

“Investing in Early Childhood”
First 5 Contra Costa Strategic Plan, 2010-2015
Frequently Asked Questions

What is different about this plan from prior plans?

First 5 Contra Costa’s new strategic plan builds upon the work implemented through previous plans; however, this plan provides a more focused set of priorities for improving the lives of children in Contra Costa County.

The plan calls for most of our successful programs to continue as well as for the creation of new programs in order to have the greatest impact possible over the next five years. All programs will be funded through four new initiatives.

What are the four initiatives First 5 will be funding?

The new plan organizes many of our existing strategies and programs into four broad initiative areas designed to bring greater cohesion to our work and increase the likelihood that our investments have lasting impact. These initiatives include:

1. **Early Childhood Education** to provide children with high-quality child care and preschool.
2. **Family Support** to help children birth to age three attach and bond with their parents.
3. **Early Intervention Services** for children affected by crisis or trauma, development delays, special needs, social, emotional, or health problems.
4. **Community Information and Engagement** to provide important information on health, parenting, and the importance of the early years and encourage community members, parents, and policymakers to take action on behalf of children.

How much money is involved?

First 5 Contra Costa plans to allocate approximately \$70 million over the five-year period of the plan to support the four initiatives. We recognize that given the state of the economy and the growing number of families seeking help, now is not the time to scale back. This means that despite the fact our revenue is declining, we do not plan to reduce funding for programs over the next five years. Rather, we will draw from our sustainability fund each year to provide our programs with consistent, stable funding and to ensure that local families receive support during these trying times.

A sudden drop in tobacco consumption, an additional tobacco tax, or a new ballot initiative would quickly change this outlook.

How will these initiatives be implemented? How will funding be decided?

Over the next few months, we will be developing implementation plans for each initiative, which will include descriptions of funded programs and information about how our programs will be funded. These plans will be developed and discussed at our Program and Evaluation Committee and Commission meetings, which are open to the public. Meeting dates and times are posted on our home page: www.firstfivecc.org.

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What will happen to currently funded programs and contracts?

Currently funded programs will continue to the end of their contract term as planned. The 2010-2015 strategic plan calls for the continuation of most of our funded programs; however, as implementation plans are developed, programs may be modified.

Will First 5 Contra Costa need to reduce funding for programs once the five-year plan is implemented?

The California Department of Finance estimates that Proposition 10 revenues will decline on average 2% each year through 2020. Using these figures, we estimate that when the plan concludes in 2016, we will be receiving approximately \$8.2 million in tax revenue (for comparison, we received \$10.2 million last year).

Because of this decline and the fact we will be using the majority of our sustainability fund over the next five years, we anticipate that we will need to reduce funding for programs in 2016.

How can I learn more about First 5 Contra Costa's new strategic plan?

The full plan is on www.firstfivecc.org. Watch for continued updates on all aspects of the strategic planning process in First 5's monthly e-mail newsletter and on our Web site.

To sign-up for our newsletter or our mailing list, please visit www.firstfivecc.org.