



Update on ARPA Funded Projects

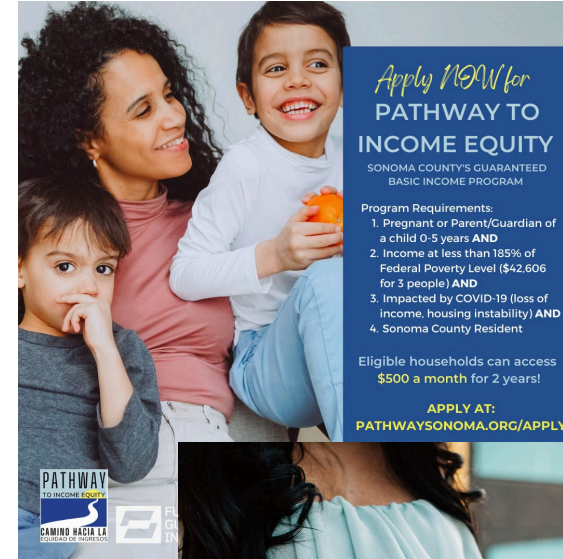


November 8, 2022



GBI Pilot Outreach & Communications

- ✓ Joint Press Release (County, First 5 & 3 Cities)
- ✓ Press Democrat Editorial Board
- ✓ Distributed talking points & SM toolkit
- ✓ 100+ bilingual social media posts
- ✓ PSA on 5 stations in Spanish & English
- ✓ 15+ radio, TV & newspaper interviews





GBI Pilot Application Response

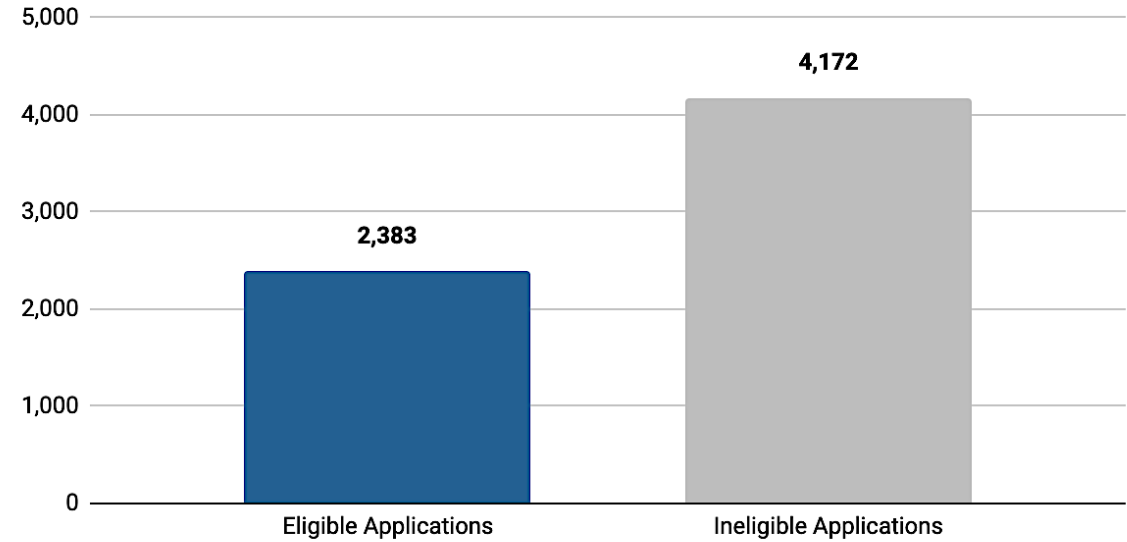
- ✓ Online portal open 9/1/22 - 10/31/22 (61 days)
- ✓ Total unique visitors: 17,500
- ✓ Total applications - Countywide: 6,555 (countywide)
- ✓ Total applications – Santa Rosa QCTs: 943
- ✓ Average time to complete & submit: 92 seconds
- ✓ Mobile device: 86% Computer/tablet: 14%
- ✓ 8 CBO partners exceeded targets: 1,198 assisted applications (690 in SR)

# of Applications Santa Rosa Qualified Census Tracts	
152203 Southern JC neighborhood	5
152100 West Junior College	15
151900 Burbank Gardens	18
152000 Downtown Santa Rosa	24
152201 Northern JC Neighborhood	27
152903 Comstock	45
153103 Roseland Creek	58
153003 Railroad Square	61
153002 West End	64
153001 Coddington	67
151401 Kawana Springs	68
153102 Sheppard	69
153104 Roseland	70
152802 Bicentennial Park	75
153200 Bellevue	76
153300 Wright	89
151402 Taylor Mountain	112



GBI Pilot Applicant Eligibility

Eligible Applications vs. Ineligible Applications



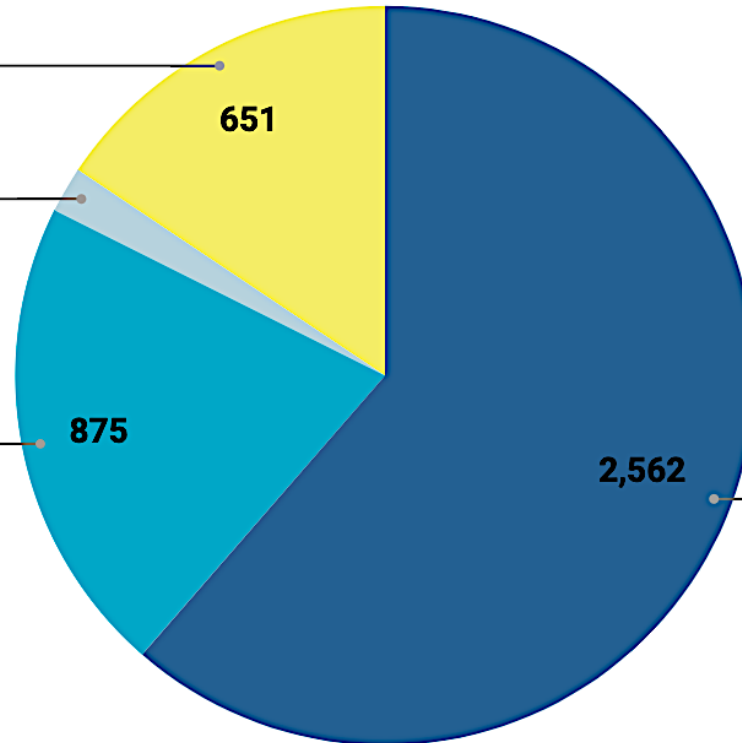
Eligible vs Ineligible

Reasons for Ineligibility

Not a Sonoma County resident
15.6%

Ineligible due to three criteria
2.0%

Ineligible due to two criteria
21.0%



Reasons for Ineligibility:

- Not Parenting/pregnant (40%)
- Not impacted by COVID (17%)
- Not Sonoma County resident (15.6%)
- Over income (6%)

Why So Many Ineligible Applicants?

- Design of application prioritized ease and low burden to applicants; making it easy to submit an application was an explicit goal
- Application was open to all and accessible online (anyone with the URL and an internet connected device)
- Guaranteed Income programs provide cash directly to people, so many people apply “just in case” or to “try their luck” even if they are not eligible because applying is simple and at no cost

Demographics of Santa Rosa Selected Participants*

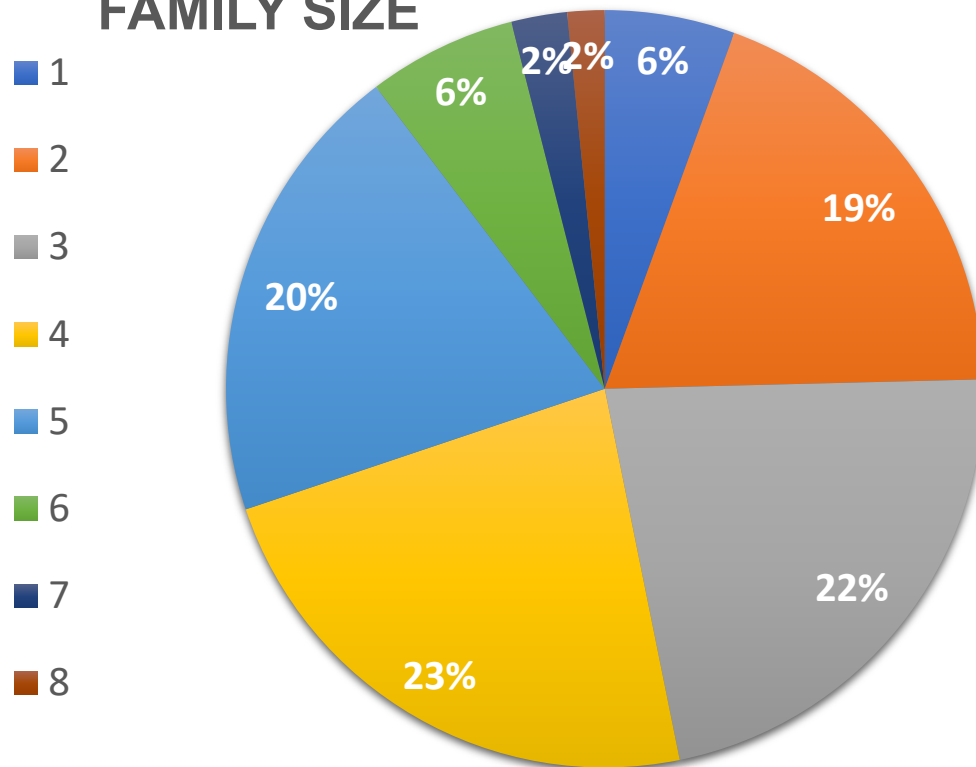
*Preliminary, pre-verification

126 households

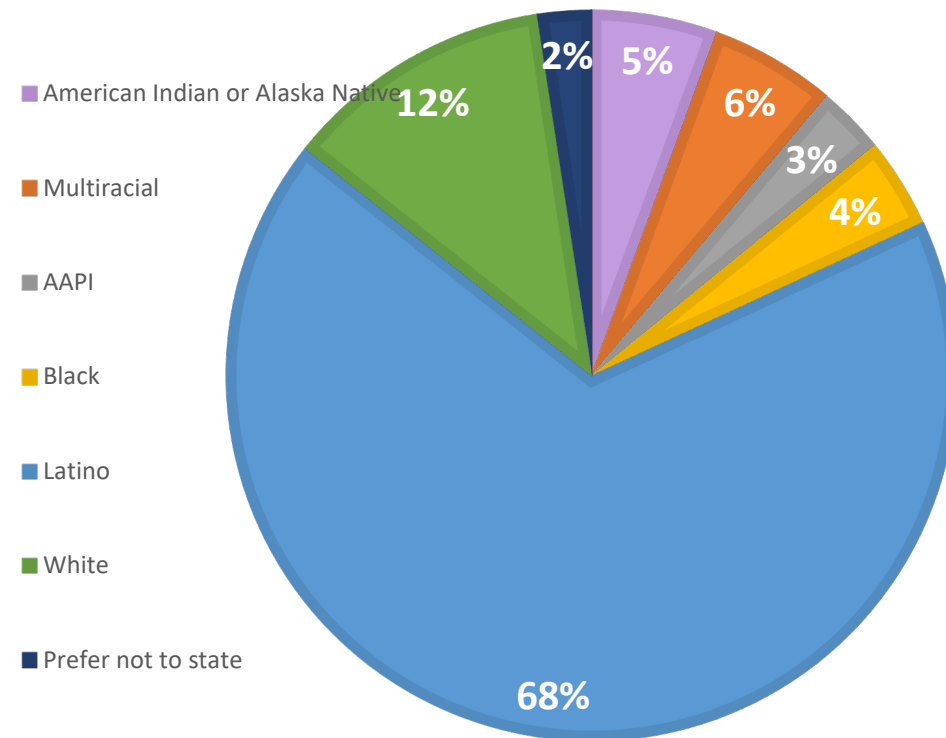
- 80 reside in *Qualified Census Tracts*
- 46 reside in *non QCTs*



FAMILY SIZE



RACE/ETHNICITY



GBI PILOT NEXT STEPS

- Notification of selected applicants
- Eligibility verification
- Onboarding to F4GI platform & selection of payment form
- First 5 will transfer first year of funds to F4GI
- Finalize benefits eligibility waiver with CDSS
- Monthly GI payments start mid-January
- Baseline survey of participants
- Joint press release



Santa Rosa Child Savings Accounts Update

216 accounts have been opened for Santa Rosa children

- \$500 initial deposits
- 37 have received at least one additional \$50 deposit - incentive for program participation



MAKING SONOMA COUNTY CHILDREN'S FUTURES BRIGHTER ONE ACCOUNT AT A TIME

FREE COLLEGE SAVING ACCOUNTS

First 5 Futures is a First 5 Sonoma County program that provides a **FREE College Saving Account** to eligible children age 2 up to their 5th birthday. First 5 Sonoma County will make an **initial deposit of \$200** for every eligible child. Families participating in this program have the opportunity to receive up to an additional **\$300 in incentives**.

BENEFITS	ELIGIBILITY
• Save for your child's future • A dollar-for-dollar match up to \$200 when you open a 529 family account • Additional \$100 for participating in 2 qualifying Family Resource Center programs • Use funds for tuition at universities, community colleges, or trade schools	• Children age 2 up to their 5th birthday • Sonoma County resident • Household Adjusted Gross Income of \$75,000 or less (no verification required)

SIGN UP NOW AT: <https://bit.ly/3moYPLT>

For more information and enrollment, call 707-522-2026 or visit our website at first5sonomacounty.org

SONOMA COUNTY
FIRST 5 FUTURES
CHILD SAVING ACCOUNT PROGRAM

ScholarShare529

Santa Rosa Child Savings Accounts Update

Community Partnerships - Outreach & Referral

- Rincon Valley Unified School District
- Santa Rosa City Schools
- Via Esperanza Family Resource Center (CAP Sonoma)
- Catholic Charities
- Redwood Gospel Mission
- Salvation Army
- Roseland Library
- Lilliput children services
- YWCA

Tabling & Presentations

- Pasitos & AVANCE classes
- Los Cien State of the Latino Community Address
- LandPath's Fall festival
- ScholarShare529 webinars (2) in January for families
- CSA informational nights at Via Esperanza



Santa Rosa Child Care Facilities Update



Needs Assessment

(August-September, 2022)

- 94% (72 respondents) indicated their childcare facility is in need of renovation, retrofitting and repairs
- High need for preserving existing facilities to continue serving same # of children, especially Family Child Care Homes



Santa Rosa Child Care Facilities Update

Grants: Letters of Intent

(October 2022)

Reviewing **40** LOIs from Santa Rosa providers:

- Range of request: \$20,000 to \$300,000
- Must retain site control
 - ✓ through 2026 for licensed Centers and license-exempt operators
 - ✓ through 2024 for small or large licensed Family Child Care Homes
- Valid license (unless exempt)
- Economic viability
- Ability to contribute 25% of the total project costs
- Project alignment w/grant requested
 - ✓ Minor Renovation and Repair Grant w/o Addition of slots
 - ✓ Minor Renovation and Repair Grant w/Addition of slots
 - ✓ Major Renovation and/or New Construction

A vertical graphic with a green background and purple circular accents. At the top, a blue banner reads "Now Accepting Letters of Intent!" in white script, followed by "EARLY CARE & EDUCATION FACILITIES GRANTS" in white bold text. Below this, a grey box contains text about the grant program, a list of grant types, funding limits, and submission deadlines. A photo of a woman and two children is included. At the bottom, logos for the City of Santa Rosa and FIRST 5 sonoma county are shown, along with the website URL.

Now Accepting Letters of Intent!

EARLY CARE & EDUCATION FACILITIES GRANTS

The First 5 Sonoma County Commission has developed the Early Care and Education Facility Grant Program with funding from the American Rescue Plan, in partnership with the City of Santa Rosa. The Commission seeks to leverage \$2.7 million to support the capital needs of the City of Santa Rosa's Early Care and Education business sector and increase access to high-quality child care options for working families.

First 5 Sonoma County will offer:

- Minor Renovation and Repair Grants with the Addition of Child Care Slots
- Minor Renovation and Repair Grants without the Addition of Child Care Slots
- Major Renovation and New Construction Grants

Funding limits range from \$20,000-\$300,000 and are determined by entity and grant.

WHEN TO SUBMIT A PROPOSAL:
Letter of Intent portal opens October 10, 2022 at 3 PM
Letter of Intent deadline November 4, 2022 at 5 PM

Eligible entities will be invited to complete the Early Care and Education Facility Grant Application in December 2022.

For more information visit
<https://first5sonomacounty.org/funding-opportunities/>

This funding opportunity is in partnership with the City of Santa Rosa.

www.first5sonomacounty.org

City of Santa Rosa

FIRST 5 sonoma county

Santa Rosa Child Care Facilities Update

Grants: Application & Review

(December 2022 – February 2023)

- Invitation to apply based on LOI review
- Launch in early December
- Open for 8 weeks
- Review committee will convene to review applications and select awardees
 - ECE providers
 - R&R representative(s)
 - First 5 Commissioner(s)
- Commission to approve funding in late February/March



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Santa Rosa Child Care Facilities Update



Development of Loan Program (not ARPA funds)

- Research of best practices for a sustainable loan program and infrastructure
- Meeting with community partners and stakeholders to inform the design of a loan product and potentially support implementation
 - Low Income Investment Fund (LIIF)
 - Creser Capital
 - Redwood Credit Union
- Develop pilot of loan program, also informed by the ECE Facilities Grant program successes and challenges
- Replicate cross-sector efforts of BuildUp San Mateo, BuildUp California
- Anticipated launch January 2025

