



2024-2030 STRATEGIC PLAN



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Letter From the Chair

Dear Community,

My fellow Commissioners and I consider it a privilege to serve our local community by supporting and overseeing the essential contributions of First 5 Placer to the health, healthy development, and well-being of young children and their families.

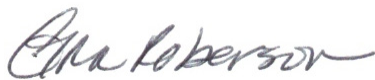
A fundamental commitment of the First 5 Placer Children and Families Commission is to authentically engage with community members as we seek to understand the experiences and needs of families and make decisions about how to invest our resources.

Over the past year we've heard from parents, educators, nonprofit leaders, child care providers, therapists, healthcare providers, advocates, and local administrators. We've heard about the lingering impacts of the pandemic and recent natural disasters. We've learned that official data and statistics don't adequately describe the challenges faced by working families and those living in poverty. We've recognized the need for continued commitment and creativity to ensure that services are accessible and culturally relevant.

Our Placer County community is strengthened by our diversity and united by our shared hopes and priorities. This plan enacts our values by seeking to increase equity and reduce disparities across each of our five focus areas. All Placer County children deserve the opportunities that come with safety, good healthcare, a quality education, and a thriving family. We believe that the commitments made in this plan will improve the experience of young children and their families in each of these domains.

We're eager for continued partnership with the community as we select and implement the strategies that will advance the goals of this plan. Our monthly commission meetings will continue to be the primary place where we develop, approve, and report back on our strategies and choices. We welcome your participation in our meetings, and encourage you to be in touch anytime you want to share your experience, feedback, or recommendations.

In Community,



Gina Roberson
Chair
First 5 Placer Children and Families Commission

Letter From the Executive Director

Dear Community,

For nearly 25 years, First 5 Placer has been proud to support the healthy development of our community's youngest children. By partnering with local systems and community leaders, and strategically investing Proposition 10 revenues, we've helped to improve early literacy, pre- and neo-natal care, oral health, and maternal mental health supports. We've increased the availability of culturally responsive supports and services for parents, and helped grow and strengthen the grassroots nonprofit organizations that directly serve our communities.

This 2024–2030 Strategic Plan is the product of nearly a year of community conversations and the hard work of our Commission and our essential partners. We began this process and begin our plan by affirming our fundamental values and priorities. The plan then articulates our key goals and commitments to children and families in the context of profound changes in our operating context—the continued erosion of Proposition 10 funds, the lingering effects of recent crises, unprecedented and exciting reforms and commitments by our state and federal governments. With these foundations in place, the plan specifies goals, strategies, and measures in our five key focus areas: Oral Health, Early Literacy, Maternal and Child Health, Child Abuse Prevention, and Early Learning and Child Care.

This plan also incorporates the analysis and goals of our essential partner the Placer County Child Care Local Planning Council. Every five years, the Council conducts a local child care needs assessment and adopts a master plan that specifies goals and priorities for the continued development of the local subsidized child care system. The First 5 Placer Children and Families Commission and Child Care Local Planning Council (LPC) have always been essential partners, with overlapping membership and priorities. Recognizing the alignment of our goals and planning timelines, we together decided to formally integrate our plans. The fifth focus area of Early Learning and Child Care serves as the LPC's child care master plan, and the current needs assessment is attached as an appendix.

I look forward to continuing to advance the goals and strategies of the Commission and our community. Along with our invaluable public, nonprofit, and grassroots partners, we'll continue to build a bright future for Placer County's young children and their families.

I look forward to your continued partnership.

Sincerely,



Janice LeRoux
Executive Director
First 5 Placer

About First 5 Placer

First 5 Placer is a public organization created after California voters passed Proposition 10, known as The Children and Families Act, in 1998. Proposition 10 is a tobacco tax that funds local First 5 county commissions to support the healthy development of children through age five. In Placer County, the First 5 Placer Children and Families Commission develops and implements a strategic plan for tobacco tax funds to fulfill our vision and mission. The work of the Commission is supported by a full-time Executive Director and several staffers.

Since 1999, the First 5 Placer Children and Families Commission has directed the investment of over \$65 million in programs serving tens of thousands of Placer County children from the prenatal stage through age five. First 5 Placer grants have funded a range of programs and initiatives, from school readiness and child care workforce development to health care and proper nutrition.

The Commission reviews data and receives reports from the community to identify the strengths and needs of young children and their families, and makes decisions through a transparent public process. The Commission and its staff utilize this information to select strategies that can improve outcomes for Placer County's young children and their families.

The Commission

The First 5 Placer Children and Families Commission is an autonomous, self-governing Commission appointed by the Placer County Board of Supervisors.

The members of the commission are:

1. Jim Holmes, Placer County Board of Supervisors, District 3
2. Raúl Martínez, Assistant Director, Placer County Health & Human Services
3. Jennifer Hicks, Associate Superintendent, Placer County Office of Education
4. Teresa Dawson Roberts, Director of Early Learning, Placer County Office of Education
5. Meagan Mulligan, Family Nurse Practitioner, Chapa De Indian Health
6. Alison Schwedner, Director, Community Collaborative of the Tahoe Truckee Community Foundation
7. Richard Knecht, Managing Partner, Integrated Human Services Group, LLC
8. Jessica Waterford, Coordinator, Placer Multi-Disciplinary Interview Center
9. Gina Roberson (Chair), Consultant, Prevention and Early Intervention Systems



The roles and responsibilities of the Commission include:

Make strategic policy decisions.

The Commission is responsible for setting the overall strategic direction for the use of First 5 funds in Placer County. Commissioners act on clearly defined needs and expected outcomes, maintaining focus on strategic goals while obtaining community input.

- » Approves a county strategic plan that meets all requirements of the California Children and Families Act of 1998.
- » Obtains ongoing input from the community concerning the needs of children ages 0-5 and their families.
- » Carries out an annual review of the strategic plan and conducts at least one public hearing of the review before adopting revisions.

Provide leadership and be accountable to the community.

The Commission takes a leadership role in the community and serves as an advocate for children and families.

- » Attends public events and meetings to provide information and gather input on relevant issues.
- » Ensures that the results of its programs are documented through evaluation.
- » Reviews reports on the impacts of First 5 investments.

Provide fiscal accountability.

The Commission has fiduciary responsibility and ensures that First 5 funds are used appropriately.

- » Administers the moneys in the Children and Families Trust Fund, consistent with the requirements of the Act and the adopted strategic plan.
- » Maintains a long-range financial plan.
- » Approves an annual budget.

The process of developing this strategic plan manifested each of these commitments and the underlying values. The plan provides an essential tool for the Commission's continued work over the next six years.

Vision

The First 5 Placer Children and Families Commission believes all children are our children, therefore we shall create an environment that supports our children and their families in reaching their full potential.

Mission

In order to achieve our vision we will focus on early childhood development, and will support and build on existing collaborative efforts by bringing together diverse perspectives, communities, and resources to assure comprehensive integrated strategies and holistic family-centered sustainable approaches.

“There is hereby created a program in the state for the purposes of promoting, supporting and improving the early development of children from the prenatal stage to five years of age.

It is the intent of this act to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development and to ensure that children are ready to enter school. This system should function as a network that promotes accessibility to all information and services from any entry point into the system. It is further the intent of this act to emphasize local decision making, to provide for greater local flexibility in designing delivery systems, and to eliminate duplicative administrative systems.”

*From Proposition 10:
The California Children and Families Act*

Roles

The First 5 Placer Children and Families Commission prioritizes Proposition 10 revenues for local grantmaking while recognizing the necessity of taking diverse approaches to supporting young children in the context of California’s dynamic policy and economic environment and the multiple systems with which families interact.

In practice, this means that the Commission and Placer First 5 staff utilize several distinct roles to support, as directed by Proposition 10, the development of “an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development and to ensure that children are ready to enter school.”



Funder/Grant Maker

- » Investing financial assets in programs and initiatives that create positive change in the lives of children and their families



Community Partner

- » Co-creating and contributing to partnerships that bridge and bond the assets and resources available to children and their families



Builder of Sustainability

- » Helping to build the capacity of partners, communities, and systems to leverage public and private dollars and create resilient, sustainable organizations and approaches



Catalyst, Convener, and Facilitator

- » Encouraging systems change by supporting innovative thinking, promising practices, and policy development by bringing people and organizations together



Advocate, Policy Maker, and Public Educator

- » Providing community members with timely and relevant information and advocating for positive policy change



Across all First 5 roles, the Commission and staff seek to foster collaboration among staff, grantees, partner organizations, community members, and Placer County’s many child- and family-serving systems.

Context

In the years since its creation, the context in which First 5 Placer operates has changed dramatically. Technology has transformed work, education, and healthcare. Systems, schools, and institutions have navigated dozens of federal and state policy changes, shifting priorities and various initiatives, numerous economic cycles and resulting boom and bust budgets.

The State of California has recently made a range of commitments to social and healthcare programs, many of which hold promise for young children and their families. Most will take years to implement, but some can make available significant new resources. Ensuring that Placer County communities benefit from these reforms and initiatives will require attention, resources, and persistence.

Thankfully, fewer Californians are smoking, but as a result the Commission has seen a steepening decline in Proposition 10 tobacco tax revenues, which fund grantmaking. Despite the declining grantmaking budget, in the current context of nearly unprecedented complexity and significant opportunity, the Commission and staff recognize the necessity of sustaining its non-grantmaking roles described throughout this document.

About the LPC

The Placer County Local Child Care and Development Planning Council (LPC) is the official advisory body to First 5 Placer. The LPC was established in 1991 in accordance with state law AB 2141 to provide a forum to identify local priorities for child care and to develop policies to meet the needs identified within these priorities.

The California Department of Education provides funding for the work of the Council, which includes:

- » Conduct Local Needs Assessment: identify and plan for child care and development services based on the needs of families.
- » Advocate for the needs of families with respect to early care and education.
- » Promote public participation in the planning process.
- » Support the existing child care infrastructure by coordinating services. Foster partnerships designed to meet local child care needs.
- » Serve as a forum to address the child care needs of all families in the community and all child care programs.
- » Advise the Board of Supervisors and Board of Education with respect to the early care and education needs of families.

In 2022, the Commission chose to align and integrate the First 5 Placer Strategic Plan with the LPC Master Plan for Childcare. This decision was articulated in the RFP for planning services issued in 2022:

“Early Learning and Childcare will be added to this plan as a primary impact area. For over 20 years, access to childcare has been a crisis in Placer County, exacerbated the last three years. Accessibility, affordability, equity, cultural competence, facilities, recruitment and training of providers are all issues of concern. For early learning as a whole, the expansion of transitional kindergarten to include 4 year olds and greater funding for preschools provide great opportunities for families and challenge for systems. The section on early learning will include the needs assessment required by the LPC; this component will serve as the LPC’s Master Plan for Childcare. The requirements for the needs assessment are outlined in Attachment 3. NOTE: While F5P’s overall strategic plan focuses on children 0-5 and their families, the childcare piece will expand to children 0-12.”

The Childcare Master Plan is thus contained in the strategic plan below. The Local Needs Assessment is provided as an Appendix to this document.



Foundations of the Strategic Plan

Values and Principles

First 5 Placer is guided by values and principles that are articulated in its strategic plan and affirmed through the conduct of the Commission and the daily actions of the staff. These include:

- » First 5 Placer seeks to advance equity within Placer County by focusing attention and directing investments towards children and families whose demographics, geography, or circumstances place them at higher risk of disparities in access and outcomes.
- » First 5 Placer supports holistic, inclusive, and culturally competent approaches for young children and the families and communities that support them.
- » First 5 Placer seeks to fully leverage the Proposition 10 revenues it administers. It achieves this by complementing grantmaking with systems impact roles and activities and supporting grantees and other community partners in developing the capacity to access sustainable funding streams.
- » First 5 Placer is committed to supporting the development of an integrated, comprehensive, and collaborative continuum of supports that enhance early childhood development and support school readiness. This requires taking an active role in interagency planning, administration, and oversight, and robust ongoing engagement with the community.
- » First 5 Placer supports Placer County children and families through community education and engagement strategies and advocacy in the local, state, and federal legislative processes when appropriate.
- » First 5 Placer recognizes enrichment activity providers, parent networks, faith-based organizations, and other partners who support the healthy development of children and families as vital partners.
- » First 5 Placer regards and commits to evaluation as a continuous learning opportunity that improves services and programs, discovers new approaches, and supports sustainability of positive child, family, and community outcomes.

Equity Commitments

The First 5 Placer Children and Families Commission is committed to advancing equity and redressing the many historical injustices that manifest in disparities in access and outcomes among children and families in certain demographics, geographies, and circumstances. In formulating its strategic plan and making its investments, the Commission focuses attention and directs resources to low-income children, families, and communities where these disparities are concentrated.

The Commission recognizes the continued legacies of racism and racial injustice, as evidenced by persistent disparities in outcomes among specific demographics in Placer County, as well as disproportionate representation in public systems. In collecting and analyzing data during the development of this strategic plan, the Commission sought to disaggregate data by demographic in order to identify disparities. These analyses reaffirmed the need to focus resources to support underserved populations, including:

- » Racial/ethnic groups experiencing disproportionate prevalence of systems involvement
- » Racial/ethnic groups experiencing disparities in healthcare access and outcomes
- » Medically fragile children
- » Single parents
- » Parents under age 21

First 5 Placer is committed to addressing disparities by making the benefits of proven policies and practices available to its priority populations. Investing in and proliferating effective approaches will drive improved outcomes for young children and their families.



In developing this strategic plan, the Commission reviewed data regarding socioeconomic status, service access, and indicators of parent and child well-being across geographies within the county. The Commission also reviewed relevant indicators for all schools in the county. This analysis affirmed a set of geographic areas where disparities are concentrated:

- » Sheridan and Central Lincoln (neighborhoods around Gladding McBean)
- » Newcastle: Near I-80 and Taylor Rd
- » Rocklin: Johnson-Springview Park Area
- » Central Roseville and Cirby Areas
- » Colfax, Alta-Dutch Flat, Foresthill (I-80 Corridor)
- » Rural areas
- » Auburn Greens and North Auburn
- » Tahoe City, Kings Beach, West Shore (Tahoe Region)

The Commission recognizes that families experiencing challenging circumstances may need additional support to ensure that their children experience safety, healthy development, and educational progress. Consistent with research and the experience of Placer County’s public systems, community-based organizations, and community members, the following are understood as potential contributors to disparities in child and family outcomes:

- » Current or past history of substance abuse
- » Current or recent experience of mental health concerns
- » Current or past involvement with the child welfare system
- » Experience of domestic violence
- » Incarcerated or recently released parents
- » Kinship or non-relative caregivers

By publicly recognizing disparities and the factors that contribute to them, and by responding with focused attention and resources, the Commission supports the ongoing work of the entire Placer County community to advance and improve equity for all children and families.

Supporting data and analysis are available in the Appendix.

Collaborative Impact Model

Since 2019, First 5 Placer has intentionally advanced a Collaborative Impact Model, a modified version of the Collective Impact Model articulated by John Kania and Mark Kramer in “Embracing Emergence: How Collective Impact Addresses Complexity,” published in 2013 in the Stanford Social Innovation Review and currently in wide use in peer organizations throughout the country.¹ The model, as adapted by First 5 Placer, recognizes the complexity of social challenges like those faced by some young children and their families and provides a framework for fostering the conditions for goal advancement in the context of that complexity.

The model provides a roadmap to fully engaging the community in a responsive and adaptive approach to creating an integrated, comprehensive system that consistently supports the success of children and families. “Achieving” the five conditions is not a goal in and of itself. The authors write, “at its core, collective impact is about creating and implementing coordinated strategy among aligned stakeholders.” For the Commission, in practice this means regularly collecting data about the needs and experiences of young children and their families, maintaining continuous and productive engagement with the community, and considering current contextual factors— including resource availability, related and complementary initiatives, and advocacy—when making choices about goals and strategies.

As the article describes, a Collective Impact model is essentially a state of preparation for the inevitable novel challenges and complications that arise from complexity. The past several years have provided myriad examples: wildfires, the COVID-19 pandemic, historic federal and state reforms and investments. In this context, the Collaborative Impact model has provided an invaluable framework for choosing and implementing First 5 Placer’s goals, strategies, and roles. The continued commitment of the Commission is to lead and facilitate the collaborative efforts of all Placer County agencies and organizations that share the same goals for young children and their families.

The Five Conditions of Collective Impact	
Common Agenda	All participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.
Shared Measurement	Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable.
Mutually Reinforcing Activities	Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.
Continuous Communication	Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and create common motivation.
Backbone Support	Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.

¹ Kania, J., & Kramer, M. (2013). “Embracing Emergence: How Collective Impact Addresses Complexity.” Stanford Social Innovation Review. <https://doi.org/10.48558/ZJY9-4D87>

The 2023 Strategic Planning Process

The Commission held a one-day retreat in summer 2022 to launch the planning process for this 2024–2030 Strategic Plan. At that meeting, the Commission decided to sustain the four focus areas of the 2015 Strategic Plan:



1. Child Abuse Prevention



2. Early Literacy



3. Maternal and Child Health



4. Oral Health

The Commission also decided to add a fifth focus area:



5. Early Learning and Child Care

Through competitive procurement, the Commission selected consulting firm Social Change Partners, LLC, (SCP) to facilitate the strategic planning process. The Commission also formed a Strategic Planning Committee to meet regularly with SCP and staff to track and provide guidance on the process. The Strategic Planning Committee consisted of the following Commissioners, LPC Members, and staff:

- » Gina Roberson *Commission Chair*
- » Raúl Martínez *Commissioner*
- » Richard Knecht *Commissioner*
- » Jennifer Hicks *Commissioner*
- » Darcy Roenspie *LPC Member, Placer County Office of Education*
- » Steven Bruce *LPC Chair, Placer County Office of Education*
- » Janice LeRoux *First 5 Placer Executive Director*

The Strategic Planning Committee approved a workplan in February 2023 that detailed proposed data analysis and planning steps, and approved a community engagement plan in March. The decision was made to hold a half-day strategic planning retreat on August 16, 2023, in person in Auburn. SCP also regularly presented to the full Commission during its regularly scheduled meetings.

SCP aggregated and analyzed data, and presented findings as a “[Briefing Book](#)” provided to the Commission prior to the retreat. SCP also conducted over 50 1:1 interviews with a broad range of First 5 Placer stakeholders including Commissioners, grantees, staff of community-based organizations, educators, child care providers, and parents. SCP also met in person with Truckee area providers, parents, administrators, and advocates. To support the development of the LPC Needs Assessment, SCP also partnered with the LPC to conduct a survey of 200 child care providers.

During the strategic planning retreat on August 16, 2023, in Auburn, the Commission affirmed the premises and frameworks that carry over from the current strategic plan. The Commission then reviewed findings from SCP’s data analysis and community engagement, and gathered additional input and perspectives from community stakeholders in attendance.

The Commission received a staff presentation detailing goals, strategies, and outcomes under the existing strategic plan before walking through each of the four existing focus areas using a structured discussion guide:

1. What is the overarching need statement?
2. What populations are disproportionately impacted or historically underserved?
3. What outcomes have been defined by the collaborative impact model?
4. How can First 5 grants and/or systems impact strategies make a unique contribution to advancing those outcomes?
5. Which roles will we deploy?
6. What resources should we invest?

The results of those conversations form the basis of this strategic plan.

In compliance with state law and commission policy, all meetings of the committee were open to the public, as was the half-day strategic planning retreat.

2024-2030 Strategic Plan



Our Big Picture Goal

Placer County children are safe, healthy, and ready to succeed in school and life.

Our Five Focus Areas

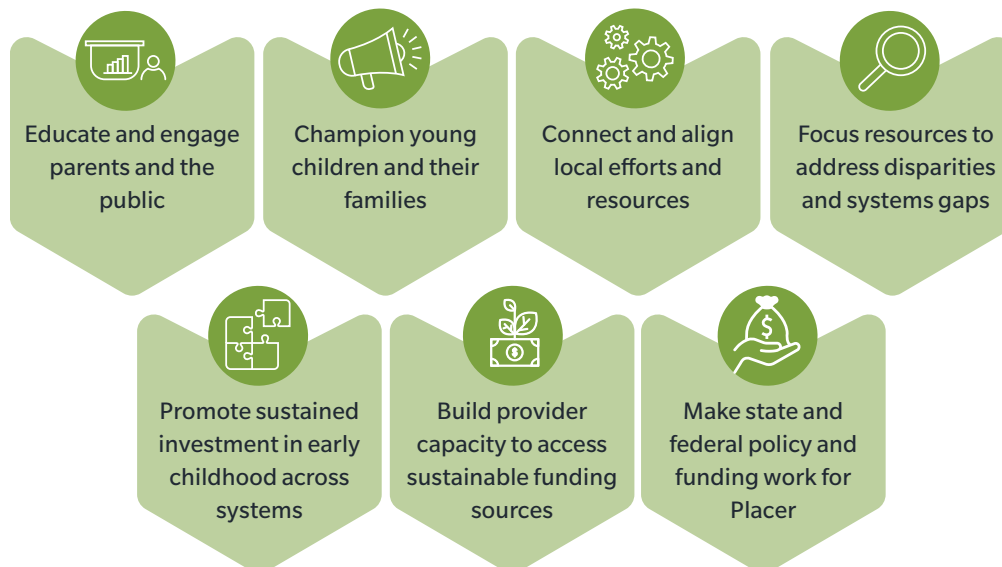
-  Child Abuse Prevention
-  Early Literacy
-  Maternal and Child Health
-  Oral Health
-  Early Learning and Child Care



Our Overarching Systems-Impact Strategies

First 5 Placer embraces the intent of Prop 10 to “facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development and to ensure that children are ready to enter school.”

These seven overarching strategies are implemented across our activities and roles in order to help realize that vision and create a comprehensive continuum of services that reaches young children and their families throughout our county:



FOCUS	ROLES	OUTCOMES	STRATEGIES
 <p>Child Abuse Prevention</p>	 Grantmaker  Builder of Sustainability  Catalyst, Convener, and Facilitator	<ol style="list-style-type: none"> 1. Increased public and parent awareness of risk, protective, and promotive factors. 2. Improved alignment among prevention efforts in the county. 3. Improved availability and accessibility of prevention and early intervention resources. 	<ul style="list-style-type: none"> » Educate and engage parents and the public. » Champion young children and their families. » Connect and align local efforts and resources. » Focus resources to address disparities and systems gaps. » Promote sustained investment in early childhood across systems. » Build provider capacity to access sustainable funding sources. » Make state and federal policy and funding work for Placer.
 <p>Early Literacy</p>	 Grantmaker  Community Partner  Advocate, Policymaker, and Public Educator	<ol style="list-style-type: none"> 1. Books reach every child under age 5 in Placer County. 2. Literacy efforts share data and align strategies in priority geographies and populations. 3. Sustained and impactful strategies support improved reading levels. 	<ul style="list-style-type: none"> » Educate and engage parents and the public. » Champion young children and their families. » Connect and align local efforts and resources. » Focus resources to address disparities and systems gaps. » Promote sustained investment in early childhood across systems.
 <p>Maternal and Child Health</p>	 Grantmaker  Builder of Sustainability  Catalyst, Convener, and Facilitator	<ol style="list-style-type: none"> 1. All Placer County children receive care at standards. 2. Parents understand and are able to access available supports. 3. Racial disparities improve. 	<ul style="list-style-type: none"> » Educate and engage parents and the public. » Champion young children and their families. » Connect and align local efforts and resources. » Focus resources to address disparities and systems gaps. » Promote sustained investment in early childhood across systems. » Build provider capacity to access sustainable funding sources. » Make state and federal policy and funding work for Placer.
 <p>Oral Health</p>	 Community Partner  Catalyst, Convener, and Facilitator  Advocate, Policymaker, and Public Educator	<ol style="list-style-type: none"> 1. All Placer County children receive care at standards. 2. Parents understand and are able to access available supports. 3. Racial disparities improve. 	<ul style="list-style-type: none"> » Educate and engage parents and the public. » Champion young children and their families. » Focus resources to address disparities and systems gaps. » Promote sustained investment in early childhood across systems. » Build provider capacity to access sustainable funding sources.
 <p>Early Learning and Child Care</p>	 Community Partner  Catalyst, Convener, and Facilitator  Advocate, Policymaker, and Public Educator	<ol style="list-style-type: none"> 1. Improved accessibility of child care across the county. 2. High quality of care across all child care settings. 3. Increased equity through access, affordability, and cultural/linguistic responsiveness. 	<ul style="list-style-type: none"> » Educate and engage parents and the public. » Champion young children and their families. » Focus resources to address disparities and systems gaps. » Promote sustained investment in early childhood across systems. » Build provider capacity to access sustainable funding sources.



Child Abuse Prevention

First 5 Placer seeks to support families in building the protective and promotive factors that reduce the risk of maltreatment, help children reach timely developmental milestones, and promote health and well-being in communities.

Recent data indicates that in the past three years, child maltreatment reports and substantiations have been on the rise, and community members have considerable concern about child safety. Furthermore, racial disproportionality at all levels of systems interaction is significant and persistent, with Black and Native families particularly overrepresented.

Big picture, we want to see reduced incidence of child maltreatment in Placer County. This will in turn lead to fewer referrals to Child Protective Services and fewer entries to foster care.

ROLES WE'LL DEPLOY:



Grantmaker



Builder of Sustainability



Catalyst, Convener, and Facilitator

The **Desired Outcomes** of our Child Abuse Prevention work are:

1. Increased public and parent awareness of risk, protective, and promotive factors.
2. Improved alignment among prevention efforts in the county.
3. Improved availability and accessibility of prevention and early intervention resources.



Our **Primary Strategies** will be:



In our **Implementation** planning, we'll seek to sustain successful programs, address lessons learned, adapt to our current context, and innovate new approaches. Approaches may include:

- Support neighborhood-based and mobile programs and services to reach priority geographic areas and populations.
- Promote the expansion and sustainability of best practices, including culturally responsive parent education and child development models.



Early Literacy

First 5 Placer seeks to partner with all Placer County parents to increase their knowledge of the importance of early literacy and to improve the time they spend reading with their children.

While the percentage of third graders meeting state standards for reading increased slightly under the previous strategic plan, in 2022 it was still less than 60% for all children and less than 40% for children in poverty. Parental education is directly correlated with children’s third grade reading proficiency, with children of college educated parents more than twice as likely to meet state standards. In addition, certain populations and geographies within the county show markedly lower third grade reading levels.

Big picture, in the focus area of Early Literacy we want to see documented improvements in reading levels for all Placer County children, which will contribute to improvements in overall academic and developmental readiness.

ROLES WE’LL DEPLOY:



Grantmaker



Community Partner



Advocate, Policymaker, and Public Educator

The **Desired Outcomes** of our Early Literacy work are:

1. Books reach every child under age 5 in Placer County.
2. Literacy efforts share data and align strategies in priority geographies and populations.
3. Sustained and impactful strategies support improved reading levels.



Our **Primary Strategies** will be:



In our **Implementation** planning, we’ll seek to leverage partnerships, support the success of concurrent initiatives, and proliferate effective practices. Approaches may include:

- Secure and distribute free books and ensure that they reach the families most in need.
- Facilitate the adoption of shared measures and report findings.



Maternal and Child Health

First 5 Placer seeks to reduce disparities in maternal and child health access and outcomes.

Recent data indicates persistent, significant racial and ethnic disparities in access to prenatal care, low birthweights, and maternal mental health.

Big picture, in the focus area of Maternal and Child Health, we want all Placer County children to be born healthy to mothers who are well-supported and healthy themselves. This means mothers receive care beginning in the first trimester and are screened for depression. It means that babies receive well-child visits including developmental assessments and are fully immunized. Furthermore, we want to eliminate racial and ethnic disparities in access to care and all of these outcomes.

ROLES WE'LL DEPLOY:



Grantmaker



Builder of Sustainability



Catalyst, Convener, and Facilitator

The **Desired Outcomes** of our Maternal and Child Health work are:

1. All Placer County children receive care at standards.
2. Parents understand and are able to access available supports.
3. Racial disparities improve.



Our **Primary Strategies** will be:



In our **Implementation** planning, we'll seek to maximize opportunities created by recent state investments and reforms, document and proliferate best practices, and engage communities directly. Approaches may include:

- Provide technical assistance and capacity building to support providers in implementing new programs and accessing sustainable funding streams.
- Identify and promote best practices for addressing disparities.



Oral Health

First 5 Placer seeks to improve access to pediatric dentistry and oral health services, particularly in underserved geographic areas.

Data from the past year indicates that less than a third of Placer children under age 5 who are enrolled in Medi-Cal had a visit to the dentist, and even fewer received a preventative dental service. Community stakeholders reported significant geographic disparities in access.

Big picture, in the focus area of Oral Health we want all Placer County children under age 5 to receive both adequate preventative and routine dental care.

This means children receive their first dental visit by age one or their first tooth, and see a dentist at least once a year.

ROLES WE'LL DEPLOY:



Community Partner



Catalyst, Convener, and Facilitator



Advocate, Policymaker, and Public Educator

The **Desired Outcomes** of our Oral Health work are:

1. All Placer County children receive care at standards.
2. Parents understand and are able to access available supports.
3. Racial disparities improve.



Our **Primary Strategies** will be:



In our **Implementation** planning, we'll seek to contribute to existing efforts and champion the needs of priority populations and geographies. Example approaches may include:

- Participate in the Oral Health Alliance and disseminate information to First 5 Placer partners and stakeholders.
- Advocate with healthcare providers to address disparities.



Early Learning and Child Care

First 5 Placer and the Placer County Child Care Council seek to improve the accessibility, quality, and affordability of child care in our communities.

The attached 2023 Child Care Needs Assessment documents a significant shortfall in the number of available subsidized child care slots, inequities in access by geography and language, and market rates that are prohibitive for Placer’s working families. Families who can’t afford child care can’t participate fully in the local economy. Children who do receive quality child care see lifelong benefits.

By targeting subsidies, coordinating local efforts, and improving the use of data, we seek to improve child care accessibility and equity.

ROLES WE’LL DEPLOY:



Community Partner



Catalyst, Convener, and Facilitator



Advocate, Policymaker, and Public Educator

The **Desired Outcomes** of our Early Learning and Child Care work are:

1. Improved accessibility of child care across the county.
2. High quality of care across all child care settings.
3. Increased equity through access, affordability, and cultural/linguistic responsiveness.



Our **Primary Strategies** will be:



In our **Implementation** planning, we’ll seek to increase the sophistication of our needs assessment, identify opportunities to coordinate with other local efforts, and address identified gaps. Example approaches may include:

- Target subsidies to address identified gaps.
- Advocate for additional subsidies.

Implementation Plan

This First 5 Placer 2024–2030 Strategic Plan lays out the high-level goals, strategies, and indicators that will guide the decision-making of the Commission and its staff over the next several years. While this Plan guides action for all funding sources the Commission directs, Proposition 10 revenues must be used for the purposes detailed in the California Children and Families Act.

The investments of First 5 Placer have always been guided by three overarching principles:

- Engaging the community to identify needs, opportunities, and resources
- Leveraging Proposition 10 funds to maximize resources and improve sustainability
- Stewarding funds to allow future commissions to meet the needs of Placer children ages 0-5

In adopting this strategic plan, the Commission has drawn on revenue projections provided by First 5 California to determine allocations of Proposition 10 revenues. Other revenue sources will be identified and allocated in yearly budgets. In each annual budget, the Commission allocates funds across program, evaluation, and administrative functions which support far more than its grant-funded efforts. The Commission makes all decisions and monitors the budget and expenditures in public monthly meetings.

Implementation Strategies by Commission Role



Community Partner

As a community partner, First 5 Placer is a “network

weaver” seeking to maximize the resources benefitting children and families by:

- » Participating in initiatives and representing young children and their families in meetings and committees, sharing their work and staying on top of trends, best practices, and opportunities.
- » Collaborating and sharing information to support local planning and help build and sustain a supportive network of community organizations and institutions.
- » Supporting and participating in efforts such as the Placer Collaborative Network, Tahoe Truckee Reads, the Campaign for Community Wellness, and more.



Builder of Sustainability

First 5 Placer leverages staff resources to lay the

foundation for the long-term success of young children and their families by:

- » Maximizing opportunities created by recent state investments and reforms, documenting and increasing the number of best practices in use, and engaging communities directly.
- » Seeking opportunities to provide technical assistance and capacity building to support providers in implementing new programs and accessing sustainable funding streams as well as identifying and promoting best practices for addressing disparities.
- » Looking for grant opportunities to support its focus areas and exploring other resources such as California Advancing and Innovating Medi-Cal (CalAIM) and Family First Prevention Services Act.



Catalyst, Convener, Facilitator

In addition to its role as

Community Partner, First 5 Placer also:

- » “Sets the table” as opportunities arise to move forward key efforts including family strengthening, especially the Home Visitation Collaborative, which supports child abuse prevention and maternal/child health.
- » Makes available its administrative capacity to convene and facilitate collaborative impact efforts and grant-funded programs.
- » Convenes Partner Lunches and Learning Conversations to improve networking, data sharing, and systems efficiencies.



Advocate, Policy Maker, Public Educator

First 5 Placer will continue to:

- » Engage with First 5 Commissions in the Sacramento Region, First 5 Association, and First 5 California to partner with and advance the interests of children and families in Placer County.
- » Utilize targeted subsidies to address identified gaps; advocate for additional subsidies for early care and education, improved reimbursement rates, and assistance to providers.
- » Advocate with policy makers on efforts relating to disparities and the accessibility of primary and specialty health care, including dental and behavioral health.
- » Educate the public and other stakeholders on timely issues relating to our five focus areas.



















Grant Maker

The Commission will allocate \$4.1M of Proposition 10 revenues to grant-making in the first three years of this plan, and will reevaluate funding for years four through six based on future Proposition 10 revenue projections provided by First 5 California.

- » In Fiscal Years 2025, 2026, and 2027, the Commission will prioritize Proposition 10 revenues to address disparities and systems gaps in Child Abuse Prevention, Maternal and Child Health, and Early Literacy. Because focus areas carry forward from the previous 2016–24 Strategic Plan, most grant-funded partnerships will continue. However, this plan does not include further funding for the Placer County Office of Education and the Placer County Department of Public Health, though they will continue to be key partners in the First 5 Network (as described above). This choice allows for smaller reductions to non-profit partners.
- » We'll seek to sustain successful programs, address lessons learned, adapt to our current context, and test new approaches. Our partnerships support this learning process within and among the five focus areas. Through our evaluation process, we will also work with local efforts to facilitate the adoption of shared measures, report recommendations, and promote the expansion and sustainability of best practices.
- » We will continue to support families through a whole child-whole family approach, including neighborhood-based and mobile family strengthening programs and services to reach priority geographic areas and populations.

Proposition 10 Funded Programs






July 1, 2024 through June 30, 2027

GRANT RECIPIENT	FOCUS AREA	AMOUNT
Child Advocates of Placer County	Child Abuse Prevention 	\$150,000
Dolly Parton's Imagination Library	Early Literacy 	\$267,450
Golden Sierra Life Skills	Child Abuse Prevention 	\$60,000
Granite Wellness Centers	Maternal Child Health 	\$225,000
Insights Counseling	Maternal Child Health 	\$180,000
Kids First Child Abuse Prevention Council	Child Abuse Prevention Maternal Child Health  	\$900,000
Latino Leadership Council	Maternal Child Health 	\$135,000
Lighthouse Counseling and Family Resource Center	Child Abuse Prevention Maternal Child Health  	\$930,000
Sierra Native Alliance	Child Abuse Prevention Maternal Child Health  	\$204,000
Stand Up Placer	Child Abuse Prevention Maternal Child Health  	\$165,000
Tahoe Partners	Child Abuse Prevention Maternal Child Health  	\$855,000
THREE YEAR FUNDING TOTAL		\$4,071,450

Evaluation

The First 5 Placer Children and Families Commission will allocate resources for a consulting contract to develop and implement an evaluation of this strategic plan. The RFP will be released in late 2023 or early 2024, resulting in an engagement that coincides with the launch of the plan.

The following example indicators for each focus area arose during conversations. These will be revised and expanded upon by the contracted evaluator.

FOCUS	INDICATORS
 <p>Child Abuse Prevention</p>	<ol style="list-style-type: none"> 1. Engagement and understanding 2. Accessibility of prevention and early intervention resources 3. Prevalence of systems involvement among Placer families
 <p>Early Literacy</p>	<ol style="list-style-type: none"> 1. Number of books distributed 2. Reported reading time 3. Reduced disparities in third grade reading levels
 <p>Maternal and Child Health</p>	<ol style="list-style-type: none"> 1. Access to prenatal and neonatal care 2. Reported maternal mental health 3. Demographic and geographic disparities
 <p>Oral Health</p>	<ol style="list-style-type: none"> 1. Rates of insurance enrollment and identified provider 2. Number of children receiving a dental visit before their first tooth 3. Number of children receiving a dental visit within the last 12 months
 <p>Early Learning and Child Care</p>	<ol style="list-style-type: none"> 1. Affordability 2. Participation in and impacts of quality improvement initiatives 3. Unmet needs by population and geography

The evaluator will be responsible for documenting and assessing the impact of the Commission's ongoing equity strategies.

Appendix 1: 2023 Child Care Needs Assessment



2023 Child Care Needs Assessment

PLACER COUNTY CHILD CARE PLANNING COUNCIL



Introduction

Overview and History of Council

In 1991, Congress established federal Child Care and Development Block Grants (CCDBG) through which each state was allocated funds to assist low-income families in obtaining child care and development services. As a result, a plan was developed to ensure that California would have a local voice to establish priorities in the allocation of CCDBG funds in each community.

That same year Assembly Bill 2141 passed, establishing the creation of Local Planning Councils (LPCs) in local communities. Membership and responsibilities of LPCs were revised in 1997 as mandated by AB 1542 which passed that year, establishing welfare reform legislation (CalWORKs). A Local Planning Council exists in each county. At the local level, both the County Board of Supervisors and the County Superintendent of Schools have authority to appoint members, establish terms of appointments, and review and approve needs assessments and local priorities as proposed by the Local Planning Council.

State Mandates

The mandated work of Local Planning Councils is outlined in the California Welfare and Institutions Code (WIC) sections 10480 and 10485 through 10487:

- » Complete a countywide Needs Assessment a minimum of every five (5) years.
- » Develop a Strategic Plan based on the findings of the Needs Assessment.
- » Establish county priorities for child care funding.
- » Facilitate the voluntary, temporary transfer of contract funds to maximize fiscal resources and utilization of child development funding.
- » Foster partnerships designed to meet local child care needs.

Overview and Purpose of this Report

The Placer County Early Care and Education Planning Council is responsible for documenting child care needs in the county and submitting a report to the California Department of Social Services every five years. The information contained in the needs assessment is used to provide California's legislature and local stakeholders data on the early care and education needs in Placer County and provide a basis for the distribution of state funding for child care and development services. This data collection also informs the development of the Council's Strategic Plan. The Strategic Plan will provide guidance for public and private resources to address identified needs, and enhance and strengthen collaboration and partnerships among service agencies and stakeholders.

Report Structure

The Placer County Child Care Planning Council is responsible for documenting the county child care needs and submitting a report to the California Department of Social Services every five years. The information contained in the needs assessment is used to provide California's legislature and local stakeholders data on the early care and education needs in Placer County and provide a basis for the distribution of state funding for child care and development services.

This data collection also informs the development of the Council's Strategic Plan. The Strategic Plan will provide guidance for public and private resources to address identified needs, and enhance and strengthen collaboration and partnerships among service agencies and stakeholders.

Geographics

The region where Placer County is now situated was home to the peaceful Nisenan Native Americans for hundreds of years before the discovery of gold in 1848 brought hordes of miners from around the world. Auburn was settled when Claude Chana discovered gold in Auburn Ravine in May 1848, and later became a shipping and supply center for the surrounding gold camps.

Only three years after the discovery of gold, the fast-growing county was formed from portions of Sutter and Yuba counties on April 25, 1851, with Auburn as the county seat. Placer County took its name from the Spanish word for sand or gravel deposits containing gold. Miners washed away the gravel, leaving the heavier gold, in a process known as “placer mining.” Gold mining was a major industry through the 1880s but gradually the new residents turned to farming the fertile foothill soil, harvesting timber and working for the Southern Pacific Railroad.

According to the U.S. Census Bureau, the county has a total area of 1,503 square miles, of which 1,404 square miles are land and 98 square miles are water.

Placer County is divided into eastern and western sections by the Sierra Nevada mountain range.

Neighboring Counties

North: Nevada County

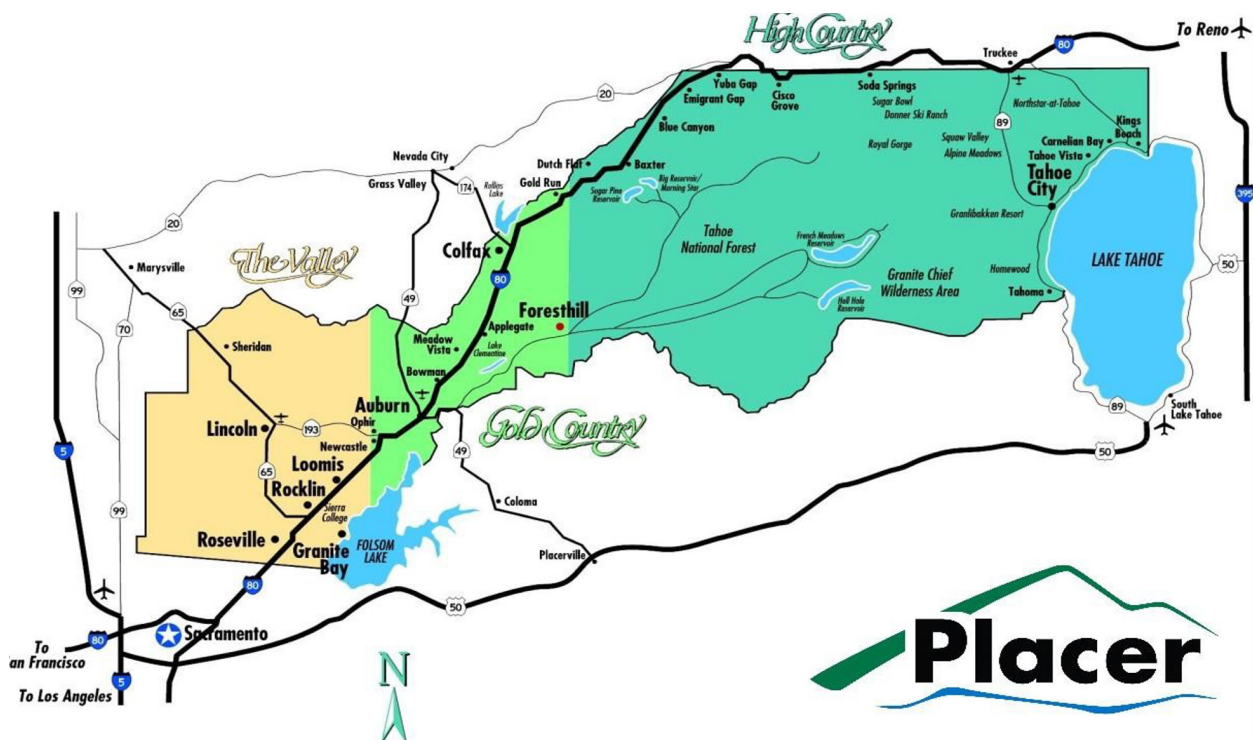
Southeast: El Dorado County

West: Sutter County

Northeast: Washoe County

Southwest: Sacramento County

Northwest: Yuba County



Demographics

In 2023, the total population of Placer County is 405,139. There are 49,670 (12.3%) children who are under age 12 and need some form of child care.

Total Population in Placer County

Age	Number	Percentage
Child Population 0–5	23,018	5.7%
Child Population 0–17	71,705	17.7%
Persons 18–65	244,793	60.4%
Persons 65 and Older	93,992	23.2%

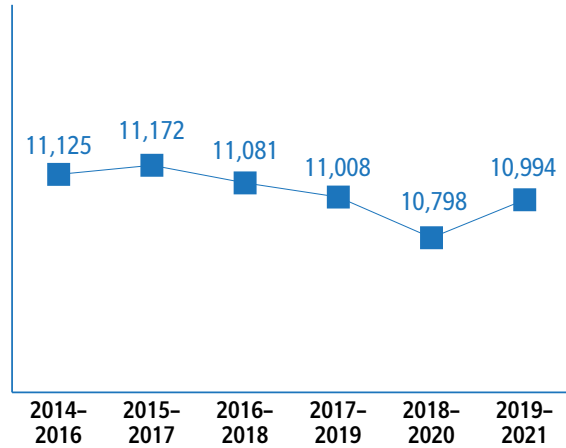
Source: State of California, Department of Finance, *E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change – January 1, 2022 and 2023*. Sacramento, California, May 2023.

Population by Race/Ethnicity

	Total Population	Child 0–12
American Indian or Alaska Native	0.6%	0.5%
Asian	6.7%	6.7%
Black	1.3%	1.5%
Hispanic	13.8%	18.8%
Multiracial	3.2%	5.1%
Native Hawaiian or Pacific Islander	0.2%	0.2%
White	74.1%	67.3%

Source: State of California, Department of Finance, *E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change – January 1, 2022 and 2023*. Sacramento, California, May 2023.

Births in Placer County



Source: California Department of Public Health, Maternal, Child and Adolescent Health Division, *California Birth Dashboard state- and county-level data for 2007–2021*.

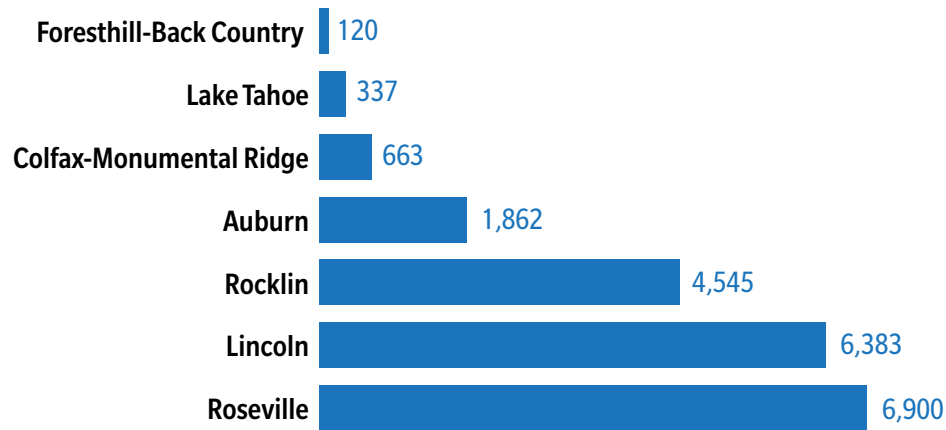
Approximately 11,870 children are infants and toddlers (0–2 years), 7,446 are preschool age (3–4 years), and 30,354 are school age (5–12 years).

Number of Children in Placer County by Age

Age	Number	Group Totals
< 1 Year	4,020	0–2 Years 11,870
1 Year	3,997	
2 Years	3,853	
3 Years	3,777	3–4 Years 7,446
4 Years	3,669	
5 Years	3,702	5–12 Years 30,354
6–12 Years	26,652	
Total	49,670	

Source: State of California, Department of Finance, *E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change – January 1, 2022 and 2023*. Sacramento, California, May 2023.

Children Under Age 5 by County Subdivision



Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates. Table S010—Age and Sex.



Child Threshold Languages

The California Department of Education (CDE) provided the number of children in kindergarten in Placer County in the 2022–23 school year, broken out by the languages the children speak other than English. This is used as a proxy for the non-English languages spoken by children in Placer County ages zero to five. The 15 most common non-English languages spoken by Placer County kindergarten students for the 2022–23 School Year are:

Language	Number of Children
Spanish	335
Russian	105
Farsi (Persian)	71
Punjabi	63
Ukrainian	40
Mandarin (Putonghua)	24
Arabic	21
Vietnamese	19
Pashto	16
Filipino (Pilipino or Tagalog)	16
Rumanian	16
Telugu	16
Hindi	9
Portuguese	9
Tamil	8
All other non-English languages	54



Source: California Department of Education, Educational Demographics Office, *Placer County, Language Group Data—Countywide, County Code 31—School Year 2022-23*.

*Other non-English languages category encompasses all languages spoken that are not included in the 65 languages reported by California Schools and those not listed in the 15 most common languages spoken for the 2022–23 School Year.

Special Populations

Data on the number of children in Placer County’s public educational system with Individualized Family Services Plans (IFSPs) and Individualized Education Plans (IEPs) are available through the California Department of Education’s open access data system known as Dataquest. An IFSP provides early intervention services to an infant or toddler and their families who have been determined eligible for early intervention services. IEPs are provided to children between ages 3 and 21 who are diagnosed with a disability or condition that adversely affects their educational performance. Children must meet certain criteria to be eligible for an IEP.

Students receiving Special Education services accounted for approximately 11% percent of total student enrollment in Placer County during the 2018-19 school year.

Number of Children in Public School Who Have an IFSP or IEP by Age Group

Age Group	Number of Children with an IFSP or IEP
0–2 Years (IFSP)	67
3–4 Years (IEP)	500
5–12 Years (IEP)	4,496
Total	5,063

Source: California Department of Education, Special Education Division, *Placer County, Special Education Enrollment by Age and Disability, County Code 31—December 1, 2018.*

Alta California Regional Center’s (ACRC) Early intervention services are intended to enhance the growth and development of a child and are planned and delivered through a partnership between families and professionals.

California’s early intervention program is called California Early Start. The program, Part C of the Individuals with Disabilities Education Act (IDEA) is a federal grant program that assists states in operating a comprehensive statewide program of early intervention services for infants and toddlers with disabilities, ages birth through age 2 years, and their families.

The IFSP is the foundation of services that are family centered. It is based on the child’s strengths and family concerns and priorities for the child. Parents are to actively participate in the process of assessment and planning by gathering information about medical and developmental history and by sharing observations about the child’s strengths, talents, preferences, and difficulties.

Number of Children in ACRC Who Have an IFSP

Age Group	Number of Children with an IFSP
Under 1	22
1 Year	94
2 Years	263
Total	379

Source: Alta California Regional Center provided a Point-in-Time (PIT) of the number of children under 3 with an IFSP in October 2023.

Placer County Special Education Enrollment

Disability	0–2 Years	3–4 Years	5 Years	6–12 Years	Total
Intellectual Disability	0	*	*	135	135*
Hard of Hearing	*	*	*	71*	71*
Deaf	*	*	*	*	*
Speech/Language	*	318	232	1,546	2,096
Visual Impairment	*	*	0	*	*
Emotional Disturbance	0	0	0	90*	90*
Orthopedic Impairment	*	*	*	35*	35*
Other Health Impairment	*	16*	*	511	527*
Specific Learning Disability	0	0	*	1,243	1,243*
Deaf- Blindness	0	0	0	0	0
Multiple Disabilities	0	*	*	*	*
Autism	0	155	89	591	835
Traumatic Brain Injury	0	0	*	*	*
Total	*	489*	321*	4,222*	5,032*

Source: California Department of Education, Special Education Division, *Placer County, Special Education Enrollment by Age and Disability, County Code 31—December 1, 2018.*

*Denotes values under 11 for individual ages to protect identity. A value with an * indicates that the value is undercounted due to the masked value in the count.

Factors such as special needs, children in protective services, and children who need access to migrant education program services compound the difficulty of access to consistent, dependable childcare.

Number of Children With Open Child Protective Cases in 2022

Age Group	Number
0–2 Years	30
3–5 Years	18
6–10 Years	36

Source: Webster, D., Lee, S., Dawson, W., Magruder, J., Exel, M., Cuccaro-Alamin, S., Putnam-Hornstein, E., Wiegmann, W., Saika, G., Courtney, M., Eastman, A.L., Hammond, I., Gomez, A., Sunaryo, E., Guo, S., Agarwal, A., Berwick, H., Hoerl, C., Yee, H., Gonzalez, A., Ensele, P., Nevin, J., & Guinan, B. (2023). CCWIP reports. Retrieved from University of California at Berkeley California Child Welfare Indicators Project website. URL: <https://ccwip.berkeley.edu>

Children in Migrant Families

The Migrant Education Program provides academic and supportive services to help students in migratory families overcome educational disruptions and other issues resulting from repeated moves. Students are eligible if they have moved in the previous three years due to migratory work in the agricultural, dairy, lumber, or fishing industries. Placer County does not have any kids enrolled in Migrant Child Care.

Native Born	Foreign Born
97.7%	2.3%

Source: Source: United States Census Bureau (2023). American Community Survey—S0901, 2021 ACS 5-Year Estimates. Retrieved from <https://data.census.gov/table?q=S0901:+Children+Characteristics&g=050XX00US06061>

Child Care Systems

Description of Programs

Early Head Start and Head Start

Early Head Start and Head Start are federally funded programs through the US Department of Health and Human Services. Eligibility is among the most stringent in Placer County, as it is based on the federal poverty level, which in 2023 is an income of \$30,000 or less per year for a family of four. These programs provide and promote comprehensive early childhood development, support families, and encourage growth in all members of the family and community.

State-Funded Preschools

The California State Preschool Program funded through the Department of Education serves income-eligible 3- and 4-year-old children. The program provides both part-time and full-time services that provide developmentally, culturally, and linguistically appropriate curricula for the children served.

CalWORKs Child Care Program

CalWORKs is an employment services program for families with children. Funded by Temporary Assistance for Needy Families (TANF) federal funds, the purpose of the CalWORKs Child Care Program is to help a family transition smoothly from the immediate, short-term child care needed as the parent starts work or work activities to the stable, long-term child care necessary for the family to leave and remain off aid. There are three stages of CalWORKs. Stages one and two provide funded child care spaces for up to 24 months while families are in transition from welfare to work. Stage three begins when a funded space is available and when the client has acquired the 24 months of child care, after transitioning off of aid (for former CalWORKs recipients).



Center-Based and Family Child Care

When selecting child care, parents can choose either center-based or family child care. Child care centers must be licensed through the California Department of Social Services, Community Care Licensing Division, and may obtain licenses for infant care, preschool care, or school-age care. Similar to the center-based care, family child care is licensed through the State of California. A family child care home must be in the licensee's own home, and reflect a home-like environment. Small family child care homes serve up to eight children and large family child care homes serve up to 14 children. Center-based and family child care homes can be license-exempt as long as they abide by specific State regulations.

Non-Subsidized and Subsidized Child Care

Non-subsidized spaces are utilized by private pay families in child care centers and family child care homes, and are operated by community-based organizations, churches, individuals, non-profits, for-profits, and school districts.

Subsidized spaces may be available for families needing assistance in paying for child care. Family eligibility is based on a variety of needs determined by state and federal regulations. Eligible families are low income and also working, seeking employment, enrolled in education or job training programs, homeless or medically incapacitated, or referred by Child Protective Services. [Please page 13 – Centralized Eligibility List \(CEL\)](#)

After School Programs

The After School Education and Safety (ASES) Program is a state-funded program designed to improve academic achievement through activities that align with school curricula. It is the intent of ASES Program legislation to encourage schools and school districts to provide safe and educationally enriching alternatives for children and youth during non-school hours. After school and before school services are provided at no cost to participating families.

Alternative Payment Program (APP or AP Programs)

Funded by the State of California, these programs subsidize the child care costs for eligible families. Parents may choose from family child care home, child care center, or license-exempt care providers. Children are eligible for child care services until their 13th birthday.



Need and Cost of Care

Number of Children in Working Families, and Spaces Available

Age Group	Number of Families	Number of Spaces
Under 2 Years	7,534	843
2–5 Years	9,919	5,130
6 Years and Older	25,167	4,840

Source: Source: (1) American Institutes for Research (n.d.). Early Learning Needs Assessment Tool, 2020 report. (2) California Child Care Resource & Referral Network—2021 Child Care Portfolio. Retrieved from https://rrnetwork.org/assets/general-files/Placer_2023-01-25-043458_Isqe.pdf

Note: This count excludes Family Child Care Homes.

Number of Children by Program and Age

Program	0–11 months	12–23 months	24–35 months	3 Years	4 Years	Total
Alternative Payment Program	28	78	107	114	114	441
Stage 1	6	15	19	20	22	82
Stage 2	1	9	16	18	17	61
Stage 3	10	5	8	6	23	52
Family Child Care Home Program	7	8	27	20	20	82
State Preschool Program				146	161	307

A CHILD CARE CRISIS

Only 25% of children in families with all parents working have access to childcare in Placer. The greatest need exists for care of infants/toddlers and school-aged children.

Placer County Monthly Maximum Reimbursement Rates by Age and Type of Care

Age Group	CHILD CARE CENTER		FAMILY CHILD CARE HOME	
	Full-time	Part-time	Full-time	Part-time
Birth to 24 Months	\$1,506.36	\$1,109.14	\$1,023.14	\$744.54
2–5 Years	\$1,058.93	\$695.35	\$981.60	\$676.33
6 and Over	\$942.70	\$508.69	\$767.53	\$586.29

Source: American Institutes for Research (n.d.). Early Learning Needs Assessment Tool, 2020 report.

Economics

Placer County has one of the lowest rates of poverty in California, but the cost of living in Placer County is high. Childcare is one of the highest household expenses in Placer County.

- » The median annual household income in Placer County is \$119,457.
- » The costs of childcare in Placer County is \$1,499 per month for an infant. Childcare constitutes 15% of family median monthly income.
- » A family of four with two working adults needs an income of at least \$103,165 to live in Placer County.

Monthly Costs in Placer County, 2021

	1 Adult & 1 Infant	2 Adults, 1 Infant & 1 Preschooler
Rent	\$1,593	\$1,593
Utilities	\$127	\$127
Child Care	\$1,499	\$2,714
Health Care	\$664	\$733
Food	\$483	\$907
Transportation	\$330	\$630
Miscellaneous	\$470	\$670
Self-Sufficiency Standard*		
Hourly Wage (per adult)	\$34.30	\$24.42
Monthly Wage	\$6,037	\$8,597
Annual Wage	\$72,446	\$103,165

Source: *The Self-Sufficiency Standard for California 2021*, Center for Women's Welfare, University of Washington. More information at selfsufficiencystandard.org/california the calculator is found at insightcced.org/family-needs-calculator/

* Self-Sufficiency Standard determines the amount of income required for working families to meet basic needs at a minimally adequate level, taking into account family composition, ages of children, and geographic differences in costs.

Unmet Need for Subsidy Care

Unmet Need in Subsidized Child Care Programs

	0-2 Years	3-5 Years
Number of children eligible for subsidized early learning and care	2,717	4,066
Number of children not in publicly subsidized programs	2,081	2,777
Percentage unmet need in publicly subsidized programs	77%	68%

Source: AIR analysis of American Community Survey, Public Use Microdata Sample (PUMS) data, five-year estimates, by location of family residence.

The Centralized Eligibility List (CEL) is a waiting list of families who have requested help paying for child care. To qualify for the CEL, families must meet income requirements, live or attend school in Placer County, and meet other program requirements showing need for child care.



Waiting List for Subsidized Child Care

City or Zip	3-Year Olds	4-Year Olds	18-36 months
Alpine Meadows	—	—	—
Alta	1	—	1
Applegate	—	—	—
Auburn	17	14	22
Bowman	—	—	—
Carnelian Bay	—	—	—
Clipper Gap	—	—	—
Colfax	7	9	7
Cool	—	—	—
Dutch Flat	—	1	2
Emigrant Gap	—	—	1
Foresthill	2	1	3
Gold Run	1	—	—
Granite Bay	4	4	3
Homewood	—	—	—
Kings Beach	6	5	4
Lincoln	35	27	33
Loomis	1	4	6
Meadow Vista	1	—	1
Newcastle	1	3	3
Olympic Valley	—	—	—
Ophir	—	—	—
Penryn	1	—	1
Rocklin	21	19	24
Roseville-95661	17	11	32
Roseville-95678	27	22	35
Roseville- 95747	37	25	37
Sheridan	1	1	2
Tahoe City	1	—	1
Tahoe Vista	—	—	—
Weimar	—	1	1
TOTAL	181	147	219

Source: Centralized Eligibility List, Placer County Office of Education

Note: Not all children are reflected in numbers; only those that have completed a CEL application

Economic Impact

There are currently nearly 1,500 childcare providers in Placer County, collectively earning and spending over \$30 million in our community each year. Furthermore, childcare work exerts a powerful multiplier effect that benefits the local economy in numerous ways.

According to the California Centers of Excellence for Labor Market Research, every three child care jobs in Placer County result in the creation of another full-time job elsewhere in the economy. This occurs as parents are able to re-enter the workforce or take on additional hours. Additionally, childcare providers reinvest their paychecks in the community, generating extra demand for goods and services. For every dollar spent on childcare, there is an immediate additional 80 cents in local economic activity.

The primary positive impact of childcare in the community is, of course, the long-term contributions of children who receive the lifelong benefits associated with early learning. Investing in children's education at an early stage yields a wide range of advantages beyond improved test scores. These children are more prepared to learn in kindergarten, exhibit better school attendance and performance, and achieve higher high school graduation rates. Moreover, they tend to have substantially higher lifetime earnings, reduced reliance on public benefits, lower rates of involvement with various systems, and better overall health. Economists have long recognized a \$7 return for every \$1 invested in early education.



ACKNOWLEDGMENTS

The First 5 Placer Children and Families Commission Strategic Planning Committee met monthly to oversee all elements of the planning process and to formulate the plan:

- » Gina Roberson, Commission Chair, First 5 Placer
- » Richard Knecht, Commissioner, First 5 Placer
- » Jennifer Hicks, Commissioner, First 5 Placer
- » Raúl Martínez, Commissioner, First 5 Placer
- » Darcy Roenspie, Councilmember, Local Planning Council
- » Steven Bruce, Chair, Local Planning Council
- » Janice LeRoux, Executive Director, First 5 Placer

First 5 Placer Staff supported community engagement, meetings of the Committee and Commission, and logistics:

- » Sabrina Dean, Associate Manager
- » Karli Smith, Staff Support Specialist
- » Lindsay Wibberly, Associate Manager, Operations

Placer County Children's System of Care contributed time and expertise, and coordinated planning efforts related to prevention and child welfare:

- » Twylla Abrahamson, Division Director
- » Jennifer Cook, Assistant Director

First 5 Placer community members and partners contributed perspectives, knowledge, and expertise:

- » Community-based nonprofit organizations serving Placer children and families
- » Principals and Teachers from districts throughout the county
- » Parents and staff from school and nonprofit programs
- » Child care providers throughout the county
- » Staff from local child-serving systems
- » Community advocates

The following Community working groups and committees provided insights and expertise and vetted the proposed goals of the plan:

- » Oral Health Alliance, Placer County Public Health
- » Early Literacy Advisory Committee, Placer County Office of Education
- » Child Abuse Prevention Council



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