



First 5 Monterey County Early Learning Opportunities

Fiscal Year 2013-14
Client & Service Delivery Data Report

October 2014

prepared for



prepared by

harder+company
community research

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Introduction

In 2013-14, First 5 Monterey County (F5MC) funded 28 agencies to provide early childhood services that were driven by the three broad community visions of its Early Learning Opportunities (ELO) Strategic Plan: 1) Parent Development, 2) Early Care and Education, and 3) Child Health. These community visions are further defined in the box on the right.

Services were offered throughout the county and were targeted toward families who need them the most. This report presents data collected by F5MC-funded partners to better understand the populations they serve and determine to what extent they are reaching their target communities. The first section of the report provides data on total numbers served throughout fiscal year (FY) 2013-14, as well as a breakdown of the numbers of children, parents, and providers served in each of the three vision areas. The second section contains client-level demographic data, including parent level of education, language, gender, age, race/ethnicity, insurance status, and regions served. To further examine trends, historical data from previous years are presented where they are relevant and available.

Community Visions for ELO-Funded Partners

Vision I: Parenting Development

- Defined as programs that maintain relationships with parents to build knowledge, skills, and confidence in parenting as well as their ability to access resources to assist their family. Funding will be primarily focused on parents with children from the prenatal stage to age 3, but not exclusive of children ages 4-5.

Vision II: Child Care Quality

- Described as programs that enhance child care provider/caregiver education, child care environment quality, child care workforce development, and parent-teacher interactions.

Vision III: Mental and Physical Health

- Special needs assessment, screening, and support. Defined as programs that provide a coordinated system of screening, referrals, and services for children with special needs, including emotional delays. The geographic area funded subsequent to the selection process was 93905.
- Coordinated, flexible, and individualized support and services for children who have experienced trauma or prenatal exposure to drugs/alcohol.

Service Delivery: Programs Offered

F5MC-funded programs fall under three distinct community visions

This section presents an overview of the number and types of services that were provided by F5MC-funded partners in FY 2013-14. Exhibit 1 details the specific programs funded. The evaluation questions this section seeks to address are:

- How many people are being served?
- What services are being offered by ELO-funded partners?

Programs in the *first vision area* include case management; home visitation; playgroups; general parenting education; community resources and referrals; and family literacy programs. Programs in the *second vision area* provide early child care and education services and support early educators in maximizing development of children ages 0 to 5. Programs in the *third vision area* offer services including health screenings and health insurance enrollment; home visitation; in-person consultation; screening and counseling services and programs for children with special needs; and provider training and support. Some programs work in multiple vision areas.

E1. Funded Programs by Community Vision FY 2013-14

I. Parent Development	<ul style="list-style-type: none"> ■ Action Council ■ Alisal USD, Community Healthy Start Resource Center ■ Centro Binacional ■ Monterey County Office of Education, Dads in Action ■ Easter Seals Central California, Strengthening Special Needs Families ■ King City USD, Family Resource Center ■ Kinship Center ■ Mexican American Opportunity Foundation ■ Monterey Public Health Dept. Regional Nursing Teams, Teen Parenting Program ■ Monterey Peninsula USD, Family Resource Center ■ North Monterey County USD, Castro Plaza Family Resource Center ■ Pajaro Valley USD, Healthy Start Pajaro Family Resource Center ■ City of Salinas, Public Library ■ Soledad USD, Adult School
II. Early Care and Education	<ul style="list-style-type: none"> ■ Chualar USD ■ Community Action Partnership (CAPSLO) ■ Go Kids, Inc. ■ Gonzales USD ■ Greenfield USD ■ Praxis Consulting, CARES/CSP Consultants ■ Hartnell Community College, CARES ■ King City Migrant Child Development Center ■ Mexican American Opportunity Foundation ■ Monterey Peninsula College, CARES ■ North Monterey County USD, Castro Plaza Family Resource Center
III. Child Health	<ul style="list-style-type: none"> ■ Kinship Center ■ MCSTART, Door to Hope ■ Go Kids, Inc. ■ Monterey County Health Department Behavioral Health, Secure Families ■ Monterey County Probation Department, Child Advocate Program ■ Pajaro Valley Prevention and Student Assistance, Inc. (PVPSA)

Service Delivery: Numbers Served

In FY 2013-14, F5MC provided services to more than 20,000 children, parents, and providers

As shown in Exhibit 2, F5MC provided services to 9,133 unduplicated/consented clients in FY 2013-14. Just under half (48 percent) were children, 44 percent were parents, and the remaining eight percent were providers. These numbers are consistent with those of previous years.

E2. Percentage of Unduplicated/Consented Clients Served

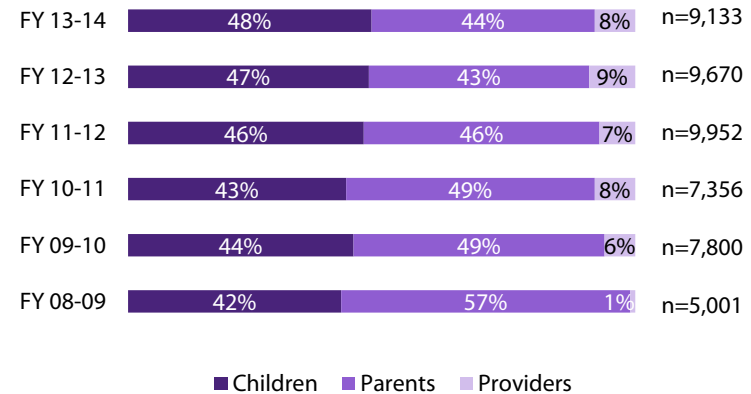


Exhibit 3 shows the total number of individuals served by F5MC and includes aggregate data. F5MC-funded programs served a total of 23,138 children, parents, and providers in FY 2013-14. The drop in numbers served from FY 12-13 is largely driven by the drop in fewer large event sponsorships and more accurate sponsorship data, a shift from Transition to Kindergarten (supported children entered kindergarten) to Transitional Kindergarten (supports TK classes), and fewer Parent Kits disseminated.

E3. Total Numbers Served by Year

	FY 08-09	FY 09-10	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 12-13 to FY 13-14 (% Change)
Children	8,621	9,845	16,034	14,254	18,535	10,285	-44.5%
Parents	9,026	18,423	20,231	23,491	20,025	11,746	-41.3%
Providers	971	2,134	1,531	1,015	1,684	1,107	-34.3%
Unknown	17,685	-	-	-	-	--	-
Total Served	36,303	30,402	37,796	38,760	40,244	23,138¹	-42.5%

Source: Persimmony; data for consented clients and aggregate data.

¹ Starting in FY 12-13, seminar participants were not included in the total numbers served since there were no other demographic data about them and were largely duplicated across seminars and other programs. In FY 13-14, 855 people attended seminars.

Service Delivery: Numbers Served

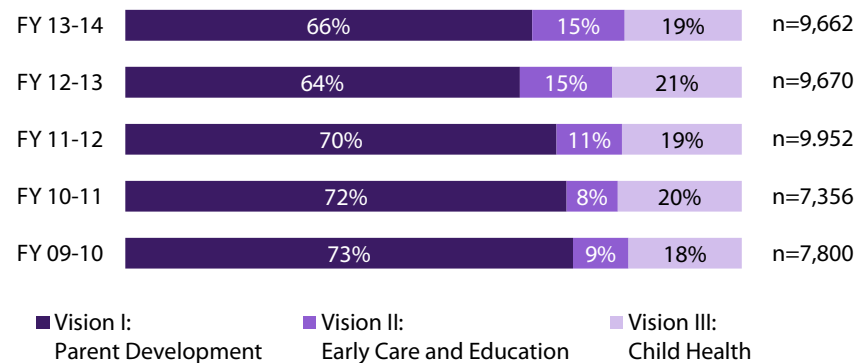
Two-thirds of clients served for Community Vision Areas participated in Parent Development services

Exhibits 4 and 5 show that, of the 9,662 clients that were served for each of the three ELO Community Vision Areas in FY 2013-14, two-thirds (66 percent) were served by programs in the first Vision Area, parent development. Over ten percent (15 percent) received services from funded programs in Vision Area Two, early care and education, and the remaining 29 percent were served by Vision Area Three, child health. These proportions are fairly consistent with previous years.

E4. Total Clients Served by Community Vision

Community Visions	FY 09-10		FY 10-11		FY 11-12		FY 12-13		FY 13-14	
	Count	%	Count	%	Count	%	Count	%	Count	%
Vision I: Parent Development	5,664	73	5,266	72	6,961	70	6,214	64	6,333	66
Vision II: Early Care and Education	703	9	611	8	1,058	11	1,417	15	1,490	15
Vision III: Child Health	1,433	18	1,479	20	1,933	19	2,039	21	1,839	29
Total Served	7,800		7,356		9,952		9,670		9,662	

E5. Percentage of Clients Served by Vision Areas



Source: Persimmony; data from consented and non-consented clients.

Service Delivery: Numbers Served

In FY 2013-14, F5MC-funded programs delivered 76,808 units of service across all service types, an amount that was nearly on par with that of the previous year, as seen in Exhibit 6. Service units are defined as per occurrence per participant.

The numbers of high-intensity consultations and family support services saw decreases (29 and 27 percent, respectively), while parent group series saw the largest increase in number of services delivered (36 percent). Playgroups, consistently the service type with the highest service count, saw a minimal decrease from FY 12-13 to FY 13-14 (2 percent).

E6. Service Units by Service Type

Service Type	FY 11-12	FY 12-13	FY 13-14	FY 12-13 to FY 13-14 (% Change)
Playgroups	26,207	33,172	32,405	-2.3%
High-intensity consultations and interventions	14,800	17,278	12,307	-28.8%
Home visits	8,158	8,540	9,909	+16.0%
Information and referral	6,014	6,930	8,738	+26.1%
Parent group series	4,242	3,804	5,173	+36.0%
Community capacity building	4,068	3,988	3,859	-3.2%
Transition and other family support	3,206	3,058	2,231	-27.0%
Screening or assessment	1,586	1,833	2,186	+19.3%
Total	68,281	78,603	76,808	-2.3%

Source: Persimmony; data from consented clients and aggregate data.

Client Demographics

Demographic data provide a perspective for understanding the specific populations that F5MC targets

F5MC-funded programs collect demographic information to obtain an accurate representation of the characteristics of the children, parents, and providers they serve. These demographic characteristics help provide a background for F5MC staff and the Commission to understand its progress toward meeting targets and the reach of funded services on Monterey County communities that they hope to touch.

More specifically, the data aim to address the following questions:

- Who is being served?
- Are funded partners reaching the appropriate target populations?

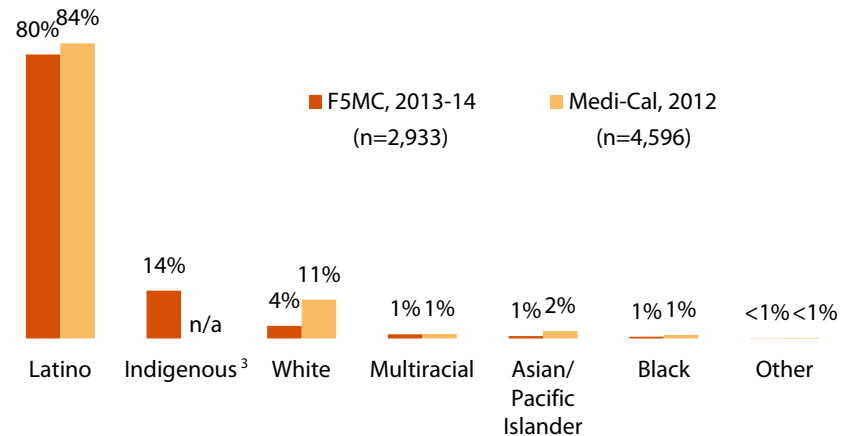
This section describes characteristics of the families and providers who received F5MC-funded services in FY 2013-14, along with comparison data from all past fiscal years since FY 2008-09.

Client Demographics: Population Served

F5MC utilizes Medi-Cal data for Monterey County to target its services

F5MC and its funded partners use several data sources, including Census and Medi-Cal funded birth data, to help target services to families in need in Monterey County. Exhibit 7 compares the distribution of race/ethnicity of mothers served by F5MC in FY 2013-14 to that of mothers with Medi-Cal funded births in Monterey County in 2011. In FY 2013-14, 80 percent of mothers served by F5MC were Hispanic/Latino, which was similar to the proportion of Hispanic/Latino mothers in Monterey County with Medi-Cal births.

E7. Race/Ethnicity of Mothers Served in FY 2013-14 Compared to Race/Ethnicity of Mothers with Medi-Cal Funded Births in Monterey County in 2012²



Source for F5MC data: Persimmony, Data from consented clients.

Source for Medi-Cal data: Source: California Department of Public Health, Health Information and Research Section, Birth Statistical Master File 2012; statistical analyses performed by Monterey County Health Department, Surveillance and Epidemiology Unit. Data exclude births where the mother's race/ethnicity was unknown.

² Of parents served by F5MC, there were missing or unknown race/ethnicity data for 13 mothers.

³ Medi-Cal funded birth data do not include an Indigenous/Native American category. As a result, Medi-Cal funded birth data do not provide a point of comparison.

Client Demographics: Parent Level of Education

F5MC mostly serves parents with less than a high school education

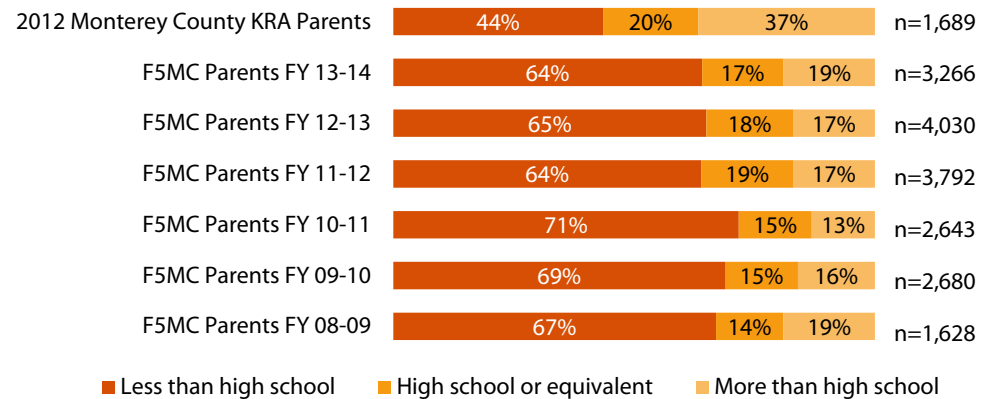
In general, the distribution in level of education of parents served by F5MC has remained consistent over the years. Most parents have usually had less than a high school education. As Exhibit 8 demonstrates, 64 percent of parents served in FY 2013-14 had less than a high school education, while only eight percent had at least a college education.

Exhibit 9 compares the level of education of F5MC parents over the past five years to the level of education reported in the 2012 Monterey County Kindergarten Readiness Assessment (KRA), which included a representative sample of Monterey County parents whose children entered kindergarten in fall 2012. This fiscal year, 64 percent of parents served by F5MC-funded programs possessed less than a high school education, compared to 44 percent of parents of entering kindergarteners in 2012. These findings suggest that F5MC-funded programs are serving parents with lower levels of education than Monterey County parents as a whole.

E8. Level of Education of Parents Served in FY 2013-14

	Count	Adjusted %
Less than 6 th Grade	1,149	35
Between 6 th Grade and High School	945	29
Finished High School/GED	552	17
More than High School	344	11
Finished College	166	5
More than College	110	3
Total	3,266	
Missing/Unknown	764	

E9. Level of Education of Parents Served by F5MC Compared to Parents of Incoming Kindergarteners in Monterey County⁴



Source: Persimmony, Data from consented clients.

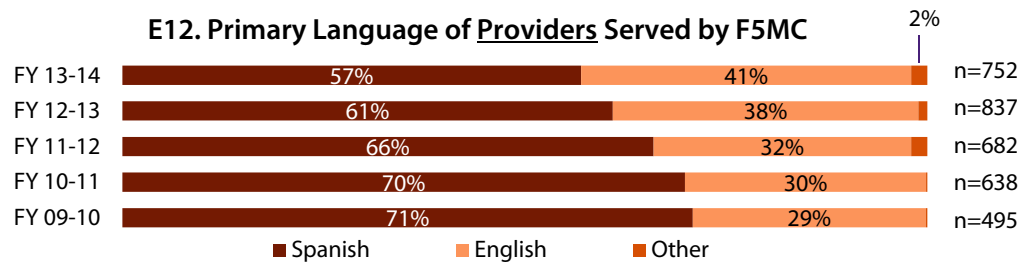
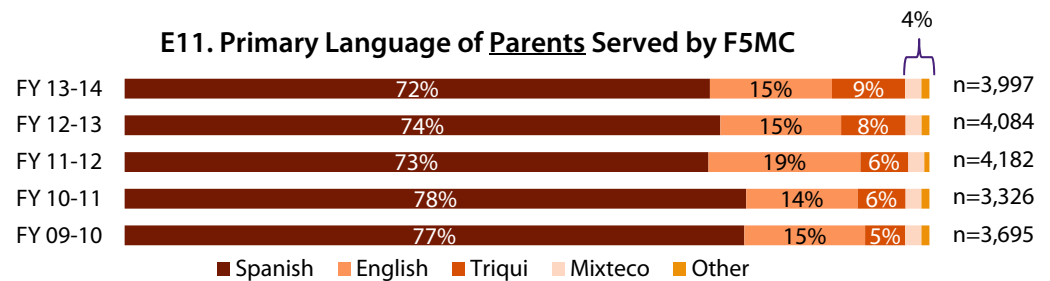
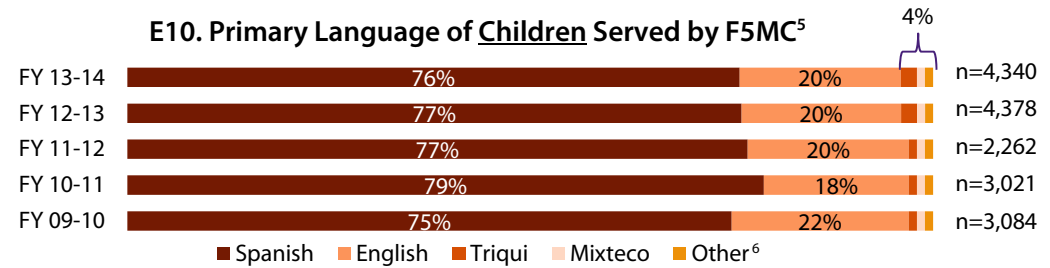
⁴ There were missing or unknown parent level of education data in FY 08-09 (n=1,221), FY 09-10 (n=1,175), FY 10-11 (n=687), FY 11-12 (n=727), FY 12-13 (n=923), and FY 13-14 (n=764). In the 2012 KRA, there were missing or unknown parent level of education data for 233 parents.

Client Demographics: Primary Language

Spanish continues to be the most common language spoken by F5MC service recipients

In FY 2013-14, funded programs reported that most children (76 percent), parents (72 percent), and providers (57 percent) spoke Spanish as their primary language, with English as the second most common language spoken for each group. Exhibits 10-12 display the distribution of languages spoken by children, parents and providers served.

The trends in languages spoken by children and parents remain consistent. However, there has been a gradual decrease of Spanish-speaking providers since FY 2009-10.



Source: Persimmony, Data from consented clients.

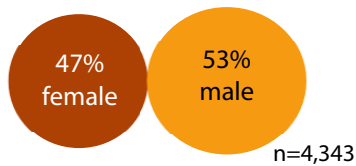
⁵ There were missing or unknown language data for children in FY 09-10 (n=407), FY 10-11 (n=42), FY 11-12 (n=36), FY 12-13 (n=209), and FY 13-14 (n=7). There were missing or unknown language data for parents in FY 09-10 (n=160), FY 10-11 (n=47), FY 11-12 (n=43), FY 12-13 (n=96), and FY 13-14 (n=33). There were missing or unknown language data for providers in FY 09-10 (n=407), FY 10-11 (n=3), FY 11-12 (n=56), FY 12-13 (n=66), and FY 13-14 (n=4).

⁶ "Other" languages spoken by children, parents, and providers include Tagalog, Chinese, Zapotec, and Vietnamese.

Client Demographics: Gender and Age of Children

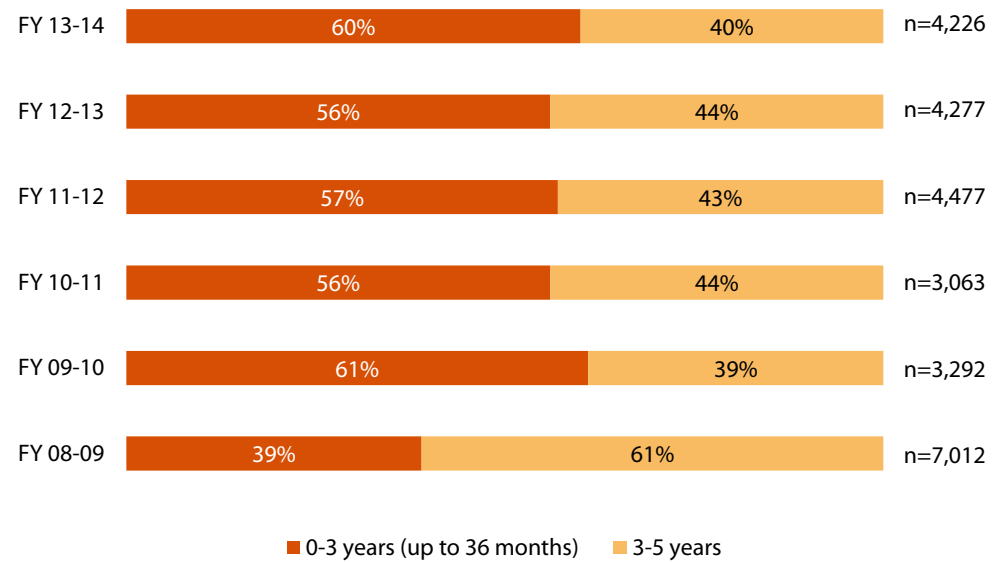
Boys and girls are equally represented by children served by F5MC, over half of whom are ages 0-3

Gender. In FY 2013-14, there was almost an equal representation of males (53 percent) and females (47 percent) among children served.⁷ This distribution was similar to that of previous years.



Age. The F5MC ELO Strategic Plan prioritizes providing services to families with children ages 0-3. Exhibit 13 shows the age breakdown of children served by F5MC over the last five years. In FY 2013-14, 60 percent of children served were between 0 and 3 years old, which was a slight increase from the previous year.

E13. Age of Children Served by F5MC⁸



Source: Persimmony, Data from consented clients.

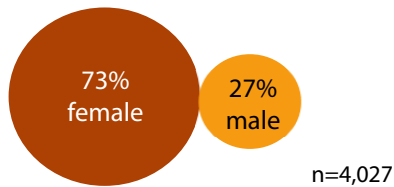
⁷ In FY 13-14, there were 4 children for whom there were missing/unknown gender data.

⁸ There were missing or unknown age data for children in FY 08-09 (n=1,609), FY 09-10 (n=154), FY 10-11 (n=16), FY 12-13 (n=310), and FY 13-14 (n=121).

Client Demographics: Gender and Age of Parents

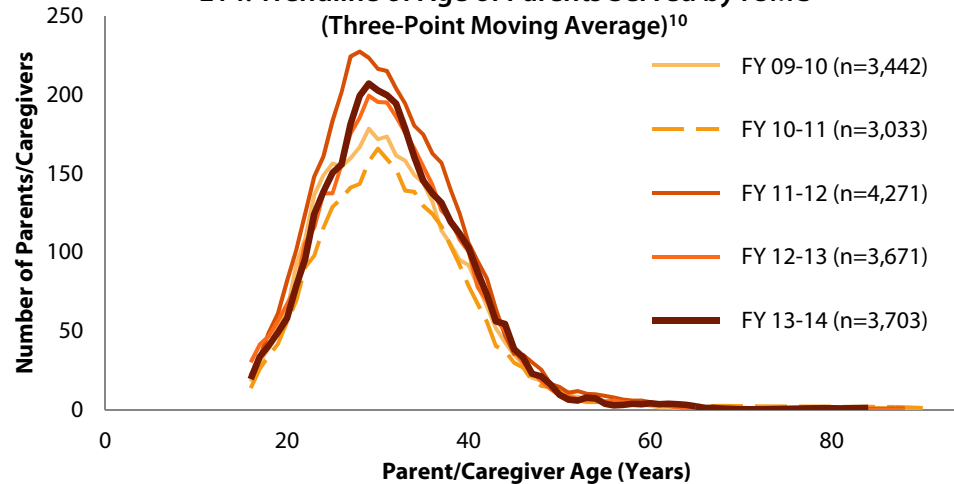
F5MC primarily serves parents who are female and 21 to 40 years old

Gender. The large majority of parents served by F5MC have typically been female. Similar to previous years, nearly three-fourths of consented parents who received F5MC-funded services in FY 2013-14 were female. On the other hand, a smaller percentage of the aggregate group (i.e., non-consented clients, community event participants, parent kit recipients) were female (55 percent).⁹



Age. The age distribution of parents has been nearly identical over the past few years. As seen in Exhibits 14 and 15, parents between the ages of 21 and 40 years represent the largest proportion of parents served (82 percent). In FY 2013-14, parents/caregivers' ages ranged from 14 (n=7) to 84 years old (n=1).

E14. Trendline of Age of Parents Served by F5MC (Three-Point Moving Average)¹⁰



E15. Age Ranges of Parents Served by F5MC

	FY 09-10		FY 10-11		FY 11-12		FY 12-13		FY 13-14	
	Count	Adj %	Count	Adj %	Count	Adj %	Count	Adj %	Count	Adj %
14 – 20 years	285	8	250	8	354	8	336	9	282	8
21 – 30 years	1,571	46	1,343	44	1,931	45	1,605	44	1,664	45
31 – 40 years	1,234	36	1,136	32	1,542	36	1,366	37	1,377	37
41 – 50 years	299	9	250	8	358	8	304	8	317	9
50+ years	53	2	54	2	86	2	60	2	63	2
Total	3,442		3,033		4,271		3,671		3,703	
Missing/Unknown	413		578		351		509		327	

Source for age data: Persimmony, Data from consented clients.

Source for gender data: Persimmony, Data from consented clients and aggregate data.

⁹ In FY 13-14, there were 3 parents for whom there were missing/unknown gender data.

¹⁰ In order to show trends more clearly, age distribution data are depicted using moving average trendlines, meaning that every three data points are averaged and plotted based on that number. For example, the first three data points are 7 parents at age 14, 15 parents at age 15, and 36 parents at age 16; these data would be graphed as an average of 19.3 parents at ages 14-16.

Client Demographics: Race/Ethnicity

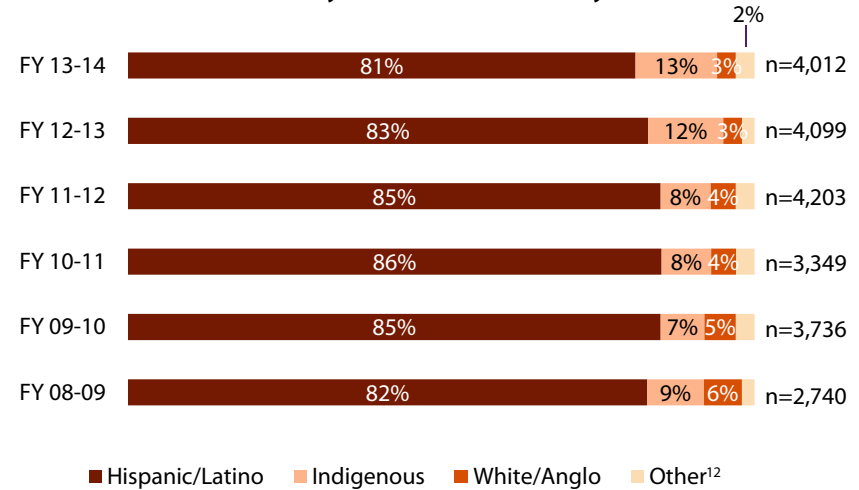
The overwhelming majority of people served by F5MC are Latino/Hispanic

As in previous years, the large majority of parents served by F5MC in FY 2013-14 were Hispanic/Latino (81 percent), as shown in Exhibit 16. Most children and providers that F5MC served this fiscal year were also Hispanic/Latino (88 percent and 78 percent, respectively), which is consistent with past trends.

E16. Race/Ethnicity of Parents Served in FY 2013-14

	Count	Adjusted % ¹¹
Hispanic/Latino	3,258	81
Indigenous/Native American	532	13
White/Anglo	133	3
Multiracial	40	1
Asian	23	1
Black/African American	19	<1
Other	4	<1
Pacific Islander	3	<1
Total	4,012	100
Missing/Unknown	18	

E17. Race/Ethnicity of Parents Served by F5MC



Source: Persimmony, Data from consented clients.

¹¹ There were missing or unknown race/ethnicity data for parents in FY 08-09 (n=105), FY 09-10 (n=119), FY 10-11 (n=262), FY 11-12 (n=22), FY 12-13 (n=81), and FY 13-14 (n=18).

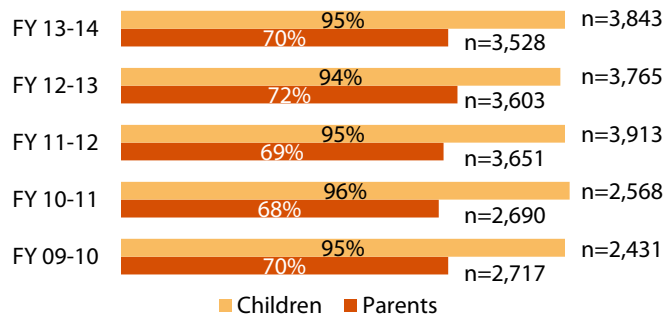
¹² "Other" includes Black/African American, Asian, Pacific Islander, Multiracial, and other racial/ethnic categories.

Client Demographics: Health Insurance Status

Medi-Cal is the most common form of health insurance that covers F5MC children and parents

Exhibit 18 shows that, while children served by F5MC are largely covered by some form of health insurance, a smaller percentage of parents are insured. Similar to previous years, nearly all children served in FY 2013-14 were covered by health insurance (95 percent), compared to 70 percent of parents.¹³ Despite the rollout of the open enrollment period of the Affordable Care Act (ACA) in 2013, the percentage of F5MC parents who are insured remained relatively stable. This may reflect statewide challenges; language preference and immigration status have been identified as barriers to enrolling uninsured Latinos/Hispanics in Covered California or Medi-Cal under ACA.¹⁴

E18. Percentage of Insured Children and Parents Served by F5MC



Source: Persimmony, Data from consented clients.

¹³ There were missing or unknown health insurance data for children in FY 09-10 (1,015), FY 10-11 (n=461), FY 11-12 (n=655), FY 12-13 (n=822), and FY 13-14 (504). There were missing or unknown health insurance data for parents in FY 09-10 (n=1,138), FY 10-11 (n=921), FY 11-12 (n=620), FY 12-13 (n=577), and FY 13-14 (n=502).

¹⁴ Source: Kaiser Family Foundation, *Where are California's Uninsured Now? Wave 2 of the Kaiser Family Foundation California Longitudinal Panel Survey, 2014.*

<http://kff.org/uninsured/report/where-are-californias-uninsured-now-wave-2-of-the-kaiser-family-foundation-california-longitudinal-panel-survey/>

¹⁵ Under AB1494, all enrollees in the Healthy Families program were transferred to Medi-Cal beginning on January 1, 2013. All children (n=294) and parents (n=71) recorded in Persimmony as covered by Healthy Families in FY 13-14 were recategorized in this report as Medi-Cal.

E19. Health Insurance Types of Children and Parents Served in FY 2013-14

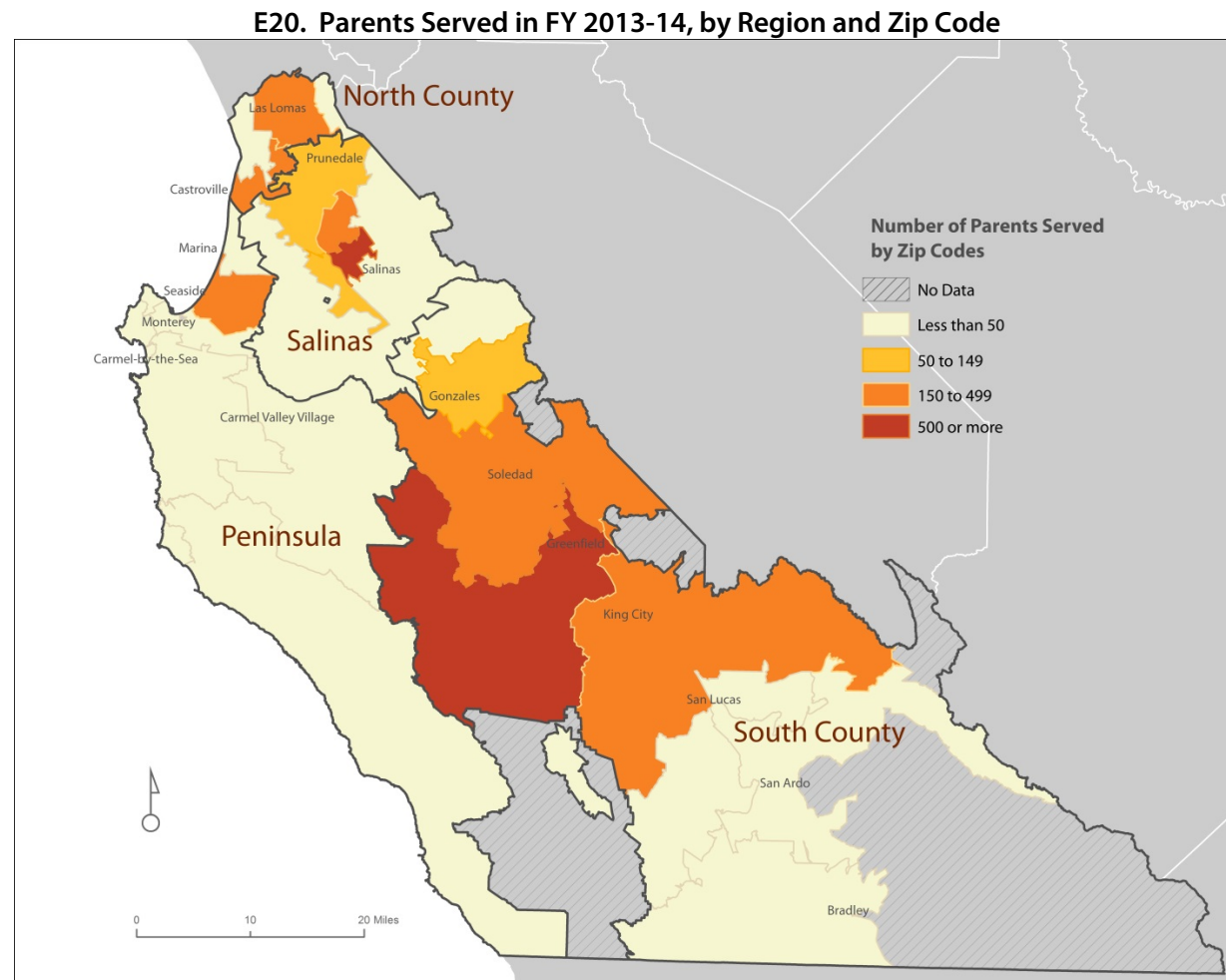
	Children		Parents	
	Count	Adjusted %	Count	Adjusted %
Medi-Cal	3,031	79	1,254	36
Employer Provided	316	8	482	14
Emergency Medi-Cal	81	2	607	17
Parent Purchased	40	1	26	1
Other	172	4	107	3
None	203	5	1,052	30
Total	3,843		3,528	
Missing/Unknown	504		502	

Medi-Cal continues to be a primary source of health insurance for F5MC parents and children. As shown in Exhibit 19, Medi-Cal covered 79 percent of children and 36 percent of parents served in FY 2013-14. These numbers account for the transition of Healthy Families enrollees to Medi-Cal in 2013.¹⁵ Seventeen percent of parents were covered by Emergency Medi-Cal. Employer-provided insurance plans were also a common form of insurance for both children (8 percent) and parents (14 percent).

Client Demographics: Regions Served

As with previous years, F5MC clients largely come from Salinas, especially East Salinas

The F5MC ELO Strategic Plan prioritizes the following zones within each region of Monterey County: Salinas (East Salinas); South County (Chualar; Gonzales, Soledad, Greenfield, King City, San Ardo, and San Lucas); Peninsula (Seaside); and North County (Pajaro, Castroville). The map and tables on the following pages represent the breakdown of parents served by F5MC according to their zip code and corresponding city and region of Monterey County.



Source: Persimmony, Data from consented clients.

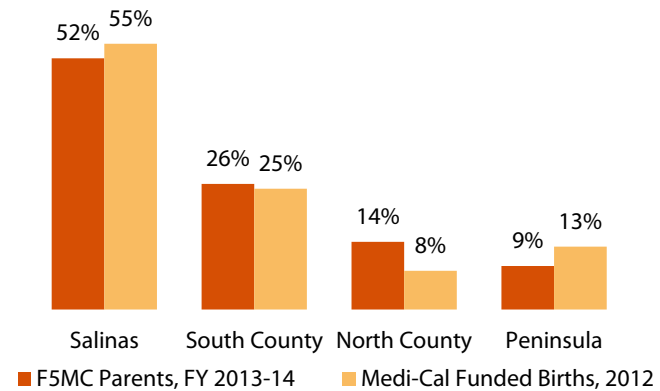
Client Demographics: Regions Served

Similar to previous years, half of parents that F5MC served this fiscal year resided in Salinas (52 percent). About one third of all parents came from East Salinas (35 percent). As Exhibit 21 shows, the geographic distribution of F5MC parents also reflects the distribution of Medi-Cal funded births in Monterey County. Parents from North County represent a slightly higher proportion of parents served by F5MC than among mothers with Medi-Cal funded births.

Exhibit 22 displays more detailed data comparing geographic distribution of F5MC parents to Medi-Cal funded births, including ratio and percentage point difference, by region and city. Areas in which the ratio is higher (i.e., greater than 1.0), namely East Salinas, Greenfield, Pajaro, and Castroville, have been identified as priority areas in the F5MC ELO Strategic Plan.

Most parents served by F5MC have historically resided in the Salinas and South County regions, as shown in Exhibit 23, particularly in East Salinas, Greenfield, and North Salinas.

E21. Geographic Distribution of Parents Served in FY 2013-14 and 2012 Medi-Cal Funded Births in Monterey County¹⁶



Source for F5MC data (Exhibits 21 and 22): Persimmony, Data from consented clients.

Source for Monterey County Medi-Cal funded birth data (Exhibits 21 and 22): California Department of Public Health, Health Information and Research Section, Birth Statistical Master File 2012; statistical analyses performed by Monterey County Health Department, Surveillance and Epidemiology Unit. County-level data exclude births where mother's zip code of residence was unknown.

¹⁶ Percentages omit participants reported as being from out of the county. An additional 56 parents served by F5MC in FY 13-14 were reported as being from out of the county.

Client Demographics: Regions Served

E22. Parents Served in FY 2013-14, by Region and Zip Code, Compared to 2012 Medi-Cal Funded Births in Monterey County

Region	City	Zip Code	A. F5MC Parents Served (Count)	B. F5MC Parents Served (Adjusted %)	C. Medi-Cal Funded Births, 2012 (Count)	D. Medi-Cal Funded Births, 2012 (Adjusted %)	E. Ratio (Column A/ Column C)	F. Percentage Point Difference (Column B - Column D)
Salinas			2,048	52	2,166	55	0.9	-3
	East Salinas ¹⁷	93905	1,390	35.1	1,251	31.4	1.1	3.7
	North Salinas	93906	392	9.9	577	14.5	0.7	-4.6
	South Salinas	93901	143	3.6	189	4.7	0.8	-1.1
	North of Salinas	93907	85	2.1	113	2.8	0.8	-0.7
	River Road	93908	19	0.5	22	0.6	0.9	-0.1
	Other zip codes ¹⁸		19	0.5	14	0.5	1.4	0
Peninsula			347	9	520	13	0.7	-4
	Seaside	93955	264	6.7	292	7.3	0.9	-0.6
	Marina	93933	46	1.2	105	2.6	0.4	-1.4
	Monterey	93940	26	0.7	83	2.1	0.3	-1.4
	Other zip codes		11	0.3	40	1	0.3	-0.7
South County			1,026	26	991	25	1.0	1
	Greenfield	93927	574	14.5	382	9.6	1.5	4.9
	King City	93930	215	5.4	232	5.8	0.9	-0.4
	Soledad	93960	167	4.2	230	5.8	0.7	-1.6
	Gonzales	93926	59	1.5	98	2.5	0.6	-1
	Other zip codes		11	0.3	49	1.2	0.2	-0.9
North County			540	14	307	8	1.8	6
	Pajaro	95076	270	6.8	97	2.4	2.8	4.4
	Castroville	95012	262	6.6	177	4.4	1.5	2.2
	Aromas	95004	5	0.1	15	0.4	0.3	-0.3
	Other zip codes		3	0.1	18	0.5	0.2	-0.4
Total			3,961	100	3,984	100	1.0	
	Missing/Unknown			56				

Source for F5MC data: Persimmony, Data from consented clients.

¹⁷Cities and zip codes highlighted in blue represent those with the greatest number of parents served by F5MC.

¹⁸Some zip codes were aggregated in order to protect client confidentiality. Some estimates are provided in instances where county-level data were aggregated as "Other."

Client Demographics: Regions Served

E23. Parents Served by F5MC, by Region and Zip Code

Region	City	Zip Code	FY 08-09		FY 09-10		FY 10-11		FY 11-12		FY 12-13		FY 13-14	
			n	%	n	%	n	%	n	%	n	%	n	%
Salinas			5,189	59	5,858	60	6,858	60	5,071	58	2,113	51	2,134	52
	East Salinas	93905	3,401	38.8	3,101	32.0	3,821	33.8	3,021	34.3	1,467	35.2	1,416	34.6
	North Salinas	93906	624	7.1	1,398	14.4	1,845	16.3	981	11.1	384	9.2	415	10.1
	South Salinas	93901	967	11.0	968	10.0	815	7.2	799	9.1	149	3.6	156	3.8
	North of Salinas	93907	129	1.5	332	3.4	311	2.8	224	2.5	74	1.8	85	2.1
	River Rd.	93908	64	0.7	53	0.5	58	0.5	39	0.4	17	0.4	43	1.1
	Other zip codes ¹⁹		4	0.0	6	0.1	8	0.1	7	0.1	22	0.5	19	0.4
Peninsula			1,350	15	1,064	11	1,342	12	1,045	12	416	10	354	9
	Seaside	93955	820	9.4	591	6.1	729	6.5	682	7.7	321	7.7	268	6.6
	Marina	93933	230	2.6	378	3.9	358	3.2	254	2.9	57	1.4	48	1.2
	Monterey	93940	209	2.4	40	0.4	178	1.6	62	0.7	28	0.7	27	0.7
	Other zip codes		91	1.1	55	0.6	77	0.6	47	0.1	10	0.2	11	0.3
South County			1,394	16	1,652	17	2,114	19	1,761	20	1,066	26	1,032	25
	Greenfield	93927	597	6.8	438	4.5	777	6.9	677	7.7	501	12.0	574	14.0
	King City	93930	486	5.5	449	4.6	419	3.7	398	4.5	243	5.8	215	5.3
	Soledad	93960	163	1.9	367	3.8	459	4.1	515	5.8	223	5.3	167	4.1
	Gonzales	93926	62	0.7	150	1.5	387	3.4	133	1.5	79	1.9	59	1.4
	Chualar	93925	15	0.2	222	2.3	24	0.2	23	0.3	13	0.3	8	0.2
	Other zip codes		71	0.8	26	0.3	48	0.7	15	0.2	7	0.1	9	0.2
North County			837	10	1,118	12	976	9	939	11	574	14	570	14
	Castroville	95012	373	4.3	792	8.2	407	3.6	330	3.7	226	5.4	292	7.1
	Pajaro	95076	450	5.1	308	3.2	513	4.5	580	6.7	337	8.1	270	6.6
	Other zip codes		14	0.1	18	0.2	56	0.5	29	0.4	11	0.3	8	0.2
Total*			8,770	100	9,692	100	11,290	100	8,816	100	4,169	100	4,090	100
<i>Out of County</i>			14		17		18		17		54		13	
<i>Missing/Unknown</i>			242		797		5,264		26		23		56	

Source for F5MC data: Persimmony, data from consented and non-consented clients.

¹⁹ Some zip codes were aggregated in order to protect client confidentiality.

Closing

F5MC and its funded partners continue to serve tens of thousands of high-need families throughout Monterey County. Over time, the demographic portrait of F5MC clients has remained consistent; F5MC programs serve a majority Latino, Spanish-speaking population with less than a high school education. The race/ethnicity and geographic distributions of F5MC families mirror those of Monterey County's Medi-Cal funded birth population, an indicator of low-income status. This level of detailed data remains critical for capturing the numbers and types of people receiving services to further strengthen early childhood services and refine strategies that address each community-identified vision area.

Technical Notes

In 2008, F5MC-funded partners began using the Persimmony client-level data system. This system allowed for greater levels of consistency by ensuring accuracy in data collection and reporting. Furthermore, Persimmony provided an efficient way to track clients who continue to use funded services from year to year. While the transition to Persimmony introduced new challenges to data collection, the benefits provided by the Persimmony data system have allowed funded programs to make efficient progress toward collecting unduplicated counts and producing data that are not only accurate, but reliable.

It is important to note that, in general, the percentage of missing and unknown data has decreased compared with data collected during Persimmony's first year of implementation, suggesting that funded partners are able to collect more complete data on the parents, children, and providers they serve. For certain characteristics (e.g., level of education and health insurance status), the large number of missing or unknown data comes from services with limited interaction (e.g., an event or screening) where it is deemed too intrusive to ask participants.

All percentages in this report are adjusted; figures omit participants for whom data were reported as unknown or missing and only portray characteristics of participants for whom data were reported.

Client and service delivery information available in this report are derived from two distinct groups:

Consented Clients: provides information on *unduplicated/consented clients*. Generally, these data are collected for clients receiving services (e.g., playgroups, home visits, intensive consultations and therapy, technical assistance) that lend themselves to systematic and ongoing collection of unduplicated, client-level data. Group 1 data are considered the most accurate available since clients that fall into this group are consented to the evaluation by funded partners who regularly collect standardized client and service delivery data.

Aggregate Data: provides information on *non-consented clients* (i.e., those who participated in transitional kindergarten and Santa Cruz summer program), as well as basic information collected at *F5MC-sponsored community events* and *through the dissemination of First 5 Parent Kits*. Programs collecting data within this group collect aggregate versus unduplicated data because they provide services that may not lend themselves to systematic and ongoing collection of data at the individual client level.

Client-level data reports prior to this year separated data of non-consented clients from those collected at community events and through Parent Kit dissemination.