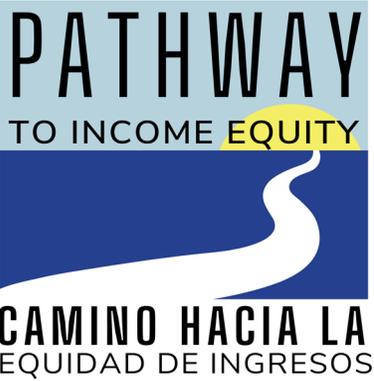




Update on ARPA Funded Projects

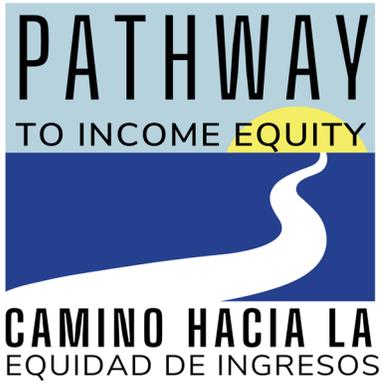


November 8, 2022



GBI Pilot Outreach & Communications

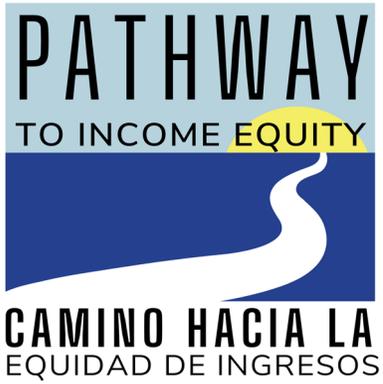
- ✓ Joint Press Release (County, First 5 & 3 Cities)
- ✓ Press Democrat Editorial Board
- ✓ Distributed talking points & SM toolkit
- ✓ 100+ bilingual social media posts
- ✓ PSA on 5 stations in Spanish & English
- ✓ 15+ radio, TV & newspaper interviews



GBI Pilot Application Response

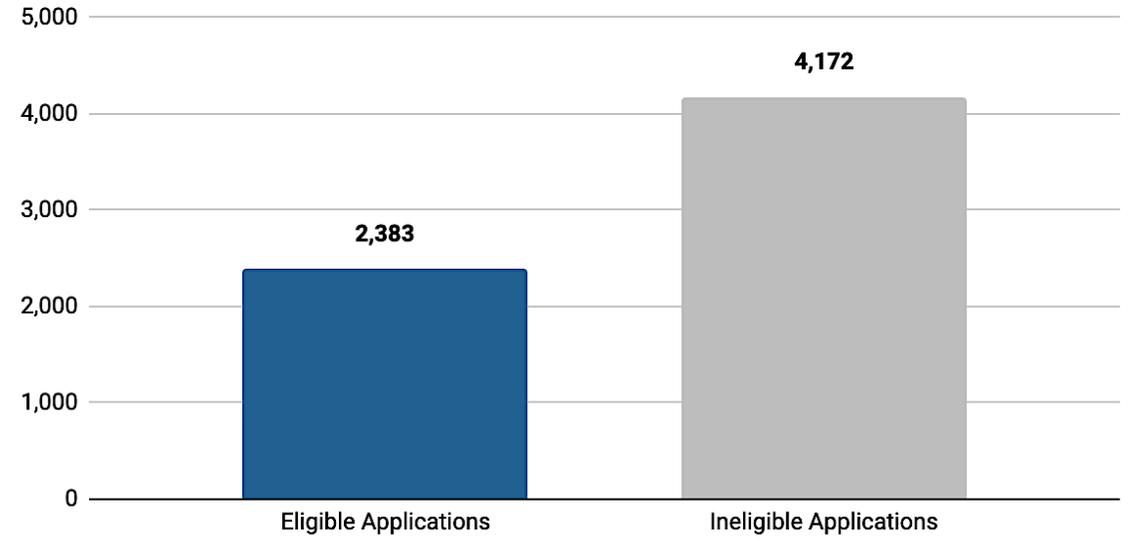
- ✓ Online portal open 9/1/22 - 10/31/22 (61 days)
- ✓ Total unique visitors: 17,500
- ✓ Total applications - Countywide: 6,555 (countywide)
- ✓ Total applications – Santa Rosa QCTs: 943
- ✓ Average time to complete & submit: 92 seconds
- ✓ Mobile device: 86% Computer/tablet: 14%
- ✓ 8 CBO partners exceeded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

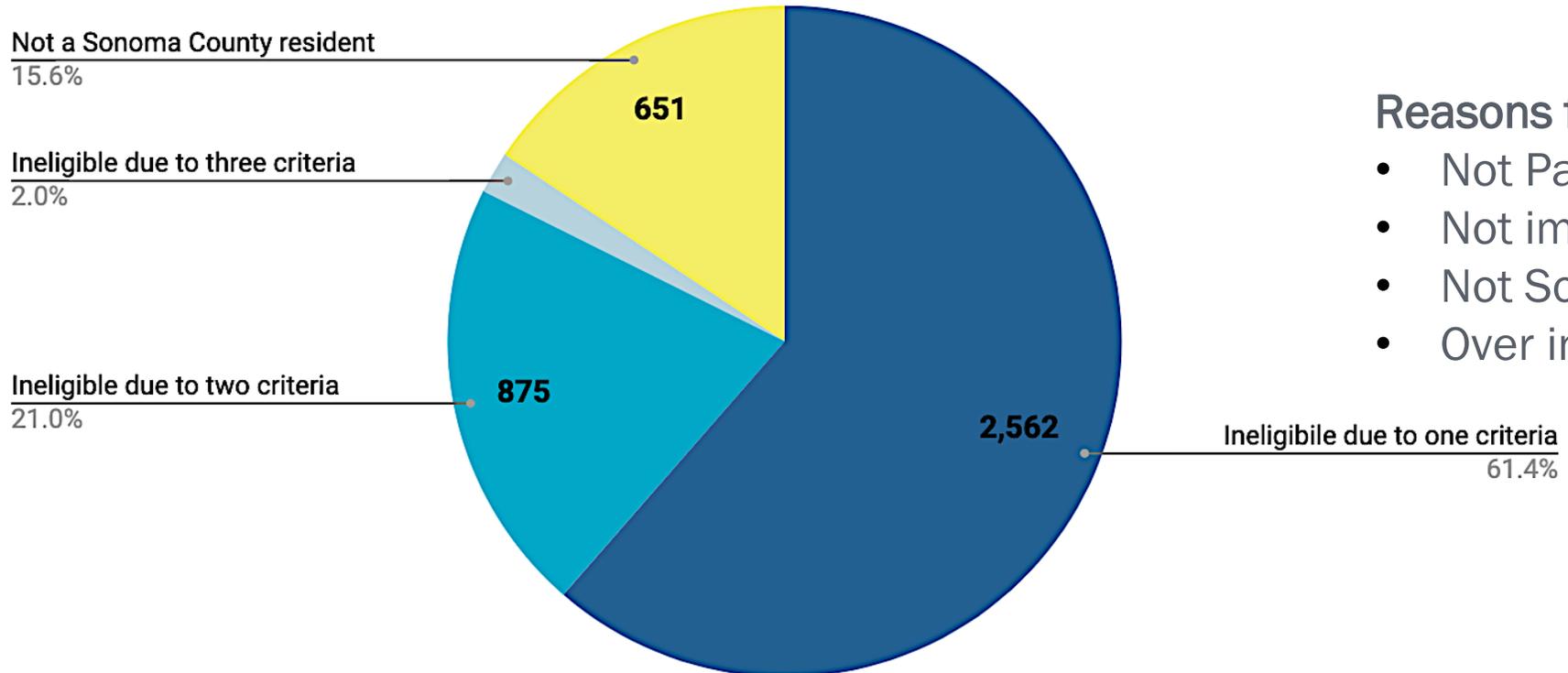


GBI Pilot Applicant Eligibility

Eligible Applications vs. Ineligible Applications



Reasons for Ineligibility



Reasons for Ineligibility:

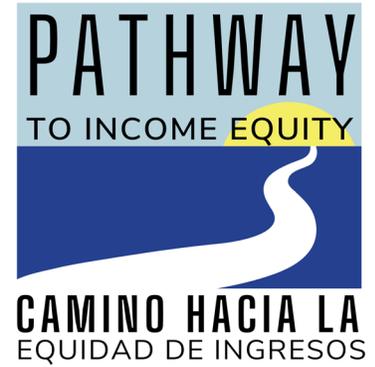
- Not Parenting/pregnant (40%)
- Not impacted by COVID (17%)
- Not Sonoma County resident (15.6%)
- Over income (6%)

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*

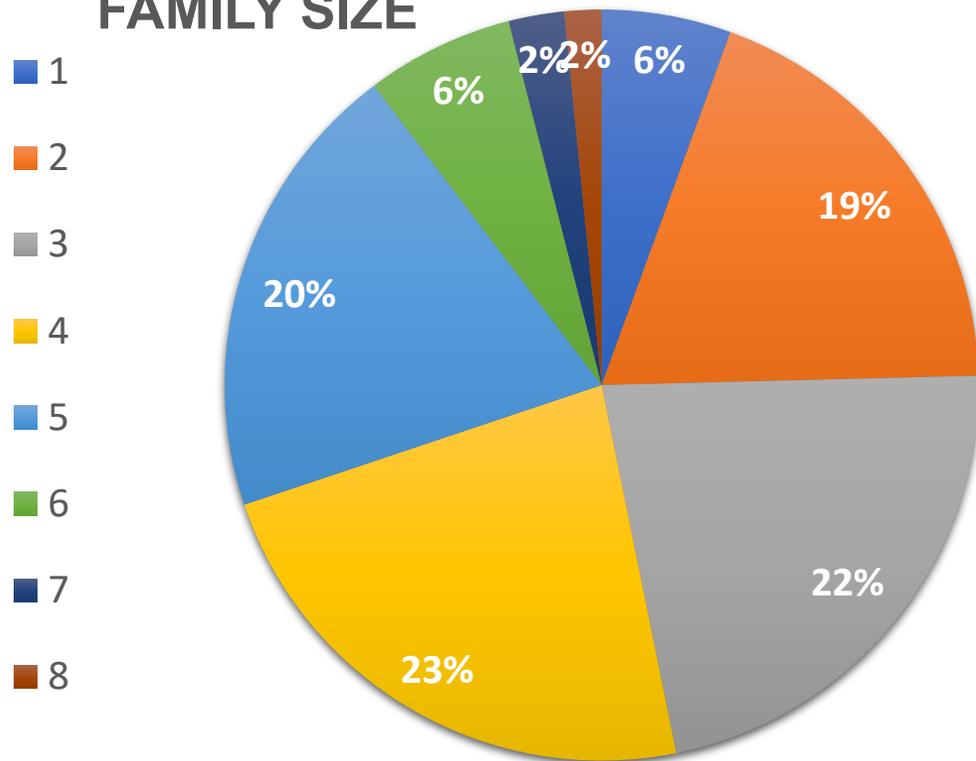
*Preliminary, pre-verification



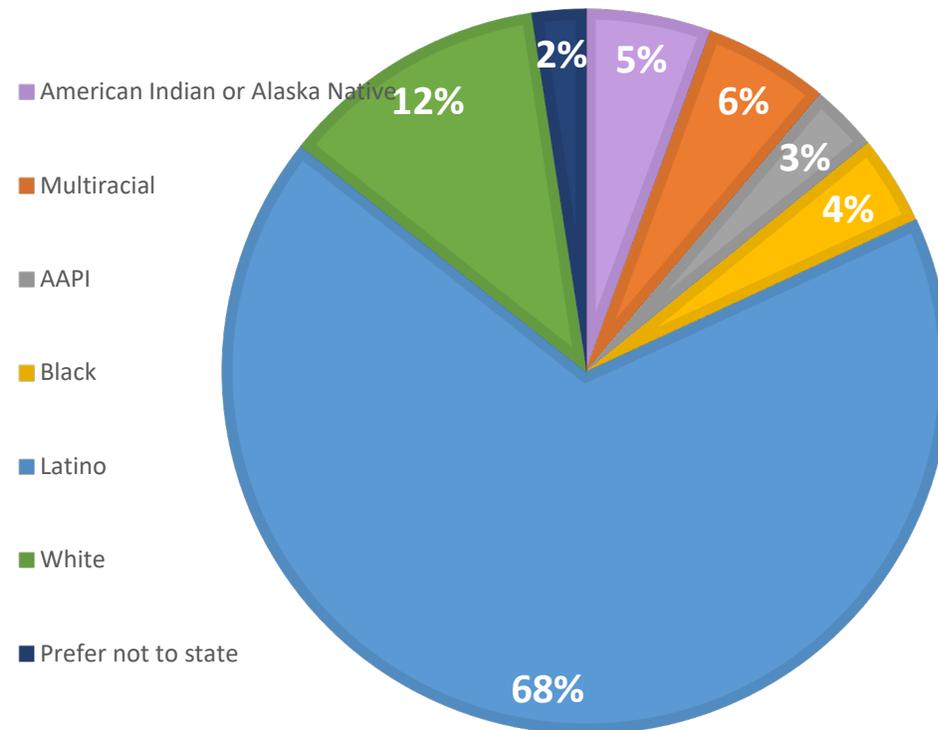
126 households

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

FAMILY SIZE

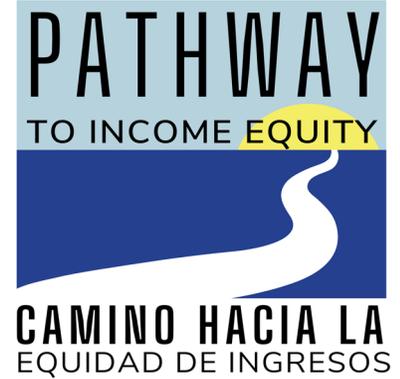


RACE/ETHNICITY



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

- 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

ELIGIBILITY

- 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

An informational flyer with a green and purple color scheme. At the top, it says "Now Accepting Letters of Intent!" in a cursive font, followed by "EARLY CARE & EDUCATION FACILITIES GRANTS" in bold. The text describes the program's purpose, funding sources, and offers. It lists three types of grants: Minor Renovation and Repair Grants with the Addition of Child Care Slots, Minor Renovation and Repair Grants without the Addition of Child Care Slots, and Major Renovation and New Construction Grants. It also provides submission deadlines and a website for more information. At the bottom, it mentions a partnership with the City of Santa Rosa and includes the website www.first5sonomacounty.org. There is a small photo of a woman and two children playing with toys.

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 logo and FIRST 5 sonoma county logo are also present.

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

A flyer with a green and purple background. At the top, it says "Now Accepting Letters of Intent!" in white cursive on a dark blue background, followed by "EARLY CARE & EDUCATION FACILITIES GRANTS" in white bold text. Below this, there is a paragraph of text about the grant program, a list of grant types, funding limits, and submission deadlines. At the bottom, there is a photo of a woman with two children and logos for the City of Santa Rosa and First 5 Sonoma County.

Now Accepting Letters of Intent!

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The logo for the City of Santa Rosa, featuring a stylized rose and the text "City of Santa Rosa".The logo for First 5 Sonoma County, featuring the word "FIRST" in blue, a green hand icon with a white child's hand inside, and a large purple "5". Below this, the words "sonoma county" are written in a smaller, grey font.

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

