



Community Investment Strategy



What all young children need:

Healthy/Positive Development in early childhood is significantly correlated with:

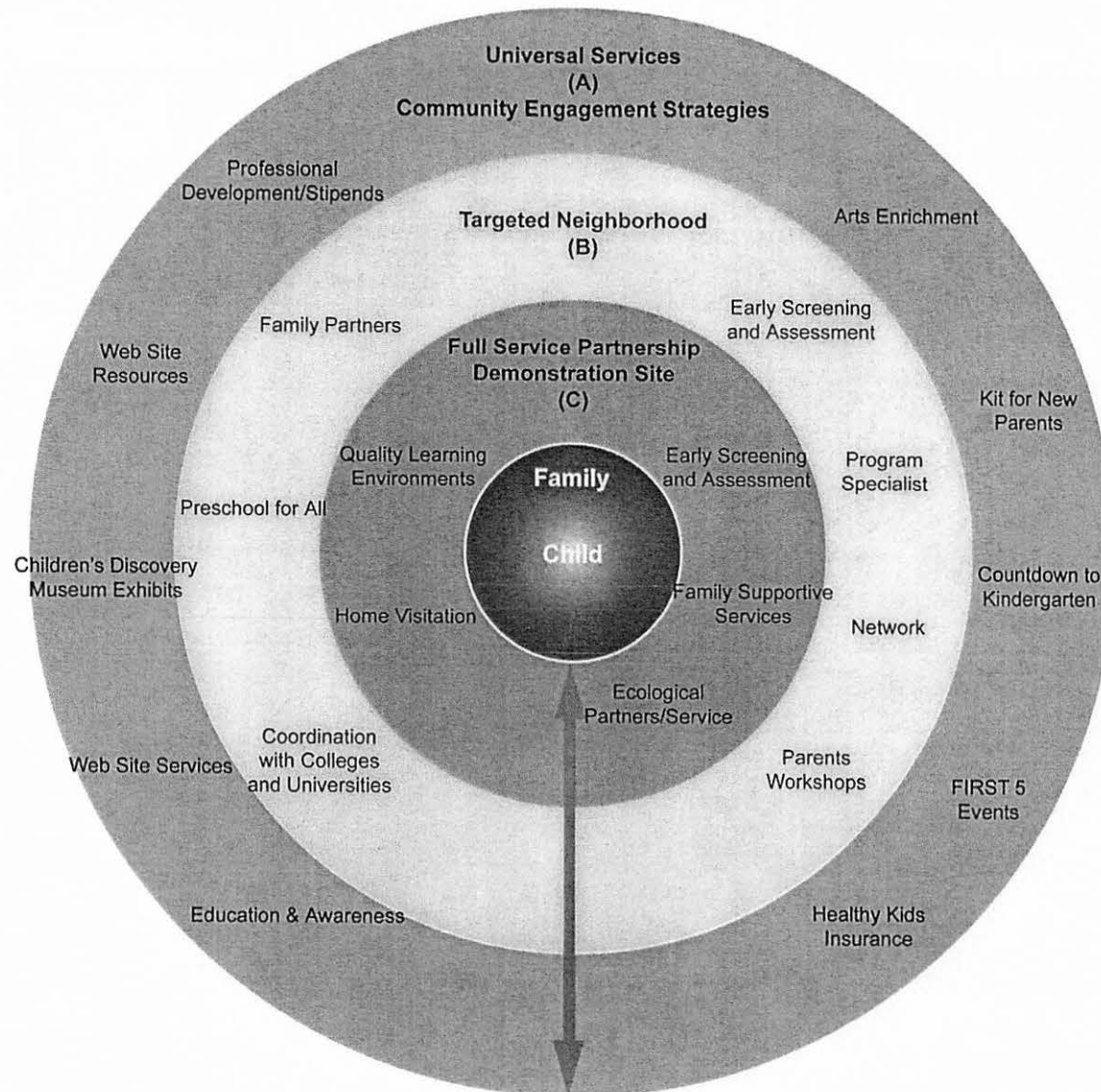
- Physical health
- Age and developmentally appropriate cognitive skills
- Positive/age-appropriate social, emotional and behavioral skills development



The First 5 years.
Make them count.



Community Investment Strategy



The First 5 years.
Make them count.



Community Investment Strategy



- A major finding of the research concluded that the presence of one risk factor alone does not create a barrier to a child's healthy development. Rather, it is the cumulative effect of risk factors that lead to a high probability of poor outcomes for a child. It is additive impact of risks that lead to the negative development of the child.
- A three-part model is necessary to ensure the greatest return on investment and the deepest impact for a child who experiences high cumulative risks. The model includes:
 - Highest quality early learning environments
 - Home visitation
 - Comprehensive family support
- Accompanying the three-part model, there must be:
 - Intensive parent involvement
 - Careful screening and assessment
 - Adequate duration and intensity of services
 - Comprehensive systems approach in serving families

The First 5 years.
Make them count.



Community Investment Strategy



Where to focus our efforts:

The geo-mapping identified:

- Six zip codes with the highest concentration of children 0-5 live (23% or 33,810 of the 147,000 children)
- Children with the greatest number of cumulative risk factors live
- Elementary school districts with the lowest Academic Performance Index (API)
- Areas with the lowest early education capacity in Santa Clara County
- The most cases of elevated blood lead levels in Santa Clara County

Further analysis identified:

- Neighborhoods of historic and current need within 5 other zip codes having:
 - 10% of total population of children 0-5 live
 - Where children and families who are exposed to many of the same cumulative risk factors live;
 - Families who identified a need for advocacy, integration and coordination of services



Community Investment Strategy



The selection of sites for **Deep Impact Demonstration Preschools** was based upon:

- Current Early Learning/School Readiness Partnership:
 - San Jose Unified School District
 - Franklin-McKinley School District
 - Gilroy Unified School District
 - Mayfair Community (Alum Rock)
- Results of geomapping, research and analysis
- Readiness and ability of school districts to partner.



Community Investment Strategy

Deep Impact Demonstration Preschools



Zip Code	School District	# of PFA spaces	Cost	Supervisor District	Implementation date
95116*	Alum Rock	101	\$582,210	2	TBD
95111* 95122*	Franklin McKinley	189	\$1,103,490	1,2	TBD
95112* 95127*	SJUSD	697	\$1,875,500*	2,3	9/2006
95020*	Gilroy	101	\$589,210	1	TBD
* 23% of children 0-5 live in 6 zip codes			*Per child cost in SJUSD •\$6,470 new •\$3,410 enhanced		

* Academic Performance Index range is from 1 (lowest), to 10 (highest)

The First 5 years.
Make them count.



Community Investment Strategy

Deep Impact Demonstration Preschools



School District	Zip Codes (Supervisor District)	API Range* (2004)		Targeted school-community neighborhood (Yr 1)*	Current ELI sites
San Jose Unified 31 elementary schools	95110 (2,3)	Rank	# of Schools	Anne Darling (95133)	•Almaden
	95112 (2)	1	(5)	Empire Gardens	•Bachrodt
	95116 (2)	2	(5)	Grant (95112)	•Anne Darling
	95118 (4)*	3	(3)	Olinder (95116)	•Empire Gardens
	95120 (1,4)	4	(3)	* Within 5 years preschool will be offered to all 4 yr olds in dist.	•Lowell
	95123 (1)	5	(1)		•Horace Mann
	95125 (2,4)	6	(5)		•Olinder
	95133 (2,3)	7	(1)		•Washington
	95136 (1,2)*	8	(1)		
		9	(3)		
		10	(4)		

*Identified in Component B

* Academic Performance Index range is from 1 (lowest), to 10 (highest)

The First 5 years.
Make them count.



Community Investment Strategy Deep Impact Demonstration Preschools



FIRST 5 Santa Clara County was one of 7 counties to be selected as a First 5 California Preschool for All Demonstration Site.

The grant application required:

- A partnership with one school district, or one city
- Beginning in underserved, high-priority communities
- A plan to offer preschool to all four-year olds in the district/city within five years
- Assurances that the PFA Demonstration project will participate in building statewide system of PFA in accordance with California's Master Plan for Education.



Community Investment Strategy

Deep Impact Demonstration Preschools



Why was San Jose Unified School District chosen as the PFA Demonstration site partner?

1. Established Need:

- The district has the largest number of schools performing at an API index lower than 3.
- The highest concentration of English-learners live within the SJUSD.
- Results of geomapping showed 2 of 6 zip codes with greatest cumulative risk are within the district boundaries.
- The greatest number and density of children 0-5 live in SJUSD with inadequate provision of early care and education services.



Community Investment Strategy

Deep Impact Demonstration Preschools



Why was San Jose Unified School District chosen as the PFA Demonstration site partner?

2. Demonstrated Commitment by SJUSD:

- Current Early Learning/School Readiness Partnership with 11 Early Learning Initiative sites
- Capability to put additional portable classrooms in place for future phases of PFA
- Use of categorical funding options
- Preschool services began 30 years ago. Since then SJUSD has shown continued commitment to early education. It is the only district with a Pre-12 Board Policy.
- Approximately 5% of 2002 bond is allocated for preschool classrooms.
- Use of early intervention best practices since 1991.



Community Investment Strategy

Deep Impact Demonstration Preschools



School District	Zip Codes (Supervisor District)	API Range* (2004)		Targeted school-community neighborhoods	Current ELI sites
Franklin-McKinley 12 elementary schools	95111 (1,2)	Rank	# of Schools	TBD by PFA task force	<ul style="list-style-type: none"> •Franklin •McKinley •Santee
	95112 (2,3)	1	(2)		
	95116 (2)	2	(2)		
	95121 (1,2)	3	(1)		
	95122 (2)	4	(3)		
		5	(2)		
		6	(2)		

* Academic Performance Index range is from 1 (lowest), to 10 (highest)

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Community Investment Strategy

Deep Impact Demonstration Preschools



School District	Zip Codes(Supervis or District)	API Range* (2004)	Targeted school-community neighborhoods	Current ELI sites
Gilroy 9 Elementary schools	95020 (1)	Rank	TBD by PFA task force	<ul style="list-style-type: none"> •Del Buono •Eliot •Glen View •Las Animas
		# of Schools		
		2 (1)		
		3 (2)		
		4 (1)		
		5 (3)		
		6 (1)		
		9 (1)		

* Academic Performance Index range is from 1 (lowest), to 10 (highest)

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Community Investment Strategy Component B



Zip Code	Targeted Neighborhoods	# of PFA spaces	Cost	Supervisor District	Implementation date
95118*	Almaden	40	\$258k	4	TBD
95128*	Luther Burbank/ Sherman Oaks	40	\$258k	4	TBD
95133*	Rancho Verde	40	\$258k	3	TBD
95136*	Foxworthy Capital	40	\$258k	1	TBD
94040*	Castro/ Theuerkauf	40	\$258k	5	TBD

*Identified in San Jose Unified School District

Community Investment Strategy Component B



School District	Zip Codes (Supervisor District)	API Range* (2004)	Targeted school-community neighborhoods
Mountain View-Whisman 7 elementary schools	94040 (5)	<div>Rank # of Schools</div> <div>2 (1)</div> <div>5 (2)</div> <div>7 (1)</div> <div>8 (1)</div> <div>9 (1)</div> <div>10 (1)</div>	TBD by PFA task force

* Academic Performance Index range is from 1 (lowest), to 10 (highest)

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Community Investment Strategy Component B



School District	Zip Codes (Supervisor District)	API Range* (2004)	Targeted school- community neighborhoods
Luther Burbank 1 school	95128 (4)	Rank # of Schools 3 (1)	TBD by PFA task force

* Academic Performance Index range is from 1 (lowest), to 10 (highest)



Community Investment Strategy Component B



School District	Zip Codes (Supervisor District)	API Range* (2004)	Targeted school- community neighborhoods
Campbell Union 8 elementary schools	95128 (4)	Rank # of Schools	TBD by PFA task force
		2 (1)	
		3 (1)	
		4 (1)	
		6 (1)	
		7 (1)	
		8 (1)	
		9 (2)	
		10 (1)	

* Academic Performance Index range is from 1 (lowest), to 10 (highest)

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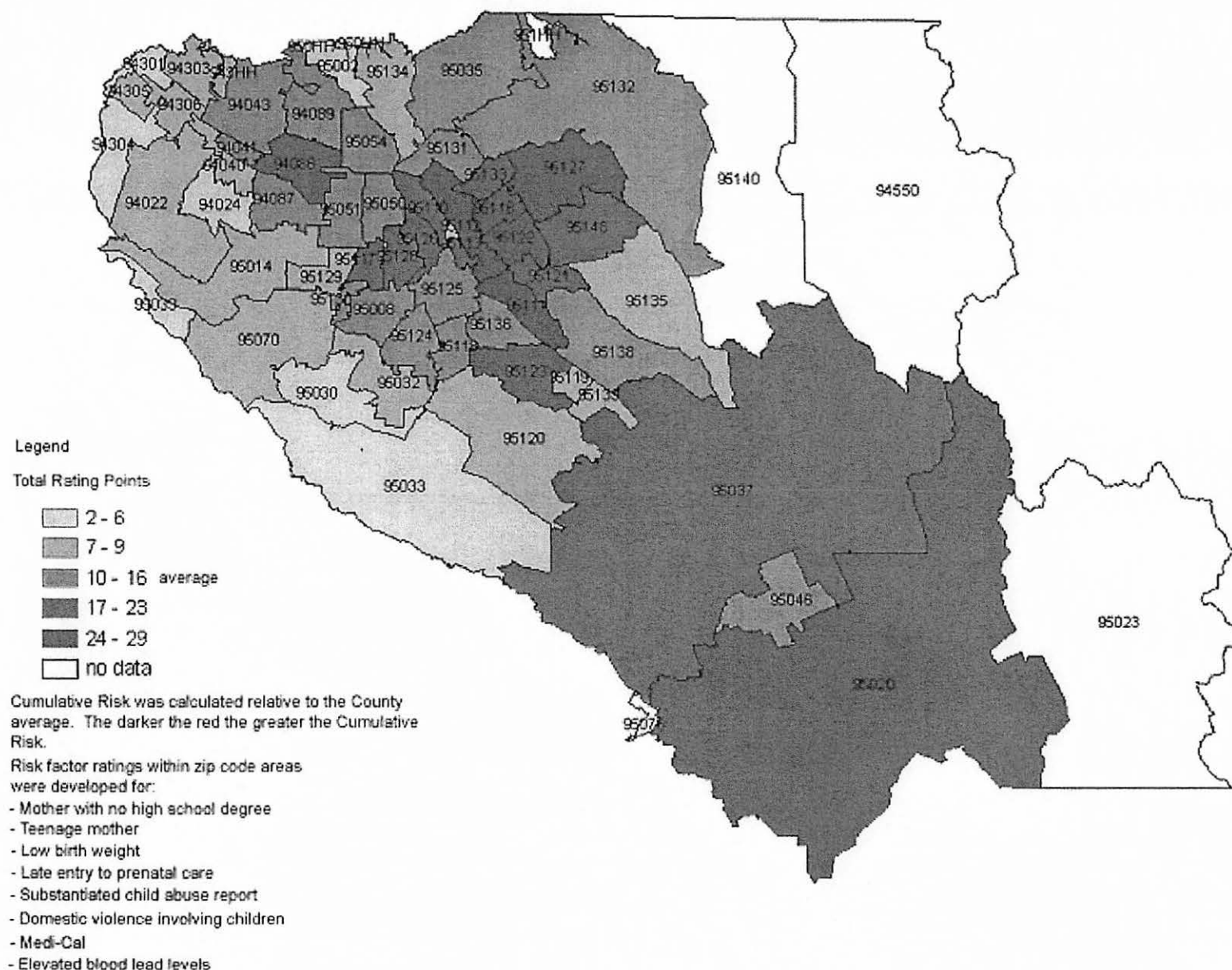
Community Investment Strategy Component B



School District	Zip Codes (Supervisor District)	API Range* (2004)	Targeted school- community neighborhoods												
Berryessa 10 elementary schools	95133 (3)	<table><tr><th>Rank</th><th># of Schools</th></tr><tr><td>4</td><td>(1)</td></tr><tr><td>6</td><td>(2)</td></tr><tr><td>7</td><td>(4)</td></tr><tr><td>8</td><td>(2)</td></tr><tr><td>9</td><td>(1)</td></tr></table>	Rank	# of Schools	4	(1)	6	(2)	7	(4)	8	(2)	9	(1)	TBD by PFA task force
Rank	# of Schools														
4	(1)														
6	(2)														
7	(4)														
8	(2)														
9	(1)														

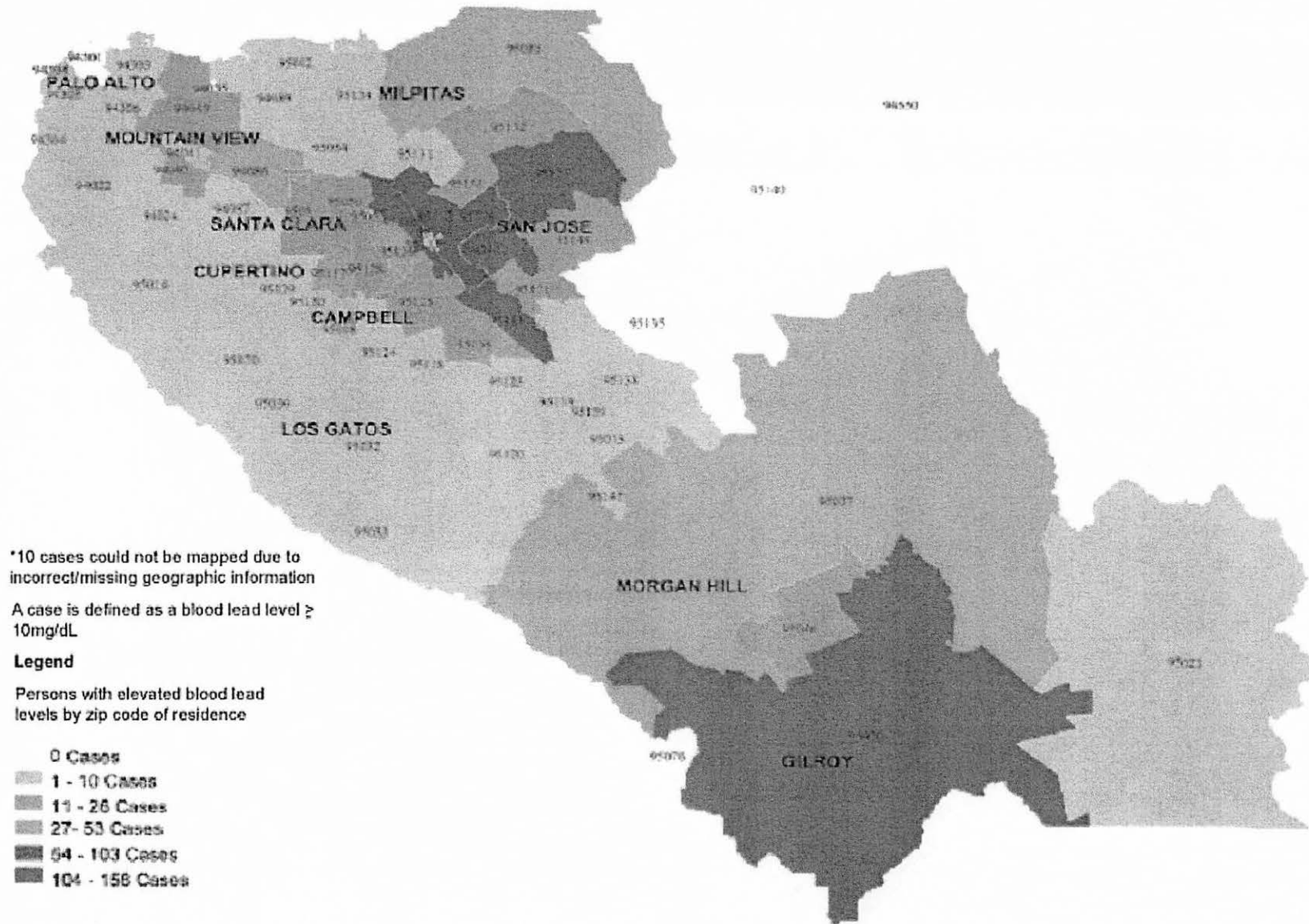
* Academic Performance Index range is from 1 (lowest), to 10 (highest)

Combined Cumulative Child Risk Factors by Zip Code in Santa Clara County



Elevated Blood Lead Levels by Zip Code in Santa Clara County

January 1992 - June 2003 N = 1280*



*10 cases could not be mapped due to incorrect/missing geographic information

A case is defined as a blood lead level \geq 10mg/dL

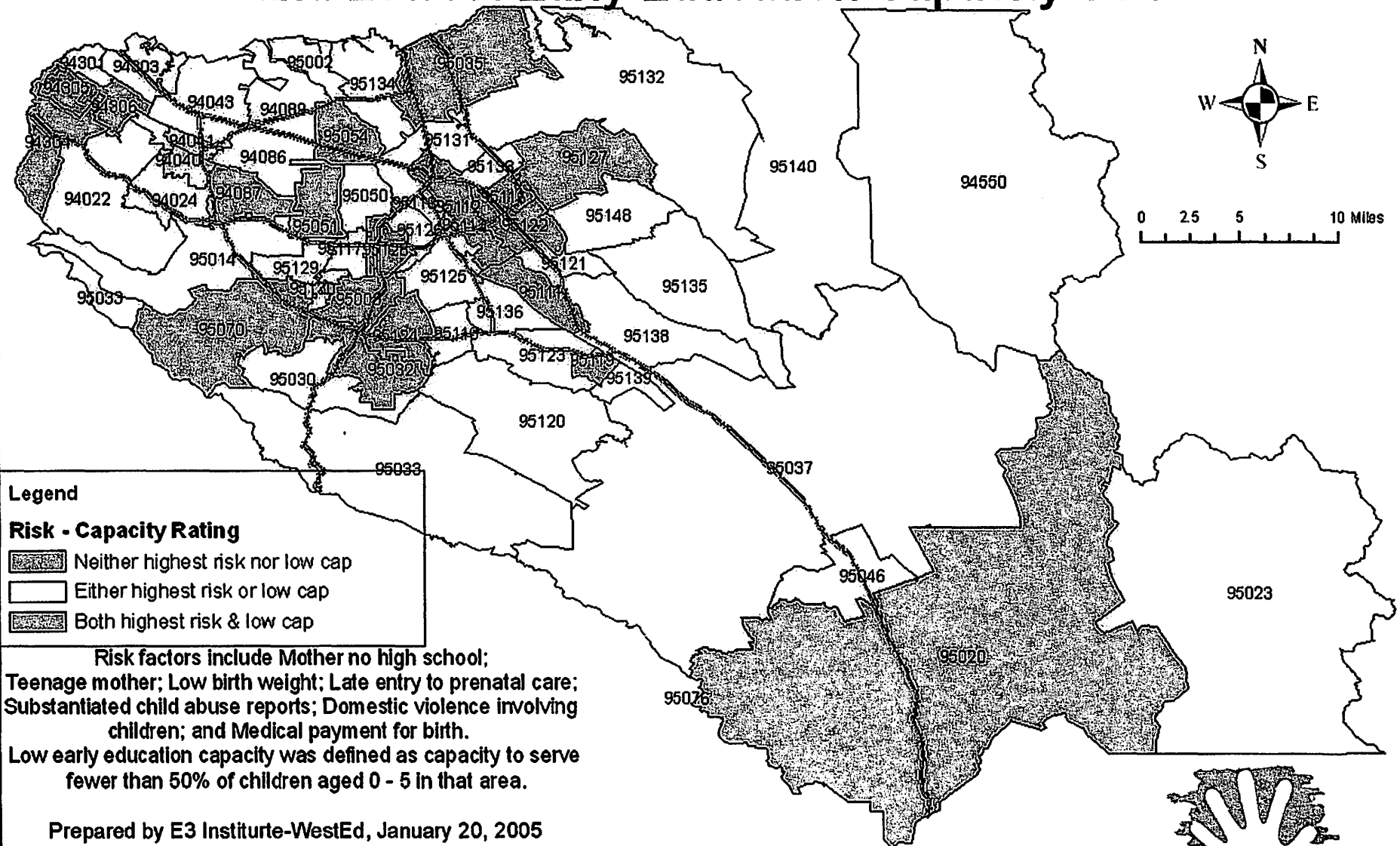
Legend

Persons with elevated blood lead levels by zip code of residence

- 0 Cases
- 1 - 10 Cases
- 11 - 26 Cases
- 27 - 53 Cases
- 54 - 103 Cases
- 104 - 158 Cases

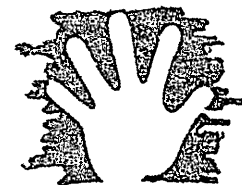
Source: Santa Clara County Public Health Department, Epidemiology & Data Management Unit, Childhood Lead Poisoning Prevention Program. Created in ArcMap GIS v 8.2 July 1, 2003

Areas with Highest Cumulative Child Developmental Risk Factors and Lowest Early Education Capacity SCC



E3 INSTITUTE
ADVANCING EXCELLENCE IN EARLY EDUCATION

WestEd



FIRST 5
SANTA CLARA COUNTY

Child 0-5 population

- 15-1095
- 1096-2216
- 2217-3297
- 3298-4661

15-1095
1096-2216
2217-3297
3298-4661
4662-8217



5-Year Community Investment Plan



	FY 05-06	FY 06-07	FY 07-08	FY 08-09	FY 09-10
COMMUNITY ENGAGEMENT STRATEGY					
1. Arts Enrichment Initiative	800,300	800,000			
2. Public Relations	200,000	100,000	100,000		
3. Marketing	725,000	725,000	500,000	300,000	300,000
4. Community Events	125,000	125,000	125,000	125,000	125,000
5. Community Education & Awareness	1,000,000	1,000,000	1,000,000	500,000	
6. Childhood Matters (Radio Program)	200,000	175,000	150,000	125,000	100,000
7. Children's Discovery Museum	1,000,000	50,000			
8. Emergency Requests	50,000	50,000	50,000	50,000	50,000
9. Special Community Projects	200,000	100,000	75,000	50,000	50,000
Total Public Awareness/Education Strategy	4,300,300	3,125,000	2,000,000	1,150,000	625,000
HIGH-RISK STRATEGY					
10. Children's Health Care Initiative	4,519,900	4,500,000	4,500,000	4,500,000	4,500,000
11. Planning Grants					
12. Preschool for All	2,000,000	10,000,000	10,000,000	10,000,000	10,000,000
13. E3 Institute – Professional Development	1,000,000				
14. E3 Institute – CARES (includes State match \$750K)	3,750,000	3,750,000	3,750,000	3,750,000	3,750,000
15. Early Learning Initiative (4 School Districts)	4,610,000				
16. High-Risk Design	2,000,000	10,000,000	10,000,000	9,000,000	7,000,000
17. Family Court – Care Management	945,200				
18. Home Visitation	2,245,000				
19. Early Screening Initiative	1,385,100				
20. 6 Regional Partnerships	3,004,000				
Total High-Risk Strategy	25,459,200	28,250,000	28,250,000	27,250,000	25,250,000
TOTAL COMMUNITY INVESTMENTS	29,759,500	31,375,000	30,250,000	28,400,000	25,875,000

Preschool for All High-Risk Design Public Relations/Marketing Community Educ. Awareness Regional Partnerships -> High-Risk, Community Edu.



Contact Information



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which over 6,200 are children through age 5. It is a diverse community representative of predominantly Caucasian, Chinese, Japanese, Korean, Asian Indian, and Latinos.

South County Community Partnership

The South region encompasses 5 zip codes representing cities of Gilroy, Morgan Hill and the town of San Martin. The region spans from the town of San Martin to the southern end of the Santa Clara County border. There are 2 school districts within the region: Gilroy and Morgan Hill. The region is comprised of approximately 96,000 residents, of which over 7,900 are children through age 5. The community is representative of predominantly White, Latino, and Asian.

Alphabetical List of Community Partnership Regions, and Respective Zip Codes

Partnership Regions and/or School Districts	Zip Codes	Partnership Regions and/or School Districts	Zip Codes
Alum Rock 15,127	95116	South County: Gilroy, Morgan Hill and San Martin 96,000	95020 95021 95037 95038 95046
Franklin-McKinley 14,000	95111 95116 95122	South East: South San José (Santa Teresa, Blossom Hill, Almaden Valley, Edenvale, Mount Pleasant, Evergreen, Coyote Valley) 280,000	95013 95042 95118 95119 95120 95121 95123 95135 95136 95137 95138 95139 95148
North: Los Altos, Los Altos Hills, Mountain View, Palo Alto, Sunnyvale 296,000	94040 94041 94042 94043 94085 94086 94087 94301 94303 94304 94305 94306 94035 94022	South West: Cupertino, Los Gatos, Saratoga, Monte Sereo and 95129 area of San José 177,000	95014 95015 95026 95030 95031 95032 95033 95044 95070 95071 95129
North East: Milpitas, Berryessa, Alviso, Orchard and North San José 116,000	95002 95035 95131 95132 95133 95134 95140	West: Campbell, Santa Clara, West San José 308,800	95008 95050 95051 95053 95054 95117 95124 95125 95128 95130
San José Unified 49,000	95110 95112 95113 95116 95118 95125 95126 95127		

three school districts within the Region: Berryessa Union, Milpitas Unified, and Orchard. The approximate population size of the region is 167,000, of which over 12,000 are children through age 5. This is one of the more diverse regions representative of Caucasian, Chinese, Filipino, Vietnamese, Asian Indian, African American, and Latino populations.

West Community Partnership

The West region encompasses 10 zip codes representing the cities of Campbell, Santa Clara and west San José. The region spans as far north as Hwy 237 and as far south as Blossom Hill Road, and from west to east including neighborhoods in the Lawrence Expressway to Hwy 87 area. There are six elementary school districts in the region: Cambrian, Campbell Union, Luther Burbank, Moreland, Union and Santa Clara Unified. The region is comprised of approximately 308,000 residents, of which over 21,000 are children through age 5. It is a diverse community representative of predominantly Caucasian, Latino, Chinese, Filipino, Vietnamese, Asian Indian, African American, and Korean populations.

San José Unified School District Partnership

The identified elementary school attendance areas in the San José Unified School District are: Almaden, Anne Darling, Bachrodt, Empire Gardens, Gardner, Grant, Lowell, Horace Mann, Olinder, and Washington. These schools are located in eight zip codes: 95110, 95112, 95113, 95116, 95118, 95125, 95126, and 95133. There is an estimated 49,000 residents, of which 5,400 are children under the age of 6. There are approximately 2,415 families with at least one child under the age of 6. The San José Unified School District serves a large portion of the east side community of San José.

Alum Rock Union School District Partnership

The Alum Rock region focuses primarily on the 95116 zip code. The Alum Rock Union School District serves a large portion of the east side community of San José. There is an estimated 1,200 families in three identified school attendance areas of Arbuckle, Cesar Chavez and San Antonio elementary schools. The region has approximately 15,727 residents of which over 2,000 are children, 0 through age 5.

Franklin McKinley Unified School District Partnership

The identified elementary school attendance areas in the Franklin-McKinley School District are Franklin, McKinley, and Santee. Together, these schools comprise three zip codes: 95111, 95116, and 95122. There is an estimated 19,000 residents of which 2,400 are children under age six. The number of families with at least one child under age six is 800. The Franklin-McKinley School District serves a large portion of the east side community of San José.

South East Community Partnership

The South East region encompasses 13 zip codes representing southeast San José; Santa Teresa, Blossom Hill, Almaden Valley, Eden Vale, Mount Pleasant, Evergreen, and Coyote Valley. There are 4 of school districts within the region: San José Unified, Oak Grove, Evergreen, and Mount Pleasant. The region is comprised of approximately 280,000 residents of which over 21,000 are children through age 5. The community is diverse with populations representative of Caucasian, Latino, Chinese, African American, and American Indian.

South West Community Partnership

The South West region encompasses 11 zip codes representing the town of Los Gatos, the unincorporated Los Gatos mountain area, and the cities of Monte Sereno, Saratoga, Cupertino, and a small portion of southwest San José. There are 7 school districts within the region: Cupertino Union, Montebello, Los Gatos Union, Loma Prieta Joint Union, Lakeside Joint Union, Saratoga Union, and Moreland. The region is comprised of approximately 177,000 residents of

VI. Alignment of Preschool for All, Community Service Model, and High-Risk Design

The FIRST 5 Santa Clara County 5-Year Community Investment Plan aligns all programs, services, and activities under the following:

- E3 Institute workforce development (CARES)
- Preschool for All
- High-Risk Design services
- Community engagement activities

5-Year Community Investment Plan: Community Service Model Budget

	FY05/06	FY06/07	FY07/08	FY08/09	FY09/10
<u>PUBLIC AWARENESS/EDUCATION STRATEGY</u>					
1 Arts Enrichment Initiative	800.3	800.0	-	-	-
2 Public Relations	200.0	100.0	100.0	-	-
3 Marketing	725.0	725.0	500.0	300.0	300.0
4 Community Events	125.0	125.0	125.0	125.0	125.0
5 Community Education & Awareness	1,000.0	1,000.0	1,000.0	500.0	-
6 Childhood Matters (Radio Program)	200.0	175.0	150.0	125.0	100.0
7 Children's Discovery Museum	1,000.0	50.0	-	-	-
8 Emergency Requests	50.0	50.0	50.0	50.0	50.0
9 Special Community Projects	200.0	100.0	75.0	50.0	50.0
10 Total Public Awareness/Educ. Strategy	4,300.3	3,125.0	2,000.0	1,150.0	625.0
<u>HIGH RISK STRATEGY</u>					
11 Children's Health Care Initiative	4,519.9	4,500.0	4,500.0	4,500.0	4,500.0
12 Planning Grants	-	-	-	-	-
13 Preschool for All	2,000.0	10,000.0	10,000.0	10,000.0	10,000.0
14 E3 - Professional Development	1,000.0	-	-	-	-
15 E3 - CARES (includes State match \$750K)	3,750.0	3,750.0	3,750.0	3,750.0	3,750.0
16 Early Learning Initiative (4 School Dist.)	4,836.9	-	-	-	-
17 High Risk Design	2,000.0	10,000.0	10,000.0	9,000.0	7,000.0
18 Care Management/Family Court	945.2	-	-	-	-
19 Prenatal & Toddler HV	2,245.0	-	-	-	-
20 Early Screening Initiative:					
21 CLA	921.7	-	-	-	-
22 Via	385.1	-	-	-	-
23 Reach Out & Read	78.3	-	-	-	-
24 6 Regional Partnerships	3,004.0	-	-	-	-
25 Total High Risk Strategy Investments	25,686.1	28,250.0	28,250.0	27,250.0	25,250.0
26 Total Community Investments	29,986.4	31,375.0	30,250.0	28,400.0	25,875.0

Preschool For All
 High-Risk Design
 Public Relations/Marketing
 Community Education and Awareness
 Regional Partnerships -> High-Risk and Community Edu.

NOTE: Public procurement process will be used; all current service providers will be informed about the opportunity to submit

