



## COMMISSION BUDGET MEETING Agenda

**DATE:** Tuesday, May 9, 2006  
**TIME:** 9:30am-1:00pm, Community Room  
**PLACE:** FIRST 5 Santa Clara County, 4000 Moorpark Avenue  
San Jose, CA 95117

1. **Roll Call**

2. **Public Comment**

*This portion of the meeting is reserved for persons desiring to address the Commission on any matter not on the agenda. Speakers are limited to three minutes. The law does not permit Commission action or extended discussion on an item not on the agenda except under special circumstances. All statements that require a response may be placed on the Agenda for the next regular meeting of the Commission.*

3. **FY 2006-2007 Budget Presentation**

a) FY 2006-2007 Budget Overview Presentation (B Mason) (**Attachment**)

b) New Funding Requests (B Mason) (**Attachment**)

*Possible Action: Approve, modify or deny new funding requests.*

- i. *Areas of Poverty Underserved in Power of Preschool*
- ii. *Mexican Heritage Plaza*
- iii. *VMC Foundation-Reach Out & Read Assessment Program*
- iv. *United Way (2-1-1)*
- v. *Santa Clara County Social Services Agency Public Engagement (Safe Surrender)*
- vi. *Happy Hollow Park & Zoo Renovation*

c) Consider FY 2006-2007 Budget (B Mason) (**Attachment**)

*Possible Action: Adopt recommended budget.*

4. **Adjourn**

*In compliance with the American with Disabilities Act (ADA), those requiring reasonable ADA accommodation for this meeting should notify FIRST 5 Santa Clara County 24 hours prior to the meeting at (408) 260-3700.*



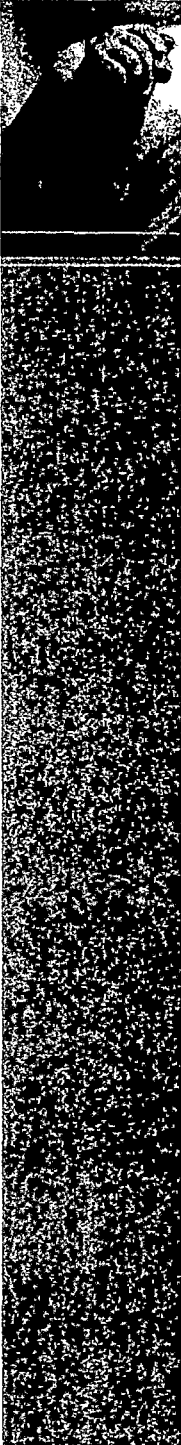
Item 3

# FY 2006-2007 Budget Presentation

FIRST 5 Santa Clara County Commission

May 9, 2006





## Goals for the FY 2006-2007 Budget Meeting



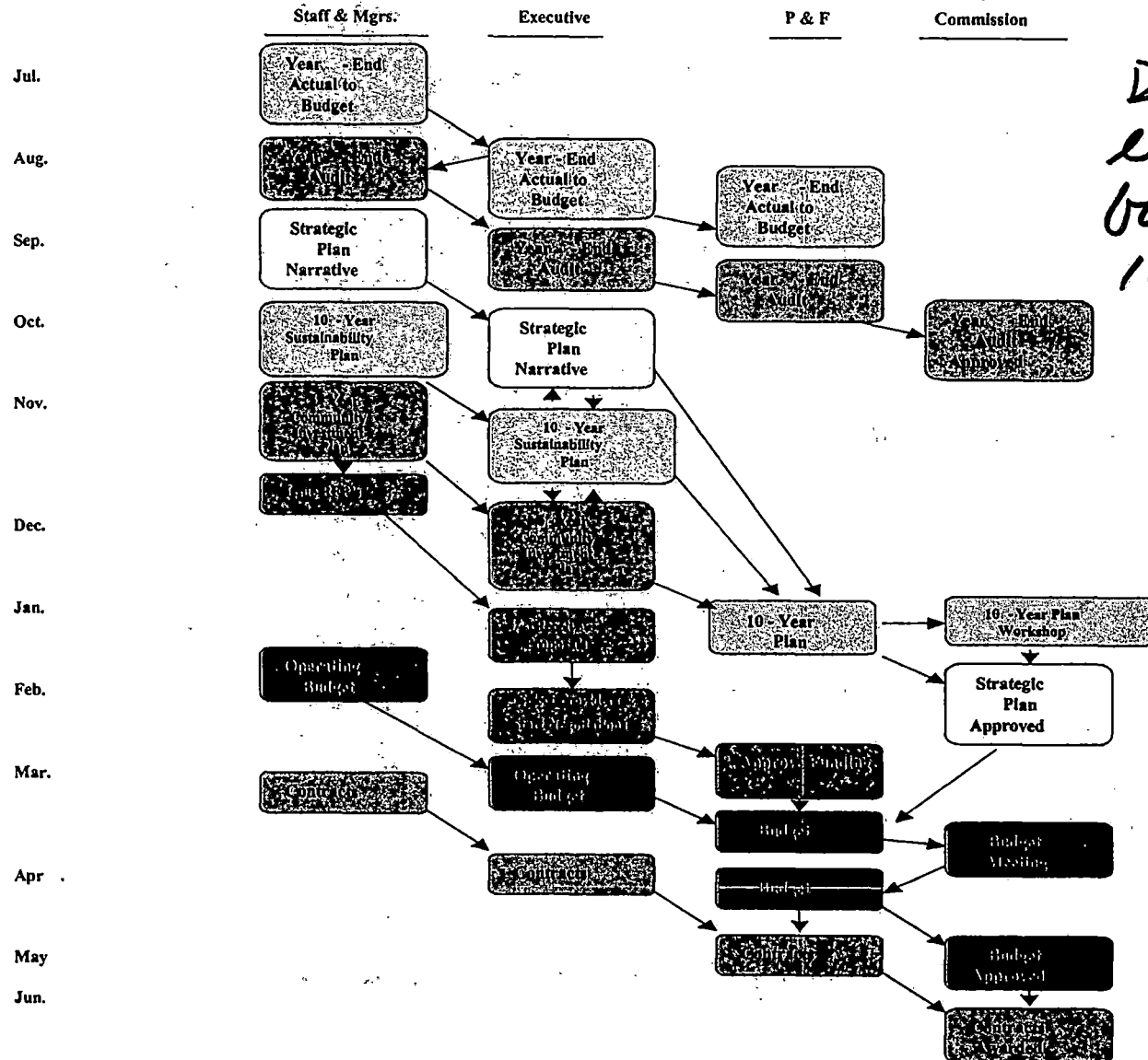
- 1. Review and discuss the recommended FY 2006-07 Budget.**
- 2. Review the recommended new funding requests.**
- 3. Adopt the recommended FY 2006-07 Budget.**

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# Where are we now on the annual fiscal timeline ?



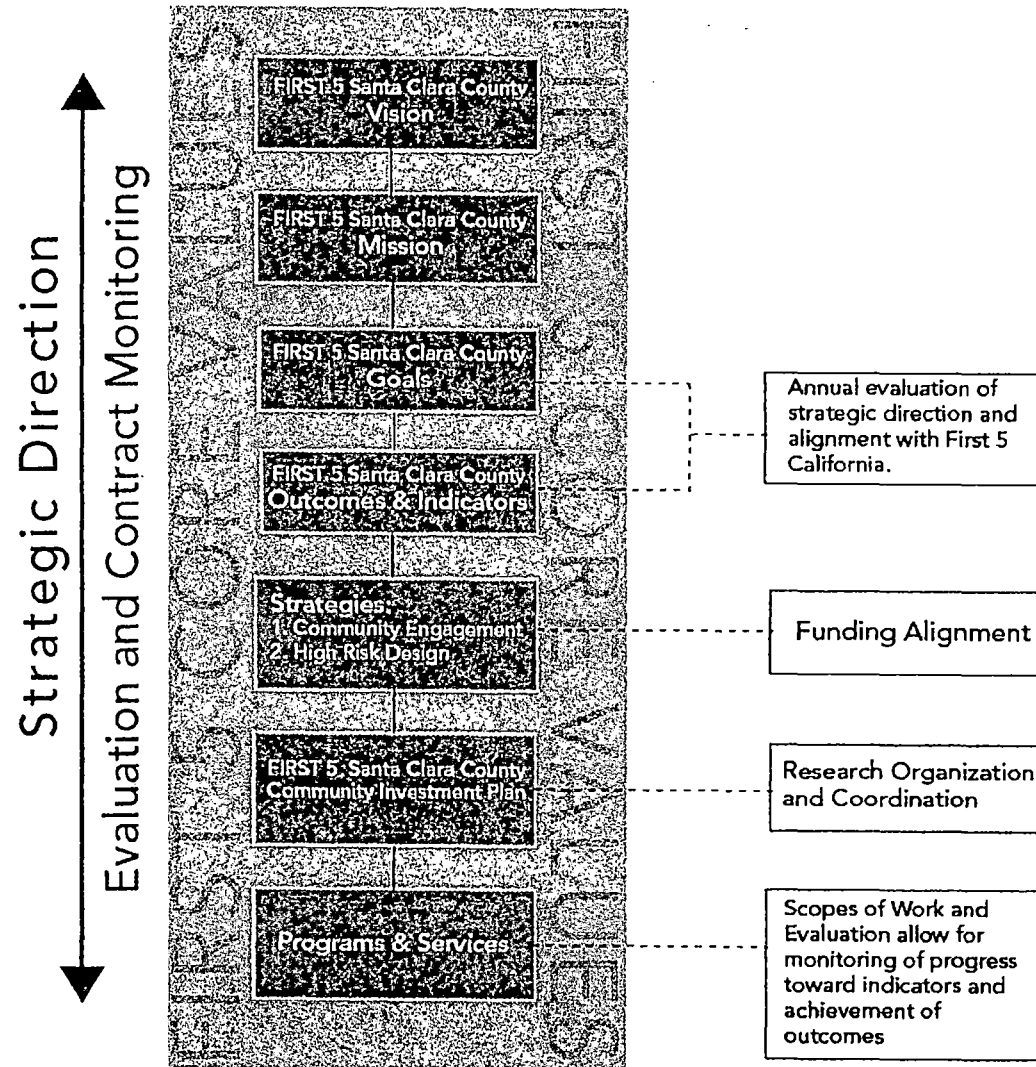
**FIRST 5**  
SANTA CLARA COUNTY



05/09/06

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# FIRST 5 Strategic Direction



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# Approved 10-Year Sustainability Plan

(Updated February 10, 2006)



FIRST 5 Santa Clara County  
Updated Feb 10, 2006

Dollars in Thousands

	FY 2006/07 Budget	FY 2007/08 Projection	FY 2008/09 Projection	FY 2009/10 Projection	FY 2010/11 Projection	FY 2011/12 Projection	FY 2012/13 Projection	FY 2013/14 Projection	FY 2014/15 Projection	FY 2015/16 Projection
1. Beginning balance*	82,511.0	72,382.0	62,063.2	52,967.9	45,794.2	38,072.6	32,796.5	32,039.8	31,932.2	31,599.0
<b>Revenue:</b>										
2. Allocations	21,667.0	21,667.0	21,017.0	20,386.5	19,774.9	19,181.7	18,606.2	18,048.0	17,506.6	16,981.4
3. State matching	3,622.4	3,622.4	3,024.6	2,279.1	1,800.0	1,800.0	1,800.0	1,800.0	1,800.0	1,800.0
4. Other revenue	302.0	302.0	302.0	302.0	302.0	302.0	302.0	302.0	302.0	302.0
5. Subtotal revenue	25,591.4	25,591.4	24,343.6	22,967.6	21,876.9	21,283.7	20,708.2	20,150.0	19,608.6	19,083.4
6. Interest - Operation Fund	1,143.8	1,143.8	865.7	620.1	426.4	218.0	75.5	55.1	52.2	43.2
7. Interest - Sustainability Fund	1,200.0	1,200.0	1,200.0	1,200.0	1,200.0	1,200.0	1,200.0	1,200.0	1,200.0	1,200.0
8. Total revenue	27,935.2	27,935.2	26,409.3	24,787.7	23,503.4	22,701.6	21,983.7	21,405.1	20,860.8	20,326.6
<b>Expenses:</b>										
9. Program **	4,808.5	4,664.2	4,477.7	4,298.6	4,126.6	3,961.6	3,803.1	3,651.0	3,504.9	3,364.7
10. Administration	2,391.5	2,319.8	2,227.0	2,137.9	2,052.4	1,970.3	1,891.5	1,815.8	1,743.2	1,673.4
12. Community Investments	31,575.0	31,250.0	28,800.0	25,525.0	25,045.9	22,045.9	17,045.9	16,045.9	15,945.9	15,945.9
13. Subtotal exp.	38,775.0	38,234.0	35,504.6	31,961.5	31,224.9	27,977.7	22,740.5	21,512.7	21,194.0	20,984.1
15. Total expenses	38,775.0	38,234.0	35,504.6	31,961.5	31,224.9	27,977.7	22,740.5	21,512.7	21,194.0	20,984.1
Admin/Expense Ratio***	6.2%	6.1%	6.3%	6.7%	6.6%	7.0%	8.3%	8.4%	8.2%	8.0%
16. Ending balance*	72,382.0	62,063.2	52,967.9	45,794.2	38,072.6	32,796.5	32,039.8	31,932.2	31,599.0	30,941.5

**\$7.2 M**

Book Fund balance available for expenses, including the sustainability fund of \$30 million plus interest earned with Merrill Lynch

\*\* Includes program and evaluation expenses

\*\*\* FY06-07 Plan is within Administrative Policy and in compliance with GFOA guidelines.

*Sustainability fund*

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# FY 2006-07 FIRST 5 Total Operations Budget



## FIRST 5 Santa Clara County FY2006-2007 Budget

Department Code →

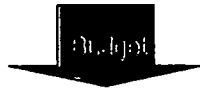
Total Department Name FIRST 5 Total Operating Expense

(Unit; Dollars In Thousands)

	FY05/06 Budget	FY06/07 Budget	Delta	%	Comments
Headcount (Year end)	53	47	-6	-11%	Rightsizing the organization to support the new community approach
1. Salaries	\$3,662.5	\$3,358.4	-\$306.1	-8%	Reduced head count, 3.5% merit/promotion adjustment
2. Benefits/Taxes	\$960.7	\$936.2	-\$24.5	-3%	Reduced benefits due to lower labor cost.
3. Retirement/457	\$409.4	\$372.6	-\$36.8	-9%	Reduced due to lower labor costs.
4. Evaluation	\$600.0	\$700.0	\$100.0	17%	Add \$ for Longitude Study and data collection system based on outside bids.
5. Training	\$450.0	\$466.2	\$16.2	4%	Aligned training contracts to meet the needs of the learning institute.
6. Administrative	\$300.0	\$250.0	-\$50.0	-17%	Lower consultant cost, Audits, Translation Services, MAA Billing services
7. Research & Development Grant Writing	\$250.0	\$50.0	-\$200.0	-80%	Aligned the actuals(Research Dev & Grant Writing)
8. Other Purchase Services	\$57.0	\$59.3	\$2.3	4%	Bascom Litigation
9. Santa Clara County Services	\$197.3	\$188.4	-\$8.9	-5%	IT Support and County Counsel
10. Travel	\$72.5	\$66.5	-\$6.0	-8%	Aligned travel with projected expenditure trend.
11. Training Expenses	\$59.5	\$23.0	-\$36.5	-61%	Staff Development
12. Community Meeting Support	\$183.8	\$90.8	-\$93.0	-51%	Lower Office Equipment, and lower meeting rental required.
13. Administrative Support Services	\$381.8	\$255.9	-\$125.9	-33%	Lower Printing Costs
14. Telecom/Telephone	\$61.8	\$30.7	-\$31.1	-50%	Lower headcount = lower phone cost.
15. Software Maintenance & Support	\$11.6	\$11.6	\$0.0	0%	Computer Software
16. Maintenance	\$427.8	\$342.4	-\$85.4	-20%	Lower furniture expenses, No rent costs due to building purchase
	\$0.0	\$0.0	\$0.0	-	
	\$0.0	\$0.0	\$0.0	-	
<b>Controllable Expenses Total</b>	<b>\$8,085.7</b>	<b>\$7,200.0</b>	<b>-\$885.7</b>	<b>-11%</b>	

# Approved 10-Year Sustainability Plan

(Updated February 10, 2006)



FIRST 5 Santa Clara County  
Updated Feb 10, 2006

Dollars in Thousands

	FY 2006/07 Budget	FY 2007/08 Projection	FY 2008/09 Projection	FY 2009/10 Projection	FY 2010/11 Projection	FY 2011/12 Projection	FY 2012/13 Projection	FY 2013/14 Projection	FY 2014/15 Projection	FY 2015/16 Projection
<b>1. Beginning balance*</b>	62,511.0	72,362.0	62,063.2	52,967.9	45,794.2	38,072.6	32,796.5	32,039.8	31,932.2	31,599.0
<b>Revenue:</b>										
2. Allocations	21,886.9	21,667.0	21,017.0	20,386.5	19,774.9	19,181.7	18,606.2	18,048.0	17,506.6	16,981.4
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7. Interest - Sustainability Fund	1,200.0	1,200.0	1,200.0	1,200.0	1,200.0	1,200.0	1,200.0	1,200.0	1,200.0	1,200.0
8. Total revenue	28,426.0	27,935.2	26,409.3	24,787.7	23,503.4	22,701.6	21,983.7	21,405.1	20,860.8	20,326.6
<b>Expenses:</b>										
9. Program **	4,664.2	4,664.2	4,477.7	4,298.6	4,126.6	3,961.6	3,803.1	3,651.0	3,504.9	3,364.7
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12. Community Investments	31,375.0	31,250.0	28,800.0	25,525.0	25,045.9	22,045.9	17,045.9	16,045.9	15,945.9	15,945.9
13. Subtotal exp.	38,675.0	38,234.0	35,504.6	31,961.5	31,224.9	27,977.7	22,740.5	21,512.7	21,194.0	20,984.1
15. Total expenses	38,675.0	38,234.0	35,504.6	31,961.5	31,224.9	27,977.7	22,740.5	21,512.7	21,194.0	20,984.1
Admin/Expense Ratio	6.2%	6.1%	6.3%	6.7%	6.6%	7.0%	8.3%	8.4%	8.2%	8.0%
<b>16. Ending balance*</b>	72,362.0	62,063.2	52,967.9	45,794.2	38,072.6	32,796.5	32,039.8	31,932.2	31,599.0	30,941.5

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# 5-Year Community Investment Plan

(Approved February 10, 2006)

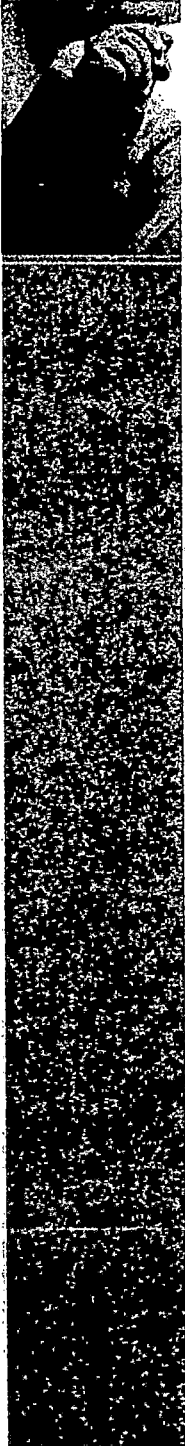


FIRST 5 Santa Clara County Updated February 10, 2006						
Dollars in Thousands						
	FY05/06	FY06/07	FY07/08	FY08/09	FY09/10	FY10/11
<b>COMMUNITY ENGAGEMENT &amp; EDUCATION</b>						
<b>STRATEGY (COUNTY WIDE)</b>						
1 Arts Enrichment Initiative	800.3	800.0	-	-	-	-
2 Community Information/Education	925.0	875.0	600.0	300.0	300.0	300.0
3 Community Events & Sponsorship	125.0	125.0	125.0	125.0	125.0	125.0
4 Community Engagement & Awareness	1,000.0	1,000.0	1,000.0	500.0	-	-
5 Childhood Matters (Radio Program)	200.0	175.0	150.0	125.0	100.0	100.0
6 Children's Discovery Museum	1,000.0	-	-	-	-	-
7 Emergency Requests	50.0	50.0	50.0	50.0	50.0	50.0
8 Emerging Initiatives	200.0	100.0	75.0	50.0	50.0	50.0
9 Children's Health Care Initiative	4,519.9	4,500.0	4,500.0	3,900.0	3,900.0	3,900.0
10 E3 - CARES	3,750.0	3,750.0	3,750.0	3,750.0	3,000.0	3,000.0
11 <b>Total Community Engagement Strategy</b>	<b>12,570.2</b>	<b>11,375.0</b>	<b>10,250.0</b>	<b>8,800.0</b>	<b>7,525.0</b>	<b>7,525.0</b>
<b>HIGH RISK STRATEGY (TARGETED IMPACT)</b>						
12 Planning Grants	-	-	-	-	-	-
13 Power of Preschool	2,000.0	9,500.0	10,000.0	10,000.0	10,000.0	9,520.9
14 E3 - Professional Development	1,000.0	-	-	-	-	-
15 Early Learning Initiative (4 School Dist.)	1,500.0	10,000.0	10,000.0	10,000.0	10,000.0	10,000.0
16 High Risk Design	1,500.0	-	-	-	-	-
17 Care Management/Family Court	1,500.0	-	-	-	-	-
18 Prenatal & Toddler HV	1,500.0	-	-	-	-	-
19 Early Screening Initiative:	-	1,000.0	1,000.0	1,000.0	1,000.0	1,000.0
20 CLA	1,500.0	-	-	-	-	-
21 Via	1,500.0	-	-	-	-	-
22 Reach Out & Read	1,500.0	-	-	-	-	-
23 6 Regional Partnerships	1,500.0	-	-	-	-	-
25 <b>Total Targeted Impact Strategy</b>	<b>17,307.1</b>	<b>20,000.0</b>	<b>21,000.0</b>	<b>20,000.0</b>	<b>18,000.0</b>	<b>17,520.9</b>
25 <b>Total Community Investments</b>	<b>29,877.3</b>	<b>31,375.0</b>	<b>31,250.0</b>	<b>28,800.0</b>	<b>25,525.0</b>	<b>25,045.9</b>

Preschool For All

High Risk Design  
Region 12 (High Risk) - Targeted Impact and Community Safety Initiative

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## Program Selection Process regarding New Funding Requests



- During the new funding cycle period, the Commission received 6 funding requests for a total of \$2,925K.

1.	Areas of Poverty Underserved in Power of Preschool	\$ 2,000,000
2.	Mexican Heritage Plaza	\$ 75,250
3.	VMC Foundation-Reach Out & Read Assessment Program	\$ 100,000
4.	United Way (2-1-1)	\$ 100,000
5.	Santa Clara County Social Services Agency Public Engagement (Safe Surrender)	\$ 50,000
6.	Happy Hollow Park & Zoo Renovation	\$ 600,000
	<b>Total</b>	<b>\$ 2,925,250</b>
- Upon receipt of funding requests, the Joint Program & Evaluation Committees reviewed the proposals and heard presentations from the requestors at their November and December 2005 committee meetings. The Committees directed staff to prepare an analysis and recommendations for each proposal to be presented at the May Commission Budget Meeting.
- Staff reviewed and analyzed each funding request to ensure proposals were in alignment with the Community Investment Strategy-Community Engagement and High Risk Design Funding Allocations and Strategies. In addition, staff ensured the proposals did not contain duplicate service efforts.
- New funding requests were evaluated for funding alignment within the current approved \$31,375K Community Investment line item of the 10-Year Sustainability Plan.

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# New Funding Requests



Requestor	Requested Amount	Summary of Request	Analysis/Findings and Recommendations
Areas of Poverty Underserved in Preschool For All -District 4, Supervisor James T. Beall, Jr.	\$2 million annually for 5yrs	FIRST 5 Commission to consider census report data on pockets of poverty and allocate, from their reserve, \$2M annually for 5 years to fund preschool spaces in the identified pockets of poverty within Santa Clara County.	<p>FIRST 5 has committed to a multi-year funding allocation based on research and data focusing on cumulative risk factors. <u>The presence of eight cumulative risk factors in a child's life was determined to have direct impact on the child's ability to thrive. The Commission agreed to support this research and to fund demonstration sites containing intervention services in a three service model approach within regions where data identified the highest number of children 0-5 and their families live. This approach is part of the strategic Community Investment Plan approved by the Commission. FIRST 5 funding allocations cannot support any new funding that is not in alignment with that research and data context.</u></p> <p>This funding request is not in alignment because:</p> <ul style="list-style-type: none"><li>• Poverty is only one of the risk factors examined through FIRST 5's research. Data provided by the applicant <u>does not provide cumulative risk factor</u> information regarding 0-5 population in its research analysis.</li><li>• Data provided does not identify high concentration of children 0-5 in particular zip code areas coupled with high cumulative risk factor prevalence.</li></ul> <p>(continued p.10)</p>

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# New Funding Requests Continued



Requestor	Requested Amount	Summary of Request	Analysis/Findings and Recommendations
<p>Areas of Poverty Underserved in Preschool For All -District 4 ,Supervisor James T. Beall, Jr. (continued)</p>	<p>\$2 million annually for 5yrs</p>	<p>--</p>	<ul style="list-style-type: none"> <li>• FIRST 5 is not funding early education spaces without support services identified through best practice research in either the Demonstration Sites or FIRST 5 Regional Partnerships.</li> <li>• The proposal does not contain a coordinated regional or countywide approach in identifying essential elements of information regarding child care service needs or funding streams, including: number and ages of children 0-5 in need of child care services by region, inventory of subsidized services by region, level of quality of services (established by the Commission in their Master Plan for Power of Preschool Initiative) by region, facility capacity, income eligibility criteria, eligibility waitlist requirements, identification of providers by funding streams and region, utilization and current amount of funding for child care subsidized services by region (Head Start, State Preschool, California Department of Education Subsidized child care contracts, Social Services Agency Cal-WORKS Stages I,II,III child care funding).</li> <li>• <del>The Commission does not have \$2M of</del> uncommitted funds within its Community Investment Plan.</li> </ul> <p>(continued p.11)</p>

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# New Funding Requests Continued



Requestor	Requested Amount	Summary of Request	Analysis/Findings and Recommendations
<p>Areas of Poverty Underserved in Preschool For All</p> <p>-District 4, Supervisor James T. Beall, Jr. (continued)</p>	<p>\$2 million annually for 5yrs</p>	<p>--</p> <p><i>upside or current like group?</i></p>	<p>The Demonstration Sites containing the three part model will be evaluated through a longitudinal study designed to evaluate the impact of this comprehensive, coordinated design and the potential for expansion to other regions within the County.</p> <p><u>Recommended Actions:</u></p> <p>✓ 1. FIRST 5 staff recommends not funding this request for child care spaces in the amount of \$2 million dollars annually for the next 5 years.</p> <p>2. FIRST 5 staff recommends funding a <u>District 4 pilot research study up to \$50K.</u> When completed, this study can inform and add strategic value to county wide planning efforts regarding early education needs. (The scope of work for the study shall include <u>data findings for this region</u>, focused on the essential elements of information which will include, but is not limited to:</p> <ul style="list-style-type: none"> <li>•Number of children 0-5 needing child care.</li> <li>•Subsidized services</li> <li>•Level of quality of services</li> <li>•Facility capacity</li> <li>•Income eligibility criteria</li> <li>•Waitlist requirements</li> <li>•Providers/funding streams</li> <li>•Utilization and current funding by subsidized services.(Head Start, State Preschool).</li> </ul> <p>(continued p.12)</p>

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# New Funding Requests Continued



Requestor	Requested Amount	Summary of Request	Analysis/Findings and Recommendations
Areas of Poverty Underserved in Preschool For All  -District 4 ,Supervisor James T. Beall, Jr. (continued)	\$2 million annually for 5yrs	--	<p><u>Recommended Actions cont:</u></p> <p>3. The information generated from this District 4 pilot study, as well as the applicant's area of poverty study and other FIRST 5 high risk data, can be utilized to influence policy level decisions as well as influence legislation regarding early care and education services, especially income eligibility and quality standards.</p> <p>4. FIRST 5 staff recommends <u>the E3 Institute</u> initiate a partnership with the Local Early Education Planning Council to conduct the District 4 pilot study. The research findings can be presented to the FIRST 5 Commission, and made available to others for use in their strategic planning and funding allocations.</p>



## New Funding Requests Continued



Requestor	Requested Amount	Summary of Request	Analysis/Findings and Recommendations
Mexican Heritage Plaza (MHP)	1. \$50,250.00 2. <u>\$25,000.00</u> Total \$75,250.00	1. The MHP is proposing to add a Folklorico Music and Movement Program (FMMP). FMMP is designed to provide art and cultural exposure to children ages 0-5 and their families through traditional Mariachi Dance instruction and exposure. (Curriculum Development)  2. The MHP is seeking funding for outreach and marketing materials and sponsorship for the July 2006 Mariachi Festival.	1. FIRST 5 currently has a funded Arts Enrichment Initiative with funding through FY 06-07. The new Power of Preschool Initiative (PoP), which will be launched in FY 06-07, identifies arts enrichment as a critical component of a child's learning experience. All arts enrichment activities will be aligned with and integrated in the Power of Preschool Initiative. <b><u>Recommended Action:</u></b> <ul style="list-style-type: none"><li>• Refer this request to the E3 Institute for possible consideration of this program into the Arts Enrichment and Power of Preschool Initiatives with an emphasis on age appropriate/developmentally appropriate curriculum standards designed for Pre-K as opposed to Kindergarten.</li></ul> 2. FIRST 5 has established guidelines for sponsorship of community events. <b><u>Recommended Action :</u></b> <ul style="list-style-type: none"><li>• Direct Mexican Heritage Plaza to submit a request for funding up to \$5,000.00 for the Mariachi Festival under the Guidelines for Participation in Community Events and Sponsorships.</li></ul>

# New Funding Requests Continued



Requestor	Requested Amount	Summary of Request	Analysis/Findings and Recommendations
Reach Out and Read Assessment Program (RORAP) – VMC Foundation	\$100,000.00 per year for 3 years	<p>Reach Out and Read Assessment Program provides early screening for preliminary assessment of developmental delays and learning differences. Physicians use books to conduct the screening and engage parents in the importance of reading to their children.</p> <p>The request is for maintaining current efforts and expanding the program.</p>	<p>The proposed request is in alignment with the Community Investment Strategy.</p> <p>The Reach Out and Read Program was a pilot project supported by FIRST 5 in FY 05-06. The results of the pilot demonstrated the program was highly successful in making literacy promotion a standard part of pediatric primary care; educating parents about the importance of reading aloud to their children; and, increasing the number of pediatric referrals for children with suspected developmental delays.</p> <p><b>Recommended Actions:</b></p> <ol style="list-style-type: none"> <li>1. Fund the program for one year—FY 06-07. This year will serve as a “transition year” for the program to be integrated into a community-wide screening and assessment model that is being led by the Inclusion Collaborative. Transition planning <b>must</b> demonstrate other funding sources for future sustainability. Pediatricians will continue to refer children who exhibit characteristics of concern to providers for further assessment and follow-up service planning. This process will be integrated into the overall FIRST 5 service delivery system. In addition, the program will need to expand its co-branding and marketing plan.</li> </ol>

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# New Funding Requests continued



Requestor	Requested Amount	Summary of Request	Analysis/Findings and Recommendations
2-1-1 United Way Silicon Valley	\$100,000.00 FY 2006-2007	<p>2-1-1 Silicon Valley is a 24/7 non-emergency, centralized countywide, cross discipline, information and resource call center for county residents. 2-1-1 Silicon Valley also provides an online database of resources and services for Santa Clara County. 2-1-1 is designed to work similarly to 9-1-1 services. This request asks for a partnership with FIRST 5 to support the planning and start up phase of 2-1-1 in Santa Clara County.</p> <p>The 2-1-1 anticipates launching the first phase in the latter part of FY 05-06 to be followed by a public launching in early 2007.</p> <p>FY 06-07 Budget</p> <ul style="list-style-type: none"> <li>•Start up Expenses \$ 321 K</li> <li>•Operational Exp \$ 453 K</li> <li>•Capital Exp \$ 45 K</li> <li>•Total Exp \$ 819 K</li> </ul>	<p>This funding request is in alignment with the Community Investment Strategy as follows:</p> <ul style="list-style-type: none"> <li>• The 2-1-1 system will create a county-wide three digit (2-1-1) operated assisted phone-in information and referral service for families in need of a range of Health and Human Services.</li> <li>• The 2-1-1 system will also develop specialized database information and referral system (with FIRST 5 consultations) to address the unique service needs of the prenatal through age 5 population and their families.</li> <li>•This information and referral system will support children and families who are served by the FIRST 5 Full-Service Demonstration and Community Partnership outreach and service systems.</li> </ul> <p><b>Recommended Action:</b></p> <ol style="list-style-type: none"> <li>1. Fund in the amount of \$100,000 for FY 06-07.</li> <li>2. Evaluate partnership in this program at the end of the fiscal year and determine effectiveness of integrating 2-1-1 into overall Community Engagement Strategy.</li> <li>3. Request report from United Way at end of fiscal year regarding their ability to leverage other sources of funding.</li> </ol>

The First 5 years.  
Make them count.

# New Funding Requests continued



Requestor	Requested Amount	Summary of Request	Analysis/Findings and Recommendations
Santa Clara County Social Services Agency (SCC SSA)	\$50,000 -one time request	<p>SCC SSA is requesting funding for a public education strategy for the local Safe Surrender Baby Project. This public campaign would target the general public and high risk areas, based on geo mapping of the prevalence of risk factors and combined cumulative risks. The campaign must include:</p> <ol style="list-style-type: none"> <li>1) Ads in ethnic newspapers;</li> <li>2) Public signage (e.g. buses); and,</li> <li>3) Training in high schools</li> </ol>	<p>The strategies proposed in the Safe Surrender request are in alignment with the FIRST 5 Community Engagement and Education Strategy in the following ways:</p> <ul style="list-style-type: none"> <li>• Safe Surrender messages can be incorporated into FIRST 5 website, 3 Radio shows (English, Spanish, Vietnamese), Count Down To Kindergarten activities, newsletters, and ethnic newspaper ads.</li> <li>• FIRST 5 Community Partnerships can distribute information and materials and provide training on the Safe Surrender program.</li> <li>• The incorporation of the Safe Surrender programs within FIRST 5 multi-year strategies will help assure the sustainability of this vital public education activities.</li> </ul> <p><u>Recommended Action:</u></p> <ol style="list-style-type: none"> <li>1. Recommend not funding the Safe Surrender Program at \$50,000.</li> <li>2. Incorporate the Safe Surrender strategies, training and messages into the overall FIRST 5 Communication Plan. FIRST 5 will partner with SCC SSA in finalizing the public education messaging, materials and presentation formats.</li> <li>3. Ensure that the Safe Surrender messages/curriculum are incorporated into the Parent Workshops and Community of Learning trainings.</li> </ol>

The First 5 years.  
Make them count.

# New Funding Requests continued



Requestor	Requested Amount	Summary of Request	Analysis/Findings and Recommendations
Carousel Project- Happy Hollow Park & Zoo Renovation	Up to \$600,000 -One time request	<p>Happy Hollow Park and Zoo is requesting \$600,000 for the Endangered Species Carousel. The Carousel will serve young people in the community with interactive, educational and creative experiences within the Happy Hollow Park and Zoo, which serves children in San Jose and surrounding communities. This project is part of a larger capital improvement and expansion plan that begins in early 2007.</p> <p>•The total cost of the Happy Hollow Park &amp; Zoo renovation is estimated to be \$65M. The total cost of the carousel is estimated to be \$900K.</p>	<p>This project is in alignment with FIRST 5's County-Wide Community Engagement and Education strategy as follows:</p> <ul style="list-style-type: none"> <li>• Since 1961 Happy Hollow Park and Zoo has offered a unique combination of enjoyable, safe and interactive experiences for young children.</li> <li>• Happy Hollow offers children and families in the community access to the park and zoo through programs, events and discount coupons. They also have partnerships with many organizations in the community that serve children in need.</li> <li>• The park and zoo offer learning and experiential opportunities for our youngest children that reinforce the FIRST 5 message of the importance of the first five years.</li> <li>• This partnership is an opportunity to continue to promote the FIRST 5 messages while supporting the renovation of this site.</li> </ul> <p><u>Recommended Action:</u></p> <ol style="list-style-type: none"> <li>1. Refer the Endangered Species Carousel proposal to the Commission's January 2007, 10-Year Sustainability Plan Meeting with a recommendation that this project be funded in the FY 07-08 budget.</li> <li>2. Happy Hollow is requested to update the proposal to include any additional funding commitments and construction schedule, and submit the information to the Commission in December of 2006.</li> </ol>

The First 5 years.  
Make them count.

## Summary of Staff Recommendations regarding New Funding Requests



- Recommend funding the following in FY 2006-07
  - 1. VMC Foundation (RORAP) \$ 100,000
  - 2. United Way (2-1-1) \$ 100,000
  - 3. Needs Assessment Study for District 4 \$ 50,000
  - Total \$ 250,000
  
- Recommend funding in FY 2007-08 at the January 07 update of the 10-Year Sustainability Plan meeting.
  - Happy Hollow Carousel Project \$ 600,000

# FY 2006-07 Recommended Realignment of Community Investment Schedule

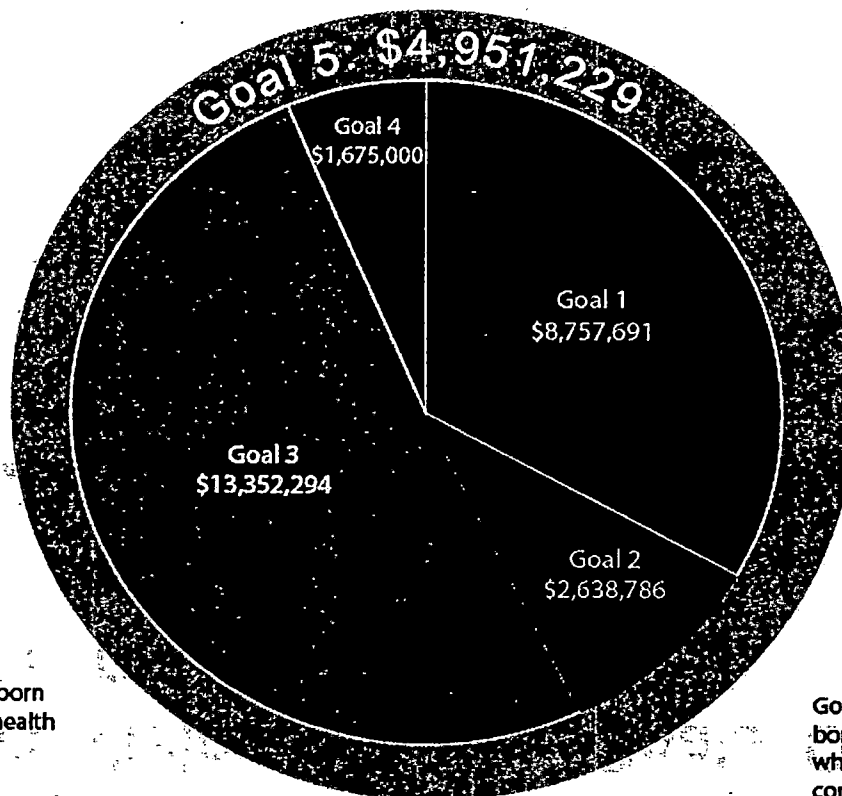


FIRST 5 Santa Clara County Updated May 9, 2006	
Dollars in Thousands	
<u>COMMUNITY ENGAGEMENT &amp; EDUCATION</u> <u>STRATEGY (COUNTY WIDE)</u>	<u>FY 2006/07</u> <u>Budget</u>
1 Arts Enrichment Initiative	800.0
2 Community Information/Education	500.0
3 Community Events & Sponsorship	125.0
4 Community Engagement & Awareness	1,000.0
5 Childhood Matters (Radio Program)	200.0
6 Children's Discovery Museum	200.0
7 Emergency Requests	50.0
8 Emerging Initiatives	250.0
9 Children's Health Care Initiative	4,500.0
10 E3 - CARES	3,750.0
11 <b>Total Community Engagement Strategy</b>	<b>11,375.0</b>
<u>HIGH RISK STRATEGY (TARGETED IMPACT)</u>	
12 Power of Preschool	8,567.4
13 High Risk Design*	10,432.6
14 Early Screening Initiative:	1,000.0
15 <b>Total Targeted Impact Strategy</b>	<b>20,000.0</b>
16 <b>Total Community Investments**</b>	<b>31,375.0</b>
* Includes New Recommended Funding Requests.	
** Contracts will be negotiated not to exceed budgeted amount.	

The First 5 years.  
Make them count.

# Community Investments by FIRST 5 Goal Areas FY 2006-07

(Current view)



**Goal 1 - Health Care:** Children are born healthy and experience optimal health and development.

**Goal 2 - Family Support:** families provide safe, stable, loving and stimulating homes.

**Goal 3 - Early Care & Education:** children enter school fully prepared to succeed academically, emotionally, and socially.

**Goal 4 - Neighborhood Support:** neighborhoods and communities are places where children are safe, neighbors are connected, and all cultures are respected.

**Goal 5 - System Change:** systems are responsive to the needs of children and families.

**Total Investment = \$31,375,000**

**The First 5 years.  
Make them count.**

# Summary



- 1. The FY 2006-07 Budget is in alignment with FIRST 5's Vision, Mission, Goals, Outcomes and Research.**
- 2. The FY 2006-07 Budget is within the Planned Budget amounts approved by the Commission at the 10-Year Sustainability Workshop February 10, 2006.**

## Recommendation



- **Adopt the FY 2006-07 Budget.**

**The Executive Director will negotiate community investment contracts. Service providers and specific contract amounts will be presented to Personnel & Finance Committee and the Commission for approval as negotiations are completed.**



## County of Santa Clara

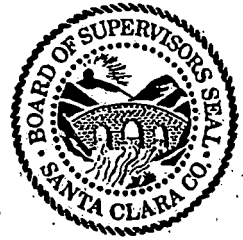
Office of the Board of Supervisors

County Government Center, East Wing  
70 West Hedding Street, 10th Floor  
San Jose, California 95110

(408) 299-5040

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www.jimbeall.org



**James T. Beall, Jr.**  
Supervisor Fourth District

DATE: November 18, 2005

TO: Santa Clara County First Five

FROM: Supervisor James T. Beall, Jr. *Jim Beall*  
Santa Clara County Supervisor, District 4

SUBJECT: Pockets of Poverty Underserved in Preschool For All Initiative

### RECOMMENDED ACTION

Consider Census Report and recommend allocation of an additional \$2 million annually for five years to the Commission's Preschool For All Initiative for pockets of poverty, and forward to the January 2006 First Five Commission with favorable recommendation.

### REASON FOR RECOMMENDATION

On June 21, 2005 the Board of Supervisors directed administration to develop poverty data by Supervisory district using Census 2000 data. The data was to focus on those individuals in poverty that may be eligible or in need of certain services including Senior Nutrition Program, First Five Commission programs and other need-based family services. The intent of the referral was to determine whether the County's current service delivery system was adequately providing services to individuals residing in "pockets of poverty" and if not, how do we realign services to ensure the County serves all residents in need.

On September 27, 2005, the Board of Supervisors considered the Census report back. The report showed that 23% of all families live in poverty in the county. Of the 400,000 families living in Santa Clara County, 93,000 have incomes below \$45,000 per year.

Additionally, the report demonstrated that there are more poverty concentrations throughout Santa Clara County and poverty was more widely distributed than previously thought.

This data demonstrates that allocating resources based on zip code versus census block analysis results in a significant number of individuals in need not having access to quality programs that could enrich their lives.



We are aware that poverty represents one of 6 risk factors used to determine how to allocate funds for the Preschool For All Initiative. Faced with the new evidence that zip code analysis results in under serving a large number of poor children and families we believe it is critical for the Commission reconsider their funding recommendations and allocate an additional \$2 million annually for five years to the Commission's Preschool For All Initiative for pockets of poverty.

Given that First Five's mission is to serve all children, we think the Commission has an opportunity to use some of the money set a side in their reserve to expand preschool more equitably. The Commission's Preschool plan as currently proposed, spends the majority of the \$42 million in one geographic location, the 6 zip codes in Component C. \$42 million is a significant portion of the total First Five revenue.

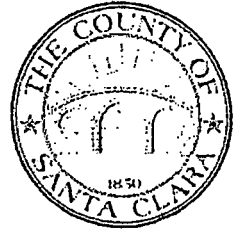
The Census report demonstrates that analysis must be more refined. The Census Study is attached for your review. We request you forward the Census Report and our recommendation to the necessary Sub Committees in order to be considered by the full Commission in January.

I have requested Administration to use this data to review how and where services are provided to low income families and seniors. Currently, the Department of Aging and Adult Services is re-examining how services to seniors are allocated and are will provide recommendations to the Children, Seniors and Families Committee in January. Recommendations will examine ways to address underserved areas in the County.

# County of Santa Clara

Department of Planning and Development  
Planning Office

County Government Center, East Wing, 7th Floor  
700 West Hedding Street  
San Jose, California 95110-1703  
PHONE: (408) 777-0111 FAX: (408) 288-0198  
WWW: scdplanning.org



TO: CLERK OF THE BOARD

FROM: MICHAEL LOPEZ, <sup>mm</sup>INTERIM MANAGER  
PLANNING OFFICE

DATE: SEPTEMBER 27, 2005

RE: CORRECTED ATTACHMENT,  
ITEM #54, ATTACHMENT 1  
REPORT BACK ON REFERRAL REGARDING U.S. CENSUS  
INFORMATION FOR PEOPLE IN POVERTY BY SUPERVISORIAL  
DISTRICT

Attached is a corrected Attachment 1, Memorandum from Planning Office, to the above transmittal.

When the statistics were exported into Word format, the migration distorted the information. In Table B of all numbered tables. The new attachment includes the appropriate corrections.

**County of Santa Clara**  
**Department of Planning and Development**  
Planning Office



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PLN02 092705

Prepared by: Steven Golden  
Planner III

Reviewed by: Jody Hall Esser  
Interim Director of  
Planning and  
Development

DATE: September 27, 2005

TO: Board of Supervisors

FROM: Jody Hall Esser  
Jody Hall Esser  
Interim Director of Planning and Development

SUBJECT: Report back on referral regarding U.S. Census information for people in poverty  
by Supervisorial District

**RECOMMENDED ACTION**

Under advisement from June 21, 2005 (Item No. 26): Accept report relating to people in poverty data estimated from the U.S. Census with a particular focus on children, seniors, and families in poverty.

**FISCAL IMPLICATIONS**

No impact to the General Fund as a result of this action.

### **CONTRACT HISTORY**

Not applicable.

### **REASONS FOR RECOMMENDATION**

On June 21, 2005 the Board of Supervisors directed administration to develop poverty data by supervisorial district using Census 2000 data. The data was to focus on those individuals in poverty that may be eligible for certain need-based services including services provided by the Senior Nutrition Program, First Five Commission, and other need-based family services. The original request was for Districts Four and Five, however, the request was expanded to develop the data for all supervisorial districts. On July 28, 2005 an off-agenda memorandum was sent to the Board of Supervisors (Board) requesting a time extension to the normal 45 day response period to report back to the Board because of the significant amount of time required to fulfill the request and other extraneous circumstances. This transmittal is in response to the Board of Supervisor's request.

### **BACKGROUND**

Subsequent to receipt of the June 21, 2005 directive, District 4 staff offered some clarification of the Census 2000 data which would best reflect the eligibility criteria for the identified social service programs. Previously, the Planning Office developed a data report for the Children Seniors, and Families Committee (CSFC) (Attachment 4: February 16, 2005, Item No. 9) and a similar methodology was used in this report. The main issue in developing poverty data for supervisorial districts is that the supervisor districts were created by assembling Census Blocks and the U.S. Census Bureau does not make poverty data available at this geographic level. The data is available at larger levels of geography and therefore, supervisor district boundaries are not entirely coincident with these larger geographic areas. It was determined that some of the Census poverty data is available at the Block Group geographic level, however, in some cases the supervisor district boundaries split these geographic areas.

#### **"Estimating Methodology"**

The Planning Office used a similar methodology that was developed for the CSFC, however, Census Block Groups were used in this analysis (Census Tracts were used in the previous

analysis). The attached September 27, 2005 memorandum (Attachment 1) from Steven Golden, Associate Planner, describes the "estimating methodology" in more detail.

### Summary of Data

The values reported are only an estimation based on the methodology used. It is possible that the technique used to assign data amongst split Block Groups does not accurately represent the actual distribution of individuals for each demographic criterion analyzed because there is immeasurable uncertainty in the level of correlation between total population and each demographic criterion analyzed. Local characteristics of neighborhoods and communities play a key role and could have a significant effect on how concentrated or dispersed these populations are. For these reasons, ranges are also being reported, which reflect the actual range of the number of individuals in each supervisorial district based on the data analyzed.

In addition, some of the demographics reported are based on the number of families. Since the Block Groups were split using population data, it is possible that the splitting might result in different values if the splitting methodology used the proportional number of families rather than population totals. Because of the time restraints, this analysis was not completed. However, it is believed the difference would not likely be significant.

The number of individuals with income to poverty ratio of less than 1.99 and families with family income of less than \$45,000 are reported to estimate the number of individuals or families that might be eligible for need-based services. One of the criteria for some need-based services is having a family income of less than 300% of the federal poverty limit. This measure is not directly reported in Census 2000, therefore, the two estimates reported were used to assist in estimating this measure. The income limit of \$45,000 was derived by calculating the average of the 300% federal poverty limit for a three- and four-person family and rounded to the nearest income level as reported in Census 2000.

For a summary of the estimated data, see the attached memorandum from Steven Golden, Associate Planner.

### Mapping

In addition to the data summary, the Board requested maps be developed comparing areas of poverty using Census geographies to where senior nutrition sites are located and locations

where services to children are provided through the First Five Commission. These maps have been developed and are included as an attachment to this transmittal (Attachments 2 & 3).

### **CONSEQUENCES OF NEGATIVE ACTION**

This report will not be used for the purposed of evaluating services.

### **STEPS FOLLOWING APPROVAL**

The Clerk of the Board will file and maintain a copy of this report.

### **ATTACHMENTS**

- Attachment 1: Memorandum from Planning Office
- Attachment 2: Map of Adults 65 Years and Older in Poverty by Block Group with Senior Nutrition Sites (original map on file with the Clerk of the Board)
- Attachment 3: Map of Children Less Than 5 Years Old in Poverty by Block Group with First Five Commission Service Locations (original map on file with the Clerk of the Board)
- Attachment 4: CSFC Transmittal, February 16, 2005, Item 9

DATE: September 27, 2005

TO: Board of Supervisors

FROM: Steven Golden,  
Planner III, Planning Office

RE: Response to Board Request for Census Data from June 21, 2005

On June 21, 2005, the Board of Supervisors requested that poverty related data based on Census 2000 information be developed for Supervisor Districts Four and Five. Subsequently, the referral was expanded to include all supervisorial districts. This data was to focus on individuals that may be eligible for need based services with a focus on seniors, children, and families that may receive assistance through the Senior Nutrition Program or the First Five Commission. The following memo describes the methodology of estimating the data by supervisorial district.

**"Estimating Methodology"**

*(This is similar to the memo submitted to the Children Seniors and Families Committee on February 16, 2005)*

Supervisorial Districts were previously created through the Redistricting Program that occurred in 2001. These districts were created by assembling Census Blocks and establishing boundaries coincident with Census Block boundaries. However, the U.S. Census Bureau does not release poverty based data at the Census Block geographical level. The Board of Supervisors has requested to use the smallest level of geography possible to report the data by supervisorial district. Some poverty based data is available at the Census Block Group level. The available Census data at the Block Group level was used, but not all of the 1010 total Block Group boundaries are coincident with supervisorial district boundaries (i.e. supervisorial districts split a number of Block Group areas). Consequently, the data had to be estimated using the most practical and appropriate method available. The derived method follows:

- For those Block Groups that were entirely located in a particular supervisorial district, 100% of the data went to that particular district.
- There were a total of 69 split Block Groups between two supervisorial districts. There were 3 categories for estimating data for these Block Groups as follows:
  - 100% of total population – For 24 of these Block Groups, one section of the split Block Group had 100% of the total population, therefore 100% of the data was assigned to the supervisorial district containing the population.
  - >90% of total population – 20 Block Groups were split where >90% of the total population were located in one section of the split Block Group. In these cases, all of the data was assigned to the Supervisorial District containing the portion of the Block Group that had >90% of the population.
  - <90% of total population – 25 Block Groups were split where <90% of the total population were located in either section of the split Block Group. In these cases the data was assigned to each supervisorial district according to the percentage of total population for that section of the Block Group.



Data was obtained from Summary File 3 (sample population), 2000 Census, U.S. Census Bureau using the Bureau's online database, American FactFinder.

### Poverty Definition

The Census Bureau uses the federal government's official poverty definition. The Office of Management and Budget's (OMB's) Directive 14 prescribes this definition as the official poverty measure for federal agencies to use in their statistical work. The following is from the U.S. Census Bureau's website:

#### **How Poverty Status is Determined**

The poverty status of families and unrelated individuals in 1999 was determined using 48 thresholds (income cutoffs) arranged in a two dimensional matrix. The matrix consists of family size (from 1 person to 9 or more people) cross-classified by presence and number of family members under 18 years old (from no children present to 8 or more children present). Unrelated individuals and 2-person families were further differentiated by the age of the reference person (RP) (under 65 years old and 65 years old and over).

To determine a person's poverty status, one compares the person's total family income with the poverty threshold appropriate for that person's family size and composition (see table below). If the total income of that person's family is less than the threshold appropriate for that family, then the person is considered poor, together with every member of his or her family. If a person is not living with anyone related by birth, marriage, or adoption, then the person's own income is compared with his or her poverty threshold.

**Weighted average thresholds.** Even though the official poverty data are based on the 48 thresholds arranged by family size and number of children within the family, data users often want to get an idea of the "average" threshold for a given family size. The weighted average thresholds provide that summary. They are weighted averages because for any given family size, families with a certain number of children may be more or less common than families with a different number of children. In other words, among 3-person families, there are more families with two adults and one child than families with three adults. To get the weighted average threshold for families of a particular size, multiply each threshold by the number of families for whom that threshold applies; then add up those products, and divide by the total number of families who are of that family size.

For example, for 3-person families, 1999 weighted thresholds were calculated in the following way using information from the 2000 Current Population Survey:

<u>Family type</u>	<u>Number of families</u>		<u>Threshold</u>
No children (three adults)	5,213	*	\$13,032 = \$67,935,816
One child (two adults)	8,208	*	\$13,410 = \$110,069,280
Two children (one adult)	2,656	*	\$13,423 = \$35,651,488
Totals	16,077		\$213,656,584

Source: Current Population Survey, March 2000.

Dividing \$213,656,584 by 16,077 (the total number of 3-person families) yields \$13,290, the weighted average threshold for 3-person families. Please note that the thresholds are weighted not just by the number of poor families, but by all families for which the thresholds apply: the thresholds are used to determine which families are *at or above* poverty, as well as below poverty.

**Individuals for whom poverty status is determined.** Poverty status was determined for all people except institutionalized people, people in military group quarters, people in college dormitories, and unrelated individuals under 15 years old. These groups also were excluded from the numerator and denominator when calculating poverty rates. They are considered neither "poor" nor "nonpoor."

**Specified poverty levels.** For various reasons, the official poverty definition does not satisfy all the needs of data users. Therefore, some of the data reflect the number of people below different percentages of the poverty level. These specified poverty levels are obtained by multiplying the official thresholds by the appropriate factor. For example, the average income cutoff at 125 percent of the poverty level was \$21,286 (\$17,029 x 1.25) in 1999 for family of four people.

**Poverty Thresholds in 1999 by Size of Family and Number of Related Children Under 18 Years Old**  
(Dollars)

Size of Family Unit	Weighted Average Threshold	Related children under 18 years								
		None	One	Two	Three	Four	Five	Six	Seven	Eight or more
One person (unrelated individual)	8501									
Under 65 years old	8667	8667								
65 years old and over	7990	7990								
Two People	10869									
Householder under 65 years old	11214	11156	11483							
Householder 65 years old and over	10075	10070	11440							
Three people	13290	13032	13410	13423						
Four people	17029	17184	17465	16895	16954					
Five people	20127	20723	21024	20380	19882	19578				
Six people	22727	23835	23930	23436	22964	22261	21845			
Seven people	25912	27425	27596	27006	26595	25828	24934	23953		
Eight people	28967	30673	30944	30387	29899	29206	28327	27412	27180	
Nine people or more	34417	36897	37076	36583	36169	35489	34554	33708	33499	32208

### Summary of Data

The values reported are only an estimation based on the methodology used. It is possible that the technique used to assign data amongst split Block Groups does not accurately represent the actual distribution of individuals for each demographic criterion analyzed because there is immeasurable uncertainty in the level of correlation between total population and each demographic criterion analyzed. Local characteristics of neighborhoods and communities play a key role and could have a significant effect on how concentrated or dispersed these populations are. For these reasons, ranges are also being reported, which reflect the actual range of the number of individuals in each supervisorial district based on the data analyzed.

In addition, some of the demographics reported are based on the number of families. Since the Block Groups were split using population data, it is possible that the splitting might result in

different values if the splitting methodology used the proportional number of families rather than population totals. Because of the time restraints, this analysis was not completed. However, it is believed the difference would not likely be significant.

The number of individuals with income to poverty ratio of <1.99<sup>1</sup> and families with family income <\$45,000 are reported to estimate the number of individuals or families that might be eligible for need based services. One of the criteria for some need based services is having a family income <300% of the federal poverty limit. This measure is not directly reported in Census 2000, therefore, the two estimates reported were used to assist in estimating this measure. The income limit of \$45,000 was derived by calculating the average of the 300% federal poverty limit for a 3- and 4-person family<sup>2</sup> and rounded to the nearest income level as reported in Census 2000.

Notes (For all tables):

1. As calculated using the "Estimating Methodology"
2. Population for whom poverty status is determined

Table 1A. Individuals with Income to Poverty Ratio of <1.99

	Total Population <sup>1,2</sup>	Individuals with Income to Poverty Ratio of <1.99 <sup>1</sup>	Percent of Individuals with Income to Poverty Ratio of <1.99
District 1	329,595	47,604	16.0%
District 2	324,122	106,192	35.8%
District 3	331,028	48,200	16.2%
District 4	337,499	58,028	19.6%
District 5	331,288	36,784	12.4%
Total	1,653,532	296,808	100%

Table 1B.

	Range: Total Population <sup>1,2</sup>	Range: Individuals with Income to Poverty Ratio of <1.99 <sup>1</sup>
District 1	86,322 – 89,032	26,028 – 27,127
District 2	88,680 – 89,854	24,018 – 24,624
District 3	77,425 – 79,616	24,563 – 24,959
District 4	70,543 – 74,573	32,841 – 34,889
District 5	72,660 – 74,404	42,011 – 42,731

<sup>1</sup> This is the highest income to poverty ratio reported in Census 2000 data.

<sup>2</sup> The average family size in Santa Clara County is 3.41.

**Table 2A. Families with Family Income <\$45,000**

	Total Families <sup>1</sup>	Families w/Family Income <\$45,000 <sup>1</sup>	Percent of Families w/Family Income <\$45,000
District 1	84,984	16,335	17.5%
District 2	64,469	25,064	26.9%
District 3	78,221	16,226	17.4%
District 4	84,697	21,954	23.6%
District 5	87,394	13,537	14.5%
Total	399,765	93,116	100%

**Table 2B.**

	Range: Total Families <sup>1</sup>		Range: Families w/Family Income <\$45,000 <sup>1</sup>	
District 1	318,739	– 340,074	46,878	– 48,735
District 2	319,512	– 329,827	105,474	– 107,421
District 3	322,642	– 342,454	46,781	– 49,853
District 4	318,913	– 348,588	55,280	– 59,305
District 5	324,254	– 342,059	36,045	– 37,842

**Table 3A. Families in Poverty with children <5 years old (can include families with older children) and Families with children <18 years old**

	Total Families <sup>1</sup>	Families with Children <5yrs <sup>1</sup> in Poverty	Percent of Families with Children <5yrs in Poverty	Families with Children <18yrs <sup>1</sup> in Poverty	Percent of Families with Children <18yrs in Poverty
District 1	84,984	1,110	15.6%	2,547	17.2%
District 2	64,469	2,876	40.5%	5,395	36.4%
District 3	78,221	1,101	15.5%	2,356	15.9%
District 4	84,697	1,348	19.0%	2,702	18.2%
District 5	87,394	661	9.3%	1,841	12.4%
Total	399,765	7,096	100%	14,841	100%

**Table 3B.**

	Range: Total Families <sup>1</sup>		Range: Families w/Children <5yrs <sup>1</sup> in Poverty		Range: Families w/Children <18yrs <sup>1</sup> in Poverty	
District 1	82,071	– 87,781	1,095	– 1,127	2,508	– 2,595
District 2	63,366	– 65,915	2,854	– 2,913	5,368	– 5,462
District 3	76,161	– 80,997	1,055	– 1,157	2,256	– 2,476
District 4	79,673	– 87,717	1,261	– 1,380	2,512	– 2,792
District 5	85,545	– 90,304	643	– 707	1,782	– 1,931

Table 4A. Children &lt;5 years old in poverty

	Total Children <5 years <sup>1</sup>	Children <5 years in Poverty <sup>1</sup>	Percent of Children <5 years in Poverty
District 1	23,821	1,556	16.4%
District 2	25,990	4,029	42.5%
District 3	23,865	1,385	14.6%
District 4	22,837	1,695	17.9%
District 5	19,417	812	8.6%
Total	115,930	9,477	100%

Table 4B.

	Range: Total Children <5 years <sup>1</sup>		Range: Children <5 in Poverty <sup>1</sup>	
District 1	82,071	– 87,781	16,100	– 16,722
District 2	63,366	– 65,915	24,806	– 25,463
District 3	76,161	– 80,997	15,817	– 16,783
District 4	79,673	– 87,717	20,826	– 22,520
District 5	85,545	– 90,304	13,232	– 13,963

Table 5A. Children &lt;18 years old in poverty

	Total Children <18 years <sup>1</sup>	Children <18 years in Poverty <sup>1</sup>	Percent of Children <18 years in Poverty
District 1	89,032	6,237	17.1%
District 2	89,854	15,321	41.9%
District 3	79,616	5,474	15.0%
District 4	74,573	5,848	16.0%
District 5	74,404	3,669	10.0%
Total	407,479	36,549	100%

Table 5B.

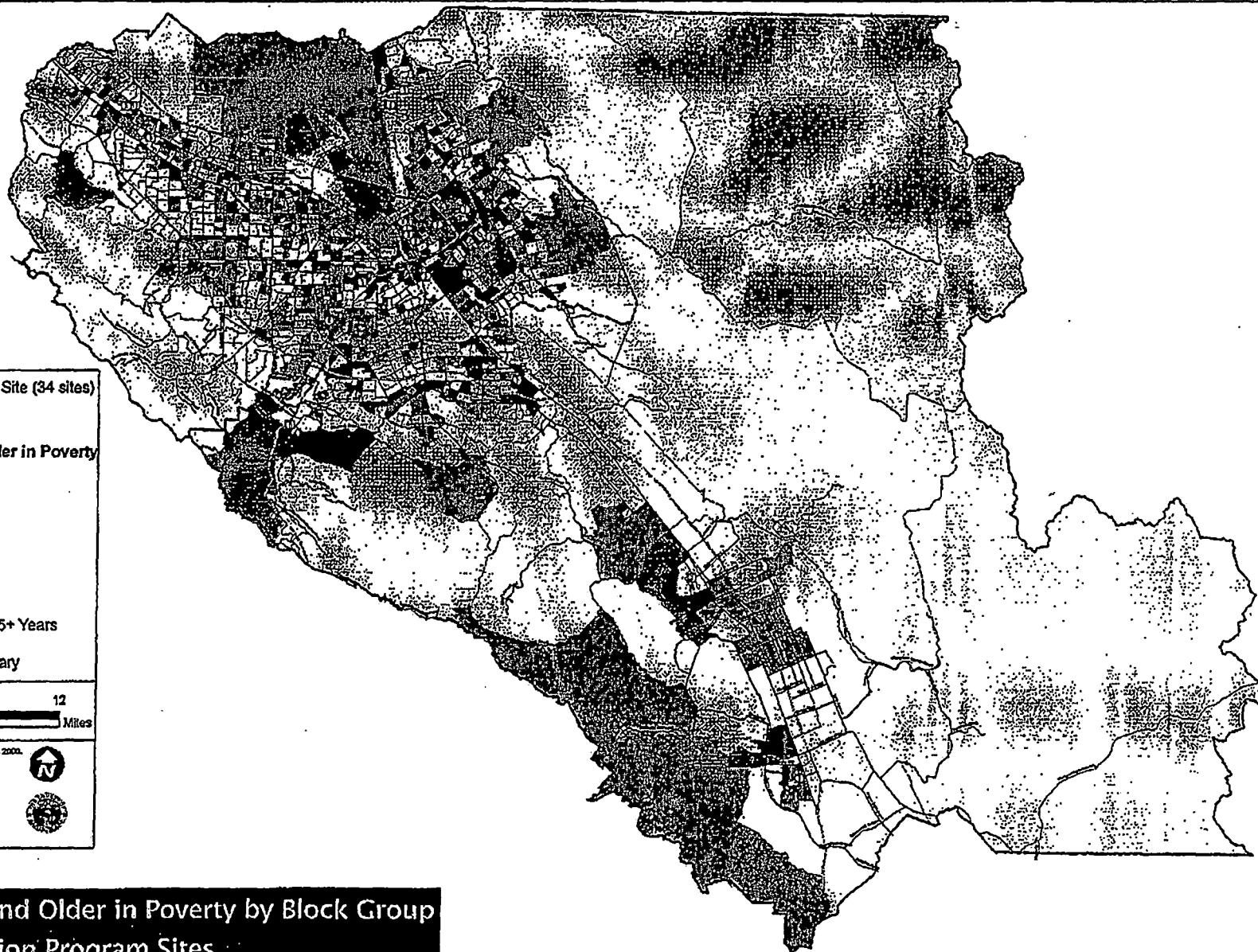
	Range: Total Children <18 years <sup>1</sup>		Range: Children <18 years in Poverty <sup>1</sup>	
District 1	2,508	– 2,595	1,095	– 1,110
District 2	5,368	– 5,462	2,854	– 2,876
District 3	2,256	– 2,476	1,055	– 1,101
District 4	2,512	– 2,792	1,261	– 1,348
District 5	1,782	– 1,931	643	– 661

**Table 6A. Seniors 65 years and older in Poverty**

	Total Seniors 65yrs+ <sup>1</sup>	Seniors 65yrs+ in Poverty <sup>1</sup>	Percent of Seniors 65yrs+ in Poverty
District 1	27,127	1,373	14.0%
District 2	24,624	2,726	27.7%
District 3	24,959	1,552	15.8%
District 4	34,889	2,418	24.6%
District 5	42,731	1,773	18.0%
Total	154,330	9,842	100%

**Table 6B.**

	Range: Total Seniors 65yrs+ <sup>1</sup>			Range: Seniors 65yrs+ in Poverty <sup>1</sup>		
District 1	82,071	—	84,984	2,508	—	2,547
District 2	63,366	—	64,469	5,368	—	5,395
District 3	76,161	—	78,221	2,256	—	2,356
District 4	79,673	—	84,697	2,512	—	2,702
District 5	85,545	—	87,394	1,782	—	1,841



□ Senior Nutrition Program Site (34 sites)

### Block Groups

% of Adults 65 Years and Older in Poverty

□ 0 - 5%

▒ >5 - 10%

▓ >10 - 20%

■ >20 - 40%

■ >40 - 100%

▒ Block Group w/o Adults 65+ Years

--- Supervisor District Boundary



Adults 65 and Over in Poverty data was obtained from Census 2000.

Senior Nutrition Program Sites were obtained from the Aging and Adult Services, Social Services Agency, County of Santa Clara.

This map was produced by the Santa Clara County Planning Office, September 2005. The GIS data was obtained from a variety of sources. While deemed reliable, the Planning Office assumes no liability.



**Adults 65 Years and Older in Poverty by Block Group  
with Senior Nutrition Program Sites**







## FIRST 5 Santa Clara County Joint Meeting of Program and Evaluation Committees

Meeting Date: January 18, 2006 Submitted By: Barbara Bernard, Training Director  
 Action: X Discussion: \_\_\_\_\_  
 Selection Process: RFP \_\_\_\_\_ RFQ \_\_\_\_\_ Sole Source \_\_\_\_\_ Not Applicable X

### TITLE:

Santa Clara County Safely Surrendered Baby Project

### RECOMMENDED ACTION:

Accept the Santa Clara County Safely Surrendered Baby Project Letter of Inquiry and refer to staff to review in preparation for the Commission's 2006 Budget Workshop.

### SUMMARY OF REQUEST:

Santa Clara County Social Services Agency is requesting \$50,000 for a one year period to fund a public education strategy regarding the local Safely Surrendered Baby Project. The funding for this public education strategy will focus in three areas: 1) \$15,000 will be used for advertising in targeted ethnic media publications that reflect County demographics, 2) \$15,000 for interior and exterior bus signage, and 3) \$20,000 will be expended for junior and senior high school personnel training. This training is geared to equip teachers and other school personnel with information on what to do when they suspect a student is pregnant and to better understand and respond to the young's women's fears.

California's Safely Surrendered Baby Law (also known as Safe Haven Law) allows a parent or person with lawful custody to legally and confidentially surrender a baby to a Safe Haven site without fear of arrest or prosecution for child abandonment, provided the child has not been abused. Not everyone in Santa Clara County is aware of the alternative as last year four infants were found discarded in this County, three of whom were deceased.

### BACKGROUND:

In 2004, FIRST 5 Santa Clara County joined Santa Clara County government, along with representatives from cities, fire departments, and other governmental agencies, faith-based organizations, community-based organizations and the community at large, in participating on the Santa Clara County Safe Haven Task Force. In addition, FIRST 5 partnered with Santa Clara County Public Health Department in distributing literature regarding the Safe Haven Law.

### FISCAL IMPACT:

There are not fiscal implications at this time. The proposal will be considered by the Commission at their 2006 Budget Workshop.

**ATTACHMENTS:**

- A. Letter to Jolene Smith from Greta Louise Helm dated December 21, 2005
- B. Letter of Inquiry for FIRST 5 Santa Clara County funding for the Santa Clara County  
Safely Surrendered Baby Project dated December 21, 2005

# County of Santa Clara

Social Services Agency

333 West Julian Street  
San Jose, California 95110-2335

Item 4  
Attachment A



December 21, 2005

REC'D DEC 21 2005

Ms. Jolene Smith  
Executive Director  
First 5 Santa Clara County  
4000 Moorpark Avenue, Suite 200  
San Jose, CA 95117

Dear Ms. Smith,

On behalf of the Santa Clara County Social Services Agency, I am pleased to submit the enclosed Letter of Intent requesting funding for a public education campaign to raise awareness in the community about the Safe Surrender Baby alternative to infant abandonment. As you are aware, California law allows mothers to surrender their infants at a hospital emergency room, or local fire station, no questions asked, if they feel that they are unable to care for their child. This law was enacted to prevent the needless abandonment of babies, in dumpsters, public restrooms, and other inappropriate places, which often results in the child's death. The County has made a concerted effort to raise awareness of the law in the community, through press conferences, media releases, distribution of over 60,000 posters, brochures and flyers. In this Letter of Intent, we are seeking funding to enhance this education campaign, through the use of advertisements in ethnic media, bus/public transit signage, and distribution of information kits for teachers, school administration, and other community organizations.

It is my understanding that Letters of Intent are being accepted through the end of the month. In the event that you require additional information or have specific feedback about the enclosed letter of intent, I would appreciate you calling our grant writer, Ms. Jean McCorquodale, at 259-4740, as I will be out of the office and unavailable until January 3, 2005. After that date, I will be available to discuss the funding request at your convenience.

Sincerely,

Greta Louise Helm, Director  
Government Relations and Planning

REC'D DEC 21 2005

**LETTER OF INQUIRY FOR FIRST 5 SANTA CLARA COUNTY FUNDING  
FOR THE SANTA CLARA COUNTY SAFELY SURRENDERED BABY PROJECT**

**Contact Information**

**Item 4**

**Attachment B**

Will Lightbourne, Director, Santa Clara County Social Services Agency

Greta Helm, Director, Governmental Relations and Planning, Santa Clara County Social Services Agency

333 W. Julian Street, San Jose, CA 95110-2335; Phone (408) 491-6750; Fax 975-4525; Email greta.helm@ssa.co.santa-clara.ca.us

a) Description of the proposal. Funding is requested to help prevent the needless death of babies through abandonment. People working in the field estimate that 57 babies are deserted each day throughout the country in dumpsters, parking lots, ditches, public restrooms and other perilous places. Last year, four infants were found discarded in Santa Clara County, three of whom were deceased. How many more suffered this cruel fate? One researcher has said, "There is little reason to believe that even a small percentage of the cases are discovered."

Babies are abandoned for a number of reasons, including desperation, fear, isolation, rape, shame, poverty, mental illness, and addiction. In response to this tragedy, California is one of 48 states that provides a safe alternative to perilous abandonment. California's Safely Surrendered Baby Law (also known as the Safe Haven Law) allows a parent or person with lawful custody to legally and confidentially surrender a baby to a Safe Haven site without fear of arrest or prosecution for child abandonment, provided the child has not been abused. Unfortunately, not everyone in the community is aware that this alternative exists.

As with other public health issues, an intense local public education is critical to effectively address child abandonment. However, printed materials alone have not demonstrated sufficient effectiveness. Santa Clara County Social Services and Public Health staff members have distributed more than 60,000 posters, brochures and information cards describing safe surrender options. Materials have been posted in libraries, parks, health clinics, county buildings, and many other sites. In addition, staff has given a number of public presentations, has provided training on the protocol, and assisted with press conferences to increase public awareness. Sadly, however, more babies continue to be abandoned each year than are safely surrendered.

Moreover, these materials do not contain critically important local safe surrender site information. In Santa Clara County, in addition to emergency rooms as provided by State law, all 95 fire stations are Safe Haven sites and 911 will arrange for American Medical Response (AMR) to transport a surrendered baby to the nearest hospital in situations where a parent is afraid or unable to deliver the child in person.

Research indicates that infant abandonment occurs most frequently among desperate young, single mothers. A study of cases over a seven-year period found the vast majority of perpetrators live either with their parent(s), guardian(s), or other relatives. Virtually none were married or lived with their male partners, and virtually all lacked independent financial resources. An even more fundamental similarity among cases is silence and isolation during pregnancy. Very few told their families or friends that they were pregnant. Many of the other women and girls who did disclose their pregnancies did not disclose them to people with whom they were intimate, such as their parents, relatives, friends, or male partners.

With this in mind, Santa Clara County Safe Haven Task Force subcommittee worked to devise a public education strategy concerning local options for the safe and anonymous surrender of infants among junior and senior high school students. As a result, a pilot training will begin at three middle schools and four high schools this coming spring semester. A training video (DVD format) has been developed by the subcommittee and produced through the in-kind contribution of the San Jose Police Department.

It is recognized, however, that further support is needed for this critically important educational effort. By virtue of pregnancy, a teenage girl is not miraculously transformed into a mature woman, aware of her alternatives and able to make comprehensive, long-term plans for the pregnancy and beyond. At the individual level, the girls involved typically possess so little self-esteem that they are incapable of acting to protect themselves. Their insecurity almost certainly contributes to their becoming pregnant in the first place, and it leads to their paralysis once pregnant. Regrettably, the literature is rife with examples of the many missed opportunities for intervention in cases studied of abandoned or killed newborns.

Therefore, the proposed project will provide teachers and other school personnel with training on what to do when they suspect a student is pregnant and to better understand and respond to the young women's fears and the parents' frequent denial. Again, studies have shown examples of teachers, counselors and school nurses knowing or suspecting that a teen was pregnant but assuming that the family was making appropriate plans. In other instances when questioned, teachers have revealed that they simply didn't know how to approach the subject or what to say.

The project also will insure that the safe-surrender message receives repetition and reinforcement in targeted local media. While non-English-language papers have readership throughout the county, they often have predominant readership in certain areas. Likewise, several bus routes traverse great distances across the county (i.e., Route 22, Eastridge Transit Center to Palo Alto/Menlo Park, or 121, Gilroy to Sunnyvale), while other routes are more localized in First 5 Community Investment Strategy-targeted neighborhoods (i.e., Route 17, Gilroy Transit Center to St. Louise Hospital, or 71, Eastridge Transit Center to Great Mall/Main Transit Center). Both countywide and targeted efforts will be included.

b) Identification of the location. The educational campaign that is proposed will reach throughout Santa Clara County. As described in the paragraph above, however, a substantial portion of the proposed project venues will be selected to be most effective in communicating to high risk individuals.

c) Description of the population it will serve. The goal of the project is to save lives by promoting a safe and non-threatening alternative to abandonment and death of infants in Santa Clara County. At the primary level, the population served is infants. Of course, the mothers will be spared lifelong grief as well as the possibility of detection and prosecution. The public avoids the substantial costs of the criminal justice system. Society promotes a more humane environment for distraught mothers. Teachers and other school personnel are more confident and better able to help the young people in their charge. But, again, most importantly, the project advances a life-sustaining opportunity for newborns.

d) Furtherance of First 5's Community Investment Plan. First 5 Santa Clara County is well known for its emphasis on prevention and early intervention through innovative collaborations. Fully in concert with those objectives, the proposed project supports the First 5 goal "to provide information and access so that young children are born healthy and experience optimal health and development." The funding is requested as an element of the First 5 strategy of "Community Engagement and Awareness (universal/county-wide)."

The project also will utilize the valuable information resulting from the High-Risk Design strategy of First 5 Santa Clara County's geomapping of the prevalence of risk factors and combined cumulative risks. These high-risk areas will be more heavily targeted with the outreach and educational messages to the extent it is possible, such as selection of bus advertising on targeted routes.

First 5 Santa Clara County joined Santa Clara County government, along with representatives from cities, fire departments, other governmental agencies, faith-based organizations, community-based organizations, foster parents, and the community at large, in participating on the Santa Clara County Safe Haven Task Force. Task Force members devoted countless hours to the creation of the local safe surrender procedures as well as plans to promote and publicize the law and the local Safe Haven sites. Santa Clara County government, through the leadership of its Social Services Agency, would like to continue the partnership with First 5 Santa Clara County on this vital effort. In acknowledgement of its important contribution, it is further proposed that the logo of First 5 Santa Clara County be included along with the Santa Clara County logo on project-produced materials and advertising instruments.

e) Funding amount being requested. This request is for \$50,000 to be utilized over a one-year period in the following categories: (1) \$15,000 will be used for advertising in targeted ethnic media publications that appropriately reflect county demographics and will focus on individuals/groups less likely to read English language publications. (2) \$15,000 will be budgeted for a mix of interior and exterior bus signage. (3) \$20,000 will be expended for junior and senior high school personnel training, including kits that contain copies of the locally produced DVDs, information and suggestions for teachers and other school personnel, and materials for distribution to students. Schools will be selected based on risk factor criteria.

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Posted on Thu, Jan. 12, 2006

## Abandoned baby found dead at fast food restaurant

By Sandra Gonzales  
Mercury News

A dead newborn baby boy was found inside a garbage can in front of a Jack in the Box restaurant in Newark Wednesday afternoon.

A transient searching for food discovered the body inside a shopping bag at about 4:30 p.m., said Newark Police Detective Sgt. Bob Douglas. A customer at the fast food store at 39017 Cedar Boulevard near Mowry Avenue attempted to revive the baby with cardiopulmonary resuscitation, but was unsuccessful.

When police arrived, they determined the baby was dead. Authorities estimate the baby, who was wrapped in infant sleeping clothes, was less than two weeks old. The baby boy, who was born full-term, did not appear to be injured or abused. Authorities say he was probably left in the garbage can after 1 p.m., the last time it was emptied.

The baby's race has not yet been determined, but he has a dark complexion and dark hair.

The Alameda County Coroner's Office will conduct an autopsy to determine the cause of death.

No arrests have been made, and authorities have no active leads.

It is unclear why the baby was left in the garbage can instead of a hospital, particularly in light of a law that allows parents to surrender newborns.

Safe Arms for Newborns passed in 2001 allows parents to surrender newborns within 72 hours after birth without fear of arrests.

The law allows parents to leave the unwanted newborns at hospitals and a number of fire stations.

Anyone with information about this case is asked to call the Newark Police Department Detective Bill Shaffer at (510) 793-1400 ext. 231 or Detective Sgt. Bob Douglas at (510) 793-1400 ext. 247. Information can also be provided anonymously via the Silent Witness Hotline by calling (510) 793-1400 ext. 500.

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**ANNUAL STATISTICS**  
**Safely Surrendered/Abandoned Alive/Abandoned Dead Babies**

	<u>cy2001</u>	<u>cy2002</u>	<u>cy2003</u>	<u>cy2004</u>	<u>Jan - Sep 2005</u>	<u>Total to Date</u>
<b>Safely Surrendered Babies</b>	2	16	23	30	39	<u>110</u>
<b>Abandoned Alive Babies</b>	30	33	25	23	16	<u>127</u>
<b>Abandoned Dead Babies</b>	11	11	1	1	0	<u>24</u>
<b>Total Babies</b>	<u>43</u>	<u>60</u>	<u>49</u>	<u>54</u>	<u>55</u>	<u>261</u>

## **COUNTY TASK FORCE CONTINUES TO RAISE AWARENESS ABOUT THE SAFELY SURRENDERED BABY LAW**

In 2001, California enacted SB 1368 (Brulte), commonly known as the Safely Surrendered Baby (SSB) or "Safe Haven" Law, in response to the rise in abandoned baby deaths throughout the State. In Santa Clara County alone, three babies were found abandoned during the summer of 2004. The Board of Supervisors believes, however, that one abandoned baby is too many. As a result, the Board approved the formation of the Safe Haven Task Force on August 3, 2004 to help increase public awareness about the SSB Law. The Task Force is comprised of 120 children's and women's advocates, health and medical professionals, educators, emergency services personnel, social workers and community outreach staff.

Under the SSB Law, parents or other lawful custodians may safely and anonymously surrender their baby within seventy-two hours of birth at a designated Safe Surrender site. The SSB Law grants the surrendering individual(s) immunity from criminal prosecution for abandonment, provided the baby shows no visible signs of abuse or neglect. It additionally provides a fourteen-day "cooling off" period during which the parents or legal custodians may begin the process to reclaim their baby if they so choose. In Santa Clara County, parents also have the unique option to call 911 to arrange for a Safe Surrender. In those cases, the County will dispatch an ambulance to the infant's location and conduct an on-site Safe Surrender.

Since the SSB Law has taken effect, at least 151 babies have been found abandoned and 110 newborns have been safely surrendered in California. The California Department of Social Services (CDSS) reports that the statewide number of babies abandoned each year has decreased while the number of safely surrendered babies has steadily increased. For example, data shows that 41 babies were found abandoned and 2 babies were safely surrendered in 2001. In comparison, by the third quarter of 2005, 16 babies were found abandoned and 39 were safely surrendered.

While the statistics from CDSS show promise, they also reveal the need for further public education about the existence of a safe and legal alternative to abandonment. To meet this objective, the County's Safe Haven Task Force has focused its efforts on educating a broad spectrum of females of childbearing age and their families about the SSB Law. Recently, these efforts have helped the County earn a \$5,000 grant from the Lucile Packard Foundation to produce a training video for use with teens and other target groups. County staff expects to finish production of the video this February and begin showing it in schools this spring.



## **COUNTY TASK FORCE CONTINUES TO RAISE AWARENESS ABOUT THE SAFELY SURRENDERED BABY LAW**

In addition to creating an effective public education program, the Task Force has been instrumental in pushing through key legislative initiatives, policies and procedures relating to Safe Surrender. Some of its major accomplishments to date include:

- Endorsing legislation to permanently remove the SSB Law's sunset date previously set for January 1, 2006, which the State Legislature approved in August 2005.
- Working with the Board of Supervisors to encourage all jurisdictions within Santa Clara County to pass Safe Haven resolutions. Now every fire station in every city in the County is a designated Safe Surrender site.
- Developing a detailed Safe Surrender protocol for all County and non-County agencies that may be involved in handling a Safe Surrender. In May 2005, the County successfully conducted a countywide drill to assess the readiness and reliability of this plan.

Surrendering an infant is undoubtedly one of the most difficult choices a parent may face. Parents who make this decision, however, can be assured that their baby will be placed in the care of competent medical staff and ultimately, into a welcoming home. As a member of the Board of Supervisors, I remain committed to keeping our children safe and healthy by continuing to support the Safe Surrender alternative.



## FIRST 5 Santa Clara County Joint Meeting of Program and Evaluation Committees

Meeting Date: 12/16/05 Submitted By: Cathy Andrade, Director and  
Laura Buzo, Manager

Action: X Discussion: \_\_\_\_\_

Selection Process: \_\_\_\_\_ RFP \_\_\_\_\_ RFQ \_\_\_\_\_ Sole Source \_\_x\_\_ Not Applicable

### TITLE:

Happy Hollow Corporation/Happy Hollow Park & Zoo Proposal

### RECOMMENDED ACTIONS:

Accept the Happy Hollow Corporation/Happy Hollow Park & Zoo proposal and refer to staff to review in preparation for the Commission's 2006 Budget Workshop.

### SUMMARY OF REQUEST:

Happy Hollow Park & Zoo improvements and expansion to its facility will begin in early 2007. The plan proposes a range of one-time funding opportunities from \$1,500,000 to \$500,000, that will serve young children in the community with interactive educational experiences and creative play for many years to come. These projects include an area for animal habitat, additional interactive play areas, new amusement rides and a new education facility. A partnership with Happy Hollow will result in positive exposure for FIRST 5 Santa Clara County in the community and exciting outdoor adventures for children and their families.

### BACKGROUND:

Happy Hollow Park & Zoo has been serving the families of San Jose and the surrounding community since its gates opened in 1961. Happy Hollow offers a unique combination of fun and adventure for the entire family, while providing a safe and interactive experience for all ages. The mission of Happy Hollow Park & Zoo is to provide entertaining, affordable, educational, and conservation-driven adventures for families with young children. The development of Happy Hollow's Master Plan is a milestone in the life of this community institution and is greatly anticipated by residents of the Bay Area.

Happy Hollow serves many of the less fortunate in the community through programs, events and discounts. They also have partnerships with many organizations in the community that serve others in need.

### FISCAL IMPACT:

There is no fiscal impact at this time. The proposal will be considered by the Commission at their 2006 Budget Workshop.

### ATTACHMENTS:

- A. Letter of Intent and Proposal;
- B. Education Program Statistics; 2003-04; and
- C. Information Packet.

# Happy Hollow Corporation

1300 Senter Road • San Jose, CA 95112  
www.happyhollowparkandzoo.org

November 29, 2005

First 5 Santa Clara County  
Jolene Smith, Executive Director  
4000 Moorpark Avenue, Suite 200  
San Jose, CA 95117



Dear Jolene Smith & First 5 Commissioners,

Thank you for this opportunity to describe how First 5 Santa Clara County can partner with Happy Hollow Park & Zoo to serve families and children, prenatal to age five, from our community. This letter proposes projects that encourage early learning and education.

The San Jose City Council adopted Happy Hollow Park & Zoo's Master Plan in 1994. The build out of our Master Plan expands the facility from 12 acres to 16 acres. The creation of a new exhibit area for animal habitats, additional interactive play areas, new amusement rides and a new education facility are the focus of the plan. Funding for the implementation of the Master Plan was not available until November 2000 when the voters of San Jose approved Measure P, a parks bond measure. The Happy Hollow improvements, scheduled to begin construction in the spring of 2007, will also include a new entrance and parking lot, upgraded utilities, an animal health care building, a small restaurant, and a gift shop. In 2002, the 1994 plan was updated with the guidance of a team of consultants that provided valuable expertise in the areas of zoo design and construction. Since that time the costs of materials and construction have increased and we have been asked to scale back on our projects that include losing interactive and educational elements that are integral to our mission. With support from First 5 Santa Clara County we can proceed with the project as intended, providing fun, interactive learning experiences, and exciting outdoor adventures for children and their families.

## **Potential Funding Projects:**

Education Discovery Building	\$1,500,000.
Endangered Species Carousel	\$ 800,000.
Interactive Play Maze	\$ 600,000.
Interpretive Education Elements	\$ 500,000.
Youth Education Programs	\$ 500,000.

**Organization Background:** Happy Hollow Park & Zoo, a City of San Jose owned and operated facility, has been in existence since 1961. Situated in Kelley Park, San Jose's 172-acre regional attraction, located 1.5 miles southeast of the downtown area at 1300 Senter Road, we serve about 390,000 Bay Area visitors annually. Happy Hollow is an accredited institution that is home to 150 domestic, non-domestic and endangered animals. The park offers a variety of play areas, amusements, children's rides, puppet shows, interactive learning exhibits, and spacious picnic areas.

*The Fundraising arm for Happy Hollow Park & Zoo, a 501C3 Non-Profit Organization*



AMERICAN ZOO AND AQUARIUM ASSOCIATION



Species Survival Plan



# Happy Hollow Corporation

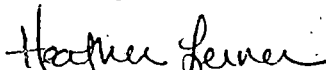
We offer reasonably priced rates, which allow all families, including those with low-income to enjoy a day in safe, pleasant surroundings. Besides a low admission fee, special event discount and free admission days, Happy Hollow has instituted a scholarship program for disadvantaged children to participate in our educational classes and camps. Last year alone 1,839 children were reached through the scholarship program. Happy Hollow Corporation is a non-profit partner to Happy Hollow Park & Zoo (HHP&Z). Happy Hollow Corporation funds minor capital improvements, promotional activities, and the Education, Volunteer, Development and Membership Programs.

**Community Served:** Children 0 to 5 years old are a large segment of our guests. ♦ During the school year we estimate that 95% of our visitors on Monday – Friday are families with children under five. ♦ Over the last three years 58,704 children under two years of age were allowed free admission. ♦ Group admission for last year included 402 kindergarten classes or 24,158 kindergartners. ♦ With the sponsorship of local businesses, we hold special events for the community such as the annual safe Halloween Trick-or-Treating on site. ♦ In July, we have a free admission day with the exchange of non-perishable food that we donate to the Second Harvest Food Bank. ♦ Once a month we offer Dollar Tuesday, allowing visitors admission for \$1.00. ♦ We offer a variety of classes to children, ages 2 years to 15 years old, year round including the summer and on weekends. ♦ Last year 6,300 children benefited from in/outreaches with an additional 1,907 served by camps, sleepovers, night tours, and Saturday and weekday classes. ♦ In 1999-00 Happy Hollow Corporation received a donation from the community to establish a fund enabling low-income individuals to participate in our Education Program. Since the inception of the Scholarship Fund, Happy Hollow education staff has collaborated with four organizations in the community to provide opportunities to disadvantaged children. ♦ The organizations are: Sacred Heart Community Center, Loaves and Fishes Family Kitchen, San Jose Children's Shelter and Families First. This past year, due to community demand, we expanded the program adding five more community groups: Innvision, Girl Scouts of Santa Clara County, Support Network for Battered Women, EMQ and San Jose School Districts. ♦ Since its creation in 1996, the membership program went from zero to 34,400 members. ♦ Approximately 90% of our members are Bay Area residents.

Our goal of becoming San Jose's premier child-oriented discovery park is within reach. As a result of the Master Plan, we anticipate that HHP&Z will be a regional destination. HHP&Z will spark visitor's imaginations and infuse them with joy and wonder in the natural world through opportunities for creative play, recreation, educational classes and camps, and close-up encounters with live animals. Expanding is vital to our future and our ability to execute our mission. We are excited about the prospect of realizing our Master Plan goals with First 5 Santa Clara County as our partner.

Your investment in Happy Hollow Park & Zoo will support children prenatal to age 5 and will be publicly acknowledged. For more information, call our Development Officer, Victoria Johnson, at: (408) 277-3498 or E-mail her at: [HHPZgrants@aol.com](mailto:HHPZgrants@aol.com). Thank you for your consideration.

Sincerely,



Heather Lerner

Vice-President, Happy Hollow Corporation

Enc: 2003-04 Annual Report  
Education Program Statistics  
Thank you Letters  
October 2005 Newsletter

## **Happy Hollow Education Programs for ages 0-5 years Fiscal Years 2003-04 and 2004-05**

See attached October 2005 newsletter (Page 7) for a description of sample classes.

### **Fiscal Year 03-04**

24 onsite classes including:

- Tails for Tots (ages 2-3 with an adult) [12 children per 3 session class]
- Zoopers (ages 3-4) [16 children per 3 session class]
- Zoo Camps- we offered 6 week long camps for ages 5-6 each summer. How many campers were 5 and how many were 6 was not tracked. [20 campers per week]
- Puppet Camps- we offered 5 week long camps for ages 5-6 each summer. How many campers were 5 and how many were 6 was not tracked. [16 campers per week]

72 Classroomwild (outreach classes for ages 0-5)

- This is approximately 53% of total classroomwild programs.
- Approximately 40 of these programs were on scholarship, or 55% of the classroomwild programs for ages 0-5 were on scholarship.

### **Fiscal Year 04-05**

14 onsite classes including:

- Tails for Tots (ages 2-3 with an adult) [12 children per 3 session class]
- Zoopers (ages 3-4) [16 children per 3 session class]
- Zoo Camps- we offered 5 week long camps for ages 5-6 each summer. How many campers were 5 and how many were 6 was not tracked. [20 campers per week]
- Puppet Camps- we offered 4 week long camps for ages 5-6 each summer. How many campers were 5 and how many were 6 was not tracked. [16 campers per week]

85 Classroomwild (outreach classes for ages 0-5)

- This is approximately 51% of total classroomwild programs.
- Approximately 36 of these programs were on scholarship, or 42% of the classroomwild programs for ages 0-5 were on scholarship.

## **Happy Hollow Kindergarten Group Visits Fiscal Years 2003-04 and 2004-05**

### **Fiscal Year 03-04**

399 groups or 21,996 kindergartner guests

62% of all group visits were kindergarten groups

### **Fiscal Year 04-05**

402 groups or 24,158 kindergartner guests

60% of all group visits were kindergarten groups





1/16/04

From: Varda Perelman  
Children Activities Coordinator

To: Hitachi Corporation

On behalf of the children and mothers at the shelter, I would like to thank the Happy Hollow Zoo and their staff for the wonderful service they provide to the community by educating about animals, awareness, and appreciation for nature. They have been providing the shelter residents with joy and love towards animals. For many residents, this has been the first time they are exposed to animals and learn not to fear or hurt them but to love and respect them. Another aspect of this great activity is to show children and women that have been victims of domestic violence that someone cares for them, and that someone expresses unconditional love for them.

Sincerely,

A handwritten signature in cursive script that reads "Varda Perelman".

Varda Perelman

Dear Happy Hollow and Jill  
I like the owl. I like the Mole  
I like the Cockroach. I like the  
Tortoise. I like the Ferret.  
Thank you! Love

Alexander





1117 Oakmont dr.  
San Jose, CA 95117  
March 5, 2003

Dear Jill,

Thank you for coming out  
class and showing us the different  
types of animals. I liked all  
the animals. How are the animals  
and you? I am fine. The rabbit,  
snake and tortoise felt good.  
I mostly liked the tortoise  
and the snake. Do you play  
with the animals each day?  
I liked the sound Barney  
makes. I hope you come  
again.

Sincerely,  
Debra R. Rath

Happy Hollow Park & Zoo is a City of San Jose facility. We receive the majority of operation and capital funding from the City of San José. Additional funding is provided by Happy Hollow Corporation.

### HAPPY HOLLOW CORPORATION REVENUE & EXPENSE

#### REVENUES

\$ 28,599	<b>Restricted Income</b> (Grants, Donations, Events & Fundraising)
\$521,071	<b>Unrestricted Income</b> (Membership Dues, Interest/Dividends, Board Dues, Fundraising, Stroller/Wheelchair Rentals, Key Sales, Wishing Well)
<b>\$549,670</b>	<b>Total Income*</b>

#### EXPENSES

\$31,364	<b>Restricted Expense</b> (Exhibit Renovation, Grant project expense)
	<b>Unrestricted Expense</b>
18,011	Administration
98,716	Education & Volunteer Program
45,332	Fundraising Program
146,156	Membership Program
72,143	Operations
115,503	Marketing & Special Events
<b>\$495,861</b>	<b>Total Unrestricted Expense</b>
<b>\$527,225</b>	<b>Total Expense*</b>

NOTE: CASH BASIS ACCOUNTING  
\*Based on FY 2004 Audited Figures

### CITY OF SAN JOSE EXPENSES

#### EXPENSES

\$1,991,244	Salaries (Fulltime & Part-time)
380,771	Benefits & Retirement
<b>\$2,372,015</b>	<b>Total Personal Services</b>
334,370	Utilities
304,007	Supplies & Materials
164,565	Vehicle Operating (Includes Rides)
91	Rental Equipment
816	Printing/Advertising
41,927	Contractual Services
826	Mileage/Dues & Subscriptions
<b>\$546,602</b>	<b>Total Non-Personal Services</b>
<b>\$2,918,617</b>	<b>Total City Operations Expenses</b>

### HAPPY HOLLOW PARK & ZOO REVENUES RECOUPED BY CITY

#### REVENUES

Admissions	1,004,090
Parking	325,785
Party Area Rental	14,490
Remote Control Boats	15,174
Kelley Park Train	0
Souvenirs	154,696
Snack Bar	498,881
Animal Food Sales	46,600
Education Activities	114,718
HHC Contribution	239,396
Refunds	-236
Over/(Short)	-368

**Total Revenue \$2,413,226**

### HOW YOU CAN INVEST IN HAPPY HOLLOW PARK & ZOO

- Become a member! Ask your employer for a matching gift when you join and every time you renew your membership.
- Already a member? Invest in our upper-level membership program.
- Explore corporate sponsorship! We have sponsorship opportunities for exhibits, rides, amusements, special events and ad campaigns. Call (408) 277-3498.
- Adopt an Animal! You get the satisfaction of caring for an animal, but we do all the work. Your contribution helps provide enrichment for the animals.
- Have a Party! You can rent our pleasant facilities for birthday parties and other group festivities. Call (408) 277-4193 to make a reservation.
- Become a Board Member of Happy Hollow Corporation! Help raise funds and promote Happy Hollow Park & Zoo.
- Make a tax-deductible donation to Happy Hollow Corporation! Then ask your employer to match your gift.
- Give stock! Appreciated securities may be the ideal way to give a gift to Happy Hollow. Call (408) 277-3498.
- Remember Happy Hollow Park & Zoo in your will! Make a bequest in your will or living trust in the form of a specific amount or a percentage of your estate.

### OUR MISSION

The mission of Happy Hollow Park & Zoo is to provide safe, interactive and entertaining experiences for families with young children.

Happy Hollow Park & Zoo is owned and operated by the City of San Jose's Parks, Recreation and Neighborhood Services Department for the enjoyment of the citizens of San Jose and the surrounding community. We are proud to provide affordable entertainment and educational experiences to the public.

The City of San José partners with Happy Hollow Corporation, a non-profit (501(c)3) volunteer organization which supports Happy Hollow Park & Zoo through fundraising for improvements, promotional activities and the Education, Volunteer and Membership programs.



### HAPPY HOLLOW PARK & ZOO

1300 Senter Road  
San José, California 95112

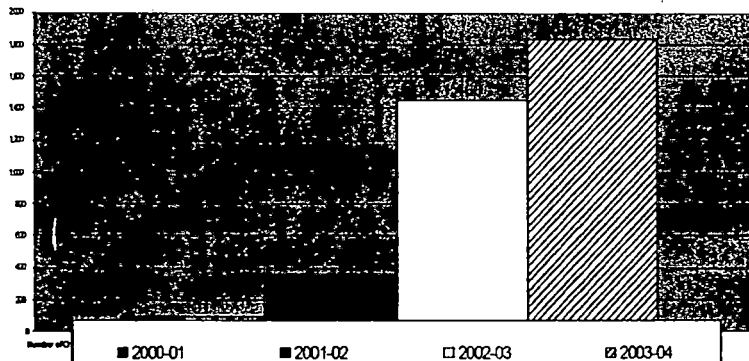
Phone 408.277.3000  
Fax 408.277.4470

[www.hhpz.org](http://www.hhpz.org)

## EDUCATION PROGRAM

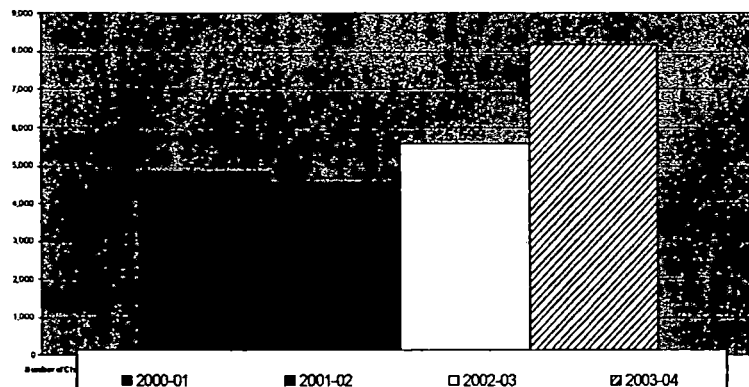
- 288 education programs were completed for the year.
- 8,207 children/adults participated in our education programs.
- 14 new curriculums were developed and provided.
- 1,839 children received scholarships to attend classes sponsored by the Jim Ward Scholarship Fund.

Number of Children Served by Education Program Scholarships



On behalf of children in Silicon Valley, we are appreciative of the individual, foundation and corporate support that has made it possible for Happy Hollow Park & Zoo to increase the Education Program scholarship opportunities to meet the increasing demand from the community.

Number of Children Participating in Education Programs



The Happy Hollow Park & Zoo education staff served significantly more children by providing more group programs.

## ATTENDANCE

- Total Attendance was 337,123 individuals
- Member Attendance was 93,142 individuals
- Group Attendance reached 29,979 (school visits & community groups)

## MEMBERSHIP PROGRAM

Memberships reached 7,756 households, or approximately 31,024 individuals.

## MAYOR AND CITY COUNCIL

- Hon. Mayor: Ron Gonzales
- Nora Campos
- Cindy Chavez
- David D. Cortese
- Pat Dando
- Judy Chirco
- Linda J. LeZotte
- Chuck Reed
- Terry Gregory
- Forrest Williams
- Ken Yeager

## HHC BOARD OF DIRECTORS

- Marti Rao, President
- Bill Bost, Vice-President
- Patrick Coleman, Treasurer
- Amy Mahoney, Secretary
- Bill Adams
- Kathleen Cook
- Susanne Hovis
- Heather Lerner
- Matthew Mendizabal

## MAJOR SPONSORS AND GRANT PROVIDERS

Happy Hollow Park & Zoo values the generous support of the following individuals, foundations, corporations and organizations:

- Brownlee Foundation
- Dan & Nina Dobkin
- eScrip
- Feral Eye Design & Development
- Hitachi Data Systems
- Hitachi Foundation
- Intel Corporation
- JamieVierra.com
- Kirsch Foundation
- Mercury News Wish Book
- Netflix
- Petco
- State of CA, Paul Chaffee Zoological Grant
- Target Stores
- Mike & Ruth Verbois

## MATCHING GIFTS

- Gartner Charity Fund of the Fidelity Investments Charitable Gift Fund
- Hewlett Packard Employee Charitable Giving Program
- Microsoft
- Sony Electronics
- United Technologies

## ACCOMPLISHMENTS

*Achieved through the combined efforts and resources of the City of San Jose and Happy Hollow Corporation.*

- Welcomed two Teal Ducks and four Whistling Ducks to our animal collection.
- Celebrated the birth of a baby wallaby.
- Added two miniature horses, Sweet William and Spice Girl.
- Acquired a crow, an owl, two guinea pigs and a female opossum for our Education Program.
- Built a new exhibit for the muntjac deer.
- Renovated the fishing cat exhibit into a larger exhibit for the marmosets.
- Created a Backyard Habitat exhibit, emphasizing the varieties of creatures found in our backyards.
- Celebrated the opening of the Spiderweb Educational Play structure and educational sign.
- Introduced special boxed lunches for on-site parties. An article about Happy Hollow's innovative Kid's Café menu appeared in "Tourist Attractions and Parks" magazine February/March issue.
- Produced one new puppet show, 'Anansi, the Spiderman of Africa'.
- Added one-dimensional animal art to the Dragon Ride Tunnel exterior.
- Replaced the Merry-Go-Round platform deck with an ecologically grown and farmed Brazilian hardwood.
- Installed new, colorful picnic tables for party areas in the park and planted flowers throughout the park.
- Collected 8 barrels of food on our annual Free Admission Day for the Second Harvest Food Bank. Happy Hollow was featured on the Mercury News Second Harvest Food Bank grocery bag insert that was distributed to 275,000 homes.

## VOLUNTEER PROGRAM

Community groups who came for a day to work on projects that improve the facility volunteered 56 hours. Two Maintenance Technicians volunteered 364 hours.

## EDUCATION PROGRAM

*"Dedicated to the teaching and sharing of information about animals, habitat conservation and endangered species."*

- Education Staff organized a supply drive for the children of Uganda, Africa who are learning about conservation at the Ngamba Island Chimpanzee Sanctuary through a project called, "The Kibale Forest Environmental Education Project". Staff collected and sent 4 boxes of needed crayons, markers, paper, magnifying

glasses, raincoats, binoculars and other supplies for the hands-on science outreach program.

- Education staff participated in NASA's 'JASON Project'. This project is linked to the Smithsonian Panama Canal project that NASA televised for the JASON participants via satellite. Happy Hollow Education staff joined 13 other organizations in presenting rainforest information (biological artifacts, rainforest products, conservation, and recycling) over a two-week period to 11,000 Bay Area Junior High students and their teachers.
- Our Zooteens raised \$2,340 over the summer for their Vesta-Dogs program that bought 3 bullet and stab proof vests for the K-9 animals on the Capitola and East Palo Alto Police Forces.
- This year Docents, Zooteens and Keeper Aides volunteered 4,561 hours working with animals and the public.
- Provided the first ever Education Program pre-camp Open House.

## CONSERVATION EFFORTS

*It is because of our commitment to life on Earth that we provide opportunities to create awareness, stewardship and funds to help protect and preserve our home for all species.*

- Happy Hollow became a model for Zoo's and aquariums across the country with our Cell Phone Recycling Program. Twenty-five zoos started their own program, modeling ours.
- Happy Hollow hosted a fundraiser at the Member's Party and raised \$4,752.50 which was donated to the Madagascar Fauna Group, helping to protect the fauna and flora of Madagascar.
- Staff and volunteers sold snacks and sodas to raise funds which were sent to help the devastated Baghdad Zoo.
- Participated in the Species Survival Plan by sending a female wallaby to Kansas City on loan.
- An interactive Watershed Watch Display sign was donated by Santa Clara Valley Urban Runoff Pollution Prevention Program, 13 cities, and the Santa Clara Valley Water District. The display now stands as a symbol of the partnership between Happy Hollow and the Watershed Watch campaign.
- Zookeepers conducted a private garage sale to benefit staff field research projects.
- Zookeepers, Education staff and volunteers raised funds through the Zookeeper's C.A.N.N.E.D. Project (Conserving and Nurturing Natural Ecosystem Diversity) for ACTERRA, a local non-profit group that performs creek cleanups and non-native plant removal in local creek systems.

## SPECIAL EVENTS

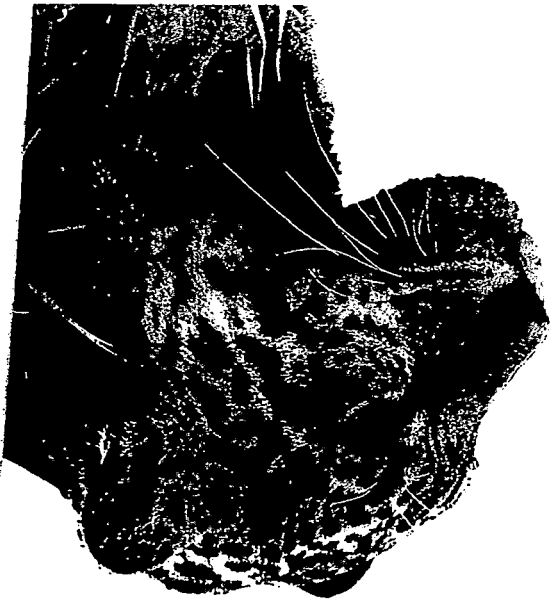
- Summer entertainment featured special programs by: Zoo To You, Zun Zun, BAARS, and the month-long Cats Rule and Dogs Drool show.
- Co-sponsored "Meet Your Best Friend", dog adoption promotion with the Silicon Valley Humane Society that ran from April through October. The promotion showcased adoptable dogs and the Humane Society's adoption program.
- Hosted over 3,500 visitors for the 'Haunt the Hollow' event with trick-or-treating and extinct species graveyard.
- Celebrated Migratory Bird Month with special bird presentations and activities for our guests.
- Thanked 2,600 guests at the membership appreciation party, 'The Party on the Wild Side.'
- Held twelve Dollar Days (one \$1.00 Admission Day per month) and experienced record attendance from families in the community.
- Held the annual 'Feast for the Beasts' Thanksgiving event for over 600 guests, where the animals receive exotic treats for enrichment.
- Acknowledged supporters of the Animal Adoption Program at our annual Breakfast and behind-the-scenes experience with the animals.

## AWARDS AND RECOGNITION

- Happy Hollow Corporation president Marti Rao was selected for the National Recreation and Parks Association Volunteer Award.
- San Jose Business Journal rated Happy Hollow Park & Zoo #4 of 25 'Most Popular Tourist Attractions' in Silicon Valley.
- For the second consecutive year Bay Area Parent Magazine readers voted Happy Hollow Park & Zoo the "Best Place to See Animals."
- Our web site received a DesignFirms 2004-05 Award for excellence in web design.
- Happy Hollow's "Jack & Jill Show" aired two NEW programs on Channel 15. The shows highlight the animals of Happy Hollow and their role as ambassadors for their species.
- Happy Hollow Park & Zoo was featured on the Community Access TV channel.
- Happy Hollow was a feature of the half hour show "Animal Companions" that aired the month of July on KMTV in Mountain View.
- Happy Hollow appeared throughout 'Evening Magazine' television program on October 6th.

**2003-2004 ANNUAL REPORT**

# HAPPY HOLLOW PARK & ZOO



## Classroomwild

Provide your students with an exciting exploration into the lives of animals! Each 45–60 minute class includes hands-on activities, the use of biofacts (biological artifacts) unique to zoo education, and an animal presentation. All classes are taught by a Happy Hollow Education Specialist with the exception of Go Wild! and Zoofaris which are taught by Docents. Classes may be presented in your classroom, community center, etc. or may be presented at the zoo while on a visit to Happy Hollow!

Scouts can earn a Happy Hollow Zoo patch or work towards earning various other badges and patches! Call the Education Department for information on the badges and patches you can earn.

**Go Wild!** At the zoo or in the classroom with our Docent led animal adventure. Basic animal biology and ecology are discussed and illustrated with an animal presentation. (All Ages)

**Animals and Me** For many young children this will be their first introduction to common and unique animals. Explore the differences in animal size, shape, color and texture while learning how to touch and observe animals. (PreK–K)

**Good Pets, Bad Pets** What characteristics make an animal a good pet and why? What is the difference between a domestic and wild animal? Learn how to choose the right pet for you and how to give it the TLC (Tender Loving Care) it will need. (PreK–7th)

**What's for Dinner?** Discover the various adaptations that help animals hunt and eat their meat, fruits, or bugs! Examine the importance of the predator-prey relationship, how animals find their food and how they eat. (K–3rd)

**Who's That Animal?** Do you know what makes a mammal a mammal, a bird a bird, a reptile a reptile, or an insect an insect? Discover the characteristics that define each of these animal groups. Classes may be taken as a 4 week series; one animal group discussed per class. (K–3rd)

**Night Creatures** Venture into the dark and mysterious world of nocturnal animals. Discover the special adaptations they must have to hunt for food, look for shelter and survive at night! Native California species will be discussed as well as animals from around the world. (K–6th)

**Defenders of the Rainforest** Unique visual aids illustrate the importance of rainforest conservation including a discussion of rainforest products, deforestation, and protection while exploring the abundance and variety of life in the rainforest. (4th–7th)

**Going, Going, Gone** Animals become extinct everyday and your students can take action to prevent it! Hands-on activities will demonstrate how animals become threatened, endangered or even extinct and learn what we can do to help save them. (4th–7th)

**Zoo Careers** Do your students want to be Zoo Keepers or veterinarians? These are only a few of the jobs available at a zoo. Learn about all of the important jobs at a zoo and help your students discover whether a Zoo Career is right for them! (4th–7th)

## Zoofaris

Join us for an exciting tour of Happy Hollow Zoo with education staff or Docents. Zoofaris discussions are illustrated with zoo biofacts and educational props. Zoo tours are approximately 45–60 minutes depending on the group and do not include an animal presentation.

**Fantastic but Fragile** Zoos are homes for many animals that are endangered species. Discuss what has made many of Happy Hollow's animals endangered, the various programs zoos have to change this, and what your students can do to help. (3rd–7th)

**Animal Adaptations** All animals have special characteristics that help them find food, play and survive in their natural habitats. Discover the special adaptations each of our zoo animals have as we observe them go about their daily routines. (3rd–7th)

## Contact Us

**Happy Hollow Park & Zoo**  
Education Department, 1300 Senter Road, San Jose, California 95112  
Phone (408) 277-5120 Fax (408) 298-1289 Email [classroomwild@aol.com](mailto:classroomwild@aol.com)  
[www.happyhollowparkandzoo.org](http://www.happyhollowparkandzoo.org)

## Fee Information

**Classroomwild at your facility \$95**  
**Classroomwild and Zoofaris at Happy Hollow \$75**

- Groups wishing to visit the Park & Zoo after class must purchase Happy Hollow Admission tickets at \$4 per person.
- Parking fee is \$4 per car, \$12 per bus (private) and FREE for school busses.
- Maximum enrollment per program is 35 people (children and adults).

### REFUND POLICY

- Programs must be cancelled two weeks in advance in order to receive a refund.
- A \$10 processing fee will be charged.

### TO REGISTER

- Please complete and send the Program Registration Request form on the reverse side with your total fee.
- Payment must accompany registration request.
- Confirmation will be sent upon receipt of request and fees, and is subject to program availability.

### Happy Hollow Park and Zoo

Education Department  
1300 Senter Road  
San Jose, California 95112

Phone (408) 277-5120  
Fax (408) 298-1289  
Email [classroomwild@aol.com](mailto:classroomwild@aol.com)  
[www.happyhollowparkandzoo.org](http://www.happyhollowparkandzoo.org)



## FIRST 5 Santa Clara County Joint Meeting of Program and Evaluation Committees

Meeting Date: December 16, 2005 Submitted By: Ron Soto, CPO  
 Action: X Discussion: \_\_\_\_\_  
 Selection Process: \_\_\_\_\_ RFP \_\_\_\_\_ RFQ \_\_\_\_\_ Sole Source \_\_\_\_\_ Not Applicable

### TITLE:

United Way Silicon Valley 211 Proposal

### RECOMMENDED ACTIONS:

Accept the United Way Silicon Valley 211 proposal and refer it to staff for consideration at the Commission's 2006 Budget Workshop.

### SUMMARY OF REQUEST:

United Way' Silicon Valley's goal is to offer a partnership opportunity with FIRST 5 Santa Clara County. The request to the Commission is for \$100,000 to support the planning and start-up phases of 2-1-1 in Santa Clara County for 2006. By partnering early with United Way/211, a system will be developed that clearly meets the diverse and considerable needs of our prenatal through age 5 population and their families. Through 211, families will be served in two possible ways—from the 24/7 call center and from a web-site that will accompany the 2-1-1 system. The 2-1-1 system would further FIRST 5's overall goal of promoting the healthy development of all children prenatal through age 5 years within all three Components A, B, and C of the Community Investment Strategy.

### BACKGROUND:

United Way serves as the convening agency in the planning and implementation of 2-1-1 services in this county. United Way expects to play a significant role in underwriting the new 2-1-1 service. 2-1-1 is an easy-to-remember telephone number that impacts communities by connecting people with important services and volunteer opportunities, reduces the stigma of accessing services, builds efficiency of the non-profit sector, serves as a useful planning tool, and empowers the nation to better respond to large-scale emergencies.

### FISCAL IMPACT:

United Way Silicon Valley is requesting \$100,000 from FIRST 5 as a portion of the total cost of the 2-1-1 planning and development for 2006.

### ATTACHMENTS:

A. Proposal from United Way for \$100,000.



United Way Silicon Valley

December 1, 2005

Ms. Jolene Smith  
Executive Director  
FIRST 5 Santa Clara County  
4000 Moorpark Ave., Suite 200  
San Jose, California 95117

Dear Jolene:

United Way Silicon Valley is excited to take this opportunity to seek a partnership with FIRST 5 Santa Clara County. United Way serves as the convening agency in the planning and implementation of 2-1-1 services in this county. We expect to play a significant role in underwriting the new 2-1-1 service.

2-1-1 is an easy-to-remember telephone number that impacts communities by connecting people with important services and volunteer opportunities, reduces the stigma of accessing services, builds efficiency of the non-profit sector, serves as a useful planning tool, and empowers the nation to better respond to large-scale emergencies.

**DESCRIPTION OF THE PROJECT—State-Wide Context:** 2-1-1 service has been activated in six counties: Los Angeles, Orange, Riverside, San Diego, Santa Barbara and Ventura. FIRST 5 Commissions in those counties have played major roles in bringing these systems to fruition. Through this strong collaboration, the 2-1-1 systems have been able to incorporate features early in the design stage that aid children and their parents who fall within the FIRST 5 mandate. The funding levels provided by local FIRST 5 commissions range from \$40,000 per year in Santa Barbara to \$1,600,000 per year in Los Angeles. In return for this generous support the 2-1-1 Call Centers provide specialized call support and case referral including, in some situations, social workers (MSW's) providing advice to incoming callers relating to FIRST 5 eligible concerns.

United Way's goal in this county is to offer you a similar partnership opportunity. Our request to your Commission is for \$100,000 to support the planning and start-up phases of 2-1-1 in our county for 2006. By partnering early with us, together we will be able to develop a system that clearly will meet the diverse and considerable needs of our prenatal through 5-year population and their families. We envision families can be served in two possible ways—from the 24/7 call center and from a web-site that will accompany the 2-1-1 system.

**Regular calls through the main 2-1-1 number:** When a person dials 2-1-1, the receiving call-taker at the 2-1-1 Center will ask the caller if the person or persons they are calling on behalf of meets the FIRST 5 criteria. The receiving 2-1-1 staffer is prompted to launch specialized custom data intake screens and can access information reserved for the specified call.

For example, if the child is four years old, the screen can then display prompts that ask where the child resides by Zip Code. Given FIRST 5 Santa Clara County's identified strategic goals, these customization features would be helpful for discerning whether a child resides in Component A (most Zip Codes), Component B—Focused Neighborhoods (Zip codes 94040, 95118, 95128, 95133 or 95136) or Component C—Targeted Zip Codes (Zip Codes 95111, 95112, 95116, 95122, 95127 or 95020). 2-1-1 would allow faster access through our 24/7 call center to information about family support and wrap-around services, regardless of the caller's spoken language, through our contracted translation service—beyond our own staffs' competencies in Spanish, Vietnamese and English. The services in our database would be of benefit regardless of the special needs—developmental, cultural, age or language of the child. The parent or caregiver would no longer need to waste precious time seeking information through call after call. With the proposed call management system the parent's call can be transferred to the service provider.



**2-1-1 Santa Clara County Website:** Access to this site would be free and open to the public. This access method would have considerable appeal to families with more computer-literate capabilities. Furthermore, this website could be linked to case management tools for Social Workers and others through a password-protected and fully-encrypted security system. (In Houston, Texas about 50% of the contacts are made through their website with 175,000 searches per year.) With FIRST 5's participation will come considerable public recognition, including display of FIRST 5's logo along with clearly demarcated active hyperlinks through the 2-1-1 Santa Clara County website to your FIRST 5 website and its specialized resources.

**Silicon Valley 2-1-1 Timeline**

- Determine service provider partner – December 2005
- Secure adequate funding agreements – June 2006
- Obtain letters of support and submit application to CPUC – March 2006; i.e. FIRST 5
- Receive CPUC Approval – September 2006
- 2-1-1 in Santa Clara County goes Live – December 2006

**IDENTIFICATION OF THE LOCATION:** The 2-1-1 system during the planning stage will be located at the United Way offices, 1922 The Alameda, San Jose, CA.

**DESCRIPTION OF THE POPULATION TO BE SERVED:** Parents and other caregivers of eligible children county-wide and including people residing in designated Zip Codes who would receive access to additional information and referrals, including case support.

**EXPLANATION AS TO HOW THE PROPOSED PROGRAM FURTHERS ONE OF THE STRATEGIES OF THE COMMISSION'S 5-YEAR COMMUNITY INVESTMENT PLAN:** The 2-1-1 system would further FIRST 5's over all goal of promoting the health development of all children prenatal through 5 years within all three Components A, B, and C. In addition, the 2-1-1 system will strengthen focused service delivery in such areas as: Community Awareness/Education campaigns promoting the importance of the first 5 years of life, Preschool for All, Community Partnerships and related Network of Services, Demonstration site and School Readiness Initiative. 2-1-1 will increase the access to high-quality information about FIRST 5 and your partner services.

**FUNDING AMOUNT REQUESTED:** We are requesting \$100,000 from FIRST 5 as a portion of the total cost of the 2-1-1 planning and development for 2006. We expect to apply for continuing support from FIRST 5 Santa Clara County commensurate with the proportion of FIRST 5 eligible children, parents and caregivers of the total population of our county population (about 20%) in subsequent years. We are seeking funding from a variety of partners. UWSV has not received board approval for a specific dollar amount yet; our intention is to seek funding comparable to the county of Santa Clara's investment and equal to or greater than private foundations and other funders. That amount could be in the \$150,000 to \$200,000 range. These prospective funders are government entities including the County of Santa Clara, each county municipality, and a number of community organizations including The Health Trust, Council on Aging, Community Foundation Silicon Valley, and the FIRST 5 Commission.

Thank you for your support. If you have any questions, please contact me at (408) 345-4302 or email me at [Mark.Walker@uwsv.org](mailto:Mark.Walker@uwsv.org)

Sincerely,



Mark L. Walker  
President and CEO  
United Way Silicon Valley

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San Jose City College

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**Kevin O'Connor**  
Solectron Corp.

**Jim Pollock**  
Pollock Financial Group

**Susan Prescott**  
Apple Computer

**David Sandal**  
Applied Materials

**Anil Singh**  
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**Richard Terrell**  
Hewlett-Packard Co.

**Don Watters**  
Community Volunteer

**Mark Walker**  
President & CEO



April 21, 2006

Ms. Cathy Andrade  
Community Program Director  
FIRST 5 Santa Clara County  
4000 Moorpark Ave. Suite 200  
San Jose, CA 95117

Dear Cathy,

Attached are the materials you requested in response to your questions. This is also being sent hard copy today to your office.

I had a chance to speak with Ron Soto and Bob Mason on Friday and feel we have provided the needed detail. Of course, please do call if you need anything further.

Lastly, it's important to know that we are definitely in phase I of implementation of a 211 system for Santa Clara County. The design and development of many of the critical components have begun and we welcome First 5's inclusion to help bring this program to life on February 11, 2007.

Appreciate all your efforts and look forward to a positive response.

Sincerely,

A handwritten signature in black ink, appearing to read "Amari Romero-Thomas".

Amari Romero-Thomas  
Senior Vice President  
Community Impact

## **Response to questions from FIRST 5 on 2-1-1 Santa Clara County proposal from United Way Silicon Valley**

### **1. What is the start up cost, capital cost, operating cost of 211 Santa Clara County?**

In March, we furnished FIRST 5 with a detail, estimated budget for February 2006 through July 2008. To summarize, we estimate

- o Start Up costs at \$321,240 (July – December 2006)
- o Capital Costs at \$45,000 (July – December 2006)
- o Operating Costs at \$452,997 (January – June 2007)

We continue to negotiate with technology vendors; the outcomes may affect our current projections. Please see new detail attachments.

### **2. How would FIRST 5 dollars be used; what would it support?**

Primary use of funds will support the design, development, and implementation of the software data fields in the 2-1-1 database for data collection and input. First level fields will represent useful family oriented, ecological, broader based information. Second level will be specific data fields relating to the prenatal to 5 year old population. The database development will include specific fields that will be able to connect with FIRST 5's network of services. Information will represent countywide data as well as FIRST 5 Partnership areas. Data fields, while generic in form, will furnish information specific to FIRST 5 partnership and focus areas, and assist in the identification of gap in services. Costs include:

- o Beta testing for both county and targeted areas; data entry and input call up. The beta run is scheduled for December 2006.
- o Refinement of systems. Live Launch scheduled for February 11, 2007.

We welcome FIRST 5's input in the early design and development of this important database, as well as the public website.

### **3. Please report who are the other partners?**

Since our last meeting and submitted proposal, we have been very excited about the positive response from the community. We have begun to receive financial commitments and endorsements for our CPUC application. We feel it is very important to bring 2-1-1 to Santa Clara County through a Public/Private Venture. The response and feedback we have received reflects a common thought; 2-1-1 is a necessary service for Santa Clara County and will be of immeasurable benefit.

Below is an update on our efforts:

#### Individual donors

- o We have targeted 12 Major Donors in Phase I solicitations using a new case statement.
- o Leading former Silicon Valley CEO will be making a Community Challenge of \$50-\$75K in May.

### Corporations

- Cisco is interested in joining our partner ranks by providing a Cisco Fellow for the duration of one year to assist with technology planning for 211 SCC as well as our statewide 211 system efforts. We are also applying for an equipment grant for our VoIP system - in kind value \$45K.
- We are in discussions with Intel who has expressed an interest in being a Lead Premier Sponsor for 2-1-1 Santa Clara County

Additional corporate prospects include:

- Yahoo
- Google
- Microsoft
- Hewlett Packard
- Comcast
- EBay
- AMD
- Synopsis
- Cadence
- Nvidia
- Sun Microsystems
- Fujitsu

### Government

- The City of San Jose has put \$100K in the City Manager's proposed budget. We are connecting with all City of San Jose Council Members and the Mayor to secure their support.
- Progress has been made with the Santa Clara County Board of Supervisors, with Supervisor Liz Kniss as our 2-1-1 Champion. We have met with the majority of the other Supervisors. Supervisor Jim Beall has sent a letter of endorsement. Supervisor Blanca Alvarado has been an early on supporter of 2-1-1; a meeting with her is in planning.
- We have begun meeting with representatives of the other 15 cities in Santa Clara County:
  - Met with four City Managers; San Jose, Palo Alto, Gilroy, and Morgan Hill
  - Two City Manager scheduled appointments; Cupertino, Campbell
  - Meetings with remaining City Managers being scheduled
  - Invited to present to the Association of City Managers in May
  - Presenting at Mountain View and Morgan Hill City Council Meetings

### Foundations

- El Camino Hospital Foundation; received favorable response; dialogue continuing.

Additional prospects include:

- o Palo Alto Medical Foundation
- o Valley Medical Foundation
- o San Jose Medical Foundation
- o Stanford Hospital
- o Lucile Packard Children's Hospital

Other key partners (non-financial)

- o San Jose Chamber of Commerce
- o American Leadership Forum
- o San Jose 311Center
- o Council on Aging (asking for funding)
- o The Health Trust (asking for funding)

We are seeking letters of endorsements for CPUC application from:

Service	Provider
AIDS/HIV Service	The Health Trust
Alcohol and Drug Service	Pathways Society
Business/Labor	San Jose Chamber of Commerce
Business/Labor	South Bay Labor Council
Services for Children and Families	First 5
	Family and Children Services
Crisis/Suicide Hotline	County Suicide and Crisis
Disability Service	Services for Brain Injury
Domestic Violence Service	Domestic Violence Advocacy Consortium
Education	Santa Clara County Office of Education
Emergency Food Provider	Second Harvest Food Bank
Emergency Disaster Service	American Red Cross/Palo Alto
	American Red Cross/Santa Clara Valley
	SCC Office of Emergency Service
Employment Service	SVWIN
Health Service	Kaiser
Homeless Service	InnVision
Library or Library System	MLK Library
Mental Health	Alliance for Community Care
Rape Crisis	YWCA
Senior Service	Live Oak Adult Day Care

**4. How will services be identified for our 0 – 5 kids; what is the actual connection to our high risk design?**

As per the description of the development of the data entry fields and data input; information will relate to FIRST 5 focus and networks. Currently we work with a number of the 9 Community Partnerships:

- o Alum Rock Counseling Center
- o Asian Americans for Community Involvement
- o Community Solutions
- o Cupertino Community Services
- o EMQ
- o Family and Children Services
- o Friends Outside
- o Gardner Family Care Corp.
- o Grail Family Services
- o Health Trust
- o MACSA
- o Parents Helping Parents
- o Project Sentinel
- o Rebekah's Children Services
- o Sacred Heart Community Services
- o San Juan Bautista Child Development Center

Additionally, relationships include (through the Partnership For School Readiness):

- o Franklin McKinley School District
- o Gilroy Unified School District

FIRST 5 is currently seeking candidates to implement their Community Engagement and Education Program. We would look to be an extended partner with these Partnerships and offer the collateral from our Public Information Campaign to be included with their materials for distribution to the targeted populations.

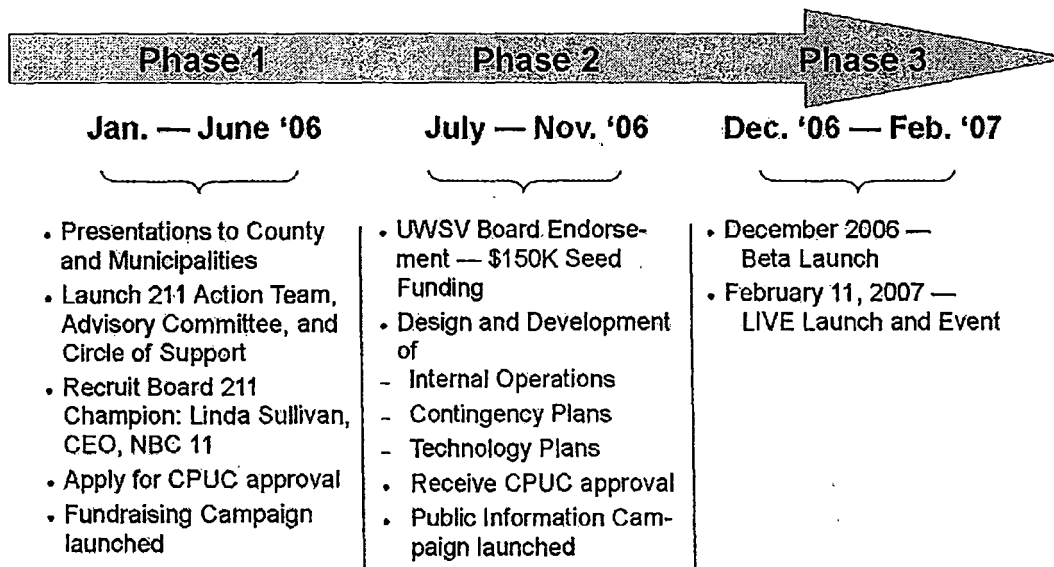
2-1-1 Santa Clara County offers an innovative outreach component for engaging and educating the client on access to services that they are looking for, and for other services they were not aware of, through prompted questions by Call Center personnel. Community knowledge is increased, multi-lingual Call Center personnel help to eliminate language barriers and feeling of isolation, and they act as a liaison between the client and the service providers. Information on program and project activity from the 9 Partnerships can be posted on the web site utilizing a key word search. We envision a learning environment component on the web site where tips and other educational material (parenting, play learning, etc.) will be accessible.

5. What is your projected timeline?

## 2-1-1 Santa Clara County

### Major Milestones for Implementation Year

Go LIVE February 11, 2007 (National 211 Day)



United Way Silicon Valley  
211 Santa Clara County

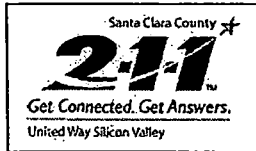


### Expenses:

The table below shows the projected three-year budget and the expected units of service from people calling the 2-1-1 Call Center, or accessing the public website.

Three Year Budget			
	2006-2007	2007-2008	2008-2009
Number of Calls	20,000	40,000	50,000
Number of Web Site Visits	25,000	50,000	60,000
Total Units of Service	45,000	90,000	110,000
Expenses			
Start up Expenses	\$ 321,240	\$ 0	\$ 0
Operational Expenses	\$ 452,997	\$ 831,247	\$ 928,381
Capital Expenses	\$ 45,000	\$ 0	\$ 0
Total Expenses	\$ 819,237	\$ 831,247	\$ 928,381





## Start-Up Budget

The Start up Budget covers the period of July 2006 - December 2006. This budget covers:

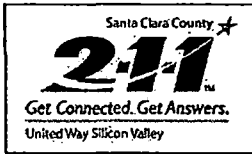
- Completing the application to the California Public Utilities Commission
- Hiring and training staff
- Designing and implementing the website and database
- Transferring health and human service data to the database
- Developing and executing the fund raising plan
- Design of the Public Information Campaign

<b>Start-Up Budget</b>	
<b>Expenses</b>	<b>Total</b>
<b>Personnel Expenses</b>	
Staff Expenses	\$ 50,573
Benefits @ 30%	\$ 15,172
<b>Total Salaries and Benefits</b>	<b>\$ 65,745</b>
<b>Professional Services</b>	<b>\$ 129,450</b>
<b>Non Personnel Expenses</b>	<b>\$ 58,750</b>
<b>Total Direct Expenses</b>	<b>\$ 253,945</b>
<b>Overhead @ 15%</b>	<b>\$ 38,092</b>
<b>Total of Direct and Overhead Expenses</b>	<b>\$ 292,036</b>
<b>Contingency @ 10%</b>	<b>\$ 29,204</b>
<b>Grand Total</b>	<b>\$ 321,240</b>

## Capital Expenses

Capital expenses include the voice over Internet Protocol (VoIP) hardware and software.

<b>Capital Expenses</b>	
<b>VOIP Software/Equipment</b>	<b>\$ 45,000</b>



## Operations Budget

The operations budget covers the period January 2007 through June 2009, a period of 30 months. The most significant operational expenses are the implementation of the Public Information Campaign and the cost of staffing the call center, which will maintain and continuously update the health and human services database. It is projected that the unit of service, both direct 2-1-1 calls and accessing through the Internet, will increase at a 25% rate from year-to-year. The contingency funds are to cover any unexpected increases in call volume. The overhead covers the accounting, general management, fundraising and other operational costs incurred by United Way.

Operations for 2-1-1 Call Center				
		1/1/2007- 6/30/2007	7/1/2007- 6/30/2008	7/1/2008- 6/30/2009
Estimated Calls		16,667	40,000	50,000
Number of Web Site Visits		25,000	50,000	60,000
Total Units of Service		45,000	90,000	110,000
Expenses				
Staff Expenses		\$ 163,154	\$ 363,618	\$ 412,903
Staff Benefits	30%	\$ 48,946	\$ 109,085	\$ 123,871
Total Salaries and Benefits		\$ 212,100	\$ 462,112	\$ 524,398
Professional Services		\$ 57,500	\$ 10,000	\$ 10,000
Non-Personnel Expenses		\$ 88,500	\$ 195,000	\$ 209,500
Total Direct Expenses		\$ 358,100	\$ 657,112	\$ 733,898
Overhead	15/%	\$ 53,715	\$ 98,567	\$ 110,085
Total Direct and Overhead Expenses		\$ 411,816	\$ 755,679	\$ 843,983
Contingency	10%	\$ 41,182	\$ 75,568	\$ 84,398
Total for Call Center Operations		\$ 452,997	\$ 831,247	\$ 928,381



**FIRST 5 Santa Clara County  
Joint Meeting of  
Program and Evaluation Committees**

**Meeting Date:** December 16, 2005 **Submitted By:** Barbara Bernard, Training Director  
**Action:** X **Discussion:** \_\_\_\_\_  
**Selection Process:** RFP \_\_\_\_\_ RFQ \_\_\_\_\_ Sole Source \_\_\_\_\_ Not Applicable X

**TITLE:**

Reach Out and Read Assessment proposal

**RECOMMENDED ACTION:**

Accept the Reach Out and Read Assessment Proposal and refer to staff to review in preparation for the Commission's 2006 Budget Workshop.

**SUMMARY OF REQUEST:**

The VMC Foundation is requesting \$100,000 each year for 3 years for expanding the Reach Out and Read Assessment Program (RORAP). This pilot program, currently funded by FIRST 5, provides early screening for and preliminary assessment of developmental delays and learning differences for approximately 26,000 unduplicated children 2 months through age 5 at pediatric check ups each year. In last year's pilot project, FIRST 5 funding helped to expand the program to six Santa Clara Valley Medical pediatric clinics. Based on the projection of serving 30,000 children, VMC needs is to expand their volunteer base and upgrade their part-time Program Coordinator to full-time status.

The RORAP uses the expertise of pediatric providers to assess child development while also providing positive literacy interventions. By promoting cognitive growth and developmental assessment, the program has been a powerful tool for pediatric providers working with primarily low-income families in an underserved community.

**BACKGROUND:**

The Reach Out and Read Program (ROR) began in 1989 with the mission to make literacy promotion a standard part of pediatric primary care in order to increase literacy and literacy-readiness by age 5. ROR trains healthcare providers to incorporate parental guidance about the importance of reading aloud to young children into each well-child check up from 2 months to 5 years of age. This intervention is furthered enhanced by community volunteers who role model book-sharing activities for families in the clinic waiting rooms.

The Reach Out and Read Assessment Program began with Dr. Antonia Charles, a pediatric physician at East Valley, who found that the implementation of Reach Out and Reach provided an opportunity to screen children for possible developmental delays during office visits. FIRST 5 provided seed money for the pilot RORAP in 2004/2005.

**FISCAL IMPACT:**

There are not fiscal implications at this time. The proposal will be considered by the Commission at their 2006 Budget Workshop

**ATTACHMENT:**

A. Proposal

December 9, 2005

Jolene Smith, Executive Director  
FIRST 5 Santa Clara County  
4000 Moorpark, Suite 200  
San Jose, CA 95117

Dear Ms. Smith,

The VMC Foundation respectfully requests that FIRST 5 Santa Clara County consider a continuation grant of \$100,000 each year for the next three years to help us expand the **Reach Out and Read Assessment Program (RORAP)**. Last year, in a pilot project, First 5 allowed us to expand this program to five, then ultimately six Santa Clara Valley Medical Center pediatric clinics. The program has been extremely successful. And because we're now reaching more kids with the expanded program – we've gone from serving some 10,000 kids to serving 26,000 and we will be at 30,000 within the next few months! – we wish to expand our volunteer base and upgrade our part-time Program Coordinator to full-time status.

RORAP provides early screening for and preliminary assessment of developmental delays and learning differences for almost 26,000 unduplicated children age 2 months through 5 years at pediatric check ups each year:

- Children are presented with a new, age-appropriate/language appropriate book upon each visit to their pediatrician (every 6 to 12 months on average)
- The pediatrician demonstrates to the parent(s) how to read with their child, discusses the importance of reading and how their child's brain will grow and develop through language acquisition
- While reviewing the book with the child, the pediatrician is also conducting a screening for possible learning or developmental delays based on accepted developmental milestones – using their skills as a pediatrician and their knowledge of each child as he/she grows. Pediatricians refer children with suspected developmental delays, behavioral concerns or learning differences are referred to the Center for Learning and Achievement in Santa Clara County.

By providing early developmental assessment and remediation, RORAP helps to protect children from public systems that sometimes fail children with learning disabilities. By addressing literacy achievement and developmental milestones *early* in a child's life, the Reach Out and Read Assessment Program helps to increase the chances of effective intervention and remediation.

As the county's primary provider of direct medical and social services to the indigent and the poor, the Santa Clara Valley Health & Hospital System clinics serve the lowest income families of Silicon Valley and provide services to often culturally and linguistically isolated patients. Often our clinics are the only social institution that reaches young children and their families in these neighborhoods before they enter school or daycare.

## Item 8 Attachment A

The Reach Out and Read Assessment Program and is now offered at six Valley Health Center Clinics which provide services to over 15% of the 143,000 children in Santa Clara County under 5 years old. All combined, these six clinics provide approximately 54,000 well-child check-ups annually, serving approximately 26,000 unduplicated children 2 months to 5 years each year, and most of them from minority, low-income families. The program has proven remarkably popular, particularly with our large Hispanic patient base.

### **Proposed Expansion and Budget**

The current Reach Out and Read Assessment Program is a collaborative multi-clinic approach, offering the effective planning, funding support and solid grounding of the Santa Clara County Health & Hospital System and the Valley Medical Center Foundation. Founded in 1988, the **Valley Medical Center Foundation** is an independent community-driven 501(c)3 public benefit corporation that enhances community health and related human service needs via the Santa Clara Valley Health & Hospital System, which includes Valley Medical Center (VMC). In an effort to enhance and improve existing services, we support services and programs that are under-funded by other revenue streams and that serve the most needy in Silicon Valley.

With seed money provided by FIRST 5 Santa Clara County in 2004/2005, we integrated developmental assessment into our existing Reach Out and Read pediatric Literacy program and expanded the program into a total of six clinics – we call this expanded program the Reach Out and Read Assessment Program (RORAP).

The fivefold increase in our program (six clinics vs. the single East Valley clinic) that took place in 2005 resulted in a need to more robustly manage our finances. Our part-time Program Coordinator, Loralie Wheeler, now has the complex task of tracking book inventory and stock at each clinic, and maintaining orders through Scholastic Books, our primary book supplier. Moreover, we want to have the waiting rooms of all 6 RORAP clinics staffed at all times with volunteers reading to children and modeling reading behavior. Hence the volunteer management component of RORAP needs to be further expanded. We thus need to upgrade our part-time Coordinator to full-time status.

Income	
FIRST 5 Santa Clara County (pending)	\$ 100,000
Silver Giving Foundation	\$ 10,000
Lucile Packard Foundation for Children's Health (pending)	\$ 50,000
Total	\$ 160,000

Expenses	
Program Coordinator Salary (1.0 FTE at \$22.75/hour)	\$ 47,320
Physician training @ \$350 per site x 6 sites (for approximately 20 physicians)	\$ 2,100
Travel (mileage between sites, airfare/accommodations to ROR National Conference)	\$ 5,500
Office Supplies, rent, phone, other administrative costs	\$ 3,200
Books (30,000 books @ \$3/book)	\$ 90,000
Indirect / Administrative @ 8%	\$ 11,722
Total	\$ 159,970

**Item 8**  
**Attachment A**

With the success of the program, more pediatricians are becoming interested in participating. We therefore have the potential to serve even more children as well as the necessary "buy-in" from physicians and hospital executive administration to consider a more coordinated approach to RORAP. Current Reach Out and Read Assessment Program collaborative partners include FIRST 5 Santa Clara County and our partnership with the Center for Learning and Achievement which offers a team of specialists in pediatric behavior and to whom we refer children screened during the RORAP visit that are suspected of having a learning disability. We are also beginning to partner with the First 5 AmeriCorps program, San José State University AmeriCorps, Reach Out and Read (ROR) (local and National offices) and the Children's Health Council at Stanford.

Additional funding for RORAP will be pursued through the VMC Foundation and its ability to cultivate new relationships with corporate and foundation philanthropies and also through its deep roots in the local philanthropic community. The VMC Foundation currently enjoys the support of a number of Bay Area corporations and foundations including Cypress Semiconductor, the Knight Foundation, the Koret Foundation, Lockheed Martin Space Systems, Sobrato Family Foundation, Therma, Inc. and the Valley Foundation. RORAP has garnered regional attention through Liz Kniss, Chair of the Santa Clara County Board of Supervisors and national attention through Congresswoman Zoe Lofgren (who was the speaker for our Reach Out and Read event held on April 18, 2005).

RORAP uses the access and expertise of pediatric providers to assess child development while also providing positive literacy interventions. By promoting cognitive growth and developmental assessment, the program has proven to be a powerful tool for pediatricians working with primarily low-income families in an underserved community to help children thrive intellectually, emotionally and socially. Please join us as we develop the Reach Out and Read Assessment Program to its potential.

Thank you for your consideration of the proposed partnerships and for your ongoing commitment to the healthy development of children through age five. If you would like additional information please contact me at 408-885-5201 (or via email at EChristopher.Wilder@hhs.co.scl.ca.us) and be sure to visit us at [www.vmcfoundation.org](http://www.vmcfoundation.org). I look forward to hearing from you soon.

With warmest regards,

Chris Wilder  
Executive Director  
Valley Medical Center Foundation

ECW/ljc



**FIRST 5 Santa Clara County  
Joint Meeting of  
Program and Evaluation Committees**

**Meeting Date:** Dec. 16, 2005    **Submitted By:** Cathy Andrade, Director and  
Laura Buzo, Manager

**Action:** X    **Discussion:** \_\_\_\_\_

**Selection Process:**           RFP           RFQ           Sole Source    X Not Applicable

**TITLE:**

Mexican Heritage Plaza

**RECOMMENDED ACTIONS:**

Accept the Mexican Heritage Plaza proposal and refer to staff to review in preparation for the Commission's 2006 Budget Workshop.

**SUMMARY OF REQUEST:**

The Mexican Heritage Plaza (MHP) is proposing to add an innovative educational program, the MHP Folklorico Music and Movement Program, in an effort to expand the scope and breadth of the arts education programs provided in the community. The Folklorico Music and Movement Program (FMMP) is a highly participatory mariachi/folklorico class for children ages through 5 years old and their parents. Through traditional and contemporary folkloric Mexican music and dance, participants are engaged in hands-on activities designed as preliminary exposure to the artistic and cultural aesthetic of mariachi music and folkloric dance.

With the support of FIRST 5 of Santa Clara County, the Mexican Heritage Plaza can expand services to San José Unified School District and Alum Rock School District through FMMP. It is an opportunity to complete the front end of a full range of artistic services to these communities and to provide "developmentally, culturally and linguistically appropriate curriculum content and activities with specific learning objectives" to these two communities where children with the greatest number of cumulative risk factors live. The program proposal is for one calendar year, 2006-2007, is in the amount of \$75,250 and will serve a total of 1,080 participants.

**BACKGROUND:**

The Mexican Heritage Plaza (MHP) of San José exists to affirm, celebrate and preserve the rich cultural heritage of the Mexican community and showcase multicultural arts within the region.

Founded in a partnership with the Redevelopment Agency of the City of San José, the Plaza opened to the public in September 1999. Located in San José's Mayfair/Alum Rock community, it is one of the largest Latino cultural centers in the United States. Programming is multidisciplinary, presented at the Plaza, in schools and at outreach



sites in order to provide educational and arts opportunities for people of all ages that enrich the region and our diverse American heritage.

**FISCAL IMPACT:**

There is no fiscal impact at this time. The proposal will be considered by the Commission at their 2006 Budget Workshop.

**ATTACHMENTS**

- A. Mexican Heritage Plaza Proposal for FIRST 5 Arts Enrichment Initiative and Attachments A, Demographics and B, Curriculum Design



Jolene Smith  
Executive Director  
FIRST 5 Santa Clara County  
4000 Moorpark Avenue, Suite 200  
San Jose, CA 95117

Re: Mexican Heritage Plaza Proposal for FIRST 5 Arts Enrichment Initiative

Dear Jolene Smith,

On behalf of the Mexican Heritage Plaza, thank you for the opportunity to share with you how the Mexican Heritage Plaza in partnership with FIRST 5 Santa Clara County proposes to provide a wonderful and innovative early learning and educational program for children and their families.

### ***Background***

The Mexican Heritage Plaza (MHP) of San José exists to affirm, celebrate and preserve the rich cultural heritage of the Mexican community and showcase multicultural arts within the region.

Founded in a partnership with the Redevelopment Agency of the City of San José, the Plaza opened to the public in September 1999. Located in San José's Mayfair/Alum Rock community, it is one of the largest Latino cultural centers in the United States. Programming is multidisciplinary, presented at the Plaza, in schools and at outreach sites in order to provide educational and arts opportunities for people of all ages that enrich the region and our diverse American heritage.

### ***Overview of Program***

The Mexican Heritage Plaza is proposing to add an innovative educational program, the MHP Folklórico Music and Movement Program, in an effort to expand the scope and breadth of the arts education programs provided in the community. The Folklórico Music and Movement Program (FMMP) is a highly participatory mariachi/folklórico class for children ages 0-5yrs old and their parents. Through traditional and contemporary folkloric Mexican music and dance, participants are engaged in hands-on activities designed as preliminary exposure to the artistic and cultural aesthetic of mariachi music and folkloric dance.

With the support of FIRST 5 of Santa Clara County, the Mexican Heritage Plaza can expand services to San José Unified School District and Alum Rock School District through FMMP. It is an opportunity to complete the front end of a full range of artistic services to these communities and to provide "developmentally, culturally and linguistically appropriate curriculum content and activities with specific learning objectives" to these two communities where children with the greatest number of cumulative risk factors live. The Mexican Heritage Plaza will thus join with FIRST 5 of Santa Clara County in their campaign to "support the healthy development of children through age 5 and enrich the lives of their families and communities (FIRST 5 of Santa Clara County)".

### ***Program Specifics***

The Mexican Heritage Plaza is proposing to provide at three sites located within the Alum Rock School District and/or the San José Unified School District, twelve (12), ten (10) week class sessions, 1 hour

1700 Alum Rock Avenue ♪ San Jose, California 95116  
408-928-5500 ♪ [www.mhcviva.org](http://www.mhcviva.org)

Mexican Heritage Plaza Proposal for First Five  
Page 2 of 5

duration, for 30 participants (15 children each accompanied by an adult) over the course of a calendar year (Jan-March, March-June, Sep-Dec) serving a total population of 1,080 participants and providing 10,800 units of service (unit of service=one hour of instruction per participant). The small student to teacher ratio and 10 week per session meeting period guarantees greatest amount of impact on participants' skill development.

At the 15<sup>th</sup> Annual San José International Mariachi Festival in July 2006, up to 300 participants (parents and children) will take a one-hour sample workshop of the Program giving them preliminary exposure to aesthetic of the Mariachi/Folklorico genre. This is an additional 300 units of service and signifies an "investment in arts programming for children prenatal through age 5 and their families" as it opens Mariachi Festival Workshop offerings to address the needs of this age group. In the Festival environment, FMMP becomes even more accessible to the community as outreach and publicity efforts are heightened and greater numbers of participants become aware of the program.

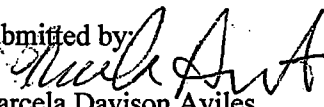
In total, this proposal reflects over 11,000 units of service to the community and almost 1400 participants. A complete session of the Program is a series of 10 classes. Class meets once a week for one hour and is conducted by one arts instructor. Instructors are chosen for their background knowledge in mariachi and folklorico arts and trained to deliver the FMMP curriculum appropriately. Each class has a maximum capacity of 15 children matched one to one with an adult (preferably a parent, caretaker or other relative). It is understood that some parents will come with two and perhaps three children at a time and this ratio is usually workable. All adults are required to participate in all activities with an abundance of enthusiasm. Children up to 5 years old participate, as they are willing and able. Parents are asked never to force their child to do anything. With younger children (infants) parents are coached to, for example, move the child's legs up and down to the rhythm or tap out the rhythm of music softly on his/her belly when the child is at this younger developmental stage. Older siblings are allowed to attend the class as long as they are participating in all activities as they are also considered educators in the pre-school child's home.

It is imperative that classes are conducted in an appropriate space. The optimal location for the Program is a closed room devoid of distractions such as too many tables and chairs or other furniture, posters and other artwork on the walls, open windows at a child's eye level, unsecured cupboards or drawers that are inevitable temptations to naturally curious little people, electronic equipment and cords within reach and non-childproofed electrical outlets. Special accommodations are made to disinfect all toys and instruments that children use in the course of each class period. Qualified instructors or administrative staff can help select and set up the ideal location for the class.

**Proposed Budget** --(Cost of 360 hours of instruction—36 ten- week sessions and Festival workshops)

\$22, 500.	Instructor fees (includes prep time, class time, training, meetings and/or recitals)
\$15,000.	Administrative Support and Fees (10% Program Director; balance is admin. support)
\$6,000.	Supplies (musical instruments/toys, music, sound equipment)
\$3,750.	Payroll taxes and benefits
\$3,000.	Information materials
\$15,000.	Mariachi Festival Sponsorship for July 2006 and workshops
\$10,000.	Outreach and marketing mariachi festival workshops.
<b>Total</b>	<b>\$75,250.00</b>

Submitted by

  
Marcela Davison Aviles  
President and CEO

## **ATTACHMENT A**

### **Demographics**

The Mexican Heritage Plaza is the leading arts provider for Latinos in San José and the only arts provider operating an arts facility within 50 miles in the North/South corridor, East of Highway 101. Highway 101 demarcates East San José as an ethnic and largely immigrant enclave. The Mexican Heritage Plaza is situated in and serves a large constituency in the Mayfair Neighborhood, which relative to the City of San José, County of Santa Clara, has proportionally more children in 2000 with 33.8% under the age of 18 as compared to 26.4% for the City as a whole. In 2000, the residents of Mayfair had a median household income of \$52,916 as compared with \$70,243 for the City of San José. Nearly 72% of Mayfair resident households had incomes below the City of San José median and up to 25% live below federal poverty guidelines. According to the US Census, approximately 59% of Mayfair's population of 25 years or older had only a 12<sup>th</sup> grade or lower level of education as compared to 21.7% of the city as a whole. Local schools in the Alum Rock and East Side Union High School Districts report that over 80% of their students are Limited English Proficient; 52% of these students scored below the lowest quartile mark.

As identified by FIRST 5 of Santa Clara County, several neighborhoods in the San José Unified School District and Alum Rock School District (described in detail above), are communities where children with the greatest number of cumulative risk factors live. Understanding that "the emotional, physical and intellectual environment that a child is exposed to prior to five years of age has a profound impact on how his/her brain develops (FIRST 5 of Santa Clara County)", these children are at high risk of not being school ready and will be severely below grade level in reading and mathematical skills by third grade if the issue is not addressed. The Mexican Heritage Plaza currently has an established presence in both of these school districts and believes that services offered through FMMP can positively impact this situation.

## ATTACHMENT B

### Curriculum Design

The FMMP curriculum was developed based on research conducted by María de la Rosa, Director of Heritage Programs at the Mexican Heritage Plaza. María holds a Masters in Education from Stanford University and resourced material such as "California Public Schools Visual and Performing Arts Frameworks", "Pre-kindergarten Learning and Development Guidelines" published by the California Department of Education, "Cómo estimular el cerebro infantil: una guía para padres de familia" published by the US Department of Education, "Mommy and Me" infant/preschool music classes and her 15+ years of Mexican folkloric dance training and artistic direction in the development of this course.

Ten one hour lessons rely largely on repetitive and increasingly articulated dances and songs to teach parents the necessity of modeling for, interacting with and allowing for creative development of their children. Instructors express to parents that all activities should be also repeated in the home environment thereby reinforcing parents' role as educators. Classes can be taught in Spanish or English or bilingually. All material used in class is from the traditional or contemporary Mexican/Latino folk genre reinforcing cultural expressions already housed in family values. Parents learn that the traditional repertoire is more than just silly songs and funny dances. They are valuable teaching tools in the early literary and social development of their child. Participating in the Program can naturally provide a sense of validation among parents who may feel limited as their children's educators if they themselves have limited levels of education or are monolingual Spanish Speakers. The language skills that parents and children develop together in FMMP are transferable across languages.

In terms of curriculum content, the Program has complementary curricular objectives. In addition to addressing key content standards from the California State Frameworks for Visual and Performing Arts at the kindergarten level, participants enjoy activities and competencies related to Language Arts Standards for the end of kindergarten.

Songs such as "La Acamaya" include repetitive use of phonemes that, when mouthed by parents and other adults in the class to the infants, encourage them to babble and to imitate the adults thereby developing facial and lingual muscles needed for speech production. Development of phoneme production is an early reading and language skill that is often overlooked in the early childhood education, pre-kindergarten stages at home. Older children are able to reproduce the phonemes themselves and learn the lyrics to the songs.

The "Banda Loca" ("Crazy Band") activity not only exposes children (and parents) to new and traditional Latin music but also develops musical skills (including beat, tempo, phrasing and dynamics), gross motor skills (through grasping musical toys and reaching above, behind and in front of oneself or clashing together objects such as a bongo and stick) and encourages creative play (essential in the development of independence and creative problem solving) in that the child decides which rhythm to follow and which musical instrument to play.

Dances such as "Son de los enanos" not only encourage active imagination as children (and adults!) suddenly become "enanos" ("dwarves") but also address gross motor skill development as little ones learn to shift their weight from side to side, crouch, alternate kicking feet and hop along on the ground. Adults get a nice aerobic workout in addition to modeling for their children and developing a healthy, creative, wildly imaginative educational experience for them! Basic locomotor skills used in this and other dances throughout the course require response to a wide range of opposites such as high/low, fast/slow, forward/backward, etc., addressing a key content standard for Dance at the kindergarten level.

Fine motor skill development is addressed in the course of songs that have finger play associated with them and for activities in which small, egg-like "sonajas" (rattles) are used to shake out the rhythm of a song. Tactile development is inevitable in the use of the "sonajas" especially for infants whose natural inclination is to put objects in their mouths as taste is the first of the senses to develop and that is how they "read" the world at this stage.