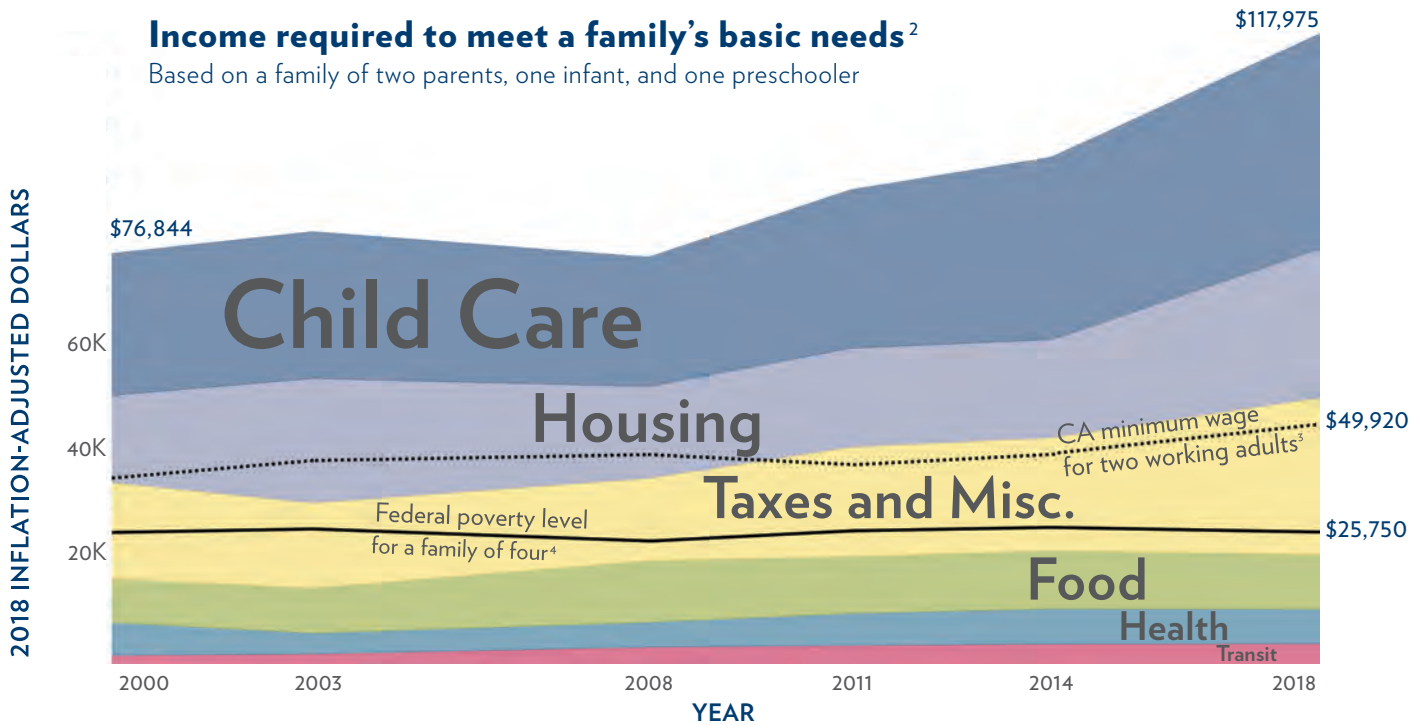


Families are in economic distress and struggling to meet basic needs.

Children who are healthy, food secure, and well-rested have significantly higher levels of academic achievement.¹ By addressing families' basic needs, we can help young children develop to their full potential and succeed later in school and career.

Income required to meet a family's basic needs²

Based on a family of two parents, one infant, and one preschooler



Population of Alameda County: 1,629,615

Population of 0-5 in Alameda County: 116,890

- More than **3,070** families in Alameda County live at or below the poverty level.⁵
- **13%** of children under 5 years live below poverty level.⁶
- Households by race that fall below the Self-Sufficiency Standard:²
 - African American—**53%**
 - Asian/Pacific Islander—**28%**
 - Latinx—**51%**
 - Native American—**29%**
 - White—**20%**

CHILD CARE COST IS AN INCREASING BURDEN ON FAMILIES²

Full-time cost for one infant



2000
\$12,000
(Inflation adjusted to 2018)

2018
\$21,888

+82%
increase in child care cost 2000-2018

UC Berkeley Tuition⁷ 2019-20
\$14,254

Child care cost has risen far above the cost of state university tuition.

CHILDREN EXPERIENCING HOMELESSNESS⁸

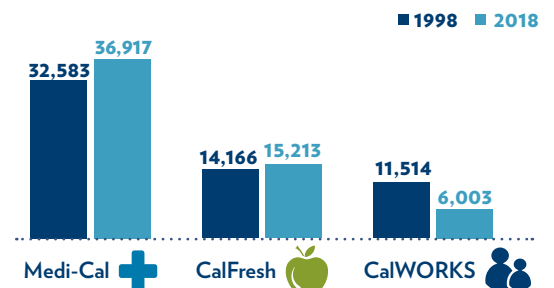


2013-2014
3,477

2016-2017
4,574

+32%
increase in child homelessness in only three years

NUMBER OF CHILDREN 0-6 RECEIVING PUBLIC BENEFITS⁹





OUR WORK IN ALAMEDA COUNTY DISTRICT 5 – SUPERVISOR KEITH CARSON

First 5 takes an equity-driven approach to improve the lives of children and their families through place-based efforts, partnerships, and community-driven programming. Our work in District 5 includes:

Corresponding map on next page.

● Help Me Grow (HMG)

Our HMG program helps families and providers detect early signs of developmental, social-emotional, and learning concerns before a child enters school. HMG helps families navigate complex systems to receive the necessary supports they need. Between 2014 to 2018 in District 5, more than **1,420 calls and referrals** were made to the HMG phone line.

▲ Library Partnerships

We partner with library systems throughout the county to develop story times with play groups that promote kindergarten readiness in underserved communities. In addition, we supply partner libraries with Learning Adventure Backpacks that can be checked out by families throughout the year. Backpacks contain books and materials, in English and Spanish, that build kindergarten readiness skills in four domains: literacy, math, science, and social skills.

◆ Kindergarten Readiness Assessment

The Kindergarten Readiness Assessment provides a detailed portrait of the social, emotional, and academic skills possessed by incoming kindergarten students across Alameda County. We have funded Applied Survey Research to administer the assessments since 2008, as well as produce a longitudinal study of kindergarten readiness correlated to third grade achievement. Of the more than **70 students** that were assessed for kindergarten readiness in the schools in your district in 2017, **73% were “fully ready.”** The county average was 44% of children ready for kindergarten.

Neighborhoods Ready for School (NRFS)

We make NRFS grants to support neighborhood-based and resident-led strategies that promote child and family well-being. NRFS grantees build infrastructure and enhance existing community assets to provide safe places for families to learn, play, grow, and even become employed. The program seeks to increase neighborhood-level coordination of existing services in support of children’s school readiness and community well-being and intentionally promotes family leadership and civic engagement opportunities.

First 5 Alameda County FY 18-19 Contractors and Grantees in District 5

① UCSF Benioff Children’s Hospital Oakland (\$80,000)

50 served with mild to moderate supports including home visits. Approximately 20 children and 30 primary caregivers.

Funding for the Center for the Vulnerable Child to provide in-home support to children 12 months to 48 months who exhibit developmental concerns.

② A Better Way (\$90,000)

Nearly 100 served, approximately 30 children, 25 primary caregivers, and 42 providers.

Funding to use the Strengthening Families framework in implementing the Parent Café model and parent leadership curriculum and training approach.

③ Through the Looking Glass (\$85,000)

More than 50 served, approximately 25 children and 30 primary caregivers.

Funding to provide one-on-one sessions in-home or at Through the Looking Glass clinic, and playgroup support to children 12 months to 48 months who exhibit developmental concerns.

④ DULCE Pediatric Support (\$15,600)

More than 600 served, including nearly 220 children birth to age three, 220 primary caregivers, and 170 other family members, e.g., fathers.

Pediatric support for DULCE at Highland. The East Bay Community Law Center also receives funding to provide support to families who are referred to them from DULCE.

⑤ California School-Age Consortium (\$459,600)

230 licensed sites serving more than 8,000 preschool-aged children, nearly 2,000 infants and toddlers, and more than 1,500 providers.

Funding to provide Quality Counts sites with funds for Quality Improvement (QI) grants, Quality Rewards (QR), and professional development stipends for qualified staff. QI and QR funds will be used to make facility and environment improvements, enhance training and staff release time, and support technology needs.

⑥ East Bay Community Law Center (\$50,000)

Funding to continue implementation of the DULCE model at Highland Hospital Pediatric Department.

⑦ Jewish Family & Community Services East Bay (\$184,335)

More than 400 providers served.

1) Funding to provide training, coaching, mentoring and oversight to identified Quality Counts early care and education sites in Alameda County.

2) Funding to provide a monthly two-hour family child care support group focused on improving social-emotional skills development and focused one-on-one consultation to participants in the support groups in specific areas of need.

⑧ Children’s Physical Therapy Oakland (DBA Baby Builders) (\$487,000)

More than 50 children and primary caregivers served.

Funding to provide one-on-one sessions in-home or at Children’s Physical Therapy Oakland’s clinic, and playgroup support to children 12 months to 48 months who exhibit developmental concerns.

First 5 Alameda County FY 18-19 Contractors and Grantees in District 5

9 Parent Voices Oakland (\$178,506)

More than 60 parents and caregivers served.

1. Funding to plan, coordinate, and implement the Alameda County Early Childhood Policy Committee (ACECPC), which includes: the Alameda County Spring Parent Forum; up to two policy subcommittees including all parent recruitment; and leadership training and engagement activities related to ACECPC.

2. Funding to develop and implement the Alameda County Social Services Agency CalWORKs Parent Advisory Committee.

10 Bananas, Inc. (\$675,000)

Nearly 580 individuals served, including approximately 50 children, 30 caregivers, and 500 providers who received technical assistance and coaching.

1. Funding to provide professional development opportunities for the Early Childhood Education workforce in Alameda County and on-site technical assistance and coaching to Quality Counts sites.

2. Funding to hire a family services CARE navigator to coordinate with Family Front Door.

3. Funding to provide coordinated training and playgroups for family, friend, and neighbor caregivers and family child care providers who care for children birth to five years old in Alameda County.

4. Funding to develop and implement the CARES Homeless Navigation pilot.

11 Lincoln (\$469,824)

More than 1,600 individuals served, including approximately 360 children and 1,300 primary caregivers.

Funding to build infrastructure in neighborhoods to provide places for families to learn, plan, and achieve their goals; increase neighborhood-level coordination to provide a comprehensive menu of resources to support family protective factors, build community, and increase children's school readiness; and increase family leadership and civic engagement opportunities.

12 Lotus Bloom Resource Family Center (\$395,000)

Nearly 1,680 individuals served, including more than 800 children birth to age five, approximately 40 with mild to moderate developmental concerns, nearly 780 primary caregivers, and more than 40 providers.

1. Funding to coordinate and implement programs and services at the Castlemont Community Room to Bloom Family Resource Center and conduct neighborhood outreach and family engagement activities.

2. Funding to provide playgroup services to children 12 months to 48 months who exhibit developmental concerns.

13 YMCA of the East Bay (\$171,058)

Approximately 140 providers served.

Funding to support college-level, unit-bearing coursework and materials customized to meet the needs of the early childhood teaching staff at the YMCA of the East Bay.

14 Housing Economic Rights Advocates (\$28,000)

More than 30 providers served.

Funding to provide training for early childhood providers, parents, and caregivers on topics related to basic financial wellness—housing discrimination, barriers to credit, estate planning, and debt collection.

15 Alameda County General Services Agency (\$247,175)

Approximately 12,500 individual served, including more than 10,500 children birth to age five and nearly 1,990 providers.

Funding to coordinate stakeholder participation in Quality Counts Advisory groups, serve on the Quality Counts leadership team to provide support alignment, and conduct a variety of professional development activities for child care providers participating in Quality Counts.

16 Children's Fairyland (\$34,860)

Nearly 120 individuals served, including more than 30 children birth to age five and nearly 90 caregivers.

Funding to pilot the Fairyland Families Engagement program which intends to provide an element of relief, engagement, and enrichment for families identified and served by our Neighborhoods Ready for School grantees, our Parent Café leaders, and in partnership with shelters for families who are experiencing homelessness.

17 OakCare Medical Group (\$21,375)

Funding to support pediatrician staff time for the DULCE model at Highland Hospital Pediatric Department.

18 Alameda Health System, Highland Hospital (\$155,142)

Funding to continue implementation of the DULCE model at Highland Hospital Pediatric Department.



Total District 5 Population: 318,167¹⁰



District 5
15,372
children under 5 years

0.9%
of the total Alameda County population

4.8%
of the total District 5 population

Families in poverty in District 5⁵

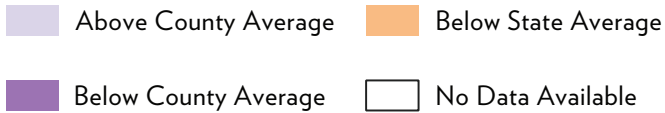


10%
of families with children under age 5 living below the poverty level

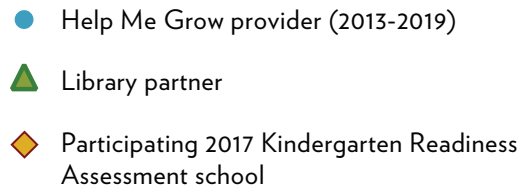


729
families with children under age 5 living below the poverty level

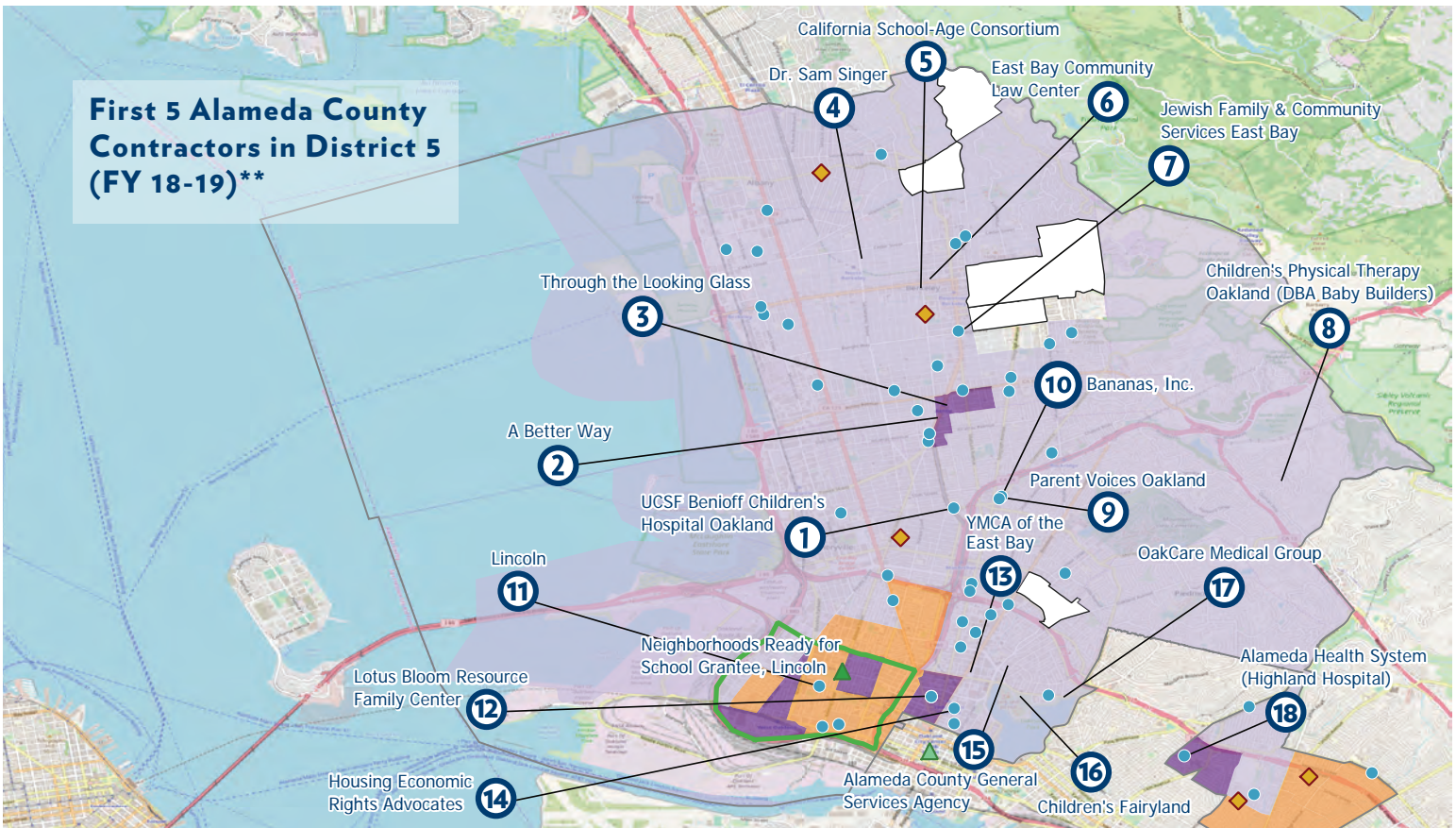
2016 Strong Start Index Score*



Legend



First 5 Alameda County Contractors in District 5 (FY 18-19)**

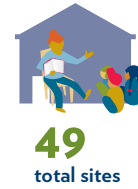


*The California Strong Start Index is a measure of the resources available to a child at birth, defined as 12 indicators across four domains: family, health, service, and financial. Individual "Strong Start scores" are calculated by counting the number of indicators, or assets, present on a birth record (0-12). The greater the number of assets, the stronger the score. The average Strong Start score across all 2016 birth records in California is 8.8 out of 12. The average Strong Start score across all 2016 birth records in Alameda County is slightly higher at 9.4 out of 12. For more information, visit www.strongstartindex.org.

** NOTE: Many contractors provide services across neighborhoods, cities, and district boundaries. Billing addresses have been used for mapping purposes

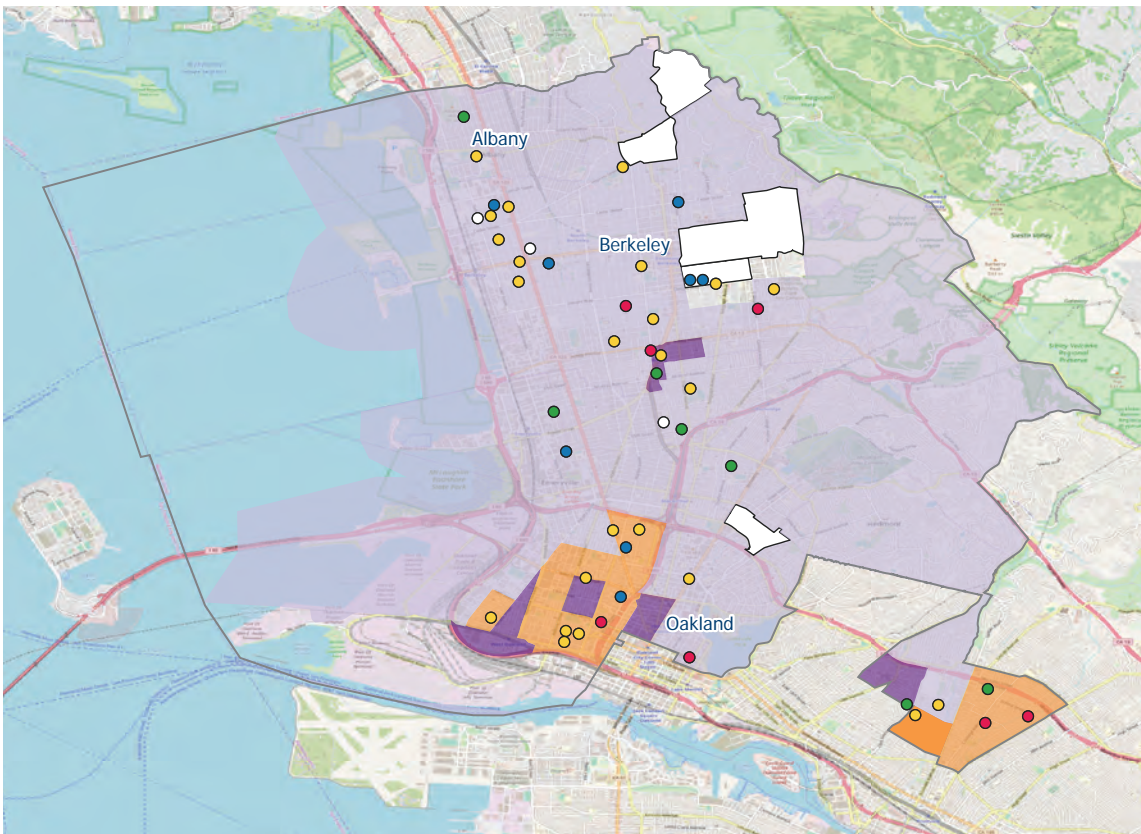
We invest in quality early care and education to build the capacity of providers and child care sites through rating, coaching, and professional development to improve the quality of early childhood education programs. Sites are rated through our Quality Counts program and those ratings can be accessed by families.

District 5 child care sites participating in First 5's Quality Counts program.



6
family child care

43
center-based care



Legend

2016 Strong Start Index Score

- Above County Average
- Below County Average
- Below State Average
- No Data Available

FY 2018-2019 Quality Counts rating (5 = highest quality)

- Rating: 5
- Rating: 4
- Rating: 3
- Rating: 1 or 2
- No Rating

*This information includes Step 2 and Step 3 sites, some of which have not received a rating; Center-Based Care and Family Child Care Sites that are, or will be rated; sites that closed or dropped from Quality Counts at some point during the report year; and sites that dropped prior to the reporting year, but whose rating is still valid.

1. Ickovics, J. R., Carroll-Scott, A., Peters, S. M., Schwartz, M., Gilstad-Hayden, K., & McCaslin, C. (2014). Health and Academic Achievement: Cumulative Effects of Health Assets on Standardized Test Scores Among Urban Youth in the United States. *Journal of School Health*, 84(1), 40-48. doi: 10.1111/josh.12117. Federal poverty level is based on a family of four. California minimum wage shown is for two working adults.
2. Insight Center. Family Needs Calculator (formerly the Self-Sufficiency Standard). Retrieved from <https://insightccd.org/2018-family-needs-calculator/>
3. Department of Industrial Relations. Minimum Wage (income of two full-time working adults at California minimum wage, as of January 1, 2019). Retrieved from https://www.dir.ca.gov/dlse/FAQ_MinimumWage.htm
4. US Department of Health & Human Services. US Federal Poverty Guidelines Used to Determine Financial Eligibility for Certain Federal Programs. Retrieved from <https://aspe.hhs.gov/poverty-guidelines>
5. U.S. Census Bureau. 2013-2017 American Community Survey 5-Year Estimates, Table S1702 ("Poverty Status in the Past 12 Months of Families")
6. United States Census Bureau. 2016 American Community Survey 1-year Estimates. Retrieved from <https://www.census.gov/programs-surveys/acs/technical-documentation/table-and-geography-changes/2016/1-year.html>
7. University of California, Berkeley. Cost of Attendance. Retrieved from <https://financialaid.berkeley.edu/cost-attendance>
8. Report to Alameda County Office of Education on McKinney-Vento Needs by HTA.
9. Alameda County Social Services Agency
10. United States Census Bureau. 2013-2017 American Community Survey 5-year Estimates. Retrieved from <https://www.census.gov/programs-surveys/acs/technical-documentation/table-and-geography-changes/2017/5-year.html>. 322,388 estimate of population for whom poverty status is determined.