



January 20, 2021 COMMISSION MEETING

Zoom Meeting*
5:30 P.M. – 7:30 P.M.

I. CALL TO ORDER (5:30)

II. APPOINTMENT OF NEW CHAIR & VICE CHAIR (5:35)

III. MINUTES OF MEETING (5:40)

- November 18, 2020

IV. COMMISSION COMMENT (5:45)*

A chance to reflect on the activities in which you engaged that are related to our theory of action and implementation strategies.

V. PUBLIC COMMENT (5:55)

VI. EXECUTIVE DIRECTOR/STAFF REPORT (6:00)

VII. COMMISSION DISCUSSION (6:05)

- Marin Guaranteed Income Demonstration Project – *Barbara Cliftonzarate*, Marin Community Foundation **Information**
- Overview of Governor’s Budget – *Michelle Fadelli* **Information**
- Responsive COVID Mini-Grant Program – *Michelle Fadelli* **Action**
- Presentation of ED R3 Implementation Plan – *Pegah Faed* **Discussion**

VIII. FINAL COMMENTS (7:20)

- Other Business
- Commission Directives/Next Steps for Staff

Next Meeting: February 17, 2021 at 5:30pm
First 5 Marin
1050 Northgate Drive Ste 130
San Rafael, CA 94903

***Members of the public: Please contact michelle@first5marin.org should you wish to join the open portion of the meeting via Zoom.**



Copies of documents used in this meeting are available in accessible formats upon written request.

The agenda is available on the Internet at <http://www.marincfc.org>

In accordance with the Americans with Disabilities Act, if you need special assistance (i.e. auxiliary aids or services) in order to participate in this public meeting, please contact First 5 Marin by calling (415) 257-8555 or email mcfc@marincfc.org at least five (5) business days prior to the meeting.



DRAFT

Meeting Minutes – November 18, 2020

I. CALL TO ORDER

Commissioner David Bonfilio called the online meeting to order at 5:34 p.m.

Commissioners participating online:

Kari Beuerman
David Bonfilio
Dr. Itoco Garcia
Lisa Leavitt MD
Lucia Martel-Dow
Maria Niggle
Supervisor Dennis Rodoni

Commissioner/s Excused

Gabrielle Auguste – *vice chair*
Kristen Seatavakin - *chair*

Staff participating online:

Pegah Faed – executive director
Michelle Fadelli, Manager of Public Policy and Communications
Susanne Kreuzer, Manager of Help Me Grow Marin

Guests participating online:

Jill Casey, Luminare Group
Barbara Clifton-Zarate, Marin Community Foundation
Lael Lambert, Marin County Health and Human Services
Karina Soares, home child care provider

II. MEETING MINUTES

Commissioner Bonfilio asked if there were changes, additions or corrections to the commission minutes for the last meeting on October 14, 2020.

Motion/Second: Rodoni/Martel-Dow

The minutes of October 14, 2020 were unanimously approved.

III. COMMISSIONER COMMENTS

Commissioner Garcia, attending his first commission meeting, said he was excited to work on communications, especially technology that can push messages out to parents. He said

the Restorative Justice forum went really well. (Michelle Fadelli said she looked forward to working with him on outreach.)

Commissioner Bonfilio reported participating in Mayor Kate Colin’s neighborhood cleanup, where he met a young mother with a five year old son. He noted that they are a Spanish-speaking family, but that the child spoke in English to his toys. He said, “Hats off to our schools!”

Commissioner Beuerman reported that Marin Health and Human Services (HHS) held its first “Community Conversation” online about programs and services available from HHS; the event will repeat in Spanish on December 1st. She also mentioned the Career Pathways program for county jobs. She also said she had talked to Ann Mathieson from Marin Promise Partnership about education equity.

- **Commissioner Niggle**, also attending her first commission meeting, said she will share the announcement about the December 1st Community Conversation with the Spanish-speaking community in West Marin.

Commissioner Rodoni reported on the “Homekey” projects, resulting in 62 new housing units: a Corte Madera motel and a commercial property in San Rafael. Unfortunately, the County could not reach agreement on a price for the Inn Marin in Novato.

Commissioner Leavitt said she spoke about Marin Community Clinics at the Corte Madera Town Council and also spoke on the Cuerpo Corazon radio program. She also reported that the “Marin Mental Health Board” has expanded its mobile crisis hours; and the Suicide Prevention Collaborative will meet on December 2nd from 2-3 pm (for more info, go to: <https://www.marinhhs.org/suicide-prevention>).

Commissioner Martel-Dow welcomed our new commissioners, Maria Niggle and Dr. Itoco Garcia. She said the Juvenile Justice forum was a good event, and noted that we need more data. She also reported that Canal Alliance held a successful drive to collect diapers, wipes and formula for families in need—thanks to a partnership with Community Action Marin, funded by First 5 Marin (and other donors). Families are coming by daily!

IV. PUBLIC COMMENT

Members of the public introduced themselves:

Jill Casey, Luminare Group

Barbara Clifton-Zarate, Marin Community Foundation

Lael Lambert, Family Health Program, Marin County Health and Human Services

Karina Soares, home child care provider

V. EXECUTIVE DIRECTOR’S REPORT

Susanne Kreuzer reported that the “Help Me Grow Marin” website is ready to go and will have a “soft launch” on November 19th. (Please see www.HelpMeGrowMarin.org.) It has been a lot of work to prepare all the content and to review the website as designed, and everyone is happy to have completed the project.

Susanne also reported that Help Me Grow Marin has received a home visiting grant of \$92,000 over two years for prenatal through age five.

- **Commissioner Garcia** stated that home visiting is key to connecting with families.

- **Commissioner Niggle** reported that West Marin is working on home visiting and connecting with families through The Learning Bus (formerly the FLAGship), partially funded by First 5 Marin. The Learning Bus is distributing “Little Learner Kits” with a set of materials to facilitate learning at home for young children: crayons, markers and activities plus a book for young readers.
- **Commissioner Leavitt** said there is a lot of room for improvement in home visiting. We have a great opportunity to build or re-build programs. Some are paid by Medi-Cal.
- **Commissioner Martel-Dow** mentioned the “Compañeros” program at Canal Alliance, for culturally-appropriate visiting. The program connects at-risk Latinas during their pregnancy with a bilingual volunteer to provide emotional support and community connections, to help ensure pre- and post-natal doctor visits, to act as an interpreter and advocate, and to support mother-infant bonding. There’s also the “Healthy Families America” program, with 17 families, and indigenous languages.
- **Executive Director Pegah Faed** said we need a holistic look, with strengths and weaknesses. We need more data and good conversations.

Michelle Fadelli reported on the continuation of daily emails with activities for young children, monthly newsletters, work on our annual report to the community, preparations for work on a new website, and planning the next Marin Communications Forums.

The **Restorative Justice forum** on November 13th had 250 RSVPs and had a very strong response; we have received dozens of complimentary emails. The teen speakers from “Youth Transforming Justice” were very eloquent. There was a good presentation from the Annie E. Casey Foundation and an incredible opening panel discussion that included the Marin County District Attorney, Public Defender, Chief Probation Officer and Juvenile Court Judge. All supported alternatives to detention for juveniles and endorsed the power of a second chance. (FYI, The Marin Youth Court has a recidivism rate of just 7%.)

Upcoming forums will include: **Learning at Home with The Learning Bus** (December 11th), **Guaranteed Basic Income** (January 21st), **Help Me Grow Marin** (February 25th), and **Child Abuse Prevention** (April 2021).

Executive Director Pegah Faed reported that she has completed and submitted First 5 Marin’s audit and our annual report to First 5 California. She has joined the leadership group for Marin Promise Partnership and continues to connect with community partners

Pegah asked if anyone questions or comments.

***Commissioner Garcia** suggested that we look into a mobile app for distributing information to parents throughout the County.

VI. COMMISSION DISCUSSION

A. **Recommendation for Website Redesign and Rebranding Consultant** – Michelle Fadelli, Manager of Public Policy and Communications, reported on the process to select a consultant for a new website, logo and templates for First 5 Marin. We received four responses to our Request for Bids, two firms and two individual consultants. Pegah and Michelle both reviewed and scored the proposals from each, and agreed to select Howry Design—at a cost not to exceed \$25,000. (Howry had done the original design work for the “MarinKids” project.)

Commissioner Bonfilio made a motion to award the contract for a new website and

logo to Howry Design, not to exceed \$25,000.

Motion/Second: Bonfilio/Martel-Dow

The motion was unanimously approved.

- B. Overview of FY 2019-20 Evaluation Report** – Jill Casey, from the Luminare Group, presented the draft evaluation report for fiscal year 2019-20. She noted that First 5 Marin’s ability to mix long-term funding with flexible responses to urgent needs has enabled stable funding for our community partners and creative responses to community needs. Jill also noted that moving beyond our 20th anniversary, First 5 Marin is a consistent partner in the local scene. We have been consistently showing up as a convener, catalyst and strategic advocate—helping to shift toward more collective, informed and systemic responses to community issues.

***Commissioner Bonfilio** said after 20 years, we are a trusted part of the community and County system. People expect to hear from us.

***Commissioner Garcia** said he appreciates the focus on school readiness and the KSEP (Kindergarten School Entrance Profile) program. He added that he met last week with three school districts about a “Pre-K consortium”—Bolin, Shoreline and his Sausalito-Marino City district. They are excited about grassroots capacity-building. We need to define what pre-K actually looks like in Marin. We need access to information, education and opportunity.

***Commissioner Niggle** said there is a preschool crisis, especially in non-profits. KSEP is an anchor. She added that 24 kids are enrolled in preschool in Tomales, but the Census shows 0 kids—and that will affect funding and programs and decisionmaking.

***Barbara Clifton-Zarate** (a former First 5 Marin employee) said Marin has many children living on ranches lacking adequate housing, preschool, services and even clean drinking water.

***Commissioner Niggle** agreed that health is basic concern. What about lead testing? We have to be concerned about developmental delays.

***Commissioner Beuerman** said that First 5 Marin is a learning organization. Side-by-side learning with government, schools and non-profits.

Jill Casey concluded by saying that this would be the last evaluation report from the Luminare Group. She noted that it is common and expected in the evaluation field to change consultants for a fresh approach, and usually much sooner.

***Commissioner Bonfilio** offered his thanks to Jill and to Luminare’s founder, Jara Dean-Coffey.

***Pegah Faed** noted that she is forming a subcommittee to search for a new evaluator.

- C. Presentation of Q1 Budget-to-Actuals** – Executive Director Pegah Faed presented financial documents for the first quarter of First 5 Marin’s fiscal year 2020-21. The budget for FY20-21 shows total revenues and cash of \$1,501,202 and total expenditures of \$2,272,730, with revenue-over-expenditures of \$771,528. The ending fund balance as of September 30, 2020 was \$5,261,445.

***Commissioner Bonfilio** asked about Prop. 10 (tobacco tax) revenues. Pegah replied that we have just received September revenues.

***Commissioner Rodoni** asked for a long-term view of Prop. 10 revenues.

- D. Presentation of Executive Director’s R3 Process and Recommendations** – Executive Director Pegah Faed presented her “Review, Reflect and Refine” report, with

recommendations and priorities for 2021. She noted that our current Strategic Plan ends in 2022; she will bring a more detailed plan in January.

Pegah reviewed First 5 Marin's mission, commitment to equity and justice and guiding values. She talked about the way we work: capacity building, convener, catalyst, partner. She summarized our priority results and outcomes, and our strategies: public education, partnerships for change, grassroots capacity building, and public policy advocacy.

What do we want to do in 2021? — operational priorities and programmatic priorities. **For our communications strategy**, she wants to customize by specific audience. For our policy agenda, we should look for our strengths and work through a policy subcommittee. We should also consider exploratory projects. For commission opportunities, she mentioned Marin Voice and speaking to the Board of Supervisors.

For commission engagement, we need to look at roles and expectations. There should be a cohesive identity. She is looking for an engaged commission.

For strategic planning, we will launch a new effort mid-year to establish a future evaluation framework. We will look at sustainability and regional efforts, and bring that back to the commission.

For the next strategic plan, she suggested a three-year document, 2022-2025, followed by five-year plans thereafter.

For exploratory projects:

- * **Children's systems of care / a children's budget**
- * **Universal Basic Income – demonstration project (with a forum on January 21st)**
- * **Early Childhood Education – countywide collaboration, like Marin Strong Start**
- * **Data Matching – using the Children's Data Network**
(what is the trajectory of those born in Marin County?)

Commission responses:

***Commissioner Garcia** said he appreciated the focus on equity and social justice; he asked about equity data points. He asked about goals, metrics and plans. (Pegah replied that goals for the strategic plan will be brought to the Commission in January.)

***Commissioner Martel-Dow** said she is particularly interested in universal child care. She is looking for opportunities to do things differently. We have ambitious policy, but we need capacity internally and externally. She is extremely excited!

***Commissioner Bonfilio** agreed. He said this is a galvanizing and audacious goal. (He also noted that a county in Oregon just passed universal preschool.)

***Commissioner Niggle** said she loved not seeing a "scarcity mindset" in these recommendations. How do we leverage our power? She likes the whole child focus. She said that grassroots leaders can inform this process. (Pegah agreed that we need partnerships. The commission will have a significant role to play.)

***Commissioner Beurman** said she appreciated the pace of Pegah's approach— a good balance between listening and strategic thinking. Kari also mentioned the prevailing COVID mindset and the need to prioritize (regular) vaccinations. (Pegah noted that First 5 Marin is a supporter but not a leader in COVID response.)

***Commissioner Martel-Dow** said First 5 Marin is in a solid financial position to work on our goals.

***Commissioner Garcia** added that he was surprised to see the financial reserves and a relatively low-level of expenditures.

***Commissioner Leavitt** said she is really looking forward to this work. She is amazed to see the depth of understanding and vision looking forward. She said we are well-positioned to take action.

***Commissioner Niggle** said she sees a lot of alignment, and people are listening.

Pegah concluded by saying that she will be bringing more detail to the January commission meeting. She will provide the slide deck to the commission.

VII. ADJOURNMENT – Commissioner Bonfilio adjourned the meeting at 7:28 p.m.

NEXT SCHEDULED COMMISSION MEETING:

January 20, 2021

5:30 p.m. to 7:30 p.m.

Online

Executive Director's Report

January 2021

Public Policy and Communications –

Annual Report – Michelle produced First 5 Marin's annual report for 2021, including audited financials for 2019-20. This report includes a two-page introduction to the Help Me Grow Marin program as well as data and demographic pages related to children and families in Marin, including a page on the cost of living ("Making Ends Meet in Marin") and a page related to child care costs and the impact of COVID.



First 5 Marin Annual Report 2021



Hard copies have been mailed to each commissioner, and additional copies are available for distribution to your colleagues; other copies will be mailed to First 5 Marin's community partners and local elected officials. (Email Michelle@First5Marin.org with any requests.)

Daily Emails – Michelle continues to produce daily emails with activities for young children. While not everyone needs this resource, we have received many positive responses and messages of thanks. (Sister Joan responds daily!) 😊 [If you know someone who would like receive these emails, please send a name and email address to Michelle.]

Marin Communications Forum – The Forum is alive and well under COVID restrictions. While we miss gathering in public, the online presentations have been very successful. (This prompts some options for the future, with perhaps quarterly meetings in public and others online. We can discuss this in the coming months.) The most recent forum was:

- **The Learning Bus** – In December, staff from The Learning Bus (formerly the FLAGship) made a bilingual presentation to show how they offer fun and educational programs to teach young children and help prepare them for kindergarten. Programs include numbers and alphabet work as well as songs, games, art and developmental activities. Under COVID restrictions, the bus has not been making normal rounds through the county, but they are hosting online classes. (*As a reminder, First 5 Marin has supported The Learning Bus with about \$50,000 per year for the last 20 years—that's a million!*)

Upcoming forums include:

- **January 21, 2021: Guaranteed Income Programs** – This forum, co-hosted by the Marin Community Foundation and the County of Marin, will present the idea of guaranteed

cash payments to low-income residents as a means of promoting income stability. Nearly two dozen municipalities across the country have programs or are developing pilot programs. The forum will review how such a program might work in Marin.

In support of this forum, Michelle and Pegah developed an opinion editorial submitted to The Marin Independent Journal to introduce the concept of guaranteed incomes and to announce the forum. Pegah's Marin Voice was published on Thursday, January 14th. (See <https://www.marinij.com/2021/01/13/marin-voice-guaranteed-incomes-could-bring-economic-stability-to-some/> or email Michelle for the link.) The op-ed was distributed by email and posted on Facebook.

***If you are interested in this issue, please consider submitting a letter to the editor. Send 250 words or less to: opinion@marinij.com. If you'd like assistance, email Michelle.

- **February 25, 2021: Launch of Help Me Grow Marin County** – This forum will include an introduction to the “Help Me Grow” concept, an overview of Help Me Grow program in Marin and a review of the website, and testimonials from local success stories. [Help Me Grow Marin will offer free, confidential consultations and provide information on child development, behavior, social-emotional and physical health—as well as referrals for parents, healthcare providers and community partners serving children and families.]

Michelle will be working with Susanne and Maritza on a Marin Voice piece, as well as a complete outreach plan to introduce Help Me Grow Marin and announce the forum.

- **March 2021: Race Counts Marin** (tentative) – First 5 Marin is working with The Advancement Project to return for a second presentation of their “Race Counts” report (which found Marin to be number one for racial disparities among all California counties). The Advancement Project will have new data as well as recommendations for action steps for making change.
- **April 2021: Child Abuse Prevention** – We are working with the Child Abuse Prevention Council of Marin (CAPC) to present the forum originally scheduled for last April. Date and more details coming soon.

Oral Health – The Marin Oral Health Advisory Committee continues meeting, with a focus on issues related to dental care under COVID restrictions and concerns. We have also developed “oral health kits” for distribution at schools and preschools.

Michelle continues working as chair of the Communications Group for the **Marin Oral Health Project**. The group developed infographics and other messaging for the months of January and February aimed at children ages 0 to 5 and school-aged children. These are being posted on the “**Healthy Smiles Marin**” Facebook page at: www.facebook.com/Healthy-Smiles-Marin-372662556785470/ (and shared on First 5 Marin's page). In addition, the group developed messaging specific to the COVID-19 situation, including the infographics above about emergency dental care.

For more oral health information, see: <http://marinoralhealth.org/>

Website and Logo – Michelle and Pegah have been working with our consultant Howry on the development of a new logo and website. We expect to receive several logo options in the near future and will share those with commissioners before a final decision is made. We have also been working diligently on the architecture for the new website which will feature “Help Me Grow Marin,” the Marin Communications Forum and the California Parent Guide from First 5 California. We will share updates over the next two months and hope to launch by April 1st.



HELP ME GROW MARIN -

Initiative Launch - A formal launch of the Help Me Grow program is being planned for February 25, 2021. We have invited someone from the National Office along with Heather Little from Help Me Grow California to speak. In addition we will be showing a preview of our new website and will have some testimonials from a parent, a health care provider and a community based organization.

Website - The Help Me Grow Marin website went live in late November 2020. We continue to edit the website. Please take a moment to visit it at www.helpmegrowmarin.org. We are currently exploring the development of a website promo video to show partners and parents how to navigate the site.

HMG Strategy Development - Pegah, Michelle, Susanne and Maritza met in December for a second meeting with Jill Casey to develop a work plan for short term and long-term needs of Help Me Grow Marin. The document created from this work will be shared with the leadership group which will convene on January 13, 2021 and then be used to support the strategic direction of Help Me Grow Marin.

Partnership Development - Susanne continues to have conversations with UniteUs who is currently working with Kaiser Permanente and looking to launch a program in Marin in 2021. Maritza and Susanne will be looking at their system early in 2021 along with a couple of other Help Me Grow's in California. Maritza and Susanne continue to participate in state, national and local meetings and webinars focusing on current issues and partnerships to support family and children. We are looking at developing some virtual support café's for families.

Home Visiting Coordination Collaborative - The first meeting of the Marin Home Visiting Coordination Collaborative took place on December 17, 2020. It was facilitated by Selma

Albinader and we had a graphic artist take notes for us in real time. There were 8 agencies represented and 4 more were identified to be invited to join the group. Attached is a one page document that was shared with the group on the purpose and objectives of the project. A second meeting is scheduled for January 14, 2021. A third meeting will take place in early February to develop the action plan for the 2 year project that is due February 19, 2021. It is anticipated that the group will meet monthly for a time.

OTHER ACTIVITIES –

Regional Sustainability Efforts – Over the last few months, Pegah has been working with the Bay Area Regional Executive Directors and Viva Social Impact Partners on developing a report that outlines different avenues for sustainability for First 5s in the region and statewide. The report is in the final stages of draft reviews and should be completed relatively soon. The final report will be shared at the future Commission meeting.

Partner Outreach – Pegah has continued to meet with and develop relationships with a variety of partners across the County.

R3 Implementation – Pegah has been working on developing an implementation plan for her R3 recommendations, presented at the November Commission meeting. The draft implementation plan will be presented to the Commission in January for feedback and input.

Marin Home Visiting Coordination Collaborative

Children are born into families and communities with varying conditions and resources to support their growth and development. While every family with a newborn may benefit from community and social support to help adjust to their new lives and promote their child's healthy development, for those with fewest assets, home visiting is a critical service to help families access supports and resources to help their child thrive.

GRANT BACKGROUND

In October 2019, First 5 California State Commission approved up to \$24 million in funding for 5 years to help counties create a sustainable, unified system that supports families with the home visiting services they need and maximize funding to serve more families. This funding is meant to promote increased coordination and collaboration, and is expected to yield significant systems changes including, but not limited to:

1. Increased cross-agency understanding of local population needs and readiness to collaborate on local home visiting services;
2. Efficient, coordinated, and sustainable local home visiting that serves more families more effectively;
3. Interconnected local early childhood systems with home visiting embedded as a vital component leading to strong family outcomes;
4. Networks of cross-county coordination and collaboration that promote shared learning and capacity building, resource sharing, and expertise to strengthen local systems change efforts

TWO STAGES OF FUNDING:

1. **STAGE 1:** 2 years of funding to improve local home visiting coordination; F5CA will provide technical assistance throughout the grant.
2. **STAGE 2:** 3 additional years of funding to prioritize the needs identified in stage 1 of funding.

MARIN COLLABORATIVE GOALS

First 5 Marin was awarded stage 1 funding. The specific goals of this planning grant for Marin County are:

Objective 1: Build a shared vision for including home visiting within the broader local early childhood development and family support systems.

Objective 2: Select one or more home visiting models to serve community needs by:

- Conducting an environmental scan of communities with concentrations of risk and system in those communities that support family and child well-being (Technical Assistance provided by F5 CA Contractor)
- Identifying existing and potential community partners who provide services to support children and families
- Using existing data to identify and prioritize families who would benefit from home visiting services
- Identify one or more evidence based models that would best meet local needs

Objective 3: Identify state funding for an evidence-based home visiting model that addresses the needs identified in the environmental scan by:

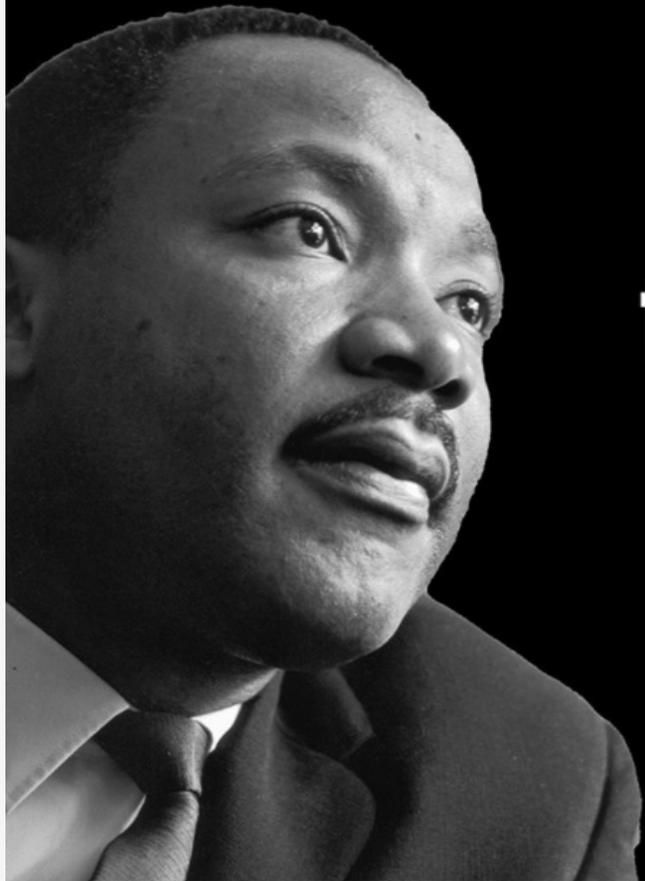
- Selecting one or more evidence based models that support local needs and is listed on the list of Home Visiting Evidenced of Effectiveness models at <https://homevee.acf.hhs.gov>
- Applying for State (DESS or DPH) home visiting funding to implement the home visiting program(s).

Given our present circumstances, it is critical to consider home visiting coordination through the lens of recovery from the COVID 19 pandemic.

Marin Guaranteed Income Demonstration Project

Marin Community Foundation





**“The solution to poverty
is to abolish it directly
by a now widely discussed measure:
the guaranteed income.”**

“Where Do We Go from Here: Chaos or Community” 1967

Martin Luther King Jr.’s last book

Guaranteed Income

A guaranteed income is a monthly, cash payment given directly to individuals. It is unconditional, with no strings attached and no work requirements. A guaranteed income is meant to supplement, rather than replace, the existing social safety net and can be a tool for racial and gender equity.



Guaranteed Income Demonstration Projects



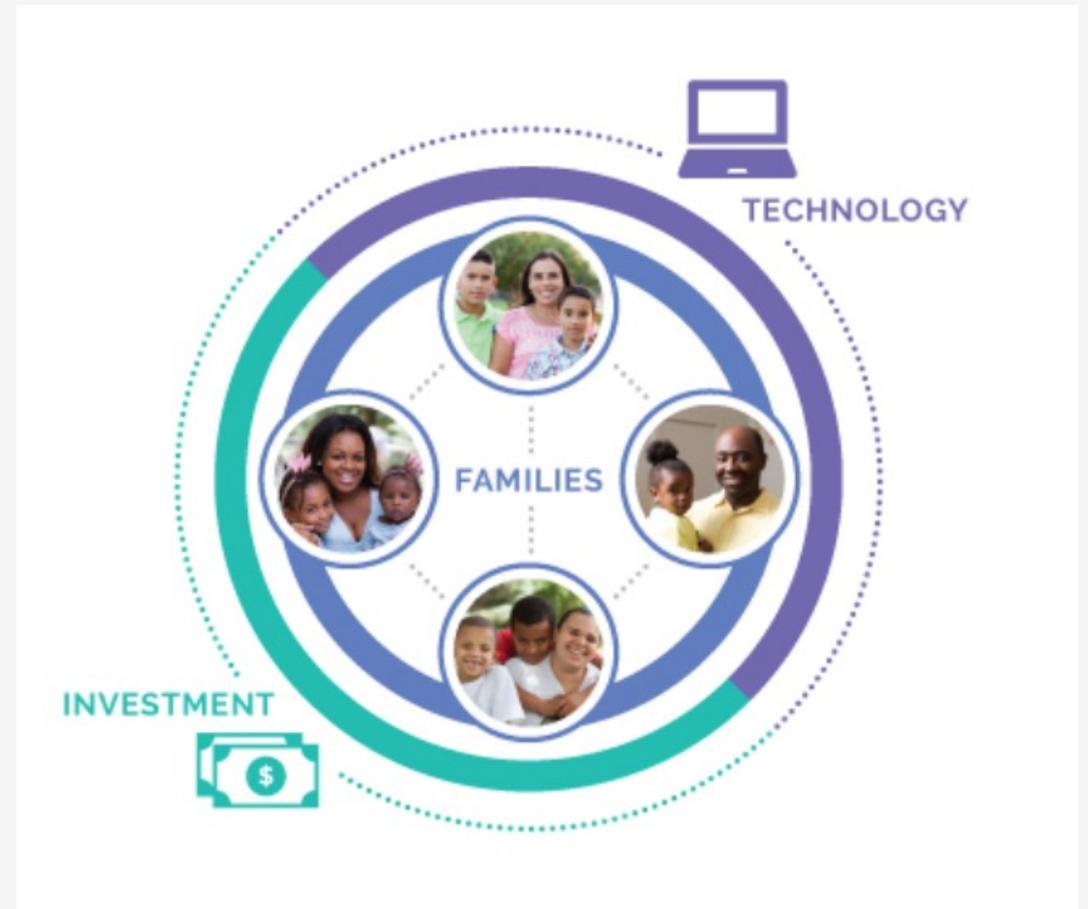
Family Independence Initiative

The Family Independence Initiative trusts and invests directly in low-income families so they can work individually and collectively to achieve prosperity.

FII does this by providing a technology platform where families can strengthen social networks, access cash and support one another in achieving mobility.

FII's strength-based approach includes three elements:

- **Cash** — direct investments to families
- **Choice** — freedom for families to use the cash as they see fit
- **Community** — a platform for people to build and strengthen their social networks



Covid-19 Relief – Cash Assistance – GiveTogetherNow

MCF Investments from May to December: **\$2.105M**

Total Number of Codes/Card: **4210**

- \$500. each Individual

January – June 2021 **\$3M**

Total \$5.105M

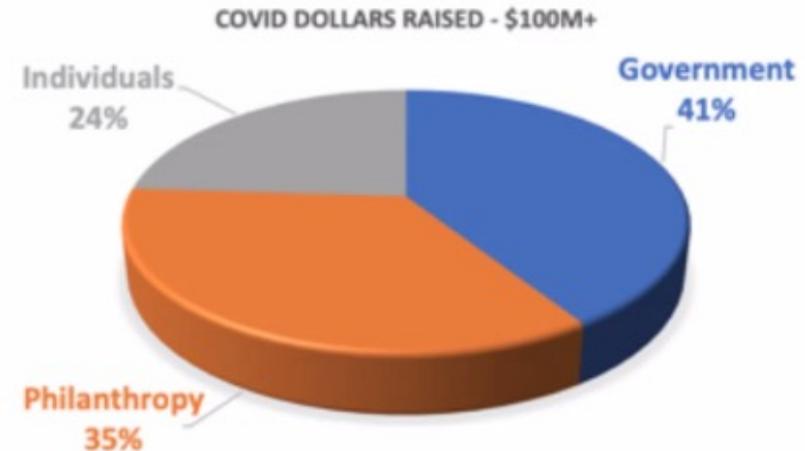
- Partnering with:
 - Family Independence Initiative (FII) to distribute cash assistance via their technology platform
 - 10 local community-based organizations to identify eligible recipients and to provide navigation support to access to codes/cards
 - County of Marin to provide cash assistance to Covid+ individuals



COVID response - #GiveTogetherNow results, Mar-Sept

- 74% used all or most of the money for utilities, food, housing, transportation or childcare.
- 50%: Paid for utilities
- 43%: Bought food
- 41% Paid for housing
- 26% used some of the funds on their extended family or friends
- 21% used some of the funds on their community

Region	Dollars Raised	# of Families
National Total	\$100,000,000	+200,000



Goals

Our ultimate goal is to create a sustainable, replicable model for creating economic mobility for people with low-incomes. Through the implementation of this demonstration, we will uplift the need for policy changes that will lead to long-term impact.

- **To stabilize families by getting cash to them with no conditions or requirements so they can buy the things they need like food, housing, and other essentials.** Our long-term desired family-level outcome areas are decreased racial disparities of families living in poverty and increased family median income (with a focus on decreasing racial disparities in median income).
- **To use data and findings to shift local narratives and systems in Marin and how we all do our work, and to support and inform local, regional, statewide and national policy efforts.** At the policy level, our long-term goal is to promote strength-based policies and advocate for the removal of deficit-based policies, for example: increase of Asset Caps for state or county benefits, expanded California Child Tax Credit, Guaranteed Income, expanded Earned Income Tax Credit, Modifications to credit and lending practices, and reparations.

Marin Guaranteed Income Demonstration Project

MCF Investment \$3.25M

Basic Design

- Moms of Color
- Monthly income supplement of approximately **\$1,000**
- Duration of **24 months**
- **Up to 200** (number of participants dependent on final financial investments)
- Countywide and/or community specific.
- Criteria will be defined as part of the design process and may focus on households earning within a specific federal poverty level range.

Design and Implementation

- Advisory Committee
- Subcommittees/Workgroups:
 - Waivers
 - Evaluation
 - Public Policy
 - Communications

The Book of Mom



The Book of Mom

A Journey to Self-Sufficiency in Marin County



First 5 Marin Communications Forum

Guaranteed Income

January 21, 2021 10 a.m. – 12 p.m.



Mayor Libby Schaaf,
Oakland



Supervisor Matt Haney
San Francisco



Nika Soon-Shiong
Executive Director, Fund
for Guaranteed Income,
Compton Pledge



Jesus Gerena, CEO
Family Independence
Initiative



Natalie Foster, Co-chair
and Co-founder of the
Economic Security
Project

More information

Learn more about FII and Guaranteed Income efforts:

Family Independence Initiative (FII) <https://www.fii.org/> and [UpTogether](#)

Mauricio Miller's Book <https://www.thealternativebook.org/>

Mayors for Guaranteed Income: <https://www.mayorsforagi.org/>

The Stockton Economic Empowerment Demonstration Project (SEED)

<https://www.stocktondemonstration.org/>

The Abundant Birth Project, <https://pretermbirthca.ucsf.edu/news/pregnancy-income-supplementation-program-launches-improve-black-and-pi-births>

The Magnolia Mother's Trust <http://springboardto.org/index.php/blog/story/introducing-the-magnolia-mothers-trust>

Research

[Accelerating Equity and Justice: Basic Income and Generational Wealth \(2020\)](#)

[Income Guarantee Benefits and Financing \(2020\)](#)

[Comparing Recent Income Maintenance Proposals: Universal Basic Income, Negative Income Tax, and Child Allowance \(2020\)](#)

[No Strings Attached: The Behavioral Effects of U.S. Unconditional Cash Transfer Programs \(2017\)](#)

[The Long Term Impact of Cash Transfers to Poor Families \(2014\)](#)



First 5 Association
Overview of January Budget FY 2021-22
Last Updated: January 13, 2021

Last Friday, Governor Newsom released his \$227 billion proposed State Budget for FY 2021-22. While in the midst of an unprecedented economic recession and public health pandemic, California’s General Fund remains healthy for FY 2021-22, while structural deficits are projected for the out-years. Recent federal relief provides additional support for critical needs throughout the state, some of which is reflected in the January budget proposal. Even with recent federal relief, the budget still points great fiscal uncertainty, especially around the stock market performance, prolonged unemployment, and more small business closures.

In recognition of urgent needs across California, the Governor stated his top budget priorities to bolster safety net services, re-open schools safely, support small businesses, promote vaccinations, and sharpen wildfire preparedness.

In terms of process, we again anticipate an abnormal budget year: The Governor is asking the Legislature to address immediate needs on an expedited timeframe, while also adhering to the regular budget process (however, we continue to anticipate fewer public hearings due space and safety constraints).

Most immediately, the Governor is calling on the legislature to pass a \$5 billion budget package that includes: re-opening schools safely, small business grants, fee waivers for small business, the Golden State Stimulus/ Eviction moratorium – *see chart below*.

Additional details and our initial analysis across our policy agenda —family resiliency, early learning, comprehensive health & development and sustainability and scale—can be found below.



I. FAMILY RESILIENCY:

Overall, the budget recognizes immediate needs of children and families and proposes expedited relief, especially for the most vulnerable families and those who have been hit hardest by the pandemic and economic recession.

Golden State Stimulus: Most significantly, the Governor proposed a new Golden State Stimulus, which provides \$600 in rapid cash relief to individuals who qualified for CalEITC in 2020, including the most recent expansion to ITIN filers (which became law in July 2020). Relief is estimated to reach 3.9 million Californians who filed for the credits last year, generating \$1.1 billion in credits.

Further, the Governor proposes to extend the state's **eviction moratorium**, enacted through AB 3088, and aims to use California's \$2.6 billion share of the federal rental assistance for low-income households, while helping to stabilize small property owners who are struggling. Specifically, the proposal intends to protect renters from eviction who are experiencing financial hardship related to COVID-19 and pay at least 25 percent of monthly rent.

The Governor called for immediate action to implement the Golden State Stimulus and eviction moratorium in February and March.

Food security: Recognizing growing needs to address food insecurity, the budget includes \$30 million one-time General Fund (above base) to fund existing Emergency Food Assistance Program providers, food banks, tribes, and tribal organizations. Budget enhancement were similarly made to the Supplemental Nutrition Benefit and Transitional Nutrition Benefit Program and the California Food Assistance Program Emergency Allotments.

CalFresh caseloads are projected to increase by 17% in FY 2021-22. To meet caseload demand, the budget includes \$838 million in General Fund (an increase of \$182 million) for CalFresh county administrative funding. The budget also includes \$3 million to support increased staffing at CDSS for the CalWORKs and CalFresh program.

Lastly, the recent Federal COVID-19 relief package includes additional measures that will address food insecurity, including a 15% increase to SNAP benefits and needed clarity around the Pandemic-EBT program for children under age 6, which we are monitoring closely for implementation details.

Child Welfare Services: The budget includes \$61.1 million in General Fund to support services related to quarantine needs for foster youth and caregiver, temporary extension of assistance payments to emergency caregivers, support to Family Resource Centers, state-administered contracts for youth and family helplines, assistance to families with youth who are at-risk of entering foster care.

Additionally, the budget includes \$61.1 million (\$42.7 million in General Fund) to begin implementing the Federal Family First Prevention Services Act.

CalWORKs: Given higher unemployment caused by the economic recession, CalWORKs caseload is projected to increase by 19% in FY 2021-22, serving an estimated 490,000 families throughout the state. The budget includes a 1.5% increase to the CalWORKs Maximum Aid Payment (MAP), effective October 1, 2021. This policy change is estimated to cost \$50.1 million and is estimated to bring MAP levels to \$891 per month (for a family of 3 in a high-cost county), and again demonstrates a commitment to supporting vulnerable CalWORKs families.

Further, the budget continues to exempt any month or partial month of CalWORKs aid or services from counting towards the CalWORKs 48-month time limit, an exemption first made due to the COVID-19 pandemic. This exemption applies to all CalWORKs recipients, unless they have exceeded the federal aid time limit or have another “clock stopper”. In total, the budget allocates \$46.1 million for FY 2021-22 to continue this exemption.

II. EARLY LEARNING

The budget outlines immediate COVID-19 relief, in addition to taking longer-term steps to implement the state’s recently released Master Plan on Early Learning and Care.

Immediate COVID-19 Relief: Recognizing the fragility of the child care system, the budget allocates \$55 million from General fund to support child care providers and families as a result of the pandemic. Additionally, in 2019, the Governor dedicated part of the Prop 64 Cannabis funding to expand child care access. This year’s budget, adds an additional \$21.5 million for FY 2020-21 and \$44 million ongoing, providing 4,700 new child care spaces in California.

CA is poised to receive \$1 billion in child care funding from the most recent federal COVID-19 relief package. The FY 20-21 state budget planned for additional federal relief (as outlined in SB 820), which this year’s budget allocates as follows:

- \$100 million to extend access for children of essential workers, at-risk children, and other eligible children;
- Up to \$90 million in child care provider stipends.
- Up to \$35 million to offer additional non-operational days for providers accepting vouchers in the event of health and safety concerns.
- Continuing to waive family fees through June 2021 (\$30 million)
- Up to \$30 million to increase capacity for subsidized child care and preschool
- \$15 million in re-opening grants to offer assistance to child care providers.

Master Plan: The budget highlights the work around the Master Plan for Early Learning and Care to build a long-term roadmap to universal preschool and a comprehensive, quality and affordable child care system. The budget and the Governor’s comments during the press conference recognize that implementation of the Master Plan will take years of consistent investment and reform, highlighting the transfer of all child care program (with the exception of CSPP) to the Department of Social Services as a first step towards streamlining child care programming.

This budget provides a down payment on aspects of the Master Plan. Most notably:

- \$250 million in one-time Prop 98 General Fund, available over multiple year, to provide grants to LEA that offer early access to TK.
- \$50 million one-time Prop 98 General Fund to support TK and kindergarten teacher preparation, specifically training to provide instruction in inclusive classroom and support English language learners, social-emotional learning, trauma-informed practices, restorative practices, and mitigating implicit bias.

- \$200 million in one-time General Fund for school districts to construct and retrofit existing facilities to support TK and full-day kindergarten programs.

Cradle-to-Career Data System: The Cradle-to-Career Data System Act of 2019 launched the effort to create a longitudinal data system across early education, K-12, higher education, employers, and workforce, and other social services agencies. The effort acknowledges the need to reflect a “whole child” approach to data systems, recognizing the interconnection of education, health, and human services. The budget dedicates \$15 million in General Fund, \$3 million of which is one-time, to further enhance data coordination efforts and to create an office within the Government Operations Agency.

Childhood Reading Program: The Budget includes \$5 million in one-time General Fund for the Department of Public Health to provide books for low-income children to improve child development and literacy. While we await additional details, this investment largely aligns with First 5 CA’s call for investments in early literacy programming and access to books and the multitude of early literacy programs that First 5s and partnership support across the state.

III. COMPREHENSIVE HEALTH & DEVELOPMENT

Special Education/ Early Intervention Services: Recognizing the effectiveness of early intervention services and long-term savings, the budget includes \$300 million in one-time Prop 98 funding for a Special Education Early Intervention Grant program to increase evidence-based services for infants, toddlers, and preschoolers.

Community Navigators: The budget includes \$5.3 million (\$3.2 million of General Fund) for the Department of Developmental Services to contract with family resource center to implement a navigator model statewide. The navigator model would utilize parents of individuals in the regional center systems to provide peer-to-peer mentorship for families being served through the regional center system, with the goals of increasing service utilization in diverse communities and furthering health equity within developmental services.

Continuation of Supplemental Health Payments & Services: The budget extends the Proposition 56 supplemental payments by 12 months, which were scheduled to sunset on July 1, 2021. Specifically, this will continue supplemental payments for developmental screenings, ACEs screenings, women’s health, family planning, loan repayment, among others until July 1, 2022.

Similarly, expanded Medi-Cal post-partum eligibility for up to 12 months will also continue until July 1, 2022.

CalAIM: The budget re-launches the CalAIM initiative, which aims to improve and enhance Medi-Cal services for all enrollees. Specifically, CalAIM looks to better integrate systems of care --with an emphasis on behavioral health, improve care coordination, and bolster Whole Person Care. Specifically, the budget proposes to add \$1.1 billion in FY 2021-22, growing to 1.5 billion by FY 2023-24 for the CalAIM initiative.

Telehealth: The budget also includes \$95 million to expand and make permanent certain COVID-19 telehealth flexibilities, and to add remote patient monitoring as a new covered benefit. DHCS is

expected to release additional details on telehealth programs and services, which we will be following and monitoring closely.

IV. SUSTAINABILITY & SCALE

As expected, DOF includes tobacco tax projections in their January Budget – see chart below. We are working with First 5 CA to understand if these number differ from previous budget projection. The Association will be holding a finance call to discuss budget projections in the coming weeks.

Additionally, the budget recognizes uncertainty in tobacco taxes given the looming flavors ban. SB 793, would prohibit the sale of flavored tobacco products in CA. However, a referendum has been circulated to delay implementation and put the flavors ban before voters in November 2022. Referendum signatures are currently being validated by the Secretary of State, and SB 793 did not take effect on January 1, 2021 as originally intended by the law. The Association is monitoring this closely and will provides updates and information as made available.

Tobacco Tax Revenue (Dollars in Millions)

	2019-20 Actual	2020-21 Forecast	2021-22 Forecast
General Fund	\$60.2	\$54.7	\$46.4
Cigarette and Tobacco Products Surtax Fund	\$215.7	\$202.4	\$174.1
Breast Cancer Fund	\$11.9	\$10.9	\$9.3
California Children and Families First Trust Fund	\$327.5	\$318.1	\$309.4
California Healthcare, Research and Prevention Tobacco Tax Act of 2016	\$1,342.5	\$1,249.8	\$1,063.0
Total	\$1,957.8	\$1,835.9	\$1,602.1



Memorandum

To: Commissioners

From: Dr. Pegah Faed, Executive Director

Date: January 20, 2021

Re: Responsive COVID-19 Hardship Mini-Grant Program

Given the current COVID-19 Pandemic, we know that child and family serving organizations are facing financial hardships. In an effort to be responsive to the needs of those organizations, First 5 Marin staff would like to propose the creation of a one-time, responsive covid-19 hardship mini-grant program.

The Commission approved a budget for flexible spending to support COVID-19 related efforts. The total budget for the mini-grant program can be between \$50,000-75,000, with individual applicants able to apply for mini-grants from \$500 up to \$10,000 to support whatever needs have come up related to COVID-19 hardship in providing needed services and supports for families.

Should the Commission choose the support this suggested grant program, the very simple application will be posted on Monday, January 25th with a deadline of Monday February 8th.