prevention Act).

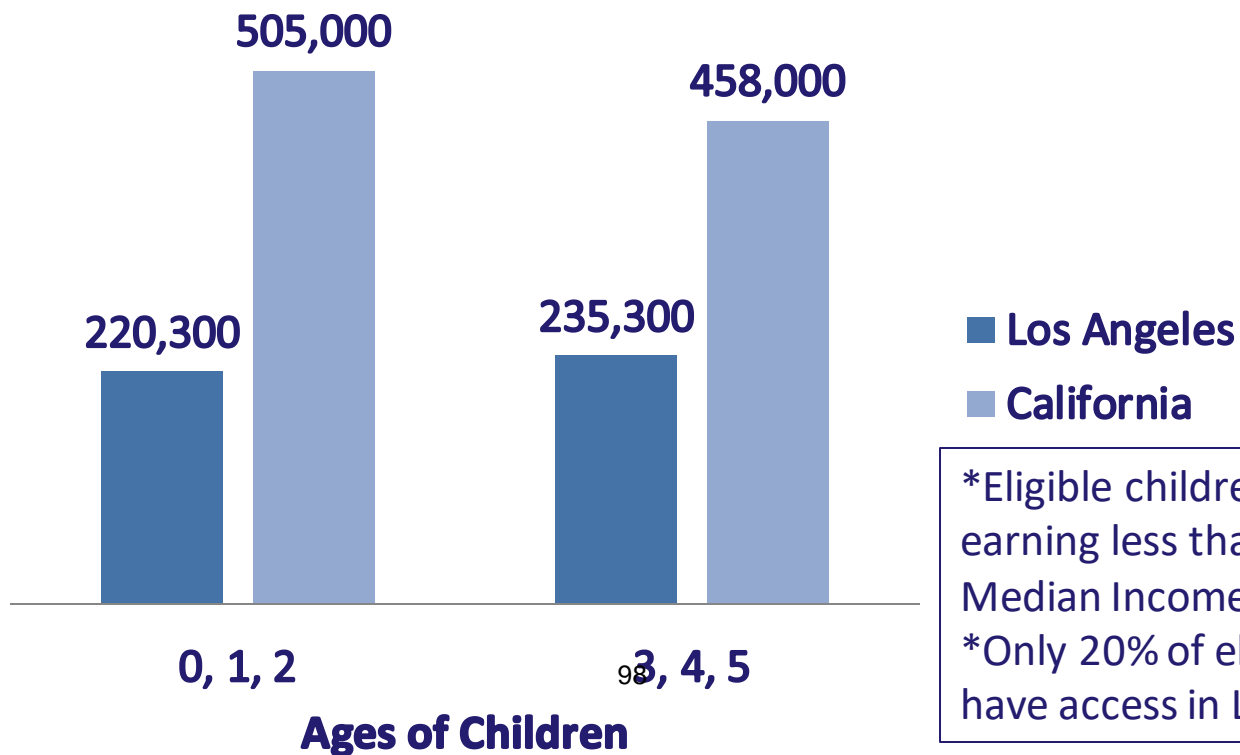
Community Engagement Sessions

- First 5 LA can play a stronger role in aligning and working toward a shared and integrated data system.
- Best Start sites suggest First 5 LA continue to expand efforts to gather data on population-level change and EDI, and to understand what is needed, what is working and not in what areas to support children and families. First 5 LA should also be clear about how data are used and how data inform its work.

Station #1: ECE Quality Supports Background Materials

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Children Eligible for Subsidized Early Learning

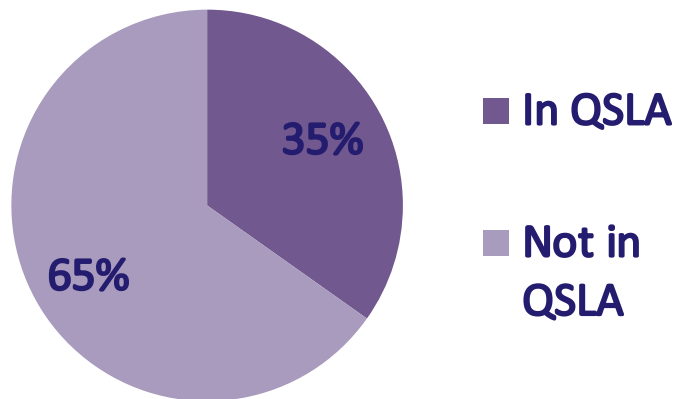


*Eligible children are families earning less than 85% of State Median Income.
*Only 20% of eligible children have access in LA County.

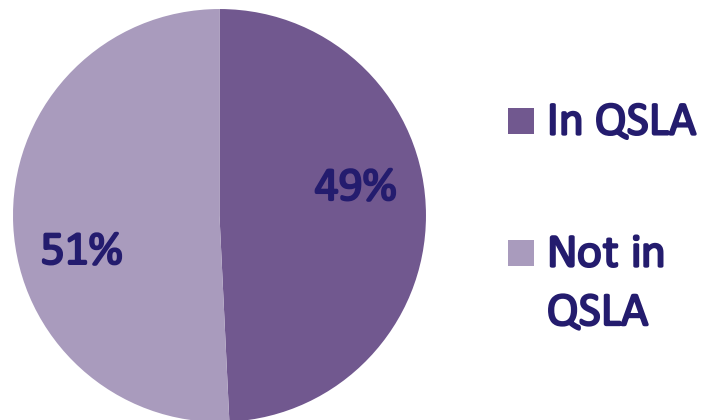
Eligible Children Enrolled

Information below is only representative of the 20% of eligible children who have access currently.

Children: 0, 1, and 2



Children: 3, 4, and 5



99

Information about Providers within QSLA

- Over 35% of providers within QSLA are funded by Head Start, Early Head Start, or CA State Preschool Program.
- No children within license-exempt/Family, Friend, and Neighbor Care is being supported by QSLA.

100

Differing Quality Standards for CA Early Learning Programs

Program Type		Minimum Teacher Requirements	Curriculum Standards
Alternative Payment Programs/ CalWORKS	License-Exempt Providers	Health and safety training	No requirement
	Family Child Care Homes	Health and safety training	No requirement
	Centers	12 ECE Units	No requirement
Transitional Kindergarten		Teaching credential and 24 ECE units	Developmentally appropriate curriculum
California State Preschool Program/Title V		24 ECE units plus 16 general education units	Developmentally appropriate curriculum
Head Start		A.A. or B.A.	Developmentally appropriate curriculum

Quality Measures and Dual Language Learners (DLL)

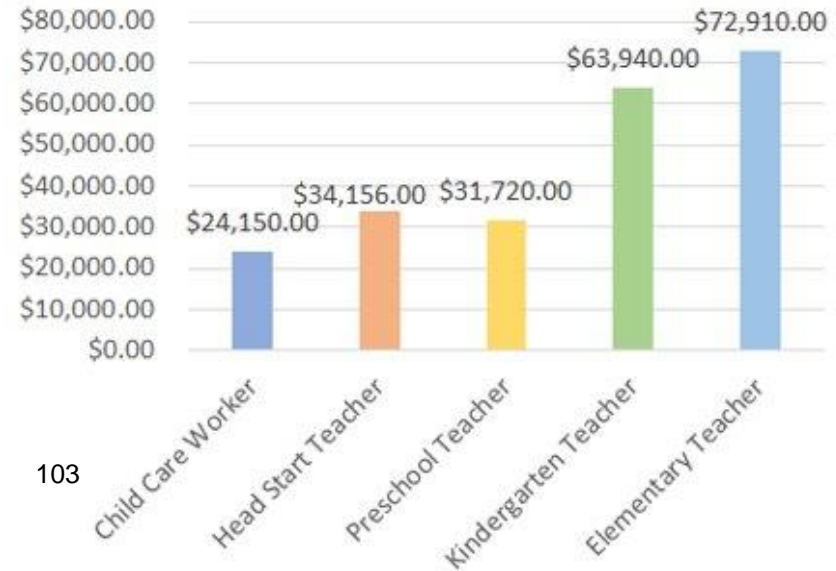
- Teacher-student interactions measured by CLASS (*Classroom Assessment Scoring System*) is a quality measure for early learning settings, including QSLA participating sites
- There are concerns about the validity and cultural responsiveness of CLASS for DLLs
- 68% of children in QSLA supported facilities in LA are DLLs

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Early Learning Workforce

- A Bachelor's degree in early learning has the lowest lifetime earnings in the nation.
- Early learning workforce median income ranks in the 7th percentile of earners in CA.

Annual Salary of California's Early Learning Workforce, by Profession (2017)



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QUALITY START LOS ANGELES

FY2017-18

High-quality early learning and care programs can have a lifelong, positive impact on young children and their families. The first five years of a child's life are the most critical in their development, and it is important that children have the most supportive learning environment possible during that critical time.

Quality Start Los Angeles (QSLA), Los Angeles County's Quality Rating and Improvement System (QRIS), is part of a larger state and national movement to acknowledge and support early learning providers as they continuously elevate the quality of care for children birth to five and their families.

QSLA aims to improve the program quality of participating centers and family child care homes by offering instructional supports and incentives for programs, teachers and administrators to reach higher levels of quality. QSLA believes that parents play an important role in their child's early learning experience and seeks to help them better understand what to look for when choosing a quality early learning and care program.

QSLA is funded by the California Department of Education (CDE), First 5 California and First 5 LA, serving state and non-state funded Infant/Toddler and Preschool programs.

Los Angeles County Office of Education (LACOE) • Office for the Advancement of Early Care and Education
Child360 • Child Care Alliance of Los Angeles (CCALA) • First 5 LA

 @QualityStartLosAngeles

QualityStartLA.org

 @QualityStartLA



QSLA Providers

Total number of Early Care and Education (ECE) providers participating in QSLA: **867**

- ECE Centers participating in QSLA: **645**
- Family Child Care Homes (FCCH) participating in QSLA: **222**

Providers receive a Tier Rating based on how well they meet program standards and guidance, which follow three core areas: (1) **Child Development and School Readiness**, (2) **Teacher Qualifications and Teacher Interactions**, and (3) **Program Leadership and Learning Environment**. Tier Ratings help providers identify areas for improvement and find ways to sustain success. Providers go through the re-rating process every two years, and can receive a Tier Rating of 1 to 5.

QSLA Tier Rating Distribution



*1% Not yet rated

Children

Total number of children served: **43,973**

Total number of children served by age groups:

- Infant: **1,251**
- Toddler: **4,722**
- Pre-K: **38,000**

Workforce

Number of early learning teaching staff and administrators participating in QSLA: **4,858**

Quality Improvement Supports

QSLA sets high standards for early learning providers and offers quality improvement supports they need to strive towards delivering high quality programs for the children and families they serve.

PROFESSIONAL DEVELOPMENT

Total number of QSLA trainings provided:

52 trainings provided to QSLA providers on topics, including: **Behavior Management, Classroom Assessment Scoring System (CLASS), Cultural Competency, Desired Results Developmental Profile (DRDP), Environment Rating Scale (ERS), Family Education, and Strengthening Families Protective Factors.**

COACHING

24,170 coaching hours were provided

Quality Improvement Plans

- 35%** focused on Teacher Qualifications and Teacher Interactions
- 29%** focused on Program Leadership and Learning Environment
- 29%** focused on Child Development and School Readiness
- 7%** focused on Family Engagement

INCENTIVES

Monetary incentives of over **\$3 million** distributed to QSLA providers to support quality improvement and program enhancement in early learning programs and provide measurable, direct benefits to the program.

Station #2: Kindergarten Readiness Assessment Background Materials

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A Child Better Prepared for Kindergarten is a Child Better Prepared for Life

THE FIRST 5 LA KINDERGARTEN READINESS ASSESSMENT (KRA) PROJECT

Knowing that 90 percent of a child's brain is developed by age 5, First 5 LA recognizes early learning opportunities as critical to a child's success in school and beyond. When a child participates in high-quality early care and education (ECE) they are more likely to have stronger socio-emotional skills, and be better prepared for academic achievement.

First 5 LA launched its KRA Project in June 2017. In collaboration with districts and communities, First 5 LA supports the implementation of KRA tools, such as the Early Developmental Instrument (EDI). KRA data collected is used to drive ECE policy, fiscal, and systems change to provide the best outcomes for L.A. County children.

ACHIEVING IMPROVEMENTS TOGETHER

First 5 LA has partnered with UCLA's Center for Healthier Children, Families and Communities, community partners and school districts to use the EDI. The EDI, developed by the Offord Centre for Child Studies at McMaster University in Canada, provides a community snapshot of children in five development domains and informs place-based planning. It is a holistic measure completed once every three years on classes of kindergarteners. Research established over the last decade in Canada and Australia has found the EDI to reliably measure child development and predict later school success for children. The EDI is helpful not only in describing how children are developing, but also in predicting health, education, and social outcomes.

The Five Measurement Areas of the EDI

29% Language & Cognitive

25% Emotional Maturity

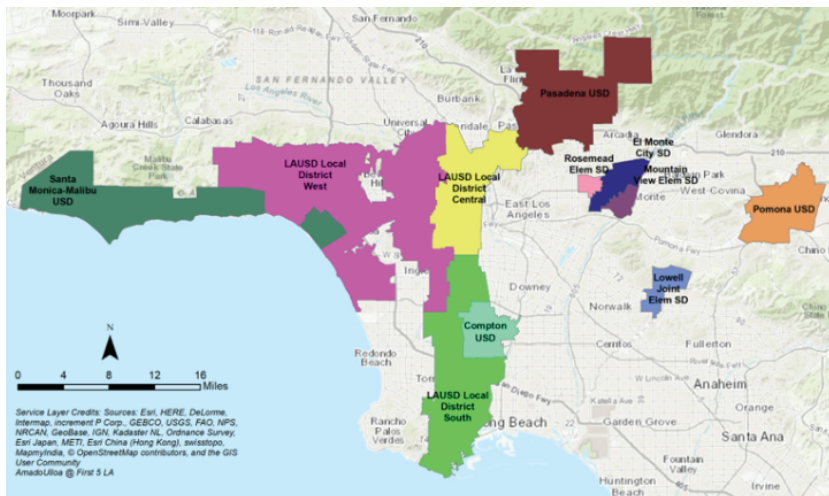
25% Social Competance

15% Physical Health & Wellbeing

8% Communication Skills & General Knowledge



Currently in 2019, eight strategic partners – school districts, municipalities and community anchor agencies – are participating in KRA data collection and stakeholder engagement.



City of Pasadena

Compton Unified School District

Connections for Children in Santa Monica

El Monte City School District

Los Angeles Unified School District

Mountain View School District

Pomona Unified School District

Rosemead School District

HOW CAN YOUR DISTRICT PARTICIPATE?

Your participation in the KRA Project is important and encouraged to increase the number of districts and communities measuring and addressing kindergarten readiness. Whether you have recently completed, or you are currently creating your district's plan for next school year, consider the benefits to your district, community, and children made possible by participation in First 5 LA's funded KRA Project.

Benefits of Participation include:

- Funding and support from First 5 LA for EDI data collection, other KRA tools, and to engage the community in understanding neighborhood vulnerabilities
- Technical assistance and coaching from UCLA's Center for Healthier Children, Families and Communities
- Collaboration with EDI districts and communities across Los Angeles County through the shared learning network

After receiving an hour-long training, Kindergarten teachers complete an EDI survey on each child using an online platform. Teachers report that because the EDI is based on observational recall, it is quick and easy to complete averaging 10-15 min per individual EDI assessment.



Schedule	Activities
Spring & Summer 2019	Contract negotiations with First 5 LA
November - December 2019	Logistics planning with UCLA
January - March 2020	1 hour teacher training with UCLA Teachers complete the EDI survey online
April - June 2020	District representative attends coaching sessions with UCLA
July 2019 - June 2020	District representative attends quarterly peer learning network

First 5 LA is a leading early childhood advocate organization created by California voters to invest Proposition 10 tobacco tax revenues. In partnership with others, First 5 LA strengthens families, communities and systems of services and supports so that all children in Los Angeles County enter kindergarten ready to succeed in school and life.

For additional details, please contact:
Avery Seretan, Program Officer
Phone: (213) 482-6007
aseretan@first5la.org

Understanding the Early Development Instrument

The **Early Development Instrument (EDI)** was developed by the Offord Centre for Child Studies at McMaster University in Canada. Research established over the last decade in Canada and Australia has found the EDI to reliably measure child development and predict later school success for children. EDI data are a key component of **Transforming Early Childhood Community Systems (TECCS)**, a national initiative to guide local community efforts to give children the best opportunity to succeed. TECCS believes in the importance of data to drive success, and by using a common, population-level indicator such as the EDI, communities can better understand how their children are faring and the barriers to success that should be addressed, neighborhood-by-neighborhood.

What is the Early Development Instrument?

The Early Development Instrument (EDI) is a population measure of how young children are developing in communities across the United States.

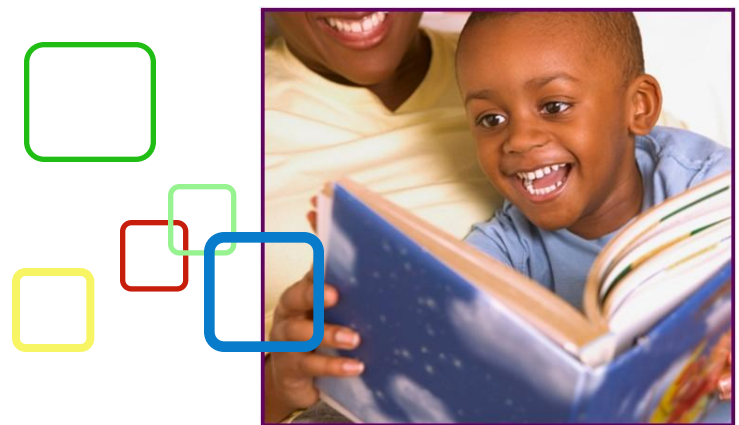
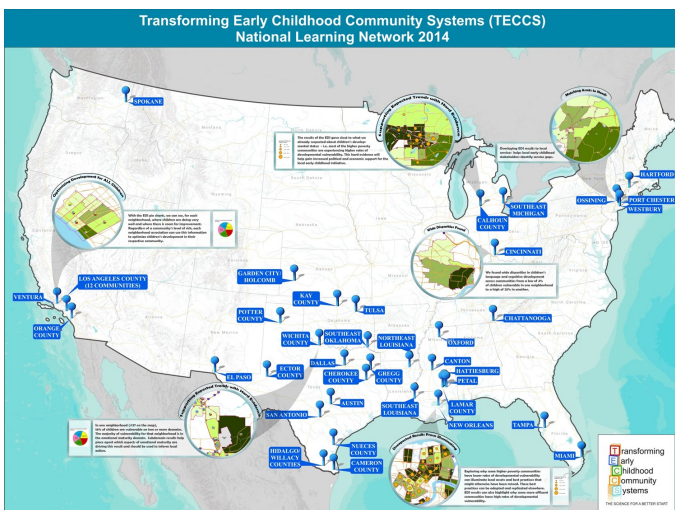
The EDI measures five areas of early childhood development:

- Physical health and wellbeing
- Social competence
- Emotional maturity
- Language and cognitive skills
- Communication skills and general knowledge

The EDI is helpful not only in describing how children are developing, but also in predicting health, education, and social outcomes.

Who else is using the EDI and TECCS?

TECCS is the first national effort in the United States to provide holistic, comparable, population-level data to a large and diverse set of communities. In the past five years, TECCS has helped communities measure over 150,000 children representing more than 200 school districts and 1,400 schools.



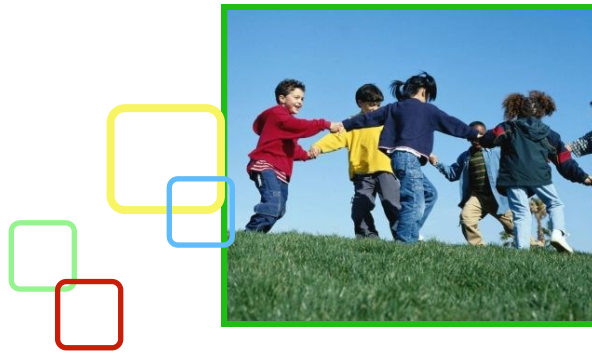
How are EDI results used?

EDI results are mapped for TECCS communities to inform community dashboards. These tools allow community members and leaders to:

- Compare the strengths and weaknesses in children's development and thus school readiness across communities and EDI areas;
- Understand the relationship between children's EDI results and other important factors that may influence their health and well-being (e.g. poverty rates, resident mobility, and the availability of community assets like preschools, family support providers, libraries, and health providers);
- Create a shared understanding of the barriers children in the community are facing;
- Motivate action and advocacy efforts to help children reach their potential;
- Plan interventions and resource investments; and
- Track progress over time to see how changes in investments, policies, and other factors influence children's health and well-being.

How is EDI data collected?

After receiving an hour-long training, Kindergarten teachers complete an EDI on each child using an easy online platform. Teachers report that because the EDI is based on observational recall, it is quick and easy to complete and does not interfere with classroom time. Teachers report that the assessment is easy to use, averaging 10-15 min per individual EDI assessment.



How are the EDI results reported?

EDI results are reported for an entire community, neighborhood by neighborhood, as the percentage of children on track (>25th percentile) and not on track (≤25th percentile) in each of the five areas. The “not on track” category is further broken out as the percentages of children developmentally vulnerable (≤10th percentile) and at risk for becoming vulnerable (>10th and ≤25th percentile).

Geographic maps created by TECCS can show the percentage of children in local communities who are developmentally vulnerable on the EDI areas. Other important indicators or factors that may influence health and well-being can be mapped on top of community-level EDI results. EDI maps are shaded to represent the range of developmental vulnerability. The shading shows how a community is doing compared to other communities where the EDI has been used.

Community profile reports provide a comprehensive set of maps, tables, and contextual information about how children are doing developmentally in a given community, along with detailed information about how to understand what the EDI results mean.

How does EDI differ from other assessments?

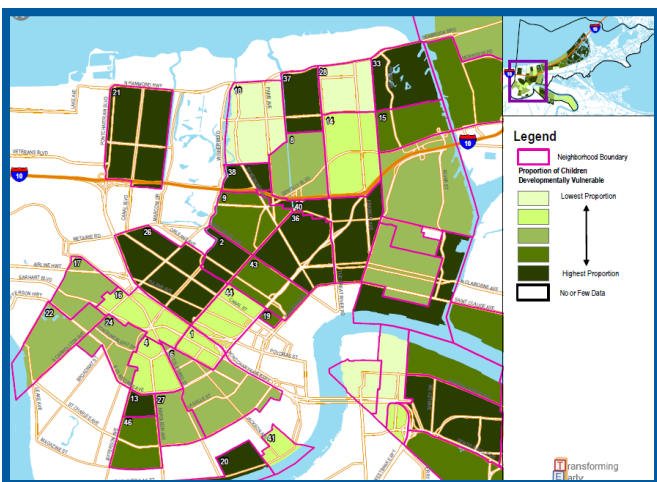
EDI was uniquely designed to provide a community level index of children’s health, development and school readiness, not to inform individual instruction. Other tools used to inform individual instruction often require significant teacher time, are repeated during a school year, and focus on academic skills. By contrast, the EDI is a holistic measure completed once every couple years on subsequent classes of kindergarteners to monitor changes in children’s well-being and assess collective impact of community-wide early childhood efforts. Both assessment types have roles to play in improving the lives of kids.

Are there school-specific reports?

Yes, although no data is ever reported on individual children or teachers. The confidential school-level reports provide data to participating teachers and their school administrators about how the children in a school are doing developmentally compared to children in other local schools using the EDI. This helps schools implement programs that will help all children succeed as they progress through the school years.

How can communities track progress?

The Community Data Dashboard is a tool that shows real-time progress toward ambitious target goals of improving the most essential individual, family and social conditions to improve the lives of families and young children. The measures help residents and local organizations take collective action, recognizing that sector-specific strategies alone cannot influence population outcomes. The Dashboard connects diverse programs and providers (including physicians, child care and preschools, and mental health) to shared accountability and a common change process. Organizations report data monthly to monitor their progress and encourage integrated thinking.





INSERT LOCAL LOGO/S

A SNAPSHOT OF YOUNG CHILDREN'S DEVELOPMENT EL MONTE CITY SCHOOL DISTRICT, CALIFORNIA

Thanks to the support of local teachers, El Monte City SD recently completed a community school readiness assessment using the Early Development Instrument (EDI). This report summarizes findings from the EDI, both for the community as a whole and for local neighborhoods. We hope this report will serve as a catalyst for bringing together individuals, organizations and community leaders who are working to improve school readiness and create better environments for our children.

The EDI is a population measure of child development and school readiness, which means that it collects information about kindergarten age children in participating geographic areas and creates an overall snapshot of their developmental progress. The EDI does not label or identify individual children with specific problems. Instead, it looks at how experiences at home and in the community can help prepare children for the school environment.

The EDI provides local leaders with the information they need to evaluate school readiness, plan how to improve programs and supports, and better coordinate services to help children develop and learn before and during their school years.

The EDI provides information about children in five developmental areas that are known to affect well-being and school performance:

- Physical health and well-being
- Social competence
- Emotional maturity
- Language and cognitive skills
- Communication skills and general knowledge

The Snapshot includes a summary of the EDI results for El Monte City SD and provides tips for interpreting tables and maps as a first introduction to the EDI.

UNDERSTANDING EDI RESULTS

EDI results are reported as the percentage of children who are developmentally "vulnerable," "at-risk," and "on track" in each of the five areas. Children who score at or below the 10th percentile of the national EDI population in each area are considered developmentally vulnerable. Children who score above the 10th percentile but at or below the 25th percentile are considered at-risk for becoming vulnerable, and those who score above the 25th percentile in each area are considered on track.

Station #2 - Kindergarten Readiness Assessment

The results in this Snapshot reflect data collection by participating kindergarten teachers during the 2017-2018 school year. In addition, data were combined with the prior two years for schools that did not collect data again in 2017-2018, if applicable. Lastly, this Snapshot reflects all valid records for children who live or go to school in the community.

Figure 1 shows that EDI data were reported for 898 children in El Monte City SD. It also provides some additional background information about the children surveyed.

Figure 1: Children's Background Information – El Monte City SD (2018)

School Information	
Participating school districts	1
Participating schools	14
Classrooms collecting EDI information	36
Community Information	
Children	898
Children who are English Language Learners (ELL)	51%
Children who have an Individualized Education Program (IEP) for children with disabilities	9%
Race/Ethnicity:	
African-American, Black	<1%
Asian, Native Hawaiian or other Pacific Islander	18%
Hispanic, Latino/a	80%
White	1%
Other	<1%

Station #2 - Kindergarten Readiness Assessment

Figure 2 summarizes results from the EDI. The figure describes each of the five developmental areas assessed by the EDI and, for each, displays the percentage of children who are developmentally vulnerable, at risk or on track against the results from our national convenient sample from 2017.

- The red portion of the bar charts represents the percentage of children considered vulnerable in each of the five developmental areas. Children are categorized as “vulnerable” in a domain if the mean score of their EDI items for that domain falls at or below the 10th percentile population cutoff.
- The purple portion of the bar charts represents the percentage of children considered developmentally at risk. Children are categorized as “at-risk” in a domain if the mean of their EDI items for that domain is above the 10th percentile cutoff but falls at or below the 25th percentile cutoff.
- The orange portion of the bar charts represents percentage of children considered on track, those who fall above the 25th percentile. Children are categorized as “on track” in a domain if the mean of their EDI items for that domain falls above the 25th percentile cutoff.

Small percentages are better in the blue series and large percentages are better in the green series.

Figure 2: Summary of EDI Results by Developmental Area – El Monte City SD (2018)

Station #2 - Kindergarten Readiness Assessment



Figure 3. Columns 1-7 show, by neighborhood, the number (N) and percentage of children by EDI domain that are considered developmentally vulnerable, meaning they scored at or below the 10th percentile population cutoff. Columns 8-10 provide a composite measure across all domains that divide the population of children into one of the following three, mutually exclusive, categories:

- The number and percentage of children vulnerable (at or below the 10th percentile) on one or more developmental domains;
- The number and percentage of children at-risk (above the 10th percentile on all domains but at or below the 25th percentile) on one or more domains; and
- The number and percentage of children on track (above the 25th percentile) on all valid domains.

Figure 3: Summary of EDI Results by Domain and by Neighborhood – El Monte City SD (2018)

(1) Neighborhoods	(2) Number of surveys ¹	Percent of Children Developmentally <u>Vulnerable</u> by Area					Distribution Across <u>All</u> Developmental Areas		
		(3) Physical Health and Well-being	(4) Social Competence	(5) Emotional Maturity	(6) Language and Cognitive Development	(7) Communication and General Knowledge	NOT ON TRACK		ON TRACK
							(8) Developmentally <u>Vulnerable</u> on One or More Developmental Areas	(9) Developmentally <u>At Risk</u> on One or More Developmental Areas	(10) Developmentally <u>On Track</u> on All ² Developmental Areas
Census Tract 4315.01	33	3%	3%	6%	9%	3%	15%	15%	70%
Census Tract 4315.02**	25	0%	0%	0%	16%	0%	16%	8%	76%
Census Tract 4321.01**	15	13%	13%	0%	7%	13%	20%	27%	53%
Census Tract 4323	26	12%	15%	12%	4%	8%	23%	31%	46%
Census Tract 4324.01	33	0%	0%	3%	12%	6%	15%	30%	55%
Census Tract 4324.02	70	1%	1%	0%	10%	13%	17%	31%	51%
Census Tract 4325**	66	6%	6%	3%	26%	5%	30%	26%	44%
Census Tract 4326.01	68	7%	12%	12%	24%	12%	35%	29%	35%
Census Tract 4326.02	49	6%	12%	11%	8%	10%	22%	29%	49%
Census Tract 4327	67	3%	4%	6%	15%	7%	22%	19%	58%
Census Tract 4328.01	25	4%	24%	24%	24%	16%	40%	32%	28%
Census Tract 4328.02	68	9%	15%	10%	24%	18%	38%	29%	32%
Census Tract 4331.01**	15	13%	13%	20%	20%	20%	40%	7%	53%
Census Tract 4331.02	52	2%	4%	4%	25%	13%	31%	23%	46%
Census Tract 4332	62	11%	16%	16%	18%	8%	32%	34%	34%
Census Tract 4335.01	22	0%	0%	0%	0%	0%	0%	45%	55%

(1) Neighborhoods	(2) Number of surveys ¹	Percent of Children Developmentally <u>Vulnerable</u> by Area					Distribution Across <u>All</u> Developmental Areas		
		(3) Physical Health and Well-being	(4) Social Competence	(5) Emotional Maturity	(6) Language and Cognitive Development	(7) Communication and General Knowledge	NOT ON TRACK		ON TRACK
							(8) Developmentally <u>Vulnerable</u> on One or More Developmental Areas	(9) Developmentally <u>At Risk</u> on One or More Developmental Areas	(10) Developmentally <u>On Track</u> on All ² Developmental Areas
Census Tract 4335.03	54	6%	2%	2%	7%	6%	15%	31%	54%
Census Tract 4335.04	63	2%	3%	3%	11%	6%	13%	27%	60%
Neighborhood-wide ³	818	5%	8%	7%	16%	9%	24%	27%	49%
Community-wide ⁴	898	5%	8%	7%	15%	9%	24%	28%	48%

Data Source: Teacher Reported EDI Checklist. Children who score at or below the 10th percentile of the national EDI population in each area are considered developmentally vulnerable, those who score above the 10th percentile but at or below the 25th percentile in each area are considered at risk, and those who score above the 25th percentile in each area are considered on track.

¹N is the number of valid records by neighborhood. The actual N for each domain may be lower (refer to Tables 5-9 for the N by domain).

²N of Developmentally On Track on All Domains refers to children on track on all valid domains. A record may be valid with as few as four completed domains.

³ N reflects both mapped and suppressed EDI records that have valid addresses in one of the identified neighborhoods within the target geography.

⁴ N includes EDI records for all children who attend school and/or live in the community.

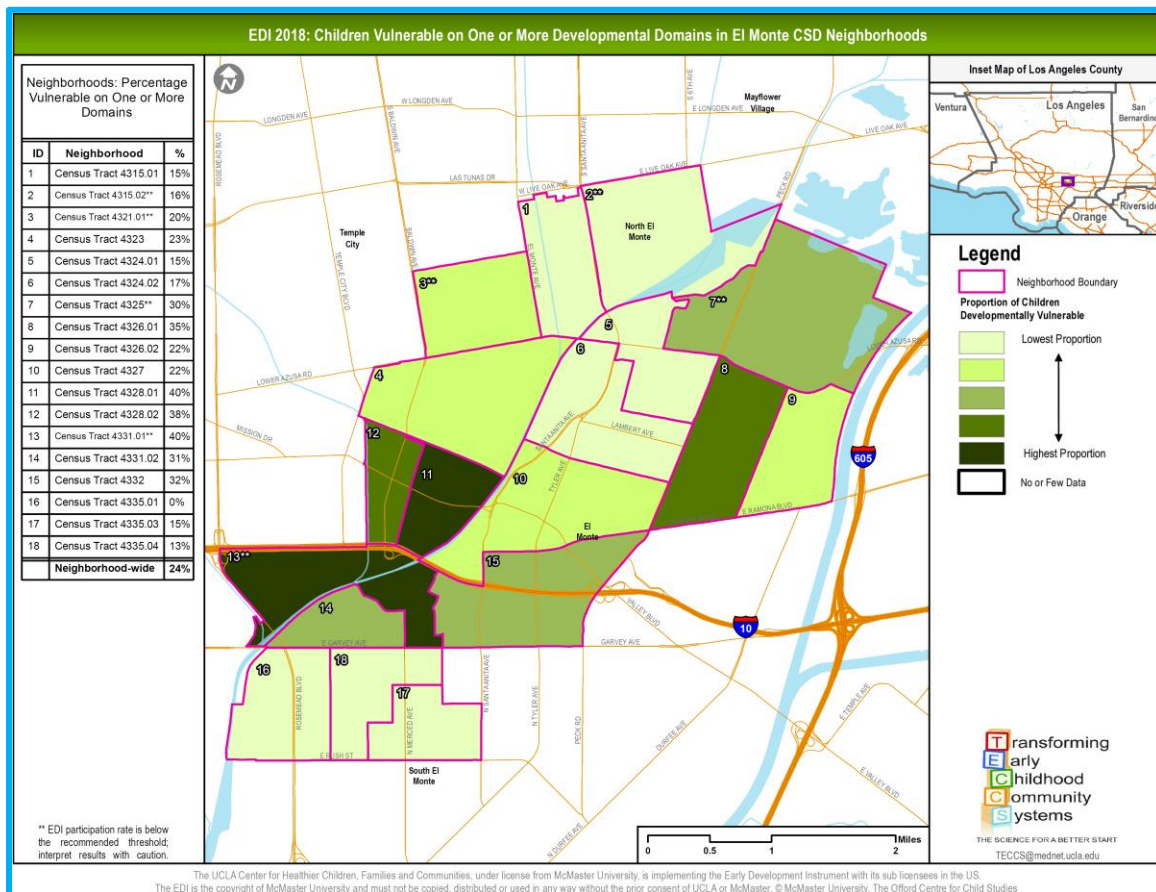
** Data do not meet the EDI participation rate threshold for neighborhoods of this size, therefore additional consideration is warranted as the data may not be representative of all children living there.

When evaluating neighborhood level findings, it's important to consider both the percentages and the number of children surveyed. High rates of vulnerability may translate to a small number of children vulnerable because few children live in the neighborhood. In contrast, moderate rates of vulnerability may translate to a large number of children vulnerable when many children live in the neighborhood. Consideration should also be given to the reasons some communities may have lower vulnerability. It may be that they have achieved positive results because of sustained and effective prevention and intervention programs.

Figure 4 provides a visual snapshot of children's developmental status in different neighborhoods. The shading on the map represents the range of developmental vulnerability. Areas with lighter shading have a lower percentage of developmentally vulnerable children, while areas with darker shading have a higher percentage of developmentally vulnerable children.

Indicator maps complement the EDI maps by providing information about the influences on child development outcomes. For example, family poverty rates are mapped and can be analyzed alongside EDI results to help provide the community context for the EDI outcomes. The maps can also be used to identify service gaps by including the locations of early learning, health and family support services.

Figure 4: Map of EDI Results – El Monte City SD (2018)



COMMUNITY USE OF THE EDI TO CREATE POSITIVE CHANGE FOR YOUNG CHILDREN

This EDI Snapshot gives individuals, organizations and community leaders the information they need to work more effectively to improve the lives of young children. Communities are using EDI results in many creative ways, including:

- Identifying and/or increasing awareness of local needs, assets and other important indicators
- Providing baseline information on the readiness of children entering kindergarten to inform curriculum and program needs
- Improving or creating initiatives and programs
- Strengthening coordination and alignment of services
- Supporting applications for public and private funding opportunities
- Engaging communities in mapping local assets
- Building a framework for understanding child development and the importance of investing in young children
- Taking collective actions to meet the developmental needs of children
- Building networks of school readiness advocates and creating partnerships between organizations
- Improving professional development opportunities and supports for those caring for young children
- Assisting with strategic planning for organizations and community initiatives
- Learning from differences in strengths and needs between local neighborhoods

ABOUT US AND WHO TO CONTACT

This effort to track and improve conditions for young children is led by the [INSERT NAME OF LOCAL INITIATIVE] which aims to [INSERT BRIEF DESCRIPTION OF THE LOCAL INITIATIVE'S MISSION]. This local effort is part of a national initiative called Transforming Early Childhood Community Systems (TECCS). TECCS is a partnership with the UCLA Center for Healthier Children, Families and Communities and United Way Worldwide. TECCS uses EDI data to improve school readiness by providing accurate information about young children's developmental

progress that guides state, regional and local efforts to make effective improvements in early childhood systems. Since 2008, TECCS has spread to over seventy communities nationwide.

For questions about the local initiative or to receive the full EDI Community Profile, please contact [INSERT LOCAL CONTACT INFORMATION AND OTHER RESOURCES INFORMATION]. For questions about the national TECCS initiative, please go to www.TECCS.net or email TECCS@mednet.ucla.edu.

This report was prepared by UCLA Center for Healthier Children, Families and Communities. The Center, under license from McMaster University, is implementing the EDI with its sub licensees in the US. The EDI is the copyright of McMaster University and must not be copied, distributed or used in any way without the prior consent of UCLA or McMaster.

For questions regarding licensing, email TECCS@mednet.ucla.edu.

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Station #3: Communications Background Materials

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Using Communications to Help Reach Our North Star

Gabriel Sanchez,
Communications Director

July 11, 2019

Marlene Fitzsimmons,
Communications Manager,
Strategic Initiatives

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2015-2020 Strategic Plan

In the current Strategic Plan, First 5 LA focuses its resources on six investment areas, which represent specific streams of work to advance the Outcomes and Priority Focus Areas. Communications is identified as an investment area and is defined as:



Educating the public and key stakeholders about the importance of investing in our children and families.

Then: Communications Strategies

Broad approach to reach multiple stakeholder audiences:

- **Public Awareness Campaigns**
 - Inform and educate parents and caregivers about the Protective Factors: parental resilience, social connections, concrete support in times of need, knowledge of parenting and child development, and social and emotional competence of children
- **Build Our Brand**
 - Parenting Guide (Quarterly print publication); distribution at L.A. City and County Libraries, WIC centers, grantee sites, etc.
 - Event sponsorships
- **Working with First 5 CA**
 - Distribution of First 5 California's "Kit for New Parents" and other resources

Now: Communications Strategies

Focused, purposeful approach to reach target stakeholder audiences:

➤ **Build our Brand**

- Establishing First 5 LA's brand as a leading early childhood advocate
- Expanding newsletters audiences (i.e. "Early Childhood Matters," "Strong Families, Strong Kids," "Week In Review," and "First 5 LA: Morning Media")
- Increasing public visibility through event and conference sponsorships (i.e. LA Zoo, Discovery Cube)

➤ **Engage Decision Makers**

- Increasing the quantity and quality of influential news coverage on early childhood development and issues affecting young children through strategic partnerships
 - The Center for Health Reporting at the USC Schaeffer Center for Health Policy and Economics and the USC Annenberg Center for Health Journalism's Children's Health Matters Blog
 - The Pacific Oaks College Early Childhood Journalism Fellowship
 - Southern California Public Radio/KPCC Community-engaged Journalism

Now: Communications Strategies

Focused, purposeful approach to reach target stakeholder audiences:

➤ Elevate Awareness and Create Urgency

- Increasing public awareness through campaigns to engage parents and caregivers, and partnering with Best Start Community Partnerships to engage community groups and leaders
 - Utilizing marketing channels to effectively communicate to parents:
 - First5LA.org/Parenting: Anchor for content to inform, educate; provide resources, tips and coupons
 - “Strong Families, Strong Kids” monthly newsletter
 - “Parenting Guide” quarterly print publications (200K distribution throughout L.A. County)
 - Social media: Drive engagement on Facebook, Instagram and Pinterest
 - Events: Direct engagement with parents and community members at community resource fairs and large civic events throughout L.A. County
 - Advertising: media mix to reach parents where they are (i.e. radio, TV, outdoor, digital/social)
- Partnering with other funders and like-minded organizations on joint communications activities and supporting integration of activities in all First 5 LA efforts and initiatives

➤ Support Internal Communications

- Creating a cohesive, consistent story about First 5 LA through brand ambassador training, internal newsletter, develop communications capacity building of First 5 LA grantees and partners

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Our Approach, Reaching Target Audiences

First 5 LA recognizes every mode, medium and method in which we communicate – on our own or in partnership with external groups – is an opportunity to advance the programmatic and policy goals of the Strategic Plan and make a broader impact for children and families.

Audience	Policy/Decision Makers	Regional Network Grantees	Grantees	Internal Staff	Partnerships	Parents	Community Members	Other Partners
Defined Audience	Elected officials that make policy and budget decisions on issues in alignment with F5LA mission	Best Start Regional Networks/ Community Partnerships	Past and Present recipient of First 5 LA Grant Funding	Staff at First 5 LA	Organizations in alignment with First 5 LA's mission	Expecting/Parents of children 0-5 in LA County	Residents of LA County that either do or could potentially support/align with First 5 LA's mission	Non-Traditional partners for First 5 LA outside ECE field, business leaders, other funders
Communication Strategy	<i>Socialize, Educate, Inform, Influence</i>							



Target Audience Crosswalk

Audience	Policy/Decision Makers	Regional Network Grantees	Grantees	Internal Staff	Partnerships	Parents	Community Members	Other Partners
Defined Audience	Elected officials that make policy and budget decisions on issues in alignment with F5LA mission	Best Start Regional Networks/Community Partnerships	Past and Present recipient of First 5 LA Grant Funding	Staff at First 5 LA	Organizations in alignment with First 5 LA's mission	Expecting/Parents of children 0-5 in LA County	Residents of LA County that either do or could potentially support/align with First 5 LA's mission	Non-Traditional partners for First 5 LA outside ECE field, business leaders, other funders
Objective	Support/Advance legislation/policy that supports F5LA mission	Build ambassadorship for First 5 LA's work and mission	Build ambassadorship for First 5 LA's work and mission	Build ambassadorship for First 5 LA's work and mission	Mobilize resources in alignment with First 5 LA's mission	Utilize best parenting practices and advocate for their children	Support the importance of early childhood development	Recognize shared benefit, shared reward and support the importance of early childhood development
Strategy	Socialize, Educate, Inform, Influence	Socialize, Educate, Inform, Influence	Socialize, Educate, Inform, Influence	Socialize, Educate, Inform, Influence	Socialize, Educate, Inform, Influence	Socialize, Educate, Inform, Influence	Socialize, Educate, Inform, Influence	Socialize, Educate, Inform, Influence
Tactics/How we reach this audience	Communication mediums (website, email, printed collateral, publications, newsletters, social media, advertising)	Communication mediums (website, email, printed collateral, publications, newsletters, social media, advertising)	Communication mediums (website, email, printed collateral, publications, newsletters, social media, advertising)	Communication mediums (website, email, printed collateral, The Fiver internal newsletter, social media, all-staff meetings, ambassador trainings)	Communication mediums (website, email, printed collateral, publications, newsletters, social media, advertising)	Communication mediums (website, email, printed collateral, publications, newsletters, social media, sponsorships/events, advertising)	Communication mediums (website, email, printed collateral, publications, newsletters, social media, sponsorships/events, advertising)	Communication mediums (website, email, printed collateral, publications, newsletters, social media, sponsorships/events, advertising)
Seasonality of outreach	January through September	Ongoing	End of Year; State Annual Reporting (Spring /Summer)	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
Frequency of outreach	weekly, monthly	weekly, monthly, quarterly	quarterly	weekly, monthly	monthly	weekly, monthly, quarterly	weekly, monthly	monthly
Recurring Materials	Newsletters, dedicated e-blasts, printed collateral	Newsletters, dedicated e-blasts, printed collateral	Newsletters, dedicated e-blasts, printed collateral	The Fiver internal newsletter, dedicated e-blasts, printed collateral	Newsletters, dedicated e-blasts, printed collateral	Newsletters, dedicated e-blasts, printed collateral	Newsletters, dedicated e-blasts, printed collateral	Newsletters, dedicated e-blasts, printed collateral

Questions for Discussion

- **Does this crosswalk reflect priority audiences? Are there any audiences that are missing from this crosswalk?**
- **Is there a need to prioritize audiences? If so, what considerations should drive prioritization?**

Potential Considerations for Communications

**Alignment with
Strategic Priorities**

Sustainability

**Window of
Opportunity**

Impact on Young Children

Reputational Risk

**Collaboration with First 5 CA and
First 5 Association**

**Ability to track success
(measurement)**

**Partnership with Government,
Community and Business Leaders**

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Thank
you

“It takes
a village to
raise a child.”

- *African proverb*



Station #4: Alternative Revenue Background Materials

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First 5 LA’s Sustainability Framework

How can First 5 LA think about potential sustainability strategies?

Category	Definition/Application	What are some examples from First 5s?	What would implementation require?
<p>New dedicated revenue <i>(Focus of Alternative Revenue Strategy Team)</i></p>	<p>A local or state tax, or portion of a tax, dedicated to support early childhood which may include funding specifically allocated to First 5 or may provide a pathway for First 5 funding; include designation of an existing funding source for early childhood purposes, such as Mental Health Services Act (MHSA). This can include a totally new revenue dedicated to ECD and/or First 5s as well as new revenue dedicated from a portion of an existing revenue to ECD</p>	<ul style="list-style-type: none"> - Local parcel, sales, or “sin taxes” dedicated to early childhood (e.g., Santa Cruz and Humboldt receiving a portion of cannabis revenues) - Recent examples (June 2018) –: <ul style="list-style-type: none"> - Alameda County sales tax proposal (Fail) - San Francisco - Proposition C dedicated commercial property parcel tax(Pass) 	<ul style="list-style-type: none"> - Potential for ballot initiative and voter approval; most likely at a County level - Redirection of existing revenue by legislative or administrative action
<p>Leveraging Available Eligible Local, State, and Federal Fund Sources¹</p>	<p>Maximize revenues from existing federal and state health, human service, and/or family strengthening/preservation dedicated sources. Many of the programs that First 5 LA supports are mandated health benefits and/or have the potential to be supported by a range of existing federal and state health, human service, and/or family strengthening/preservation dedicated sources.</p>	<ul style="list-style-type: none"> -First 5 LA has increasingly been looking at how to leverage federal Medicaid/MediCal as well as exploring how services can be included as eligible benefits. This could also include building partnerships with managed care plans to determine how to have services included as eligible benefits. -Dedication of DMH Mental Health Services Act (PEI) funding for early childhood programs such as home visiting and prevention programs. -Potential for school district funding such as local control formula funds for KRA expansion. 	<ul style="list-style-type: none"> - Foundational partnerships - Alignment of funding to priorities - Local advocacy - Strengthening the capacity of organizations (County and agencies) to leverage opportunities

^{1,2,3} For all SRT consideration when developing recommendations

Station #4 – Alternative Revenue

First 5 LA’s Sustainability Framework

Category	Definition/Application	What are some examples from First 5s?	What would implementation require?
Co-funding/ Philanthropic Revenue/ Discretionary Grant Awards²	Leveraging First 5 LA expertise, including knowledge and relationships to receive philanthropic or government grants.	<ul style="list-style-type: none"> - State grants - First 5 Commissions are increasingly being recipient of state grant funding where they have expertise and/or capacity that County agencies may not have available. Examples: Dental Transformation Initiative (DTI), Cal Works Home Visiting expansion. These awards may include allocated operational costs of First 5s as well as program costs. - County grants – Some First 5s have entered into agreements with local county partners to administer grants and/programs that are county-funded. 	<ul style="list-style-type: none"> - Develop guidelines on conditions/criteria under which we would pursue funding - Build internal infrastructure to accept grant funding
Earned Income/New Business Models³	Providing contracted services or assuming administrative, operational or programmatic functions to support system building efforts.	<ul style="list-style-type: none"> - Contracted services – Some First 5s have successfully received grants to perform functions aligned with their mission such as data development, evaluation, or serving as fiscal intermediary. - Business agreements – First 5 LA is currently working with health plans to provide streamlined entry into home visiting services for their members. This could a potential contracted service. 	<ul style="list-style-type: none"> - Varies depending on model

^{1,2,3} For all SRT consideration when developing recommendations

Station #4: Alternative Revenue

July 11, 2019

Alejandra Marroquin
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Alternative Revenue for What?

REVENUE OBJECTIVES:

1. Childcare/ECE
2. Youth Development
3. Children's Health
4. Prevention
5. Sustainability for First 5s
6. Other?

Alternative Venues for Revenue Generation

State Examples on Childcare

- (PAST)** Prop. 64 – Cannabis Legalization (2016 State Ballot—successful proposition)
- Gov. Newsome now targeting repurposing revenue funding for early childhood development and childcare
- (PRESENT)** Property Tax – “Split Roll” (2020 State Ballot)
- If passed, revenues could funnel up to \$4.5 billion a year back to K-12 education; or \$2,000 per student per year across the state of California

County Examples on Education and Children Services

- (PAST)** San Joaquin County Measure B – Cannabis Tax (2018 San Joaquin County Ballot—failed measure)
- Measure would have put half of revenue from county cannabis tax into children and youth services
- (PAST)** Measure A – Parks and Open Space Parcel Tax (2016 LA County Ballot—successful measure)
- Measure raises \$94.5 a year with no end date to pay for new parks, park rehabilitation projects and programs with a targeted equity lens

Municipal/School District Examples on Education and Children Services

- (PAST)** Measure EE – LAUSD School Parcel Tax (2019 Los Angeles City Ballot—failed measure)
- Tax would have raised \$500 million for LAUSD classroom reduction, supplies and staffing
- (PRESENT)** Long Beach Youth Development Dept. Initiative – (2020 Long Beach City Ballot)
- Current signature gathering to place ballot measure¹³⁶ in Nov. 2020 to permanently finance a children and youth fund. Ballot measure will either be a new tax or repurposing of existing dollars from the city general



Threshold Considerations for Alternative Revenue Engagement

Alignment with Strategic Priorities

Impact on Young Children

Sustainability

Likelihood of Success

Reputational Risk

First 5 LA Value Add

Window of Opportunity

Trade-offs and relative priority (and return on investment)

Partnership Implications

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