



**FIRST 5 ALAMEDA COUNTY COMMISSION MEETING AGENDA**

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**Thursday, December 13, 2012**

**First 5 Alameda County  
1100 San Leandro Blvd., Suite 120  
San Leandro, CA 94577  
Conference Room A**

9:00 AM – 11:30 AM

**Commissioners:** *Chair:* Pamela Simms-Mackey M.D., *Vice Chair:* Helen Mendel, CMD, Alex Briscoe, Keith Carson, Ricky Choi, M.D., Renee Herzfeld, Lori Cox, Deborah Roderick Stark, Albert Wang, M.D.

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- 1. Public Comment**
- 2. Approval of Minutes from September 27, 2012**

**CONSENT**

- 3. FY 2012-13 First Quarter Financial Report**
- 4. FY 2012-13 First Quarter Investment Report**

**INFRASTRUCTURE**

- 5. FY 2012-13 Contract Authorizations**
- 6. 2013 Cost Of Living Adjustment Recommendation**

**PROGRAM**

- 7. FY 2011-12 Annual Report to State**
- 8. FY 2013-17 Strategic Plan Presentation**
- 9. State Commission & Association Updates**
- 10. Legislation and Public Policy Updates**

**MISCELLANEOUS**

- 11. Staff Announcements**
- 12. Communication from Commissioners**
- 13. Adjournment**



**FIRST 5 ALAMEDA COUNTY COMMISSION MEETING MINUTES**

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**Thursday, September 27, 2012**

**First 5 Alameda County  
1100 San Leandro Blvd., Suite 120  
San Leandro, CA 94577  
Conference Room A**

10:30 AM – 11:30 AM

**Commissioners:** *Chair:* Pamela Simms-Mackey M.D., Alex Briscoe, Renee Herzfeld, Lori Cox, Albert Wang, M.D.

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Meeting called to order at 10:37AM

**1. Public Comment**

Christie Verarde from Chabot College presented to the Commission a letter from Janice Fonteno classified personnel at Ohlone and adjunct professor at Chabot. The letter urged the Commission to continue the Early Care and Education funding of Professional Development Coordinators.

**2. Approval of Minutes from June 28, 2012**

Commission Action: The Commission approved the June 28, 2012 minutes upon motion by Commissioner Briscoe, seconded by Commissioner Cox and unanimously carried (5 in favor, 0 opposed).

**3. FY 2013-17 Strategic Plan Update**

Mark Friedman, CEO presented the FY 2013-17 Strategic Planning Update. He stated that this is the first draft of the 2013-17 Strategic Plan. He stated that the plan is still a work in progress and that one of the goals is to make this strategic plan shorter and simpler. He stated that this is a description of the framework that was discussed at the strategic planning retreat last month. He stated that the Mission, Vision and Guiding Principles still service the work we are doing and will essentially remain the same in the plan. He stated that the key elements of the plan are the results and outcomes, the strategies and initiatives and First 5's Role. What will not be presented today are the financial figures, which will be included in the December presentation. He noted that there is no requirement that the strategic plan include budget figures but staff is involved in a very comprehensive process to identify the figures and finalize the plan and will be able to present at the next meeting.

**INFRASTRUCTURE**

**4. FY 2011-12 Financial Audit Report**

Mark Rasiah, Financial Controller presented the FY 2011-12 Financial Audit Report. He stated that it is a requirement of the Proposition 10 legislation and First 5 California that each First 5 county commission complete an annual audit by October 15 and submit a report to First 5 California and the State Controller's Office by November 1st.

He stated that the audit firm of Patel & Associates will present the audit. Mr. Rasiah introduced Mr. Ramesh Patel, principal auditor, to present.

Mr. Patel stated that the audit is still in draft format until the Commission approves the report being presented today. He stated that the difference for this year's audit is that the single audit was combined with the financial audit. He stated that the report is very standard and in alignment with previous years, both practices were expectable and we were able to complete the single audit.

He stated that in general First 5 had complied with the generally accepted accounting principles. He stated that the audit was a clean opinion, there were no findings and the major programs for the single audit were identified and didn't find any findings. He noted that there was a bump up in the asset because of the 23 million previously designated for the state.

Commission Action: The Commission approved the FY 2011-12 Financial Audit Report upon motion by Commissioner Herzfeld, seconded by Commissioner Briscoe and unanimously carried (5 in favor, 0 opposed).

## **5. Cutwater Investment Presentation**

Mr. Rasiah introduced Harold Nachtrieb, CFA, Vice Principal Portfolio Management with Cutwater Asset Management. Mr. Nachtrieb stated that his presentation today is to report on the First 5 Investment portfolio. He presented on the current economic and market environment, and specific details of the First 5 Portfolio. He stated that the objectives for the management of First 5 funds are principal stability, liquidity, and reasonable or acceptable rates of return.

## **6. Contract Authorizations**

Janis Burger, Deputy Director presented the Contract Authorizations to the Commission. She stated that the Commission is being asked to approve the following contracts:

- Social Interest Solutions of a \$70,466 FY 2012-13 amendment to the ECChange, ECCOnline and Pathways Referral data system development contract with Social Interest Solutions to support various enhancements to ECChange and Pathways data systems for Alameda County Public Health, Alameda County Health Care Services Agency CHDP and additional application users.

Commission Action: The Commission approved the above contract upon motion by Commissioner Briscoe, seconded by Commissioner Herzfeld and unanimously carried (5 in favor, 0 opposed).

- Ann Martin Center a contract with Ann Martin Center in the amount of \$99,000 to provide assessment and preventive mental health services to children age 5-8 and in three East Oakland Elementary Schools: Brookfield, Sobrante Park and Markham.

Commission Action: The Commission approved the above contract upon motion by Commissioner Cox, seconded by Commissioner Wang and unanimously carried with Commissioner Briscoe abstaining from the vote (4 in favor, 0 opposed, 1 abstained).

- Better World Advertising-a sole source FY 2012-13 \$110,000 contract with Better World Advertising (BWA) to develop a social marketing campaign to engage parents/caregivers with accessible, accurate, timely, and culturally and linguistically responsive information about early childhood development, the importance of early identification/intervention and information about local services and supports to promote the wellbeing of their children and their families

Commission Action: The Commission approved the above contract upon motion by Commissioner Herzfeld, seconded by Commissioner Briscoe and unanimously carried with Commissioner Cox abstaining from the vote (4 in favor, 0 opposed, 1 abstained).

- Alameda County General Services Agency/Local Childcare Planning Council approval of a \$30,000 contract with the Alameda County General Services Agency – Alameda County Local Childcare Planning Council (LCPC) to co-facilitate the county's Race to the Top – Early Learning Challenge grant.

Commission Action: The Commission approved the above contract upon motion by Chair Simms-Mackey, seconded by Commissioner Wang and unanimously carried with Commissioners Briscoe, Cox, and Herzfeld abstaining from the vote (2 in favor, 0 opposed, 3 abstained).

- Family Resource Network- contract amendment with Family Resource Network (fiscal agent Bananas) to expand the provision of Family Navigation Services for children and families identified through the Help Me Grow (formerly SART) system The addition of this \$114,960 results in an aggregate contract amount of \$602,000 (FY 2011-12 \$208,520, FY 2012-13 \$393,480)

Commission Action: The Commission approved the above contract upon motion by Commissioner Briscoe, seconded by Commissioner Wang and unanimously carried with Chair Simms-Mackey abstaining from the vote (4 in favor, 0 opposed, 1 abstained).

- Alameda County Public Health Department (ACPHD) \$80,000 for work with CHDP providers a contract amendment with Alameda County Public Health Department to

support expansion of Help Me Grow's Pediatric Strategies (formerly the Assuring Better Child Health and Development (ABCD) program) in various Child Health Disability and Prevention (CHDP) provider sites within the county This contract funding provides match funding to leverage County and CHDP dollars. The Public Health Department currently has a FY 2011-13 \$44,000 contract for this work

- Alameda County Public Health Department (ACPHD) for work with Medical Home project a contract with Alameda County Public Health Department in the amount of \$25,000 to provide shared funding for a pilot project to support women in the perinatal period who have been identified as substance using.

Commission Action: The Commission approved the above contract upon motion by Commissioner Wang, seconded by Commissioner Herzfeld and unanimously carried with Chair Simms-Mackey, Commissioners Briscoe, and Cox abstaining from the vote (2 in favor, 0 opposed, 3 abstained).

## **PROGRAM**

### **7. State Commission & Association Updates and Legislation and Public Policy Updates**

Mr. Friedman stated that the Governor recently vetoed the bill that would have established the Children's Council that was heavily pushed by Children Now. He stated that the Governors message was why would we need another layer of bureaucracy when we should be working together in the interest of children anyway.

### **8. Office Space Update (CLOSED SESSION)**

Commission Action: The Commission approved the Building Project Budget and authorized staff to modify the FY 2012-2013 adopted budget, to reflect capital expenditures of up to \$5.3 million from Sustainability Funds, for the purchase and renovation of the building at 1115 Atlantic Avenue in Alameda, CA and to make payments via appropriate means of up to \$5.3 million, as outlined in the attached Building Project Budget, to acquire and renovate the building at 1115 Atlantic Avenue in Alameda, CA for the use of First 5 Alameda County upon motion by Commissioner Cox, seconded by Commissioner Wang and unanimously carried (5 in favor, 0 opposed).

## **MISCELLANEOUS**

### **9. Staff Announcements**

Mr. Friedman announced that he and Andrea Youngdaul met with Supervisor Wilma Chan to discuss long-term sustainability and potential ways of raising revenue for programs like early identification and obesity.

Ms. Burger announced that she will join Kiko Milan from Public Health and Michelle Love from Social Services in Washington DC for the Children's Outcomes Project meeting with a focus on how to look at Home Visiting as a System of Care in Alameda County. She also announced that the Finance Project has selected Alameda County to do a case study on fiscal leveraging with the goal of trying to impact Federal policy.

#### **10. Communication from Commissioners**

Commissioner Herzfeld announced that she attended a conference last week where Collective Impact was discussed and she was excited to hear that Chris Perry highlighted First 5 Alameda County for their work on Help Me Grow.

Commissioner Briscoe announced that they are perusing the board of Habitat and Studio Grow to apply for the RFI for the downtown Oakland building and they are hoping that a creative revenue stream can be generated. He asked that if staff has contacts at either agency they encourage them to apply.

#### **11. Adjournment**



**To:** First 5 Alameda County Commission  
**From:** Mark R Rasiah, Financial Controller  
**Date:** December 13, 2012  
**Subject:** First Quarter Financial Report for July 1 – September 30, 2012

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**REQUESTED ACTION**

To review the Financial Report for the first three months of FY2012-13.

**BACKGROUND**

This narrative and the attached statements report Revenues and Expenses for the period July 1 – September 30, 2012. With 25% of the fiscal year complete, it is reasonable to expect both revenues and expenses to be at 25% of the budget projection, subject to timing lags. While this is the case with most of the budgeted items, material exceptions are noted below.

**Revenue**

As of September 30, first quarter revenues were \$3.5m, or 26.4% of the revenue projection for the year. Of this amount:

- Tobacco Tax receipts were in line with budget expectations for the first three months of the fiscal year, but were nearly \$0.5m less than actual receipts in the corresponding period in the prior year.
- Inter-agency Income was budgeted at \$1.3m, representing
  - Behavioral Health Care Services (BHCS) grant for Early Connections - \$390,667.
  - Public Health Department grant for Project LAUNCH Substance Abuse Mental Health Administration (SAMSHA)- \$655, 070.
  - SART Linkage Line - \$142,524.
  - First 5 Contra Costa - \$119,070
- The Federal Grants Budget represents the reimbursable amount from the second earmark for the SART program and the Race To the Top grant.

- A Private Grant from the Long Foundation to expand some school readiness sites was budgeted along with a grant for Help Me Grow from the Kellogg Foundation.
- Revenues for Medi-Cal Administrative Activities (MAA) were budgeted at \$0.7m for FY 2012-13. This is subject to a timing lag, and the invoicing is expected to be completed in February 2013.
- Investment revenue of nearly \$0.15m represents nearly 31% of conservative budget projections.
- Sustainability funds from the First 5 Alameda County Sustainability Fund reserve will be used to bridge the gap between actual revenues and expenses at year-end, to the extent authorized by the Commission.

**Expenses**

At \$3.1m, total Expenditure for the quarter was 15% of the budgeted amount of \$20.67m. This is slightly less than the amount for the corresponding period last year.

Most line item expenditures are tracking well within or close to 25% of budget. General Expenses from the Infrastructure Budget will be allocated to all programs at year-end and will reflect a more complete picture of program costs at that point.

**Summary**

Revenues and Expenses are in line with the progression of the fiscal year.

**Fiscal Impact**

None.

**REQUESTED ACTION**

To review the Financial Report for the first three months of FY2012-13.

Submitted by:

Reviewed by:

\_\_\_\_\_  
Mark R Rasiah ,  
Financial Controller

\_\_\_\_\_  
Mark Friedman, Chief Executive Officer



First 5 Alameda County

Revenue and Available Funds  
For the Period July 1 - September 30, 2012

Revenues	Budget	Actual	Variance	Percentage Received
<b>Prop 10 Tobacco Tax</b>	13,510,000	3,568,087	(9,941,913)	26.4% <b>A</b>
<b>Interagency Income</b>	1,306,000	0	(1,306,000)	0.0% <b>B</b>
<b>Grants</b>				
Federal - Earmark #2	400,000	0	(400,000)	0.0%
Federal - Race To The Top	538,000	0	(538,000)	0.0%
State - Cares Plus	300,000	0	(300,000)	0.0%
Private - Longs, Kellogg Fdn.	434,000	396,000	(38,000)	91.2%
	1,672,000	396,000	(1,276,000)	23.7%
<b>Fiscal Leveraging</b>				
Medi-Cal Administrative Activities (MAA)	700,000	0	(700,000)	0.0% <b>C</b>
<b>Miscellaneous Revenue</b>	0	12,284	12,284	
	700,000	12,284	(687,716)	1.8%
<b>Investment Revenue</b>	500,000	152,994	(347,006)	30.6%
<b>Total Revenues</b>	<b>17,688,000</b>	<b>4,129,365</b>	<b>(13,558,635)</b>	<b>23.3%</b>

Available Funds	Budget	Actual	Variance	Percentage Received
<b>Sustainability Fund</b>	2,982,000	0	(2,982,000)	0.0%
<b>Total Available Funds</b>	<b>2,982,000</b>	<b>0</b>	<b>(2,982,000)</b>	<b>0.0%</b>

<b>TOTAL REVENUES &amp; AVAILABLE FUNDS</b>	<b>20,670,000</b>	<b>4,129,365</b>	<b>(16,540,635)</b>	<b>20.0%</b>
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Notes:

A - Tobacco tax revenues received include allocations up to September 2011

B - A major portion of the budget is for SAMSHA Project LAUNCH federal grant funds.

C - MAA reimbursement for FY 2011-12, will be invoiced in Feb. 2013.

First 5 Alameda County

Budget Vs Actual Expenditure  
For the Period July 1 - September 30, 2012

	Continuum of Care		Prov. Capacity Building		Policy. Advocacy. Comm.		Eval. & Technology		Administration		Infrastructure		T o t a l		% Spent to date
	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	
<b>Personnel Costs</b>															
Salaries & Benefits	2,985,936	545,372	1,867,141	285,219	241,451	60,363	684,953	128,076	951,636	167,816			6,731,117	1,186,846	18%
<b>Program Contracts/Grants</b>															
Contracts	5,900,862	280,857	2,942,444	396,835			255,000	0			544,100	86,138	9,642,406	763,830	8%
Grants			2,366,400	918,759									2,366,400	918,759	39%
Professional Services Contracts	128,000	11,134	92,250	1,060							74,000		294,250	12,194	4%
<b>Total Contracts/Grants</b>	<b>6,028,862</b>	<b>291,991</b>	<b>5,401,094</b>	<b>1,316,654</b>	<b>0</b>	<b>0</b>	<b>255,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>618,100</b>	<b>86,138</b>	<b>12,303,056</b>	<b>1,694,783</b>	<b>14%</b>
<b>Program Operating Costs</b>															
	380,058	20,199	234,800	7,267			7,100	809	98,350	9,705		0	720,308	37,980	5%
<b>TOTAL DIRECT PROGRAM COSTS</b>	<b>9,394,856</b>	<b>857,562</b>	<b>7,503,035</b>	<b>1,609,140</b>	<b>241,451</b>	<b>60,363</b>	<b>947,053</b>	<b>128,885</b>	<b>1,049,986</b>	<b>177,521</b>	<b>618,100</b>	<b>86,138</b>	<b>19,754,481</b>	<b>2,919,609</b>	<b>15%</b>

INDIRECT COSTS

Communications	30,000	3,923	30,000	3,923	13%
Copying/Printing	40,000	4,788	40,000	4,788	12%
Equipment Leases/Rentals/Maint.	3,000	0	3,000	0	0%
Equipment Purchase	10,000	319	10,000	319	3%
Insurance	85,000	6,656	85,000	6,656	8%
Membership and Dues	24,000	0	24,000	0	0%
Professional Services	128,000	0	128,000	0	0%
Space Rental	570,000	171,502	570,000	171,502	30%
Miscellaneous	3,000	0	3,000	0	0%
Depreciation	22,519	0	22,519	0	0%
<b>Total Infrastructure</b>	<b>1,533,619</b>	<b>273,326</b>	<b>915,519</b>	<b>187,188</b>	<b>20%</b>

**TOTAL**

<b>20,670,000</b>	<b>3,106,797</b>	<b>15%</b>
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**To:** First 5 Alameda County Commission  
**From:** Mark R Rasiah, Financial Controller  
**Date:** December 13, 2012  
**Subject:** First Quarter Investment Report, July 1 – September 30, 2012

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**REQUESTED ACTION**

To review the Investment Report for the first three months of FY2012-13.

**BACKGROUND OF ACTIVITIES**

The investment objectives of the First 5 Alameda County Agency are first, to provide safety of principal to ensure the preservation of capital in the overall portfolio; second, to provide sufficient liquidity to meet all requirements that may be reasonably anticipated; and third, to earn a commensurate rate of return consistent with the constraints imposed by the safety and liquidity objectives.

The performance objective of the First 5 Alameda County Agency portfolio is to earn a total rate of return that exceeds the total rate of return on a market benchmark index of 1-5 Year Government securities.

In 2005-06, First 5 Alameda County transferred \$34,000,000 from the Sustainability Fund held by the Alameda County Treasurer's investment pool to outside money managers. This report summarizes the activity and status of the investment portfolio as of September 30, 2012.

**PORTFOLIO HIGHLIGHTS**

The Investment Report shows the performance of funds that are invested in the Alameda County pool and with two money managers, Cutwater Asset Management and Chandler Asset Management. At the end of the last fiscal year, the total market value of the funds with Cutwater and Chandler was \$35,393,665. There were no withdrawals during the first quarter ending September 30<sup>th</sup> and the market value of the portfolio was \$35,595,005 at a cost of \$35,480,488.

Recent economic indicators show that the economic recovery is still slow and that the unemployment rate is likely to continue at current levels for the foreseeable future. Treasury rates declined over the July – September quarter, and the resultant yield curve flattened slightly, with long term rates declining more than short term rates. The yield curve is expected to remain relatively steep for the foreseeable future, since the rates on long term Treasuries continue to be higher than the short term ones. The Federal Reserve Bank continues to maintain its federal funds target rate between zero and 0.25% and has signaled its intentions to maintain this posture through the middle of 2014 aimed at reducing long term borrowing costs for consumers and businesses to support economic growth. Despite this challenging economic environment, the portfolio managed to yield a little over 1 % on an annualized basis.

## **INVESTMENT REPORT**

### **Investment Income**

Investment income is primarily derived from interest or yield payments on securities held in the investment portfolio. Typically, interest income from each security is received semi-annually. The money managers buy, sell and exchange securities consistent with the First 5 Alameda County Investment Policy in order to optimize overall yields.

Net investment earnings for the three months ended September 30, 2012 totaled \$141,493 representing \$139,507 from the money managers and \$1,986 from the Alameda County Treasurer's pool – a marginal improvement over the corresponding period last year.

### **Investment Fees**

Fees include those levied by the money managers (Cutwater and Chandler) and the fees levied by the account custodian (Union Bank of California). The total fees paid during this period were \$11,501.

### **Investment Activity**

The Investment Activity shows all transactions affecting our portfolio. A purchase of securities increases the value of the portfolio whereas the sale of securities decreases the total portfolio value and may result in a gain or loss on the transaction.

### **Market Value and Unrealized Gains and Losses**

There was an unrealized gain of \$114,517 at the end of September. This is determined by comparing the Cost and the Market Value of the portfolio on that date. It implies that a gain would have been realized, had the portfolio been liquidated on September 30<sup>th</sup>. Since the

portfolio was not liquidated, this section is for informational purposes only. Government entities are legally required (GASB 31) to report unrealized gains and losses on investments.

**Yield Benchmarks**

Investment yields are compared to the Local Agency Investment Fund (LAIF) yields in order to benchmark investment manager performance. Cutwater and Chandler’s yields (0.95% and 1.06%, respectively) have substantially surpassed the LAIF benchmark (.36%) for the same period.

The Alameda County Treasury Investment Pool is net of fees and has yielded 0.62%

**FISCAL IMPACT**

The total realized investment earnings at the end of the 1st quarter were \$152,994.

**REQUESTED ACTION**

To review the Investment report.

Submitted by:

Reviewed by:

\_\_\_\_\_  
Mark R Rasiah,  
Financial Controller

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Mark Friedman,  
Chief Executive Officer

**First 5 Alameda County  
Investment Report  
For the Period July 1, 2012 - Sept 30,2012**

	<u>Union Bank</u>	<u>Cutwater Asset Management</u>	<u>Chandler Asset Management</u>	<u>Total</u>
<b>INVESTMENT INCOME:</b>				
Interest Received		80,623	70,385	151,008
Income from Alameda County Treasurer				1,986
Total Investment Earnings				<u>152,994</u>
Investment Fees Paid	(1,666)	(4,634)	(5,201)	(11,501)
Net Investment Income (Net of Fees)				<u><b>141,493</b></u>
<b>INVESTMENT ACTIVITY:</b>				
Portfolios - Cost Basis at 7/01/12		17,376,400	17,963,785	35,340,185
Purchases		5,388,171	4,200,490	9,588,661
Sales		(3,359,377)	(1,626,049)	(4,985,427)
Maturities		(1,956,869)	(2,506,062)	(4,462,931)
Cash Disbursement		0	0	0
Net Cash Management		0	0	0
Portfolios - Cost Basis at 9/30/2012		<u><b>17,448,325</b></u>	<u><b>18,032,163</b></u>	<u><b>35,480,488</b></u>
<b>COST VS. MARKET VALUE:</b>				
Portfolios at Market 9/30/2012		17,449,063	18,145,942	35,595,005
Portfolios at Cost 9/30/2012		<u>17,448,325</u>	<u>18,032,163</u>	<u>35,480,488</u>
Unrealized Gain (Loss) at 9/30/2012		<u>738</u>	<u>113,779</u>	<u>114,517</u>
<b>YIELD AND BENCHMARKS:</b>				
Cutwater Asset Management (current yield)				0.95%
Chandler Asset Management (current yield)				1.06%
Local Agency Investment Fund (LAIF)				0.36%
Alameda County Treasurer's Pool				0.62%
1-5 Government Index (total rate of return)				0.01%

**First 5 Alameda County  
Combined Holdings Report  
As Of March 31, 2012**

<u>Holder</u>	<u>Asset Name</u>	<u>Shares</u>	<u>Cost</u>	<u>Market Value</u>	<u>Asset Type</u>	<u>S &amp; P</u>	<u>Moody</u>
Chandler	FAMC	160,000.00	161,227.20	162,100.80	Other Fed Govt	Aaa	AAA
Chandler	FFCB BDS	110,000.00	119,717.40	114,077.70	Other Fed Govt	Aaa	AAA
Chandler	FFCB BDS	160,000.00	160,000.00	160,187.20	Other Fed Govt	Aaa	AAA
Chandler	FFCB BDS	130,000.00	192,247.70	136,990.10	Other Fed Govt	Aaa	AAA
Chandler	FFCB BDS	460,000.00	458,882.20	472,369.40	Other Fed Govt	Aaa	AAA
Chandler	FFCB BDS	315,000.00	318,424.05	317,406.60	Other Fed Govt	Aaa	AA+
Chandler	FFCB BDS	150,000.00	158,349.00	155,431.50	Other Fed Govt	Aaa	AAA
Chandler	FFCB BDS	320,000.00	317,788.80	320,358.40	Other Fed Govt	Aaa	AAA
Chandler	FHLB Note	150,000.00	148,374.00	153,868.50	Other Fed Govt	Aaa	AAA
Chandler	FHLB Note	320,000.00	321,139.20	325,040.00	Other Fed Govt	Aaa	AA+
Chandler	FHLB Note	320,000.00	320,646.40	323,033.60	Other Fed Govt	Aaa	AA+
Chandler	FHLB Note	115,000.00	119,784.00	121,334.20	Other Fed Govt	Aaa	AA+
Chandler	FHLB Note	310,000.00	318,680.00	322,291.50	Other Fed Govt	Aaa	AA+
Chandler	FHLB Note	315,000.00	322,305.80	321,230.70	Other Fed Govt	Aaa	AA+
Chandler	FHLB Note	305,000.00	317,645.30	317,001.75	Other Fed Govt	Aaa	AA+
Chandler	FHLB Note	160,000.00	160,147.20	162,006.40	Other Fed Govt	Aaa	AA+
Chandler	FHLMC NTS	300,000.00	282,731.40	317,652.00	Other Fed Govt	Aaa	AA+
Chandler	FHLMC NTS	105,000.00	107,659.65	110,761.35	Other Fed Govt	Aaa	AA+
Chandler	FHLMC NTS	200,000.00	208,218.20	210,974.00	Other Fed Govt	Aaa	AA+
Chandler	FHLMC NTS	110,000.00	115,487.13	117,977.20	Other Fed Govt	Aaa	AA+
Chandler	FHLMC NTS	200,000.00	212,681.40	214,504.00	Other Fed Govt	Aaa	AA+
Chandler	FHLMC NTS	40,000.00	40,036.00	40,040.40	Other Fed Govt	Aaa	AA+
Chandler	FHLMC NTS	200,000.00	207,063.00	207,852.00	Other Fed Govt	Aaa	AA+
Chandler	FHLMC NTS	110,000.00	112,847.79	114,318.60	Other Fed Govt	Aaa	AA+
Chandler	FHLMC NTS	250,000.00	251,530.25	252,307.50	Other Fed Govt	Aaa	AA+
Chandler	FHLMC NTS	325,000.00	320,466.25	329,150.25	Other Fed Govt	Aaa	AA+
Chandler	FHLMC NTS	310,000.00	312,874.63	317,356.30	Other Fed Govt	Aaa	AA+
Chandler	FNMA	65,000.00	66,771.25	66,630.20	Other Fed Govt	Aaa	AAA
Chandler	FNMA NTS	315,000.00	316,598.94	323,568.00	Other Fed Govt	Aaa	AA+
Chandler	FNMA NTS	270,000.00	270,424.71	278,391.60	Other Fed Govt	Aaa	AA+
Chandler	FNMA NTS	50,000.00	50,557.20	51,554.00	Other Fed Govt	Aaa	AA+
Chandler	FNMA NTS	300,000.00	317,318.10	319,794.00	Other Fed Govt	Aaa	AA+
Chandler	FNMA NTS	300,000.00	315,823.50	317,727.00	Other Fed Govt	Aaa	AA+
Chandler	FNMA NTS	320,000.00	322,276.80	328,489.60	Other Fed Govt	Aaa	AA+
Chandler	FNMA NTS	180,000.00	180,000.00	180,090.00	Other Fed Govt	Aaa	AA+
Chandler	Tenn Vy Auth Ser A	300,000.00	294,404.19	311,334.00	Other Fed Govt	Aaa	AAA
Chandler	Bank of New York Mellon	110,000.00	128,238.80	119,655.80	Corporate Bonds	Aa3	A+
Chandler	Bank of New York Mellon	105,000.00	115,283.70	114,216.90	Corporate Bonds	Aa3	A
Chandler	Berkshire Hathaway Fin	220,000.00	219,817.40	233,369.40	Corporate Bonds	Aa2	AA+
Chandler	Berkshire Hathaway Fin	40,000.00	40,966.00	42,430.80	Corporate Bonds	Aa2	AA+
Chandler	Black Rocking NTS	110,000.00	113,303.50	117,115.90	Corporate Bonds	A1	A+

**First 5 Alameda County  
Combined Holdings Report  
As Of March 31, 2012**

<u>Holder</u>	<u>Asset Name</u>	<u>Shares</u>	<u>Cost</u>	<u>Market Value</u>	<u>Asset Type</u>	<u>S &amp; P</u>	<u>Moody</u>
Chandler	Black Rocking NTS	50,000.00	53,819.50	53,234.50	Corporate Bonds	A1	A+
Chandler	Chevron Corp	35,000.00	36,425.90	36,743.00	Corporate Bonds	Aa1	AA
Chandler	Chevron Corp	115,000.00	121,486.00	120,727.00	Corporate Bonds	Aa1	AA
Chandler	Chevron Corp	95,000.00	99,885.85	99,731.00	Corporate Bonds	Aa1	AA
Chandler	COCA-Colants	100,000.00	99,888.00	100,875.00	Corporate Bonds	Aa3	A+
Chandler	COCA-Colants	100,000.00	99,791.00	100,875.00	Corporate Bonds	Aa3	A+
Chandler	Disney Walt Co	150,000.00	161,305.50	157,428.00	Corporate Bonds	A2	A
Chandler	Ebay Inc	125,000.00	124,781.25	128,891.25	Corporate Bonds	A2	A
Chandler	GECC FDIC	95,000.00	95,090.25	95,407.55	Corporate Bonds	Aaa	AAA
Chandler	GECC NTS	70,000.00	79,272.20	75,714.80	Corporate Bonds	Aa2	AA+
Chandler	GECC NTS	165,000.00	180,764.10	178,470.60	Corporate Bonds	Aa2	AA+
Chandler	General Elec Cap Corp	55,000.00	58,332.45	59,490.20	Corporate Bonds	Aa2	AA+
Chandler	IBM Corp	110,000.00	110,732.60	111,149.50	Corporate Bonds	Aa3	A+
Chandler	John Deere	35,000.00	34,978.30	35,243.95	Corporate Bonds	A2	A
Chandler	John Deere	120,000.00	124,813.20	125,001.60	Corporate Bonds	A2	A
Chandler	JDOT	155,000.00	154,995.21	155,062.00	Corporate Bonds	A2	A
Chandler	JP Morgan Chase & Co	115,000.00	113,419.56	115,558.90	Corporate Bonds	Aaa	AAA
Chandler	JP Morgan Chase & Co	110,000.00	111,142.90	116,499.90	Corporate Bonds	Aa3	A+
Chandler	JP Morgan Chase & Co	120,000.00	124,497.60	127,090.80	Corporate Bonds	Aa3	A
Chandler	Praxair	85,000.00	97,347.10	93,035.90	Corporate Bonds	A2	A
Chandler	TAOT	155,000.00	154,985.26	155,038.75	Corporate Bonds	A2	A
Chandler	United Tech Corp	15,000.00	14,987.10	15,557.55	Corporate Bonds	Aa3	A+
Chandler	US Bancorp	110,000.00	109,861.60	110,940.50	Corporate Bonds	Aa3	A+
Chandler	US Bancorp	155,000.00	155,536.30	156,325.25	Corporate Bonds	Aaa	AAA
Chandler	Wells Fargo	175,000.00	182,084.00	189,274.75	Corporate Bonds	Aa3	AA-
Chandler	Wells Fargo	50,000.00	52,783.00	54,078.50	Corporate Bonds	A1	A+
Chandler	Toronto Dominion Bank	315,000.00	315,000.00	315,037.80	Negotiable CD's	P-1	A-1+
Chandler	Toyota Motor Cred Discounted Comm Paper	325,000.00	324,608.01	324,766.00	Non- Disc Comm Paper	P-1	A-1+
Chandler	Bank of Nova Scotia	325,000.00	324,807.53	324,983.75	Non- Disc Comm Paper	P-1	A-1+
Chandler	FNMA NTS	386,000.00	385,882.06	385,996.14	Non- Disc Comm Paper	Aaa	AA+
Chandler	PNC Bank	325,000.00	323,921.18	323,784.50	Non- Disc Comm Paper	P-1	A-1
Chandler	U.S. Treasury Notes	100,000.00	104,738.62	105,445.00	U.S. Treasury	Aaa	AA+



**First 5 Alameda County  
Combined Holdings Report  
As Of March 31, 2012**

<u>Holder</u>	<u>Asset Name</u>	<u>Shares</u>	<u>Cost</u>	<u>Market Value</u>	<u>Asset Type</u>	<u>S &amp; P</u>	<u>Moody</u>
Chandler	U.S. Treasury Notes	100,000.00	103,472.99	104,852.00	U.S. Treasury	Aaa`	AA+
Chandler	U.S. Treasury Notes	205,000.00	214,457.91	214,946.60	U.S. Treasury	Aaa`	AA+
Chandler	U.S. Treasury Notes	450,000.00	451,371.09	452,407.50	U.S. Treasury	TSY	TSY
Chandler	U.S. Treasury Notes	110,000.00	117,167.56	117,150.00	U.S. Treasury	TSY	TSY
Chandler	U.S. Treasury Notes	190,000.00	202,721.73	202,350.00	U.S. Treasury	Aaa	AA+
Chandler	U.S. Treasury Notes	205,000.00	210,357.91	210,750.25	U.S. Treasury	Aaa	AA+
Chandler	U.S. Treasury Notes	105,000.00	106,542.54	107,945.25	U.S. Treasury	Aaa	AA+
Chandler	U.S. Treasury Notes	315,000.00	318,101.84	321,621.30	U.S. Treasury	Aaa	AA+
Chandler	U.S. Treasury Notes	320,000.00	321,013.57	325,174.40	U.S. Treasury	Aaa	AA+
Chandler	U.S. Treasury Notes	320,000.00	322,626.07	324,899.20	U.S. Treasury	Aaa	AA+
Chandler	U.S. Treasury Notes	250,000.00	248,975.45	249,745.00	U.S. Treasury	Aaa	AA+
Chandler	Highmark Money Market	2,044,652.48	2,044,652.48	2,044,652.48	Money Market	Aaa	AAA
Cutwater	FHLMC	1,000,000	1,031,000.00	1,025,810.00	Other Fed Govt	AA+	Aaa
Cutwater	FHLMC	3,500,000	3,471,562.50	3,530,905.00	Other Fed Govt	AA=	Aaa
Cutwater	FHLMC	1,000,000	1,000,000.00	1,007,180.00	Other Fed Govt	AA+	AAA
Cutwater	FNMA	500,000	500,000.00	500,900.00	Other Fed Govt	AA+	Aaa
Cutwater	Colgate Palmolive NT	910,000	930,511.40	932,659.00	Corporate Bonds	AA-	Aa3
Cutwater	GE Cap Corp	1,000,000	1,029,100.00	1,002,210.00	Corporate Bonds	AA+	Aa2
Cutwater	Johnson & Johnson SR	791,000	833,168.21	833,571.62	Corporate Bonds	AAA	Aaa
Cutwater	TIAA GLOBAL MARKETS	250,000	269,955.00	250,225.00	Corporate Bonds	AAA	Aa1
Cutwater	Merck & Co Inc	720,000	797,918.40	788,364.00	Corporate Bonds	AAA	Aa1
Cutwater	Metro Life Global	500,000	535,100.00	521,050.00	Corporate Bonds	AA-	Aa3
Cutwater	NY Life Global Bonds	250,000	249,870.00	253,742.50	Corporate Bonds	AAA	Aaa
Cutwater	NY Life Global Bonds	1,000,000	1,020,500.00	1,014,970.00	Corporate Bonds	AA+	Aaa
Cutwater	FNMA	2,000,000	1,998,965.56	1,999,960.00	COMMERCIAL	A-1+	P-1
					COMMERCIAL PAPER/Discounted		
Cutwater	FNMA	1,000,000	999,700.00	999,980.00	Notes	A-1+	P-1
					COMMERCIAL PAPER/Discounted		
Cutwater	FHLMC	1,000,000	999,792.22	999,980.00	Notes	A-1+	P-1
					COMMERCIAL PAPER/Discounted		
Cutwater	FHLB	650,000	649,852.13	649,974.00	Notes	A-1+	P-1
Cutwater	U.S. Treasury Notes	500,000	498,125.00	502,775.00	U.S. Treasury	AAA	Aaa
Cutwater	U.S. Treasury Notes	500,000	499,218.75	500,820.00	U.S. Treasury	AAA	Aaa
Cutwater	Highmark Money Market	133,986.52	133,986.52	133,986.52	Money Market		
<b>TOTAL</b>			<b>35,480,488.00</b>	<b>35,595,004.71</b>			



**To:** First 5 Alameda County Commission  
**From:** Janis Burger, Deputy Director  
**Date:** December 13, 2012  
**Subject:** Contract Authorizations

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**REQUESTED ACTION**

To review and approve the following contract authorizations.

**BACKGROUND**

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

**Recommendation:** That the Commission review and approve the following contract authorizations.

**Jewish Family and Children's Services of the East Bay (JFCS) - \$35,000**

First 5 Alameda County is requesting approval of a \$35,000 contract amendment with Jewish Family and Children's Services of the East Bay (JFCS) to expand the provision of child-specific early childhood mental health consultation and training to selected Quality Counts sites (2009-2013 Strategic Plan, page 14). JFCS will continue to provide consultation services to existing Quality Count sites and support an additional 5-7 sites with the increased funding via activities including screening and referral support to providers and parents who identify children with developmental or behavioral concerns. JFCS has several other existing contracts and the addition of \$35,000 to their current Quality Counts mental health consultation contract brings the aggregate contract amount to \*\$310,000 for which Commission approval is needed.

\*\$120,000 FY 2011-13 Targeted community grant  
\$30,000 FY 2011-12 contract for mental health consultation services at Quality Counts sites  
\$5,000 FY 2011-13 Early Connections Partnering for Change contract  
\$120,000 FY 2012-15 contract to provide mental health consultation services at ECE sites in East Oakland via the Project LAUNCH federal grant.

**Fiscal Impact:** None. All funds are budgeted and funded through Prop 10.

**Action requested:** Approve an aggregate contract amount of \$310,000 for Jewish Family and Children's Services of the East Bay for FY 2011-15.

### **Better World Advertising (BWA) - \$25,400**

First 5 Alameda County is requesting approval of a \$25,400 contract amendment with Better World Advertising (BWA) to design and develop an Alameda County 0-5 early childhood system of care website. First 5 currently has a contract with BWA to develop a social marketing campaign to engage parents/caregivers with accessible, accurate, timely, and culturally and linguistically responsive information about early childhood development, the importance of early identification/ intervention and information about local services and supports to promote the wellbeing of their children and their families (2009-13 Strategic plan, page 15). Better World Advertising will develop and implement an audience research plan, produce an analysis of research findings and actionable recommendations for campaign design, strategies, messages and concepts. This contract amendment will allow BWA to design and develop an Alameda County 0-5 early childhood system of care website that will feature a searchable database for local child and family supports and services, information to help parents and providers navigate local systems, and child development information. The addition of \$25,400 to the current contract amount of \$110,000 bring the aggregate FY 2012-13 contract amount to \$135,400 for which Commission approval is needed.

**Fiscal Impact:** None. All funds are budgeted and provided by the federal SAMHSA Early Connections grant.

**Action requested:** Approve an aggregate contract amount of \$135,400.00 for Better World Advertising for FY 2012-13.

### **Children's Hospital & Research Center at Oakland (CHRCO) - \$62,000**

First 5 Alameda County is requesting approval of a \$62,000 contract amendment with Children's Hospital & Research Center at Oakland (CHRCO) to implement the third phase of the Early Connection's Developmentally Informed Early Childhood Mental Health Services Training Project. First 5 currently has a \$52,000 contract with CHRCO for the first and second phases of the project including planning and implementation of training to enhance the developmental knowledge of Alameda County 0 to 5 EPSDT mental health services providers (2009-13 Strategic Plan, page 15). With this additional funding, CHRCO will begin providing consultation and training on developmentally informed assessment and treatment to 0-5 EPSDT provider agencies. CHRCO currently has several other awards and the addition of \$62,000 brings the aggregate contract amount to \*\$3,006,961.56 for which Commission approval is needed.

\$120,000 FY 2011-13 community grant to Asthma Start  
\$120,000 FY 2011-13 community grant to Parent Infant Program  
\$52,000 FY 2012-13 contract for developmentally enhanced mental health training  
\$51,600 FY 2012-13 contract for Harris early childhood mental health training  
\$8,000 FY 2012-13 contract for Spanish speaking community consultation  
\$6,000 FY 2012-13 contract for Early Connections Co-Learning Collaborative

**Fiscal Impact:** None. All funds will be received from the federal SAMHSA Early Connections grant.

**Action requested:** Approve an aggregate contract amount of \$3,006,961.56 for Children’s Hospital & Research Center at Oakland for FY 2011-13.

**Miriam Abrams & Associates - \$23,000**

First 5 Alameda County is requesting approval of a \$23,000 contract amendment with Miriam Abrams & Associates to continue providing consultation services to the Alameda County Early Connections 0-5 early childhood system of care. First 5 currently has a \$32,000 contract with Miriam Abrams & Associates to facilitate a strategic planning process for Early Connections to support an integrated system to serve children and families in coordinated screening, assessment, referral and treatment efforts (2011-13 Strategic Plan, page 10). The additional funding would allow the contractor to continue providing strategic planning facilitation services, as well as facilitate five (5) additional workgroup meetings and conduct two (2) Management Team Development meetings. The addition of this \$23,000 contract brings the aggregate contract amount to \$55,000 for which Commission approval is needed.

**Fiscal Impact:** None. All funds will be received from the federal SAMHSA Early Connections grant.

**Action requested:** Approve an aggregate contract amount of \$55,000 for Miriam Abrams & Associates for FY 2012-13.

Submitted by:

Reviewed by:

\_\_\_\_\_  
Janis Burger,  
Deputy Director

\_\_\_\_\_  
Mark Friedman,  
Chief Executive Officer



**To:** First 5 Alameda County Commission

**From:** Mark Friedman, CEO

**Date:** December 13, 2012

**Subject:** 2013 Cost of Living Adjustment (COLA) Recommendation

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### **ACTION REQUESTED**

That the Commission review and approve the recommendation for an employee Cost of Living Adjustment (COLA). And to further amend the Personnel Policies to terminate the 3% pension cost offset effective pay period 13-01, pay date January 4, 2013

### **BACKGROUND**

Per the Salary Guidelines approved by the Commission in May 2004, it is the Commission's decision to grant a COLA to employees. If awarded, COLAs are granted to all regular employees, both full and part-time. Typically, COLAs are implemented to ensure that employees' wages do not lose real value due to increases in the costs of goods and services. Competitive salaries are an important recruitment and retention strategy.

### **Consumer Price Index (CPI)**

The Bureau of Labor Statistics determined that the Consumer Price Index (CPI) for the San Francisco – Oakland – San Jose metropolitan area has increased 3.2% over the last 12 months on a not seasonally adjusted basis according to their latest news release on November 15, 2012.

The other issue that is related to whether to grant a COLA or not is the impact of the recently passed California Pension Reform law that will go into effect on January 1, 2013. That law will require new employees to contribute at least 50% of the payments for employee pensions. By 2018 all current employees will also have to meet that requirement. Since the formation of First 5 Alameda County we have followed a similar benefit structure to Alameda County. That meant that we paid a 3% offset of the employee's pension costs. That will not be possible for new employees under pension reform and will have to be enacted at some point before 2018 for existing employees.

Given the long range financial plan and current work underway to make some budget reductions for the upcoming budget cycle, we think a fair recommendation is to grant all employees a 2% COLA at the same time as terminating the 3% offset for all employees. This would minimize the creation of a two tier system for employees and put us ahead of pension reform requirements. Employees would see some decrease in their take home pay, but the COLA would give them more long term benefit to their eventual pension benefit calculation.

**FISCAL IMPACT**

The fiscal impact of granting a 2% COLA for the six month period of the current fiscal year and the first six months of the next fiscal year will be \$101,278. This will be balanced by a savings of \$117,118 by terminating the 3% offset. Thus the overall savings for the next calendar year would be approximately \$15,840.

**RECOMMENDATION**

That the Commission review and grant a 2% employee Cost of Living Adjustment (COLA) to take effect in the coming year of 2013. And to further amend the Personnel Policies to terminate the 3% pension cost offset effective pay period 13-01, pay date January 4, 2013.

Submitted by:

Reviewed by:

\_\_\_\_\_  
Mark Friedman  
Chief Executive Officer

\_\_\_\_\_  
Janet Basta  
Human Resources Administrator



**To:** First 5 Alameda County Commission  
**From:** Janis Burger, Deputy Director  
**Date:** December 13, 2012  
**Subject:** FY 2011-12 First 5 Annual Report to the State

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**ACTION REQUESTED:**

Review and approve the First 5 AC 2011-12 Annual Report to the State.

**BACKGROUND:**

First 5 Alameda County submitted the required 2011-12 data, fiscal and narrative sections of the State Annual Report to the State on October 31, 2012. The submitted report contains a narrative summary of evaluations completed during fiscal year 2011-12.

**RECOMMENDATION:**

That the Commission review and approve the 2011-12 Annual Report to the State.

Submitted by:

Reviewed by:

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Janis Burger,  
Deputy Director

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Mark Friedman,  
Chief Executive Officer



Annual Report Form 1 (AR-1)(Page 1 of 5)  
County Revenue and Expenditure Summary  
for Fiscal Year 2011-2012 (July 1, 2011 - June 30, 2012)

County: Alameda

Tuesday, November 06, 2012

Revenue Detail

1. Tobacco Tax Funds	\$	14,572,161
2. CARES Plus Program Funds	\$	295,426
3. Power of Preschool Bridge Program Funds	\$	0
4. School Readiness Program Funds	\$	0
5. Small County Funds	\$	0
6. Other Funds (Specify Source Below)	\$	1,083,575
Federal Sources		
Long Foundation		
Miscellaneous		
7. Grants (Specify Source Below)	\$	1,737,562
Federal appropriation for SART program		
County Grants		
F5 Contra Costa		
8. Donations	\$	0
9. Revenue from Interest Earned	\$	303,972
10. <b>Total Revenue</b>	\$	<b>17,992,696</b>

Results and Services - Expenditure Details

Result 1: Improved Family Functioning (Family Support, Education and Services)

11. Behavioral, Substance Abuse and Other Mental Health Services	\$	0
12. Adult Education and Literacy for Parents	\$	0
13. Community Resource and Referral	\$	0
14. Distribution of Kit for New Parents	\$	0





**Annual Report Form 1 (AR-1)(Page 2 of 5)**  
**County Revenue and Expenditure Summary**  
**for Fiscal Year 2011-2012 (July 1, 2011 - June 30, 2012)**

**County: Alameda**

**Tuesday, November 06, 2012**

15. Family Literacy Programs	\$	0
16. Provision of Basic Family Needs (Food, Clothing, Housing)	\$	0
17. Targeted Intensive Parent Support Services	\$	0
18. General Parenting Education Programs	\$	2,824,416
19. Other Family Functioning Support Services (please describe below)	\$	0
<b>20. Total</b>	<b>\$</b>	<b>2,824,416</b>

**Result 2: Improved Child Development (Child Development Services)**

21. Preschool for 3 and 4 Year Olds	\$	0
22. State School Readiness Programs & Local Match	\$	0
23. Local School Readiness (Mirror Programs)	\$	0
24. Comprehensive Screening and Assessments	\$	2,204,561
25. Targeted Intensive Intervention for Children Identified with Special Needs	\$	0
26. Early Education Programs for Children (Other than SR and Preschool for 3 & 4 Year Olds)	\$	0
27. Early Education Provider Programs	\$	4,053,462
28. Kindergarten Transition Services	\$	838,466
29. Other Child Development Services (please describe below)	\$	0
<b>30. Total</b>	<b>\$</b>	<b>7,096,489</b>



Annual Report Form 1 (AR-1)(Page 3 of 5)  
County Revenue and Expenditure Summary  
for Fiscal Year 2011-2012 (July 1, 2011 - June 30, 2012)

County: Alameda

Tuesday, November 06, 2012

**Result 3: Improved Health (Health Education and Services)**

31. Breastfeeding Assistance	\$	0
32. Nutrition and Fitness	\$	0
33. Other Health Education	\$	0
34. Health Access	\$	0
35. Home Visitation for Newborns	\$	4,504,525
36. Oral Health	\$	0
37. Prenatal Care	\$	0
38. Primary Care Services (Immunizations, Well Child Checkups)	\$	0
39. Comprehensive Screening and Assessments	\$	0
40. Targeted Intensive Intervention for Children Identified with Special Needs	\$	0
41. Safety Education and Intentional and Unintentional Injury Prevention	\$	0
42. Specialty Medical Services	\$	0
43. Tobacco Cessation Education and Treatment	\$	0
44. Other Health Services (please describe below)	\$	0
<input type="text"/>		
45. <b>Total</b>	\$	<b>4,504,525</b>

**Result 4: Improved Systems of Care**

46. Service Outreach, Planning, Support and Management	\$	1,208,290
47. Provider Capacity Building, Training and Support	\$	265,672
48. Community Strengthening Efforts	\$	704,195
49. <b>Total</b>	\$	<b>2,178,157</b>



Annual Report Form 1 (AR-1)(Page 4 of 5)  
County Revenue and Expenditure Summary  
for Fiscal Year 2011-2012 (July 1, 2011 - June 30, 2012)

County: Alameda

Tuesday, November 06, 2012

**Expenditure Detail**

50. FY 2011-2012 Program Expenditures	\$	16,603,587
51. FY 2011-2012 Administrative Expenditures	\$	1,208,354
52. FY 2011-2012 Evaluation Expenditures	\$	929,715
53. <b>Total Expenditures</b>	\$	<b>18,741,656</b>
54. <b>Excess (Deficiency) Of Revenues Over (Under) Expenses</b>	\$	<b>-748,960</b>

**Other Financing Sources**

55. Sale(s) of Capital Assets	\$	0
56. Other: Specify Source Below	\$	23,579,000
Reversal of AB99 Liability		
57. <b>Total Other Financing Sources</b>	\$	<b>23,579,000</b>

**Net Change in Fund Balance**

58. Fund Balance - Beginning, July 1, 2011	\$	16,938,284
59. Fund Balance - Ending, June 30, -2012	\$	<b>39,768,324</b>
60. <b>Net Change In Fund Balance</b>	\$	<b>22,830,040</b>

**FY 2011-2012 Fund Balance**

61. Non Spendable	\$	52,248
62. Restricted	\$	0
63. Committed	\$	34,716,076
64. Assigned	\$	5,000,000
65. Unassigned	\$	0
66. <b>Total Fund Balance</b>	\$	<b>39,768,324</b>



**Annual Report Form 1 (AR-1)(Page 5 of 5)  
County Revenue and Expenditure Summary  
for Fiscal Year 2011-2012 (July 1, 2011 - June 30, 2012)**

County: Alameda

Tuesday, November 06, 2012

**Expenditure Notes: Please use this space to document any issues with the information provided on this spreadsheet and to explain any significant variances from prior year's expenses that is not related to revenue growth. Please identify if any line includes significant capital expenditures. If yes, identify the line and the capital amount included.**

In FY 2010-11, \$23,579,000 was set aside from fund balance, to be transferred to the State of California under AB99. However, due to a legal challenge to the law this did not occur, and the full amount was put back into fund balance.

I hereby certify the information submitted herein is accurate and complete to the best of my knowledge. I further certify that I have the authority to submit this information. I make these certifications via my name, phone number and e-mail address entered below. I acknowledge that the data in this submission may be subject to verification at a later date.

Name    Mark Rasiah  
Phone    510-574-1115  
Email    mark.rasiah@first5ecc.org



**Annual Report Form 2 (AR-2)(Page 1 of 2)**  
**County Demographic Worksheet**  
**for Fiscal Year 2011-2012 (July 1, 2011 - June 30, 2012)**

**County:** Alameda

**Tuesday, November 06, 2012**

**Result:** Improved Systems of Care

**Service:** Community Strengthening Efforts

**Most Compelling Service Outcome**

During fiscal year 2011-12, F5AC began to structure its operations under three broad strategy areas: Continuum of Care and Linkages, Community and Provider Capacity Building, and Policy Advocacy and Communication. Much of the effort was focused on facilitating an intentional process to articulate a common vision and to align resources to support early childhood both within F5AC and across the county. The restructuring acknowledges the heightened systems change role F5AC should play, as well as recognizing F5AC's work as one of many large systems working towards improved child well-being in the county. Interagency convenings included ongoing meetings to develop common early childhood outcomes with leadership teams of agencies serving children 0-8 years old, as well as a commitment to common standards and outcomes across countywide prenatal and postpartum home visiting programs.

**Benchmark/Baseline Data**

"Creating a successful collective impact initiative requires a significant financial investment: the time participating organizations must dedicate to the work, the development and monitoring of shared measurement systems, and the staff of the backbone organization needed to lead and support the initiative's ongoing work." Collective Impact, John Kania & Mark Kramer, Stanford Social Innovation Review, Winter 2011

"We hypothesized that these five conditions offered a more powerful and realistic paradigm for social progress than the prevailing model of isolated impact in which countless nonprofit, business, and government organizations each work to address social problems independently." Channeling Change: Making Collective Impact Work, Fay Hanleybrown, John Kania, & Mark Kramer Stanford Social Innovation Review, 2012

**Outcome Measurement Tool**

Progress towards a joint vision and articulated common outcomes for Alameda County.



**Annual Report Form 2 (AR-2)(Page 2 of 2)**  
**County Demographic Worksheet**  
**for Fiscal Year 2011-2012 (July 1, 2011 - June 30, 2012)**

**County:** Alameda

**Tuesday, November 06, 2012**

**Result:** Improved Systems of Care

**Service:** Community Strengthening Efforts

**Who was the primary audience for the service?**

County health and human services department chairs, school district superintendants, school boards, County Board of Supervisors.

**What were the types of services provided?**

Convenings and facilitated discussions; data to support needs assessment, to identify support gaps, to collect measurement standards; communications or marketing projects

**What was the intended result of the service? What was the community impact of the service?**

Strategic alignment of resources to focus on early childhood needs. Long term sustainability of effective program strategies.

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**Annual Report Form 2 (AR-2)(Page 1 of 5)  
County Demographic Worksheet  
for Fiscal Year 2011-2012 (July 1, 2011 - June 30, 2012)**

**County:** Alameda

**Tuesday, November 06, 2012**

**Result:** Improved Child Development

**Service:** Comprehensive Screening and Assessments

**Provide the most recent compelling service outcome available for this service.**

Help Me Grow Alameda County continues to extend its training on screening and referrals for developmental concerns to ECE providers and pediatric practices. Over the 3-year pilot phase from October 1, 2009 through September 30, 2012, Help Me Grow linkage Line received 2,218 calls and referrals for general child development consultation, and provided referral information and family navigation services as well as referrals to community resources. 56% of calls were regarding concerns of children under 30 months old; and two-thirds were for boys with development concerns. The top reasons for concern when contacting the Linkage were communication / language development, fine motor skills and cognitive (problem solving) concerns.

**Provide the comparison data used to determine whether the service outcome was an improvement and specify the origin of the data.**

According to "Lessons Learned from the Early Developmental Screening and Intervention (EDSI) Initiative: Policy and Leveraging Opportunities." April 2011. UCLA Center for Healthier Children, Families, and Communities: Los Angeles, CA. "California lags behind many states in developmental screening. National data suggest that only 14% of California children ages 1-5 years received a structured Developmental screening. California ranks 44th among states in developmental screening for children living in households with income below the federal poverty level (FPL)." The 14% is from the National Survey of Children's Health, 2007. Through Help Me Grow and other First 5 Alameda County investments, a concerted effort in training providers in using standardized ASQ screening tools and offering a referral referral pathway brought linked many children and families to information and community resources.

**Describe the measurement tool used in the evaluation to measure the outcome.**

Completed ASQ-3 and ASQ-3SE screening tools, MCHAT.



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County: Alameda

Tuesday, November 06, 2012

Result: Improved Child Development

Service: Comprehensive Screening and Assessments

Provide a breakdown of the population served by the following demographic categories.

1. Children Less than 3 Years Old	3,659
2. Children from 3rd to 6th Birthday	947
3. Children - Ages Unknown (birth to 6th Birthday)	59
4. Parents/Guardians/Primary Caregivers	4,665
5. Other Family Members	0
6. Providers	73
7. <b>Total Population Served</b>	<b>9,403</b>





**Annual Report Form 2 (AR-2)(Page 3 of 5)**  
**County Demographic Worksheet**  
**for Fiscal Year 2011-2012 (July 1, 2011 - June 30, 2012)**

**County:** Alameda

**Tuesday, November 06, 2012**

**Result:** Improved Child Development

**Service:** Comprehensive Screening and Assessments

Provide breakdown of the population served by ethnic or racial category. Report children separate from Parents, Guardians and Primary Caregivers.

	<b>Children</b>	<b>Parents/ Guardians/ Primary Caregivers</b>
8. Alaska Native/American Indian	0	0
9. Asian	110	0
10. Black/African-American	138	0
11. Hispanic/Latino	416	0
12. Pacific Islander	6	0
13. White	8	0
14. Multiracial	0	0
15. Other- specify:	16	0
<input type="text" value="0"/>		
16. Unknown	3,971	4,665
17. <b>Sub Totals</b>	<b>4,665</b>	<b>4,665</b>
18. <b>Total Population Served</b>	<b>9,330</b>	



**Annual Report Form 2 (AR-2)(Page 4 of 5)**  
**County Demographic Worksheet**  
**for Fiscal Year 2011-2012 (July 1, 2011 - June 30, 2012)**

**County:** Alameda

**Tuesday, November 06, 2012**

**Result:** Improved Child Development

**Service:** Comprehensive Screening and Assessments

Provide a breakdown of the population served by the language that they primarily speak at home. Report children separate from Parents, Guardians and Primary Caregivers.

	<b>Children</b>	<b>Parents/ Guardians/ Primary Caregivers</b>
19. English	2,317	2,317
20. Spanish	809	809
21. Cantonese	0	0
22. Mandarin	148	148
23. Vietnamese	6	6
24. Korean	0	0
25. Other- specify: <input type="text"/>	0	0
26. Other- specify: <input type="text"/>	0	0
27. Other- specify: <input type="text"/>	0	0
28. Unknown	1,385	1,385
29. <b>Sub Totals</b>	<b>4,665</b>	<b>4,665</b>
30. <b>Total Population Served</b>	<b>9,330</b>	



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**for Fiscal Year 2011-2012 (July 1, 2011 - June 30, 2012)**

**County: Alameda**

**Tuesday, November 06, 2012**

**Result: Improved Child Development**

**Service: Comprehensive Screening and Assessments**

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**Annual Report Form 2 (AR-2)(Page 1 of 5)**  
**County Demographic Worksheet**  
**for Fiscal Year 2011-2012 (July 1, 2011 - June 30, 2012)**

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**Tuesday, November 06, 2012**

**Result:** Improved Child Development

**Service:** Early Education Provider Program

**Provide the most recent compelling service outcome available for this service.**

First 5 funded the first Early Childhood Development (ECD) Spanish-speaking Cohort in 2005. This program is now institutionalized at Chabot and has graduated 11 cohorts. Latino children in the Hayward community are being cared for and taught by qualified teachers who reflect their culture and language. First 5 Alameda County is now funding a similar program at Las Positas College.

CSUEB has made significant progress in getting approval at the college level to institutionalize the BA degree in ECD and ECE teacher education courses. This new program has been approved by the College Curriculum Committee and new faculty has been hired. This process of institutionalization should be completed in 2 years.

CSUEB BA cohort of 18 students continue to make academic progress In the Spring 2012, 8 of the 18 students had a GPA of 3.6 or higher (Dean's list) and 8 others had a GPA of 3.0 or higher

**Provide the comparison data used to determine whether the service outcome was an improvement and specify the origin of the data.**

**Describe the measurement tool used in the evaluation to measure the outcome.**

Contractor end of year report



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County: Alameda

Tuesday, November 06, 2012

Result: Improved Child Development

Service: Early Education Provider Program

Provide a breakdown of the population served by the following demographic categories.

1. Children Less than 3 Years Old	<input type="text" value="0"/>
2. Children from 3rd to 6th Birthday	<input type="text" value="0"/>
3. Children - Ages Unknown (birth to 6th Birthday)	<input type="text" value="0"/>
4. Parents/Guardians/Primary Caregivers	<input type="text" value="0"/>
5. Other Family Members	<input type="text" value="0"/>
6. Providers	<input type="text" value="1,048"/>
7. <b>Total Population Served</b>	<b>1,048</b>



Annual Report Form 2 (AR-2)(Page 3 of 5)  
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County: Alameda  
Result: Improved Child Development  
Service: Early Education Provider Program

Tuesday, November 06, 2012

Provide breakdown of the population served by ethnic or racial category. Report children separate from Parents, Guardians and Primary Caregivers.

	Children	Parents/ Guardians/ Primary Caregivers
8. Alaska Native/American Indian	<input type="text" value="0"/>	<input type="text" value="0"/>
9. Asian	<input type="text" value="0"/>	<input type="text" value="0"/>
10. Black/African-American	<input type="text" value="0"/>	<input type="text" value="0"/>
11. Hispanic/Latino	<input type="text" value="0"/>	<input type="text" value="0"/>
12. Pacific Islander	<input type="text" value="0"/>	<input type="text" value="0"/>
13. White	<input type="text" value="0"/>	<input type="text" value="0"/>
14. Multiracial	<input type="text" value="0"/>	<input type="text" value="0"/>
15. Other- specify:	<input type="text" value="0"/>	<input type="text" value="0"/>
<input type="text" value="0"/>		
16. Unknown	<input type="text" value="0"/>	<input type="text" value="0"/>
17. <b>Sub Totals</b>	<b>0</b>	<b>0</b>
18. <b>Total Population Served</b>	<b>0</b>	



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**Tuesday, November 06, 2012**

**Result:** Improved Child Development

**Service:** Early Education Provider Program

Provide a breakdown of the population served by the language that they primarily speak at home. Report children separate from Parents, Guardians and Primary Caregivers.

	<b>Children</b>	<b>Parents/ Guardians/ Primary Caregivers</b>
19. English	0	0
20. Spanish	0	0
21. Cantonese	0	0
22. Mandarin	0	0
23. Vietnamese	0	0
24. Korean	0	0
25. Other- specify: <input type="text"/>	0	0
26. Other- specify: <input type="text"/>	0	0
27. Other- specify: <input type="text"/>	0	0
28. Unknown	0	0
29. <b>Sub Totals</b>	<b>0</b>	<b>0</b>
30. <b>Total Population Served</b>	<b>0</b>	



**Annual Report Form 2 (AR-2)(Page 5 of 5)**  
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**Tuesday, November 06, 2012**

**Result: Improved Child Development**

**Service: Early Education Provider Program**

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**Annual Report Form 2 (AR-2)(Page 1 of 5)  
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**Tuesday, November 06, 2012**

**Result:** Improved Family Functioning

**Service:** General Parenting Education Programs

**Provide the most recent compelling service outcome available for this service.**

First 5 Alameda County launched the Neighborhood Partnership project in 2009 with six city libraries and park and recreation departments – is designed to increase strength-based, family-centered, developmentally-specific school readiness programming for children ages 0-5 and their parents/caregivers at libraries and recreation centers. More than 1,000 families were served in the first 18 months of the project.

During the first 18 months of the project (1/1/10 – 6/30/11), the programs together offered a total of:

- ? 300 group classes for children
- ? 646 parent-child playgroup sessions (many included a parent education component)
- ? 91 story times
- ? 69 parent education classes

Approximately 60% of the children were not enrolled in licensed child care.

**Provide the comparison data used to determine whether the service outcome was an improvement and specify the origin of the data.**

The Alameda County School Readiness Assessment regularly finds that

- 1.Children who had formal preschool experience are the most ready for school
- 2.Children who did not have formal preschool experience but participated in short-term First 5 Summer Pre-K programs show readiness skills comparable to those who had formal preschool experience
- 3.Children who appear healthy and well also perform well in Kindergarten
- 4.Leveraging opportunities to support parents in receiving information about child’s readiness and to support positive parenting attitudes can have positive effects on children’s readiness.

**Describe the measurement tool used in the evaluation to measure the outcome.**

Parent satisfaction survey, review of promising practices, modified pre-KOF and Home Activity Surveys of Applied Survey Research



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Tuesday, November 06, 2012

Result: Improved Family Functioning

Service: General Parenting Education Programs

Provide a breakdown of the population served by the following demographic categories.

1. Children Less than 3 Years Old	3,851
2. Children from 3rd to 6th Birthday	3,552
3. Children - Ages Unknown (birth to 6th Birthday)	0
4. Parents/Guardians/Primary Caregivers	6,576
5. Other Family Members	0
6. Providers	499
7. <b>Total Population Served</b>	<b>14,478</b>



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Tuesday, November 06, 2012

Result: Improved Family Functioning

Service: General Parenting Education Programs

Provide breakdown of the population served by ethnic or racial category. Report children separate from Parents, Guardians and Primary Caregivers.

	Children	Parents/ Guardians/ Primary Caregivers
8. Alaska Native/American Indian	15	24
9. Asian	462	806
10. Black/African-American	796	756
11. Hispanic/Latino	1,744	1,806
12. Pacific Islander	32	34
13. White	334	636
14. Multiracial	231	273
15. Other- specify:	108	97
<input type="text" value="0"/>		
16. Unknown	3,681	2,144
17. <b>Sub Totals</b>	<b>7,403</b>	<b>6,576</b>
18. <b>Total Population Served</b>	<b>13,979</b>	



**Annual Report Form 2 (AR-2)(Page 4 of 5)**  
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**County:** Alameda

**Tuesday, November 06, 2012**

**Result:** Improved Family Functioning

**Service:** General Parenting Education Programs

Provide a breakdown of the population served by the language that they primarily speak at home. Report children separate from Parents, Guardians and Primary Caregivers.

	<b>Children</b>	<b>Parents/ Guardians/ Primary Caregivers</b>
19. English	1,807	2,354
20. Spanish	1,560	1,530
21. Cantonese	108	286
22. Mandarin	58	68
23. Vietnamese	46	92
24. Korean	13	17
25. Other- specify:	38	17
Punjabi		
26. Other- specify:	35	30
Farsi-Dari		
27. Other- specify:	18	21
Arabic		
28. Unknown	3,720	2,161
29. <b>Sub Totals</b>	<b>7,403</b>	<b>6,576</b>
30. <b>Total Population Served</b>	<b>13,979</b>	



**Annual Report Form 2 (AR-2)(Page 5 of 5)**  
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**for Fiscal Year 2011-2012 (July 1, 2011 - June 30, 2012)**

**County: Alameda**

**Tuesday, November 06, 2012**

**Result: Improved Family Functioning**

**Service: General Parenting Education Programs**

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**County Demographic Worksheet**  
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**County: Alameda**

**Tuesday, November 06, 2012**

**Result: Improved Child Health**

**Service: Home Visitation for Newborns**

**Provide the most recent compelling service outcome available for this service.**

**Provide the comparison data used to determine whether the service outcome was an improvement and specify the origin of the data.**

**Describe the measurement tool used in the evaluation to measure the outcome.**



Annual Report Form 2 (AR-2)(Page 2 of 5)  
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County: Alameda

Tuesday, November 06, 2012

Result: Improved Child Health

Service: Home Visitation for Newborns

Provide a breakdown of the population served by the following demographic categories.

1. Children Less than 3 Years Old	1,132
2. Children from 3rd to 6th Birthday	0
3. Children - Ages Unknown (birth to 6th Birthday)	0
4. Parents/Guardians/Primary Caregivers	1,132
5. Other Family Members	0
6. Providers	0
7. <b>Total Population Served</b>	<b>2,264</b>



Annual Report Form 2 (AR-2)(Page 3 of 5)  
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Tuesday, November 06, 2012

Result: Improved Child Health

Service: Home Visitation for Newborns

Provide breakdown of the population served by ethnic or racial category. Report children separate from Parents, Guardians and Primary Caregivers.

	Children	Parents/ Guardians/ Primary Caregivers
8. Alaska Native/American Indian	0	0
9. Asian	58	58
10. Black/African-American	176	176
11. Hispanic/Latino	653	653
12. Pacific Islander	3	3
13. White	62	62
14. Multiracial	71	71
15. Other- specify:	32	32
<input type="text" value="0"/>		
16. Unknown	77	77
17. <b>Sub Totals</b>	<b>1,132</b>	<b>1,132</b>
18. <b>Total Population Served</b>	<b>2,264</b>	





**Annual Report Form 2 (AR-2)(Page 4 of 5)**  
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**County:** Alameda

**Tuesday, November 06, 2012**

**Result:** Improved Child Health

**Service:** Home Visitation for Newborns

Provide a breakdown of the population served by the language that they primarily speak at home. Report children separate from Parents, Guardians and Primary Caregivers.

	<b>Children</b>	<b>Parents/ Guardians/ Primary Caregivers</b>
19. English	769	769
20. Spanish	304	304
21. Cantonese	9	9
22. Mandarin	1	1
23. Vietnamese	2	2
24. Korean	1	1
25. Other- specify:	6	6
<input type="text" value="Pujabi"/>		
26. Other- specify:	3	3
<input type="text" value="Farsi-Dari"/>		
27. Other- specify:	12	12
<input type="text" value="Arabic"/>		
28. Unknown	25	25
29. <b>Sub Totals</b>	<b>1,132</b>	<b>1,132</b>
30. <b>Total Population Served</b>	<b>2,264</b>	



**Annual Report Form 2 (AR-2)(Page 5 of 5)**  
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**County: Alameda**

**Tuesday, November 06, 2012**

**Result: Improved Child Health**

**Service: Home Visitation for Newborns**

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**Tuesday, November 06, 2012**

**Result:** Improved Child Development

**Service:** Kindergarten Transition Services

**Provide the most recent compelling service outcome available for this service.**

Through the generous support of the Thomas J. Long Foundation, school districts in Alameda County expanded the number of Summer Pre-K sites. Highlights from select school districts demonstrate the use of funds to expand best practices and to develop sustainability plans. Berkeley's most notable success was in the implementation of the Ages and Stages Questionnaire (ASQ) for every SPK child. BUSD collaborated with the City of Berkeley to administer the screenings and to offer ASQ information workshops to parents. BUSD also utilizes the Early Childhood Environmental Rating Scale to assess and improve the quality of their classrooms. San Lorenzo convened a 'Transition to Kindergarten' Committee consisting of the Director of Elementary Education, the Transition Coordinator, Kindergarten Teachers and School Principals, and funded Pre-K classrooms in every school using Title 1 funds. Fremont hired staff at each of the school sites who were trained about the SPK program.

**Provide the comparison data used to determine whether the service outcome was an improvement and specify the origin of the data.**

**Describe the measurement tool used in the evaluation to measure the outcome.**

Contractor end of year report



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Tuesday, November 06, 2012

Result: Improved Child Development

Service: Kindergarten Transition Services

Provide a breakdown of the population served by the following demographic categories.

1. Children Less than 3 Years Old	0
2. Children from 3rd to 6th Birthday	607
3. Children - Ages Unknown (birth to 6th Birthday)	0
4. Parents/Guardians/Primary Caregivers	0
5. Other Family Members	0
6. Providers	37
7. <b>Total Population Served</b>	<b>644</b>



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County: Alameda

Tuesday, November 06, 2012

Result: Improved Child Development

Service: Kindergarten Transition Services

Provide breakdown of the population served by ethnic or racial category. Report children separate from Parents, Guardians and Primary Caregivers.

	Children	Parents/ Guardians/ Primary Caregivers
8. Alaska Native/American Indian	1	0
9. Asian	92	0
10. Black/African-American	63	0
11. Hispanic/Latino	322	0
12. Pacific Islander	8	0
13. White	49	0
14. Multiracial	17	0
15. Other- specify:	14	0
<input type="text" value="0"/>		
16. Unknown	41	0
17. <b>Sub Totals</b>	<b>607</b>	<b>0</b>
18. <b>Total Population Served</b>	<b>607</b>	



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**County:** Alameda

**Tuesday, November 06, 2012**

**Result:** Improved Child Development

**Service:** Kindergarten Transition Services

Provide a breakdown of the population served by the language that they primarily speak at home. Report children separate from Parents, Guardians and Primary Caregivers.

	Children	Parents/ Guardians/ Primary Caregivers
19. English	607	0
20. Spanish	0	0
21. Cantonese	0	0
22. Mandarin	0	0
23. Vietnamese	0	0
24. Korean	0	0
25. Other- specify: <input type="text"/>	0	0
26. Other- specify: <input type="text"/>	0	0
27. Other- specify: <input type="text"/>	0	0
28. Unknown	0	0
29. <b>Sub Totals</b>	<b>607</b>	<b>0</b>
30. <b>Total Population Served</b>	<b>607</b>	



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**Tuesday, November 06, 2012**

**Result: Improved Child Development**

**Service: Kindergarten Transition Services**

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**County: Alameda**

**Tuesday, November 06, 2012**

**Result: Improved Systems of Care**

**Service: Provider Capacity Building, Training and Support**

**Most Compelling Service Outcome**

--

**Benchmark/Baseline Data**

--

**Outcome Measurement Tool**

--





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**Result:** Improved Systems of Care

**Service:** Provider Capacity Building, Training and Support

**Who was the primary audience for the service?**

**What were the types of services provided?**

**What was the intended result of the service? What was the community impact of the service?**

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**Tuesday, November 06, 2012**

**Result: Improved Systems of Care**

**Service: Service Outreach, Planning, Support and Management**

**Most Compelling Service Outcome**

--

**Benchmark/Baseline Data**

--

**Outcome Measurement Tool**

--



**Annual Report Form 2 (AR-2)(Page 2 of 2)**  
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**County:** Alameda

**Tuesday, November 06, 2012**

**Result:** Improved Systems of Care

**Service:** Service Outreach, Planning, Support and Management

**Who was the primary audience for the service?**

**What were the types of services provided?**

**What was the intended result of the service? What was the community impact of the service?**

I hereby certify the information submitted herein is accurate and complete to the best of my knowledge. I further certify that I have the authority to submit this information. I make these certifications via my name, phone number and e-mail address entered below. I acknowledge that the data in this submission may be subject to verification at a later date.

Name    Janis Burger  
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**Annual Report Form 3 (AR-3)(Page 1 of 3)**  
**County Evaluation Summary**  
**for Fiscal Year 2011-2012 (July 1, 2011 - June 30, 2012)**

**County: Alameda**

**Tuesday, November 06, 2012**

**Provide a description of the evaluation activities completed during the fiscal year**

**(1) Systems and Policy Changes**

- Review pediatric providers' experiences with integrating developmental screening into primary care, ASQ screening and referral data from the 26 sites, and conduct interviews with 30 providers from 21 practices
- A telephone interview was conducted with 13 grantees to learn a) about their plans for sustaining their programs after F5AC funding ends and b) whether they were interested in receiving further training/support from F5AC to support their sustainability efforts
- An online survey of community members and key informant interview to help shape F5AC's new strategic plan.

**(2) High Quality Providers and Supports**

- Evaluate the capacity of Alameda County's child-serving agencies in the East Oakland area to develop strong positive relationships with families and to promote optimal childhood social and emotional development using the Touchpoints framework

**(3) Children Ready to Learn**

- Track the use of promising practices five city libraries and park and recreation departments receiving Neighborhood Partnership grants to provide school readiness programs in underserved neighborhoods, and collect parent surveys and child observation data. Interview each grantee to elicit their feedback/ suggestions regarding Partnership trainings and consultation.
- Continuation of the School Readiness Assessment of entering Kindergartners in select school districts and classrooms throughout the county
- A Special Study to test the relationship between children's readiness for Kindergarten and their neighborhoods schools' access to community resources and mental health supports in East Oakland

**(4) Family Support**

- Assess the needs fulfilled by the Help Me Grow program in supporting family navigation, referring families to community supports and triaging children to early intervention treatment services

**Describe the evaluation findings reported during the fiscal year**

**(1) Systems and Policy Changes**

- Pediatric practices have the potential to reach a large population of children. Among children screened at 21 practices, 23% resulted in scores "of concern" in at least 1 of the 5 domains, with a range by practice of 6-35%. Providers encountered a number of barriers to making referrals including families' lack of access to existing services and family-related challenges, but a majority of providers (70%) reported that they had made referrals to the Help Me Grow Linkage Line. Providers found the Linkage Line quick and responsive and liked the feedback they received updating them on the status of the referral.
- Some 2011-13 grantees have engaged in planning for sustainability, while others have not for various reasons. Grantees expressed interest in receiving further training and support.
- Community members noted their desire for F5AC to focus its resources on outcomes that align with Strengthening Families concepts, to facilitate collective systems change in the county, to serve as a "thought leader" for the community with an emphasis on evaluation, policy, research and communications.



**Annual Report Form 3 (AR-3)(Page 2 of 3)**  
**County Evaluation Summary**  
**for Fiscal Year 2011-2012 (July 1, 2011 - June 30, 2012)**

**County: Alameda**

**Tuesday, November 06, 2012**

**(2)High Quality Providers and Supports**

- 68 providers working in East Oakland Project Launch neighborhood completed Touchpoints training and pre and post – tests in July 2011, February and April 2012.
- As many as 79 - 92% of the trainees reported “some” or “a lot” of change in the content areas covered by the training. The results of pre and post-knowledge scores showed improvement of 1 to 5 points on the 32-point scale.

**(3)Children Ready to Learn**

- During the first 18 months, Neighborhood Partnership grantees provided services at 13 sites. 1,000 families were served; 28 different languages were spoken at home by families surveyed. Families reported doing more to support their child’s school readiness, and staff and families reported positive changes in children’s school readiness skills. Based on observations of 50 children age 4 and older, staff noted that children improved in their ability to participate successfully in circle time, write their own first name, work and play cooperatively with peers, and stay focused during activities.
- Results from the School Readiness Assessment (SRA) mimic studies from prior years, showing children who are healthy, whose families access early learning activities in the community, and whose parents show positive parenting attitudes tend to transition into Kindergarten more smoothly. Readiness levels are also higher for children who have preschool or Summer Pre-K experience.
- Children and families in the East Oakland special study experience much more stress and isolation than other communities studied through SRA. Most East Oakland school principals feel disconnected from early childhood resources, including ECE in their communities. Child participation in Special Education services also range widely across schools.

**(4)Family Support**

- Help Me Grow families that received family navigation supports utilized the supports at differing levels, with some requiring intensive long term follow up while others who benefited from a low-touch support to link to needed services. A review of Linkage Line activities showed that staff are capable of accurately triaging families to early intervention supports and or treatment, thereby reducing the need for an intervening “clarifying assessment” step in the referral pathway. A review of the use of “No Wrong Door” funds found that very few children who need treatment supports are without insurance coverage, and the few who use “No Wrong Door” funds tend to require intensive and expensive interventions.



**Annual Report Form 3 (AR-3)(Page 3 of 3)**  
**County Evaluation Summary**  
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**Describe the policy impact of the evaluation results**

**(1)Systems and Policy Changes**

Help Me Grow expanded training and TA to additional pediatric sites, with a focus on interpreting ASQ results and clarifying the role of the Help Me Grow Linkage Line. Ways of documenting the extent to which universal screening has been achieved are under consideration. Further, exploration is underway with regard to the use of quality improvement projects focused on this topic area as part of the American Board of Pediatrics re-certification process; this may impact provider incentives to screen.

Two additional sustainability trainings for grantees are planned for 2012

The F5AC strategic plan for FY2013-17 is underway with new logic models that articulate F5AC roles as a funder, a catalyst, a collaborator and a trainer & capacity builder across strategies.

**(2)High Quality Providers and Supports**

Touchpoints trainings will be expanded to support providers in the Hayward Promise Neighborhood project, to Public Health Black Infant Health and Improving Pregnancy Outcomes Program, and to child care providers.

A follow-up reflective group will be offered to Touchpoints graduates to support ongoing improvements in provider skills and practices.

**(3)Children Ready to Learn**

Successes from the Neighborhood Partnership were shared at a "stakeholder's convening" in October 2012 in Oakland with the goal for city agencies to sustain the services. Neighborhood Partnership grants to city libraries and park and recreation departments will be offered again in the 2013-15 grant cycle.

F5AC, in collaboration with the county's Interagency Children's Policy Council, is planning for a larger SRA to establish a countywide baseline of children's K-readiness.

Project LAUNCH in East Oakland shifted focus to resource & information for providers through an early childhood resource guide. A concerted focus will aim to streamline the community processes for early identification, referral and entry into development and mental health supports for children and for primary caregivers.

**(4)Family Support**

Resources for "clarifying assessments" will be discontinued. Family navigation will explore a wider range of support models to meet diverse family needs. Help Me Grow will incubate an ASQ monitoring program that parents can access directly.

I hereby certify the information submitted herein is accurate and complete to the best of my knowledge. I further certify that I have the authority to submit this information. I make these certifications via my name, phone number and e-mail address entered below. I acknowledge that the data in this submission may be subject to verification at a later date.

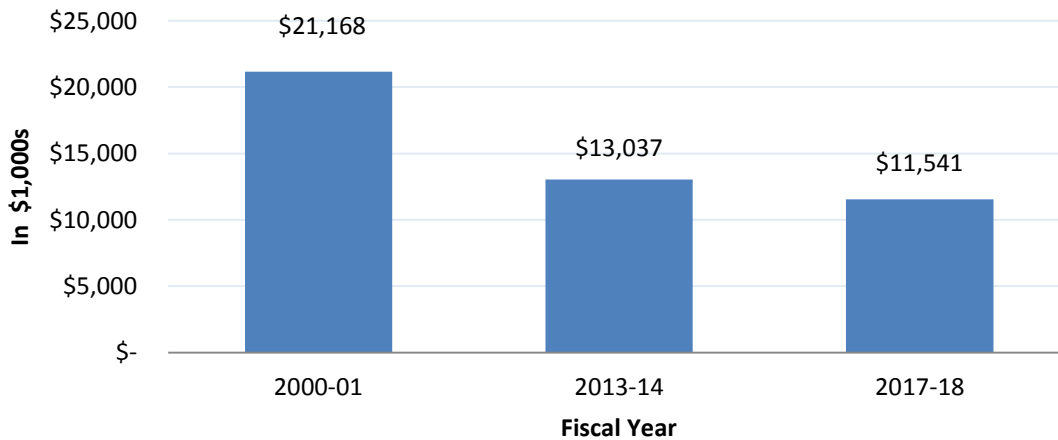
Name Janis Burger

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Ever since First 5 Alameda County (F5AC) was launched, our strategic choices and direction have been shaped by a fiscal reality: over time, our revenue would steadily decline. F5AC’s revenue is calculated by a formula that determines our county’s share of tobacco taxes based on county birth rates. Tobacco tax revenues for Alameda County reached a high of \$21 million in 1998, but are projected to fall to \$11 million by 2017.

**First 5 Alameda County Funding History and Forecast of Prop 10 Revenue**



This Strategic Plan covers the four years between July 2013 and June 2017. It reflects the fiscal reality of declining funding, while continuing to seek opportunities to build and sustain the capacity of public agencies and community partners who share our vision and mission. The plan is the result of significant community input, including a broad-based community survey of our F5AC partners (564 responses), key informant interviews, evaluation reports, literature reviews, and extensive input from F5AC Commissioners.

The results, outcomes, and strategies described in the plan build upon many years of F5AC work, but also take us in new directions. The plan opens with our overall vision, mission, and guiding principles, tying these to the results and outcomes we hope to achieve. The plan then provides details about the specific strategies we believe will yield the results and outcomes, including descriptions of the strategies, what’s new and different about each of them, the programs they encompass, and the many partners we rely upon to extend and leverage F5AC’s investments. Finally, the plan describes F5AC’s role in supporting a continuous prevention and early intervention system for our county’s youngest children and how we invest our resources to make the plan’s vision a reality.

**Our Vision**

Every child in Alameda County will have optimal health, development and well-being from birth to 5 to reach his or her greatest potential.

**Our Mission**

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

## KEY ELEMENTS OF THE 2013-17 STRATEGIC PLAN

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# Vision, Mission, and Guiding Principles

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## VISION

Every child in Alameda County will have optimal health, development, and well-being from birth to 5 to reach his or her greatest potential.

## MISSION

In partnership with the community, First 5 Alameda County supports a countywide continuous prevention and early intervention system that promotes optimal health and development, narrows disparities, and improves the lives of children 0 to 5 and their families.

## GUIDING PRINCIPLES

**HONOR AND RESPECT THE DIVERSITY OF THE FAMILIES WE SERVE**

**NARROW DISPARITIES** BY FOCUSING ON HIGH-RISK COMMUNITIES AND POPULATIONS

**PROMOTE SYSTEMS AND POLICY CHANGE** BY ENHANCING EXISTING SYSTEMS, CREATING SYSTEMS OF CARE, BUILDING CAPACITY, STRENGTHENING PARTNERSHIPS, AND ADVOCATING AT THE LOCAL, STATE, AND NATIONAL LEVELS

**INCREASE ACCESS** OF FAMILIES IN NEED TO FAMILY-FRIENDLY, CULTURALLY AND LINGUISTICALLY APPROPRIATE, COMMUNITY-BASED SYSTEMS

USE MODELS AND APPROACHES THAT HAVE **DEMONSTRATED EFFECTIVENESS** THROUGH RESEARCH AND REPLICATION

# Results and Outcomes – What We Hope to Achieve

Our commitment to systems change and countywide impact focuses on **two major benchmarks**:

**Children are ready for kindergarten, and can later achieve success in the third grade;<sup>1</sup> and  
Children are free from abuse and neglect.**

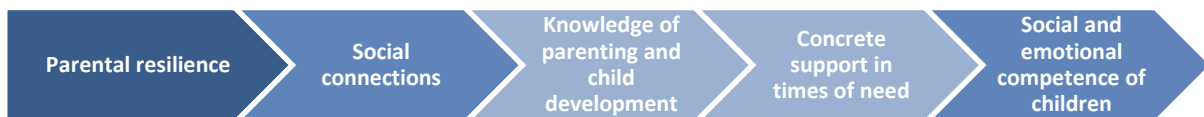
In order to have a positive impact on these two population-based benchmarks, we will focus on achieving the following **four intermediate results** that contribute to the broader benchmarks:

1. Parents/Primary Caregivers provide stable, supportive, and nurturing environments for children
2. Children are prepared for school through quality early experiences
3. Children reach their optimal development outcomes
4. A comprehensive, coordinated early childhood system is in place in Alameda County

For each result, we have identified specific **outcomes** that will help us evaluate our success.

These outcomes, in turn, were selected to support **five protective factors** that are drawn from research on increasing resilience and reducing abuse and neglect. In particular, we have modeled our outcomes on Strengthening Families, an evidence-based framework that we, along with many other agencies and states throughout the country, have adopted as a pathway to reducing abuse and neglect.

## STRENGTHENING FAMILIES FIVE PROTECTIVE FACTORS



<sup>1</sup> F5AC focuses on the years 0 to 5, but we recognize a growing body of research and evidence that stretches the age window for the foundations of future success to third grade — or 0 to 8. Third grade success is a well-established benchmark that strongly predicts a child’s likelihood for long term wellbeing. Recent studies of children in the Bay Area show that the achievement gap is already perceptible by Kindergarten. And children who are behind in Kindergarten fare the worst by third grade. Our investments in the earliest years will have their greatest payoffs for children, families, and communities if they are bolstered in the early grades and beyond.

RESULT 1: Parents / primary caregivers provide stable, supportive, and nurturing environments for children	RESULT 2: Children are prepared for school through quality early experiences	RESULT 3: Children reach their optimal developmental outcomes	RESULT 4: A comprehensive, coordinated early childhood system is in place in Alameda County	Impact on Benchmarks: Children are ready for kindergarten – 3 <sup>rd</sup> grade success. Children are free from abuse and neglect
<ul style="list-style-type: none"> <li>▪ <b>Outcome:</b> Improved family functioning               <ul style="list-style-type: none"> <li>• Enhanced primary caregiver mental health</li> <li>• Improved parent-child attachment</li> <li>• Reduced parenting stress</li> </ul> </li> <li>▪ <b>Outcome:</b> Increased access to concrete basic needs and economic support</li> <li>▪ <b>Outcome:</b> Enhanced parent knowledge of child development and parent capacity to support their child’s development</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Outcome:</b> Increased access to quality preschool and child care settings, and to other early learning experiences</li> <li>▪ <b>Outcome:</b> Smooth transition to Kindergarten</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Outcome:</b> Increased optimal breastfeeding/ nutrition and prenatal and postpartum health</li> <li>▪ <b>Outcome:</b> Increased early identification and linkages to supports for development and social and emotional, behavioral health</li> <li>▪ <b>Outcome:</b> Improved child developmental and social-emotional well-being</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Outcome:</b> Coordinated countywide children's outcomes and budget</li> <li>▪ <b>Outcome:</b> Enhanced coordination and linkages among providers of early childhood system of care</li> <li>▪ <b>Outcome:</b> Increased awareness and focus on early childhood</li> </ul>	

F5AC understands that in order for Alameda County’s children to be ready for kindergarten and free from abuse and neglect, we must work strategically and collaboratively with our public agency and community-based partners. While F5AC focuses on children 0-5 years old, we depend on other county and community partners across multiple early childhood systems as well as those who support children from 5-8 years old. We strive to develop an integrated early childhood system that creates the conditions for families to succeed. No single agency or piece of the system can effectively support families in isolation. F5AC, therefore, positions itself as a catalyst for coordinated systems effort and the identification and pursuit of common outcomes across the entire early childhood system. We are active, engaged participants in multiple early childhood collaboratives that share our goals.

## EARLY CHILDHOOD COLLABORATIVES IN ALAMEDA COUNTY

- Alameda County 0-8 Convergence Group
- Alameda County Early Childhood Policy Committee – ACEPC
- Alameda County Interagency Children’s Policy Council – ICPC
- Alameda County Public Health Best Baby Zone
- Alameda County Public Health Building Blocks
- Alameda County Committee on Children with Special Needs
- Bay Area Quality Rating Improvement System – BAQRISP
- Alameda County Child Care Planning Council
- Early Connections – Alameda County Behavioral Health
- East Oakland Building Healthy Communities – The California Endowment
- Help Me Grow Alameda County
- Early Childhood Professional Development and Education Collaborative – EPEC
- Federal Promise Neighborhoods
  - Hayward (funded)
  - Oakland (4 proposals submitted)
- Gateways – Cradle to Career Education and Workforce Partnership
- Oakland Reads 2020

# Strategies – What We Plan to Do

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The FY 2013-2017 Strategic Plan highlights the F5AC Commission’s nine strategies. These strategies are the bridge between where we are now, in 2013, and where we would like to be in the near future: by 2017. Below is a description of each strategy, including what’s new, major programs within each strategy, and key partners who help to implement the strategy. Individually and collectively, the nine strategies are designed to build on our work on behalf of young children, take advantage of emerging opportunities, and align our work with significant regional, state, and federal initiatives.

The nine strategies are:

- Home Visiting/Family Support
- Help Me Grow
- Quality Early Care and Education
- School Readiness Initiative
- Grants for Community Supports
- Place-based Initiatives
- Training
- Evaluation and Technology
- Policy , Advocacy and Communication

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## STRATEGY DESCRIPTIONS: AN OVERVIEW OF WHAT'S IN PLACE, WHAT'S NEW, PROGRAMS, AND PARTNERS

### 1. HOME VISITING / FAMILY SUPPORT

**Why This Strategy:** Home visiting focuses attention, support, and services on low-income families with young children, to provide information and support during pregnancy and throughout a child's first three years—a critical developmental period. By building relationships between home visitors and families, home visiting programs can intervene in an earlier and more useful way, referring and connecting children and families to services that match their changing needs. By coordinating multiple home visiting programs (and the services to which they are linked), we can reach more families and help them minimize the impact of adverse social and health risks that isolation and poverty place in their paths.

**Description:** To provide children with the best start in life the Home Visiting initiative funds county and community agencies to provide prenatal and postpartum home visiting services targeting teen parents, high-risk families, and families whose babies have been in the neonatal intensive care unit. F5AC, in collaboration with Alameda County Public Health Department (ACPHD) and our community partners, is creating a more comprehensive home visiting/family support services system of care.

**What's New:** F5AC will contract with ACPHD to integrate all of the home visiting programs into a countywide system with systematic referrals, common standards, training and outcomes. ACPHD will oversee the contracts and systems development. F5AC will continue to provide training, data and evaluation supports, as well as other infrastructure supports. An integrated home visiting system will address inefficiencies in multiple programs, assure better utilization, provide for quality standards, and pool community resources for families.

#### PROGRAMS/ACTIVITIES

- Outreach to prenatal and postpartum: teens, young adults and high-risk families
- Hospital based family enrollment, triage, coordination, and marketing
- Prenatal and postpartum home visiting of pregnant and parenting teens and young adults
- Postpartum home visiting of infants discharged from Neonatal Intensive Care Unit
- Prenatal and postpartum home visiting of high-risk families
- Trainings on core competencies
- Data systems, evaluation, and reporting support
- Countywide family support redesign
- Enhanced linkages for families exiting home visiting supports

#### PARTNERS (NOT A COMPLETE LIST)

- Alameda Alliance for Health
- Alameda County Public Health Department
- Alameda County Social Services Agency
- Birthing Hospitals
- Brighter Beginnings
- Children's Hospital Oakland
- City of Berkeley Public Health Department
- Early Head Start
- Native American Health Center
- Other Prenatal Clinics
- Through the Looking Glass
- Tiburcio Vasquez Health Center
- West Oakland Health Council
- Women, Infants & Children (WIC)

## 2. HELP ME GROW

**Why This Strategy:** Addressing developmental, social, emotional, and behavioral problems requires two important steps: screening to identify problems as early as possible, and linkages to specific interventions once problems are identified. Help Me Grow does both by increasing awareness of early screening and intervention among parents and providers, and by streamlining the linkages to services so that they are far more accessible to everyone involved in caring for young children.

**Description:** Help Me Grow Alameda County is a streamlined system of early identification and referral that supports children ages 0-5 with developmental, behavioral, and/or social-emotional concerns and their families. Help Me Grow builds collaboration across sectors, including health care, early care and education, and family support to ensure better outcomes for children.

**What's New:** Help Me Grow Alameda County is one of three California counties (along with Orange and Fresno) participating in the Help Me Grow National Replication Project. Help Me Grow will focus on the four core components of its model, including (1) community outreach, (2) child health care provider outreach, (3) a centralized phone access point, and (4) data collection and analysis. Help Me Grow's affiliation with the National Center will support its sustainability, connection to national efforts, and awareness of promising and best practices. With the completion of the three-year pilot phase in October 2012, Help Me Grow is beginning to expand its efforts locally. New efforts will include a community-based outreach strategy, a social marketing campaign, the development of an Ages & Stages Questionnaire (ASQ) mail-in program, an early childhood resource guide, and broader access to the Early Childhood Linkage Line. F5AC will continue to function as the lead agency, with collaboration from multiple community partners.

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## HELP ME GROW (CONTINUED)

### Programs/Activities

- Training and technical assistance to providers on early identification and systems
- Developmental Screening (e.g. Ages & Stages Questionnaires) training
- ASQ Developmental Monitoring Program (by mail or web-based)
- Early childhood referral and consultation phone line – Linkage Line
- Family navigation
- Web-based community resource guide
- Screening and child development promotion at community events
- Social marketing
- Parent-to-parent support
- Collaborative governance and operations
- Web-based data system

### Partners (not a complete list)

- Alameda County Behavioral Health Care Services - Early Connections
- Alameda County Child Care Planning Council
- Alameda County Medical Home Project
- Alameda County Public Health Department
- Alameda County Social Services Agency
- Center for the Vulnerable Child – Children’s Hospital Oakland
- Child Care Resource & Referral agencies
- City of Berkeley Public Health Department
- Early care and education providers
- Community-based Organizations
- Families (advisory committee, representation in governing bodies)
- Family Resource Network
- Fremont Human Services Department Family and Youth Services
- Health care/pediatric providers
- Better World Advertising
- Help Me Grow National Center
- Regional Center of the East Bay
- School Districts
- Special Education Local Plan Area
- Web and data systems developers



### 3. QUALITY EARLY CARE AND EDUCATION

**Why This Strategy:** High quality early care and education (ECE) programs lay a foundation for kindergarten readiness and future success. Yet it can be difficult for ECE providers to access coaching, mentoring, and professional development to enhance their knowledge, skills, and performance. Making these opportunities available, alongside resources to improve facilities and environments, helps to improve instructional practices and contributes to overall ECE quality

**Description:** F5AC works closely with community partners to promote access to quality early care and education in family child care and center-based settings by providing coaching, consultation, funding, and incentives for site based quality improvement, prioritizing services to programs that enroll children with high need; supporting access to professional development opportunities for the child care workforce that increase adoption of best and promising practices, and developing and implementing an integrated regional child care quality rating and improvement system.

**What's New:** Alameda County is a participant in California's Race to the Top Early Learning Challenge (RTT-ELC), which is developing and implementing a Quality Rating and Improvement System (QRIS) with the goal of increasing access to quality early care and education for children with high need. Various components of the F5AC Quality Early Care and Education strategy and other related programs will be aligned to support child care quality improvement using common indicators and measures of quality determined through the state and regional RTT-ELC effort.

#### PROGRAMS/ACTIVITIES

- Quality Counts site-based quality improvement coaching and consultation that may include
  - Early Childhood Mental Health Consultation
  - Facilities and classroom environment improvement grants & consultation
  - Business and Fiscal Consultation
- Developmental Screening in Early Care & Education (ECE) settings (a component of Help Me Grow)
- Teacher Pathways/Associate of Arts Cohorts
- CARES Plus (My Teaching Partner, Classroom Learning Assessment SS training, Looking at Classrooms, formal education support)
- Community Based Professional Development Services (Advising, Training, Incentives)

#### PARTNERS (NOT A COMPLETE LIST)

- Alameda County Child Care Planning Council
- Bay Area Quality Rating Improvement System Partnership (Alameda, San Francisco, Santa Clara, Contra Costa and Santa Cruz Counties)
- California Department of Education
- Child Care Resource & Referral agencies
- Child Development Training Consortium
- Faculty Initiative Project
- Jewish Family and Children Services
- Low Income Investment Fund
- Packard Foundation
- Two and four-year institutions of higher education

## 4. SCHOOL READINESS INITIATIVE

**Why This Strategy:** Readiness for school starts long before the first day of kindergarten. When children are developmentally, socially, and cognitively ready for school, they're given the tools and supports that can place them on the path to future school success. But when children are not as ready as they could be, they're more likely to fall behind in school. Gaps in achievement can and should be narrowed with earlier investments. Just as we want to invest in helping children be as ready as possible for school, we also want schools to be ready for children, ensuring that smooth transitions are in place from preschool to kindergarten and beyond.

**Description:** To prepare children for their elementary school experience, the F5AC School Readiness Initiative addresses key areas that research shows are instrumental in promoting early development and learning. School readiness will continue to support summer pre-kindergarten programs and school transition efforts, working closely with school districts to integrate F5AC-funded services with Transitional Kindergarten and Full Services School efforts. F5AC will work with the Interagency Children's Policy Council (ICPC) to complete a countywide school readiness evaluation to set a benchmark for countywide school readiness outcomes.

**What's New:** F5AC will support school districts in being more responsive and "ready hubs" for promoting and ensuring a smooth transition to kindergarten for both children and parents. This strategy builds on our existing efforts and will be designed with more intentional — and specific — deliverables to help strengthen a school district's capacity to engage families and children and offer smoother continuity to kindergarten. How? By providing more social support for children and families in the community, such as disseminating information to parents to help prepare for the transition to kindergarten, connecting to preschool children and families, making visits to kindergarten, promoting home learning, sponsoring informational meetings, disseminating information, and facilitating early registration.

### PROGRAMS/ACTIVITIES

- Summer Pre-Kindergarten
- Year-round school transition supports and coordination

### PARTNERS (NOT A COMPLETE LIST)

- Alameda County Interagency Children's Policy Council
- Hayward Promise Neighborhood
- K to College
- Oakland Fund for Children and Youth
- Pre School California
- Rogers Family Foundation
- School Districts, individual schools
- Thomas J. Long Foundation

## 5. PLACE-BASED INITIATIVES

### Why This Strategy:

**Description:** Project LAUNCH (Linking Actions for Unmet Needs in Children’s Health) is one of 24 sites across the country funded by a grant from the Substance Abuse and Mental Health Services Administration (SAMHSA). The funding will draw to a close in FY 2014. Project LAUNCH is a collaboration among F5AC; Alameda County Maternal, Paternal, Adolescent and Child Health (a division of Alameda County Public Health Department); and the California Department of Maternal and Child Health.

Project LAUNCH targets resources in high-risk communities of East Oakland and links with other East Oakland initiatives to build community supports for families with young children. Project LAUNCH also offers opportunities to address the needs of 5- to 8-year-olds, which has made it possible to pilot new approaches for school transitions and Kindergarten-3<sup>rd</sup> grade school-based supports. Project LAUNCH is dedicated to:

- Expanding knowledge of healthy child development;
- Improving collaboration among child-serving organizations; and
- Integrating physical and mental health services and supports for children and their families.

**What’s New:** Based on the success of Project LAUNCH, the ongoing needs and resource gaps in East Oakland, and the potential for additional external resources, F5AC will continue to focus on place-based initiatives. In addition to continuing the work to integrate mental health consultation into home visiting, early care and K-3 education setting, F5AC is supporting the concept of a “home base” or “hub” for early childhood. We will use the Strengthening Families/Protective Factors framework as a way to engage parents and determine how best to sustain the model and evaluate its impact. F5AC is also partnering with other place-based initiatives, including the Hayward Promise Neighborhood implementation grant and, if funded, will work with up to four Oakland-based Promise Neighborhood grantees.

### PROGRAMS/ACTIVITIES

- Hayward Promise Neighborhood
- Project LAUNCH
- Potential Oakland Promise Neighborhood Sites

### PARTNERS (NOT A COMPLETE LIST)

- |   |  |
|---|--|
| ▪ Alameda County Public Health- Best Baby Zone  | ▪ Lifelong Medical Care – Howard Daniel Clinic |
| ▪ Children's Hospital & Research Center Oakland | ▪ Oakland Housing Authority                    |
| ▪ City of Oakland Neighborhood Services         | ▪ Oakland Parents Together                     |
| ▪ East Oakland 0-8 Early Childhood Providers    | ▪ Oakland Unified School District              |
| ▪ Hayward Promise Neighborhood                  | ▪ SAMHSA                                       |
|   | ▪ Youth Uprising                               |

## 6. TRAINING

**Why This Strategy:** Best practices evolve continuously. To help the community of providers serving families with young children keep current and to promote quality and best practices, F5AC invests in training and capacity building that is aligned with credentialing and other requirements. Making training opportunities accessible to providers who interact with young children and their families builds our entire community's capacity to respond more effectively to the needs of young children, wherever they are nurtured, taught and cared for.

**Description:** As an organization with declining revenue, F5AC has always understood that we are most valuable when our work has staying power — when it leads to sustainable change in knowledge and skills to help partners effectively serve families with children ages 0-5. We will continue to provide training, coaching, consultation, and capacity-building opportunities for our partner agencies and the workforce serving families with young children. The types of training we offer varies by audience; training and capacity building are integrated into each of the F5AC strategies.

**What's New:** We will continue to be a catalyst for the local adoption of nationally recognized evidence-based practice (Touchpoints, Strengthening Families, Teaching Pyramid, etc.). Whenever possible, we will align Training @ First 5 offerings with recognized professional competencies in early care and education, early childhood mental health, and early intervention so that our audiences can map training provided by F5AC to fulfillment of their professional development pathways.

### PROGRAMS/ACTIVITIES

- Training @ First 5-Core Topics (e.g., Child Development, Maternal Depression, Cultural and Linguistic Responsiveness, ASQ and ASQ – Social Emotional, etc.)
- Training @ First 5 - Emerging Topics (e.g., Health Care Reform, Supporting Home Language, etc.)
- Culturally Specific Learning Communities (Community Consultation Groups)
- Practice Specific Learning Communities (e.g., Shelter Learning Community, ECMH Supervisors, etc.)
- Special Training Initiatives (e.g., Touchpoints, Home Visiting, etc.)
- Harris Early Childhood Mental Health Training

### PARTNERS (NOT A COMPLETE LIST)

- Alameda County Behavioral Health Care Services
- Alameda County Public Health
- Asian Community Mental Health Services
- Brazelton Touchpoints Center
- Children's Hospital Oakland

## 7. GRANTS FOR COMMUNITY SUPPORTS

**Why This Strategy:** Community grants keep F5AC closely connected to the many organizations and individuals who share our goals for young children and their families. Participation in the grants program enables funded partners to respond to unmet needs, foster networking and resource-sharing across organizations, promote the adoption of best practices, and learn about creative and innovative approaches underway in different settings.

**Description:** Grants for Community Supports will continue to foster innovative, community-based approaches to supporting parents and children aged 0-5. Grantmaking encourages established community-based agencies to fill gaps in services and encourage new partners to expand and enhance their focus on families with young children. Our grantmaking approach funds direct services as well as training and technical assistance to promote and sustain the use of promising practices.

**What's New:** The grants program will prioritize grants to funded partners who align their work with F5AC strategies in order to encourage a broad-based focus on shared outcomes. F5AC will continue the Neighborhood Partnership grants program, which supports neighborhood-based public institutions to offer family-centered, developmentally specific school readiness activities to families living in communities with low-performing elementary schools.

### PROGRAMS/ACTIVITIES

- Community Support grants to seed innovative practices and build capacity
- Targeted grants to enable community-based organizations (CBOs) to fill gaps in the service system
- Partnership grants to increase the use of specific best practices

### PARTNERS (NOT A COMPLETE LIST)

- CBO's and public agencies
- Departments of parks, recreation, libraries

## 8. EVALUATION & TECHNOLOGY

**Why This Strategy:** Scarce and declining resources demand that we use funds wisely, investing in practices with a high likelihood of achieving better outcomes for children and families while remaining open to innovative ideas. Evaluation and technology are tools that help us track progress, continuously learning what works, what doesn't, and how we can improve in the future

**Description:** Assuring accountability for funds and documenting F5AC's impact have been core to our work over the past 14 years. In addition to offering technical assistance on developing useful evaluation tools, Evaluation & Technology will help to develop countywide baselines of key indicators such as children's readiness for kindergarten, their trajectory towards third grade success, and possibly rates of expulsion from ECE classrooms. Technology supports include leveraging technology to connect data across public data systems; facilitating the certification of county home visiting models as promising practices; building technology that streamlines the sharing of information, encourages the use of best practices and promotes efficient delivery of supports; and developing research and data points to readily communicate the impact of programs and initiatives on children and families outcomes.

**What's New:** Evaluation will play a critical and expanded role to support sustainability efforts by documenting the impact of funding and the cost-effectiveness of programs, and by encouraging countywide alignment of funding towards prevention and early intervention. The movement in Alameda County towards common outcomes for children 0-8 years old and their families, integrated services, and the creation of a countywide early childhood system of care must be supported by strong monitoring and evaluation. F5AC will expand its evaluation activities to work with other county and community agencies to support the focus on shared county outcomes.

### PROGRAMS/ACTIVITIES

- Evaluation services: Data collection tools design and development, research and analysis, communication
- Evaluation technical assistance, consultation

### PARTNERS (NOT A COMPLETE LIST)

- 0-8 Convergence
- Abt Associates
- Alameda County Public Health
- Alameda County Behavioral Health Care Services –Early Connections
- Alameda County Public Health – Community Assessment Planning Evaluation & Education Unit
- Applied Survey Research
- Interagency Children's Policy Council
- Other Evaluation Firms
- SAMHSA
- Web and Data systems developers

## 9. POLICY, ADVOCACY, AND COMMUNICATION

### Why This Strategy:

**Description:** At a time of shrinking public and private funding, advocating for policies and programs that promote the health and well-being of children during their most critical years of development is a key role for F5AC. We work on multiple levels to support the creation of an early childhood system of care including coordination, support, and linking early childhood policy efforts across the county. We monitor key legislative and budget issues affecting early childhood systems and participate in local, state, and national policy efforts to promote our work and to learn from other innovative initiatives.

**What's New:** This is the first strategic plan that identifies the overlapping trio of policy, advocacy, and communication work as an intentional initiative. F5AC has always worked in these areas, but the declining tax revenues makes these linked activities even more essential to the long-term sustainability of F5AC-funded initiatives and community services. In the midst of challenging economic times, policy and funding opportunities still exist. Enhanced awareness of the importance of the first five years is essential to address and ultimately influence many social issues, including health care costs, educational achievement, workforce productivity, and criminal justice inequalities. F5AC and our partners will build on these opportunities to ensure that early childhood supports become essential parts of the community fabric and a valued, shared investment for every sector of our community.

#### PROGRAMS/ACTIVITIES

- Development of countywide children's outcomes
- Sustainability for F5AC funded programs
- Development of an Early Childhood System
- Advocacy at local, state and national levels

#### PARTNERS (NOT A COMPLETE LIST)

- Alameda County 0-8 Convergence
- Alameda County Behavioral Health Care Services –Early Connections
- Alameda County Early Childhood Policy Council (ACEPC)
- Interagency Children's Policy Council
- Nemours Children's Outcome Project
- SAMHSA
- Special Needs Committee
- The Finance Project

# F5AC’s Roles – Ways That We Work

## KEY F5AC ROLES

Our roles are informed by lessons learned, input from the community, and our focus on sustainability of First 5 investments. These lessons help us define how we relate to community partners and other stakeholders to raise awareness of the importance of the years 0-5 and build a unified system of early childhood supports that will prepare kids for success in school and to reach their full potential. No agency can do this alone. While F5AC will remain a leader in that pursuit, we will continue to work together with other systems, agencies and communities to reach our common outcomes. We intend to lead this effort by serving as a catalyst, collaborator, funder, and capacity builder — in whatever combination is required to advance our mission.

### CATALYST

Sparking grassroots and countywide efforts that support F5AC goals and using research and data to support policy, practice and system changes

### COLLABORATOR

Working with public systems and community partners to advance services for young children and their families, advocating for funding and policy and system changes

### FUNDER OF DIRECT SERVICES TO CHILDREN

Funding community-based and public agency programs that serve children and families and funding F5AC staff working in the community

### CAPACITY BUILDER

Working to increase capacity of our partners through training, technical assistance, coaching and consultation and supporting evaluation and technology infrastructure

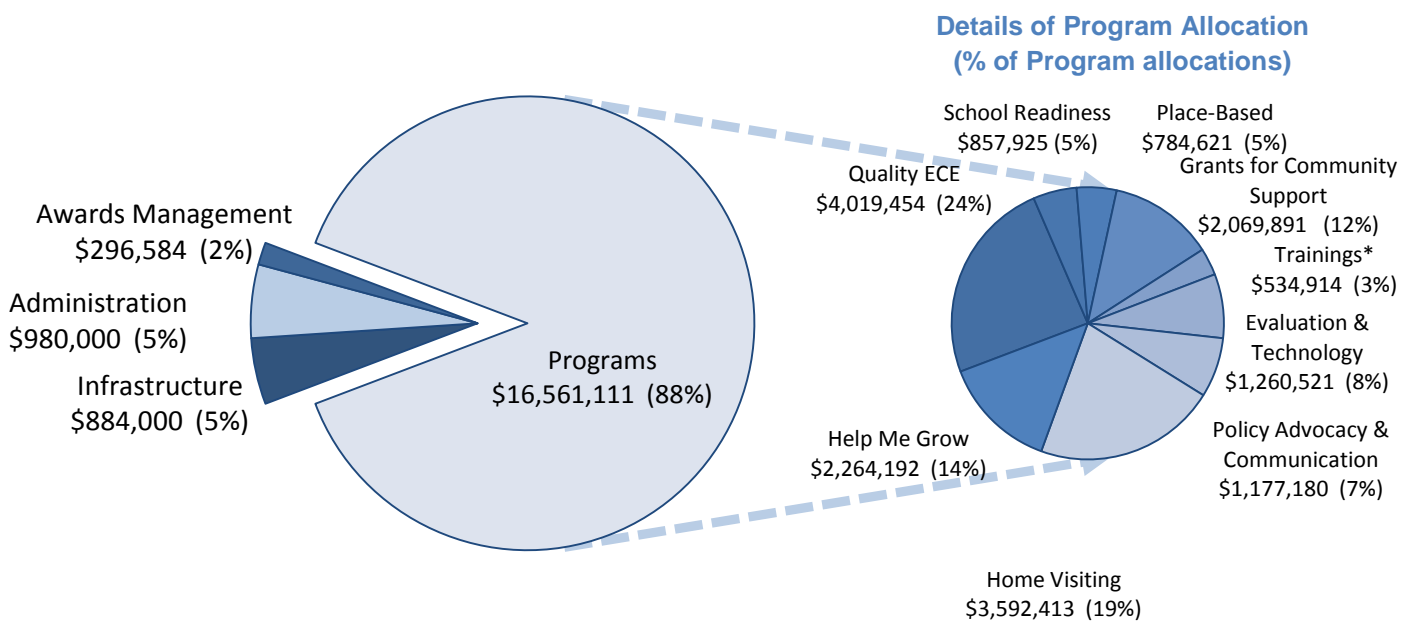
STRATEGIES	CATALYST	COLLABORATOR	FUNDER OF DIRECT SERVICES	CAPACITY BUILDER
County Home Visiting and Family Support		X	X	X
Help Me Grow	X	X	X	X
Quality Early Care and Education	X	X		X
School Readiness	X	X	X	X
Place-Based Initiatives	X	X	X	X
Grants for Community Support			X	X
Training		X		X
Evaluation & Technology	X	X		X
Policy Advocacy & Communication	X	X		



# Funding – How We Invest Our Resources

The projected funding recommendations attached to each strategy are for the first year of the plan. For the most part, the intention is that funding for strategies will remain stable for the four years encompassed by this plan. However in some cases, external funding will terminate during the course of the plan and adjustments will have to be made to the funding levels. These funding figures are broad and will guide the Commission’s development of the budget each year. Each fiscal year’s budget will be developed and voted on by the Commission in the spring prior to the July start of each fiscal year. These are fully loaded costs and include contracts, F5AC staff, and infrastructure support.

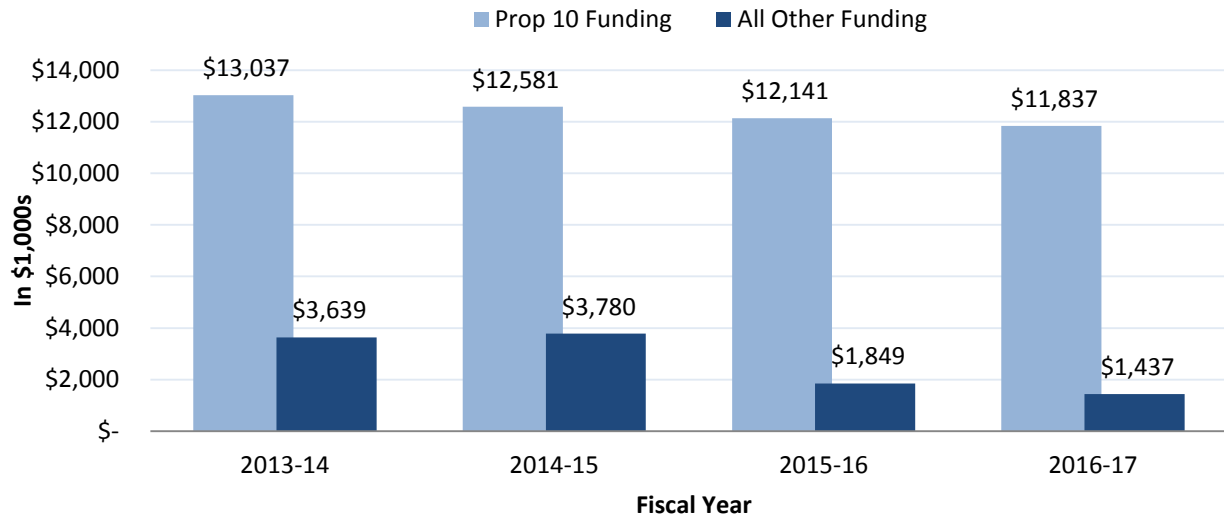
## FY 2013-14 Budget Allocation (\$18.7 million)



\*Total training allocations are integrated across all strategies and NOT limited to 3% of program allocations identified for training. F5AC allocates approximately \$4.8 million (29% of program allocations) to support capacity building across strategies.

While F5AC receives the majority of its funding from tobacco tax revenue, it also receives funding from federal grants and private foundations. As F5AC tobacco tax allocation declines, additional revenue sources will be even more important to our work.

### 2013-17 Strategic Plan Projected Revenue Sources



# Supporting Documents: Logic Models by Strategy

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