First 5 Monterey County
Early Learning Opportunities

Fiscal Year 2014-15
Client & Service Delivery Data Report

October 2015

prepared for

FIRST 5
MONTEREY COUNTY

prepared by

harder+company
community research

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Introduction

In 2014-15, First 5 Monterey County (F5MC) funded 24 agencies to provide early childhood services.
This selection process was largely guided by three broad community visions of F5MC's Early Learning Opportunities (ELO) Strategic Plan: Parent Development, Early Care and Education, and Child Health, each 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 the extent to which they are reaching their target communities. The first section of the report provides data on total clients served throughout fiscal year (FY) 2014-15, 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 education, language, gender, age, race/ethnicity, insurance status. The report concludes by looking at the regions F5MC targets. To further examine trends, data from previous years are presented when relevant and available.

Community Visions for ELO-Funded Partners

Vision I: Parenting Development

- These are 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 is primarily, but not exclusively, focused on parents with children from the prenatal stage to age 3.

Vision II: Child Care Quality

- These are 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

- These include special needs assessment, screening, and support. Vision III programs provide a coordinated system of screening, referrals, and services for children with special needs, including emotional delays. Vision III also includes 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 2014-15. 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 home visitation, playgroups, general parenting education, community resources and referrals. 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 home visitation, in-person consultation, screening and counseling services, programs for children with special needs, and provider training and support. Some agencies (e.g., Mexican American Opportunity Foundation) work in multiple vision areas.

E1. Funded Programs by Community Vision FY 2014-15

I. Parent Development	■ Action Council, PAT Home Visiting ■ Alisal USD, Community Healthy Start Resource Center ■ Centro Binacional para el Desarrollo Indígena Oaxaqueño ■ City of Salinas, Public Library ■ Easter Seals Central California, Strengthening Special Needs Families ■ King City USD, Family Resource Center ■ Kinship Center ■ MCOE, Dads in Action ■ Mexican American Opportunity Foundation ■ Monterey Peninsula USD, Family Resource Center ■ North Monterey County USD, Castro Plaza Family Resource Center ■ Pajaro Valley USD, Healthy Start Pajaro Family Resource Center ■ Public Health Regional Nursing Teams, Teen Parenting Program ■ Soledad USD, Adult School
II. Early Care and Education	■ CARES/CSP Consultants ■ Chualar USD ■ Community Action Partnership (CAPSLO) ■ Continuing Development, Inc. ■ Go Kids, Nuevas Posibilidades ■ Gonzales USD ■ Greenfield USD ■ Hartnell Community College, CARES ■ McCourt and Calvo/Praxis Consulting ■ Mexican American Opportunity Foundation ■ Monterey Peninsula College, CARES ■ North Monterey County USD, Castro Plaza Family Resource Center
III. Child Health	■ Kinship Center ■ MCSTART, Door to Hope ■ Go Kids, Nuevas Posibilidades ■ Monterey County Behavioral Health, Secure Families ■ Pajaro Valley Prevention and Student Assistance, Inc. (PVPSA) ■ Probation Department, Child Advocate Program

Service Delivery: Numbers Served

In FY 2014-15, F5MC provided services to more than 40,000 children, parents, and providers

As shown in Exhibit 2, F5MC provided services to 9,152 unduplicated/consented clients in FY 2014-15. About half (49 percent) were children, 42 percent were parents, and the remaining eight percent were providers. These numbers are consistent with those of previous years and show an increase in the percentage of children served over time.

E2. Percentage of Unduplicated/Consented Clients Served

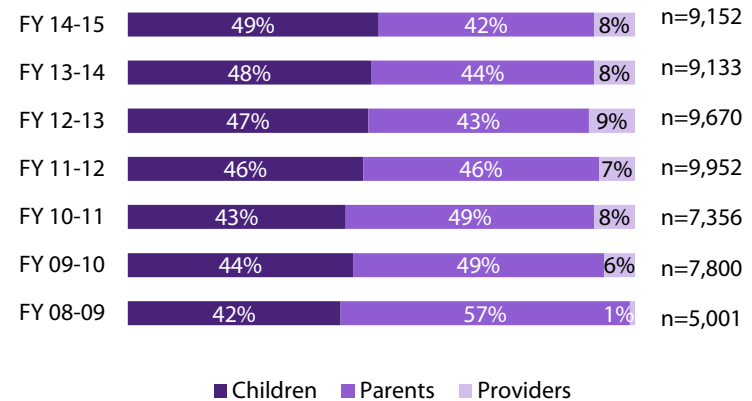|	Children	Parents	Providers	
FY 14-15	49%	42%	8%	n=9,152
FY 13-14	48%	44%	8%	n=9,133
FY 12-13	47%	43%	9%	n=9,670
FY 11-12	46%	46%	7%	n=9,952
FY 10-11	43%	49%	8%	n=7,356
FY 09-10	44%	49%	6%	n=7,800
FY 08-09	42%	57%	1%	n=5,001

■ Children ■ Parents ■ Providers

Exhibit 3 shows the total number of individuals served by F5MC, including aggregate data. F5MC-funded programs served a total of 40,558 children, parents, and providers in FY 2014-15, marking a return to numbers more in line with previous years.

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 14-15	Trendline
Children	8,621	9,845	16,034	14,254	18,535	10,285	17,827	
Parents	9,026	18,423	20,231	23,491	20,025	11,746	21,347	
Providers	971	2,134	1,531	1,015	1,684	1,107	1,384	
Unknown	17,685	-	-	-	-	--	--	
Total Served	**36,303**	**30,402**	**37,796**	**38,760**	**40,244**	**23,138**[1]	**40,558**	

Service Delivery: Numbers Served

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

Exhibit 4 shows that, of the 9,152 unduplicated/consented clients that were served for each of the three ELO Community Vision Areas in FY 2014-15, over two-thirds (70 percent) were served by programs in the first Vision Area, parent development. Twelve percent received services from funded programs in Vision Area Two, early care and education, and the remaining 18 percent were served by Vision Area Three, child health.

E4. Percentage of Clients Served by Vision Areas
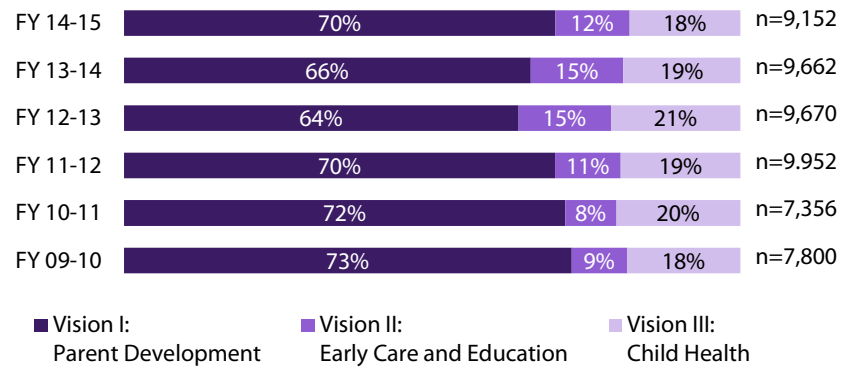
	Vision I: Parent Development	Vision II: Early Care and Education	Vision III: Child Health	
FY 14-15	70%	12%	18%	n=9,152
FY 13-14	66%	15%	19%	n=9,662
FY 12-13	64%	15%	21%	n=9,670
FY 11-12	70%	11%	19%	n=9.952
FY 10-11	72%	8%	20%	n=7,356
FY 09-10	73%	9%	18%	n=7,800

■ Vision I: Parent Development   ■ Vision II: Early Care and Education   ■ Vision III: Child Health

Service Delivery: Numbers Served

In FY 2014-15, F5MC-funded programs delivered 75,621 units of service across all service types, an amount nearly on par with that of previous years, as seen in Exhibit 5. Service units represent a single time a participant accessed a particular service.

Playgroups, consistently the service type with the highest service count, saw a minimal decrease from FY 13-14 to FY 14-15 (1.6 percent), the second consecutive fiscal year this service type has decreased. The numbers of high-intensity consultations, information and referrals, and the parent group series also saw decreases in FY 14-15, while home visits and community capacity building increased (16.1 and 16.3 percent change, respectively).[2]

E5. Service Units by Service Type

Service Type	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 13-14 to FY 14-15 (% Change)	Trendline
Playgroups	26,207	33,172	32,405	31,874	-1.6	
High-intensity consultations and interventions	14,800	17,278	12,307	11,262	-8.5	
Home visits	8,158	8,540	9,909	11,500	+16.1	
Information and referral	6,014	6,930	8,738	5,847	-21.6	
Parent group series	4,242	3,804	5,173	5,118	-1.1	
Community capacity building	4,068	3,988	3,859	4,489	+16.3	
Transition and other family support	3,206	3,058	2,231	2,239	+0.4	
Screening or assessment	1,586	1,833	2,186	2,242	+2.6	
Total	**68,281**	**78,603**	**76,808**	**75,621**[2]	**-1.5**	

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 F5MC staff and the Commission understand its progress toward serving intended populations, as well as the extent to which funded services reach populations in the places they work and gather.

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 2014-15, along with comparison data from previous fiscal years through 2008-09.
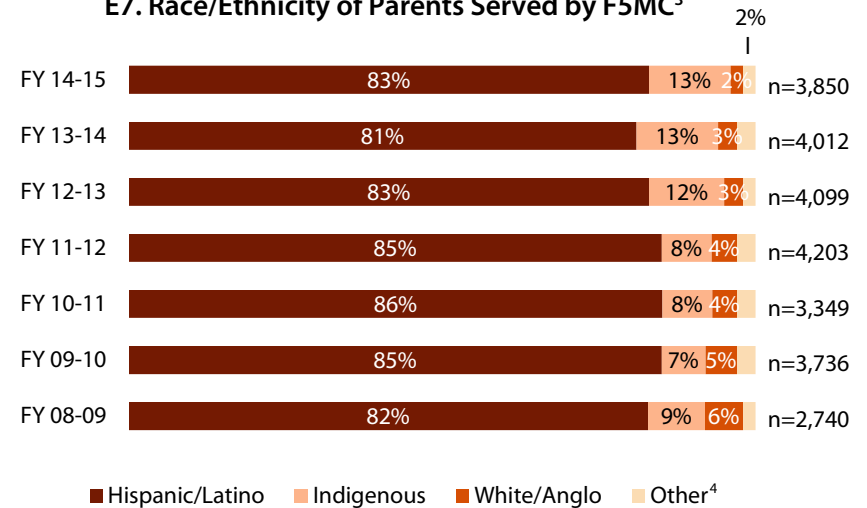
Client Demographics: Race/Ethnicity

The majority of people served by F5MC are Latino/Hispanic

As in previous years, the large majority of parents served by F5MC in FY 2014-15 were Hispanic/Latino (83 percent), as shown in Exhibit 7. Most children and providers were also Hispanic/Latino (89 percent and 77 percent, respectively), which is consistent with past trends.

E6. Race/Ethnicity of Parents Served in FY 2014-15

	Count	Adjusted %
Hispanic/Latino	3,191	83
Indigenous/Native American	485	13
White/Anglo	87	2
Multiracial	41	1
Asian	15	<1
Black/African American	13	<1
Other	14	<1
Pacific Islander	4	<1
Total	**3,850**	**100**
Missing/Unknown		*21*

E7. Race/Ethnicity of Parents Served by F5MC[3]

FY	Hispanic/Latino	Indigenous	White/Anglo	Other[4]	n
FY 14-15	83%	13%	2%		n=3,850
FY 13-14	81%	13%	3%		n=4,012
FY 12-13	83%	12%	3%		n=4,099
FY 11-12	85%	8%	4%		n=4,203
FY 10-11	86%	8%	4%		n=3,349
FY 09-10	85%	7%	5%		n=3,736
FY 08-09	82%	9%	6%		n=2,740

■ Hispanic/Latino   ■ Indigenous   ■ White/Anglo   ■ Other[4]

Client Demographics: Race/Ethnicity

F5MC uses 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 Monterey County families in need . Exhibit 8 compares the race/ethnicity distribution of mothers served by F5MC in FY 2014-15 to that of mothers with Medi-Cal funded births in Monterey County in 2013. In FY 2014-15, 82 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 funded births.

E8. Race/Ethnicity of Mothers Served in FY 2014-15 Compared to Race/Ethnicity of Mothers with Medi-Cal Funded Births in Monterey County in 2013

Legend:
- ■ F5MC, 2014-15 (n=2,710)
- ■ Medi-Cal, 2013 (n=4,451)

Category	F5MC, 2014-15	Medi-Cal, 2013
Latino	82%	84%
Indigenous [5]	13%	n/a
White	3%	11%
Multiracial	1%	1%
Asian/Pacific Islander	0%	3%
Black	0%	1%
Other	0%	<1%
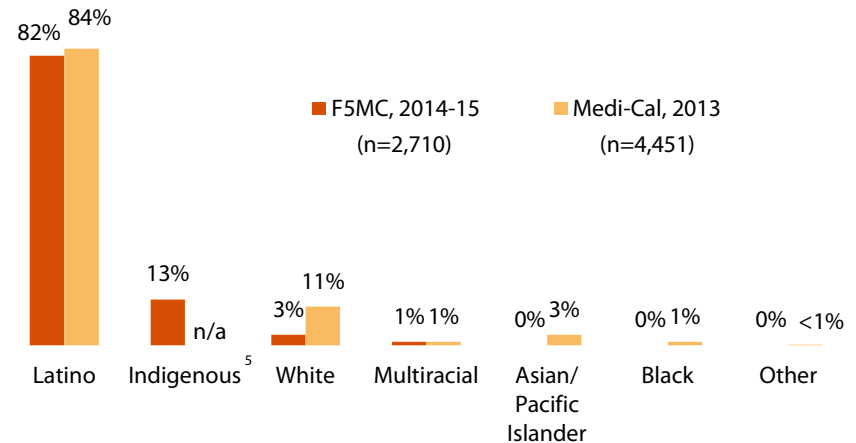
Source for F5MC data: Persimmony, Data from consented clients.
Source for Medi-Cal data: Source: California Department of Public Health, Health Information and Research Section, Birth Statistical Master File 2013; statistical analyses performed by Monterey County Health Department, Surveillance and Epidemiology Unit. Data exclude births where the mother's race/ethnicity was unknown.
[5] 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

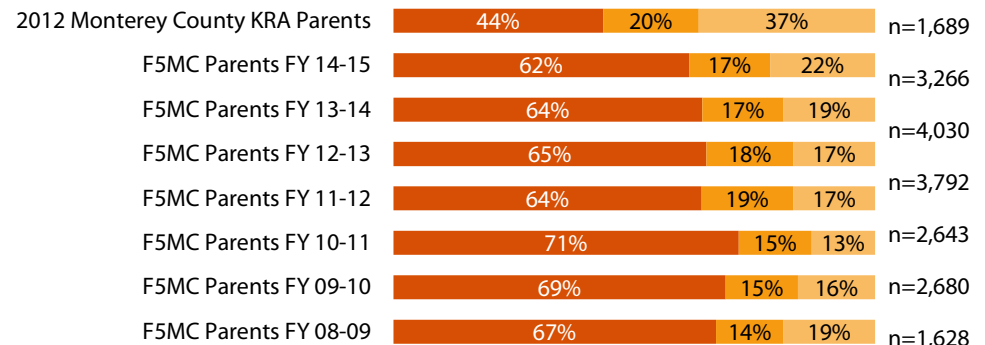## F5MC mostly serves parents with less than a high school education

In general, the educational distribution of parents served by F5MC has remained consistent over the years. Most parents have less than a high school education. As Exhibit 9 demonstrates, 62 percent of parents served in FY 2014-15 had less than a high school education, while eight percent had at least a college education.

E9. Level of Education of Parents Served in FY 2014-15

	Count	Adjusted %
Less than 6th Grade	1,019	33
Between 6th Grade and High School	897	29
Finished High School/GED	517	17
More than High School	373	12
Finished College	204	7
More than College	95	3
Total	**3,105**	
Missing/Unknown	*694*	

Exhibit 10 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), a representative sample of Monterey County parents whose children entered kindergarten in fall 2012. This fiscal year, 62 percent of parents served by F5MC-funded programs had less than a high school education, compared to 44 percent of parents with children 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.

E10. Level of Education of Parents Served by F5MC Compared to Parents of Incoming Kindergarteners in Monterey County[6]

	Less than high school	High school or equivalent	More than high school	
2012 Monterey County KRA Parents	44%	20%	37%	n=1,689
F5MC Parents FY 14-15	62%	17%	22%	n=3,266
F5MC Parents FY 13-14	64%	17%	19%	n=4,030
F5MC Parents FY 12-13	65%	18%	17%	n=3,792
F5MC Parents FY 11-12	64%	19%	17%	n=2,643
F5MC Parents FY 10-11	71%	15%	13%	n=2,680
F5MC Parents FY 09-10	69%	15%	16%	n=1.628
F5MC Parents FY 08-09	67%	14%	19%	

■ Less than high school　■ High school or equivalent　■ More than high school
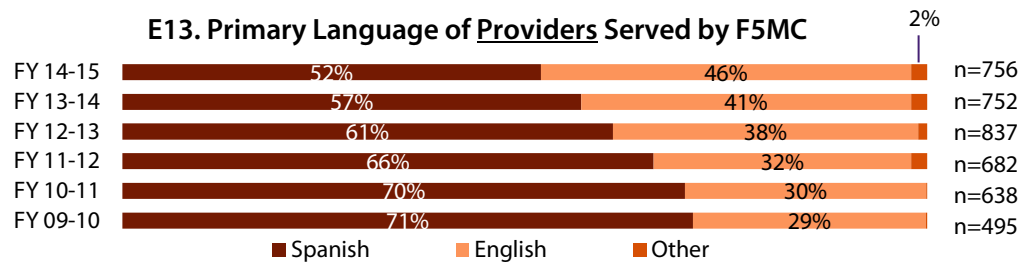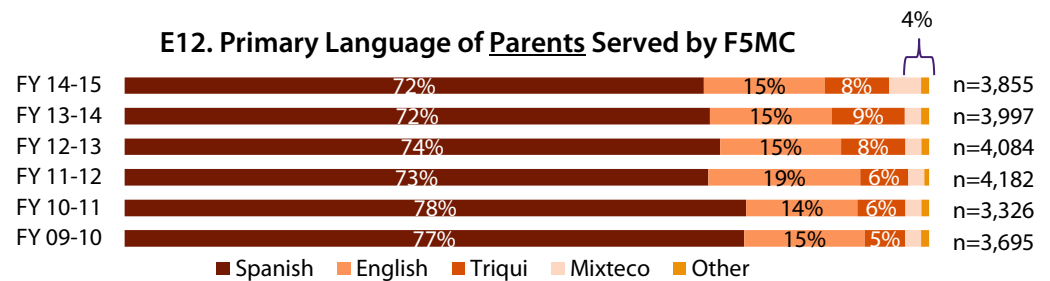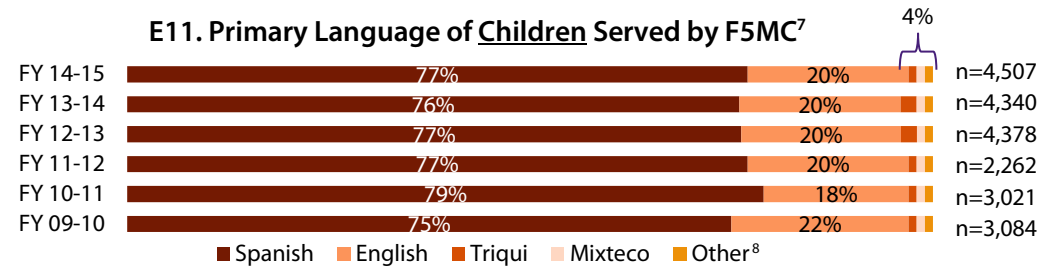
Source: Persimmony, Data from consented clients.
[6] There were missing or unknown parent level of education data in FY 08-09 (n=1,221), FY 09-10 (n=1,175), FY 10-11 (n=687), FY 11-12 (n=727), FY 12-13 (n=923), FY 13-14 (n=764), and FY 14-15 (n=694). In the 2012 KRA, there were missing or unknown parent 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 2014-15, funded programs reported that most children (77 percent), parents (72 percent), and providers (52 percent) spoke Spanish as their primary language, with English as the second most common language spoken for each group (Exhibits 11 through 13).

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

E11. Primary Language of Children Served by F5MC[7]

		4%
FY 14-15	77%	20%	n=4,507
FY 13-14	76%	20%	n=4,340
FY 12-13	77%	20%	n=4,378
FY 11-12	77%	20%	n=2,262
FY 10-11	79%	18%	n=3,021
FY 09-10	75%	22%	n=3,084

■ Spanish ■ English ■ Triqui ■ Mixteco ■ Other[8]

E12. Primary Language of Parents Served by F5MC

		4%
FY 14-15	72%	15%	8%	n=3,855
FY 13-14	72%	15%	9%	n=3,997
FY 12-13	74%	15%	8%	n=4,084
FY 11-12	73%	19%	6%	n=4,182
FY 10-11	78%	14%	6%	n=3,326
FY 09-10	77%	15%	5%	n=3,695

■ Spanish ■ English ■ Triqui ■ Mixteco ■ Other

E13. Primary Language of Providers Served by F5MC

		2%
FY 14-15	52%	46%	n=756
FY 13-14	57%	41%	n=752
FY 12-13	61%	38%	n=837
FY 11-12	66%	32%	n=682
FY 10-11	70%	30%	n=638
FY 09-10	71%	29%	n=495

■ Spanish ■ English ■ Other

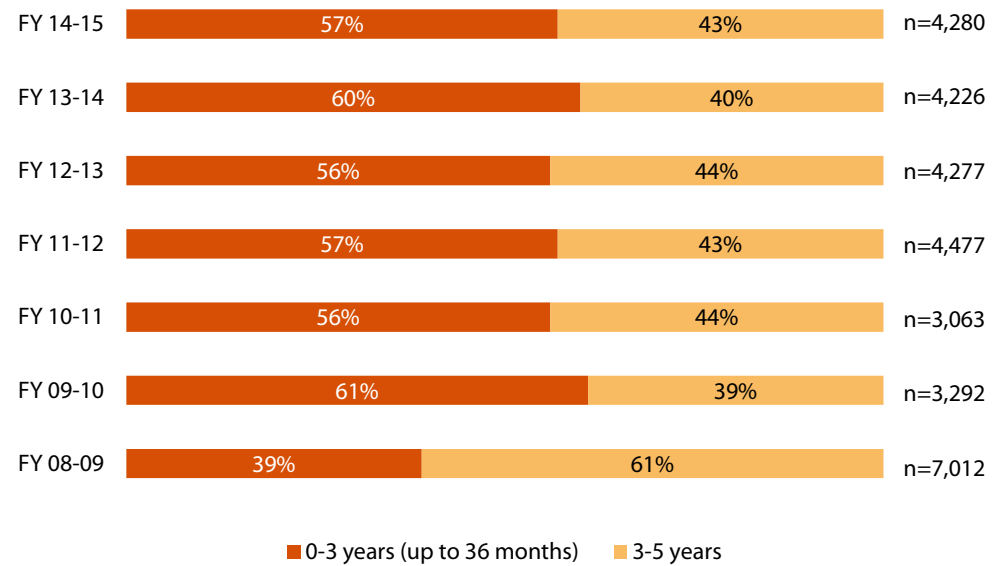# Client Demographics: Gender and Age of Children——

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

Gender. In FY 2014-15, there was almost an equal representation of males (52 percent) and females (48 percent) among children served. This distribution was similar to that of previous years.

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52%          48%
male         female
```

n=4,514
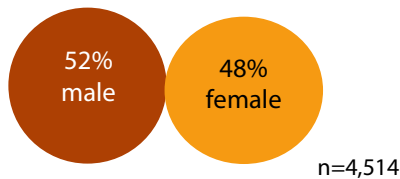
Age. The F5MC ELO Strategic Plan prioritizes providing services to families with children ages 0-3. Exhibit 14 shows the age breakdown of children served by F5MC over the last five years. In FY 2014-15, 57 percent of children served were between 0 and 3 years old, which was a slight decrease from the previous year.

E14. Age of Children Served by F5MC[9]

FY	0-3 years (up to 36 months)	3-5 years	n
FY 14-15	57%	43%	n=4,280
FY 13-14	60%	40%	n=4,226
FY 12-13	56%	44%	n=4,277
FY 11-12	57%	43%	n=4,477
FY 10-11	56%	44%	n=3,063
FY 09-10	61%	39%	n=3,292
FY 08-09	39%	61%	n=7,012

■ 0-3 years (up to 36 months)   ■ 3-5 years

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 been female. Similar to previous years, nearly three-fourths of consented parents who received F5MC-funded services in FY 2014-15 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 (51 percent).

74% female   26% male

n=3,868

Exhibit 15. Trendline of Age of Parents Served by F5MC (Three-Point Moving Average)[10]

Legend:
- FY 14-15 (n=3,508)
- FY 13-14 (n=3,703)
- FY 12-13 (n=3,671)
- FY 11-12 (n=4,271)
- FY 10-11 (n=3,033)
- FY 09-10 (n=3,442)

Y-axis: Number of Parents/Caregivers
X-axis: Parent/Caregiver Age (Years)
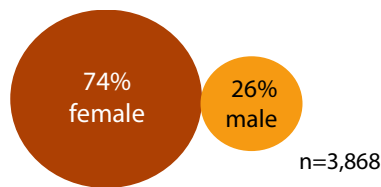
Age. The age distribution of parents has been nearly identical over the past few years. As seen in Exhibits 15 and 16, parents between the ages of 21 and 40 years represent the largest proportion of those served (82 percent). In FY 2014-15, parents/caregivers' ages ranged from 14 (n=6) to 67 years old (n=1).
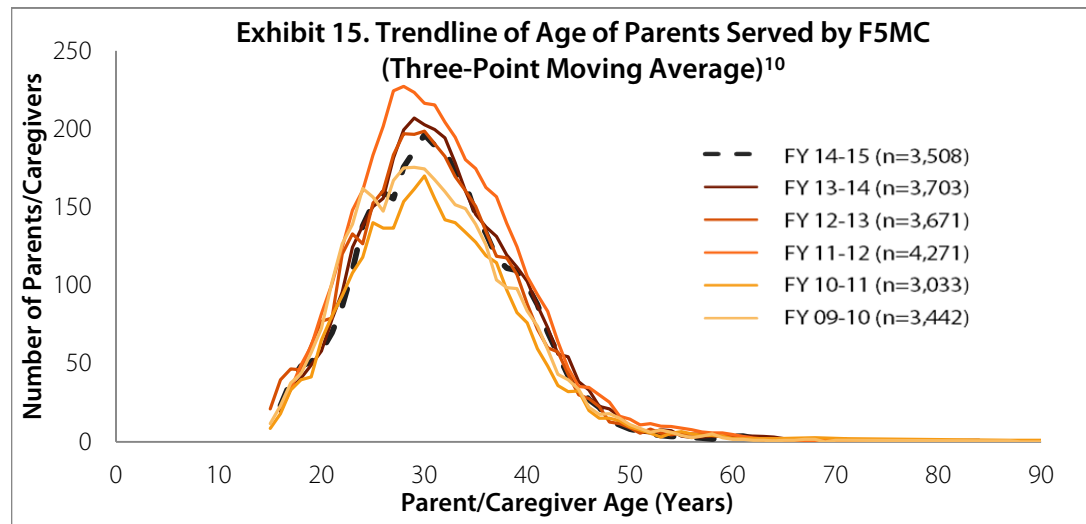
E16. Age Ranges of Parents Served by F5MC

	FY 09-10 (n=3,442)	FY 10-11 (n=3,033)	FY 11-12 (n=4,271)	FY 12-13 (n=3,671)	FY 13-14 (n=3,703)	FY 14-15 (n=3,508)
	Adj %	Adj %	Adj %	Adj %	Adj %	Adj %
14 – 20 years	8	8	8	9	8	8
21 – 30 years	46	44	45	44	45	44
31 – 40 years	36	32	36	37	37	38
41 – 50 years	9	8	8	8	9	8
50+ years	2	2	2	2	2	1
Missing/Unknown	*413*	*578*	*351*	*509*	*360*	

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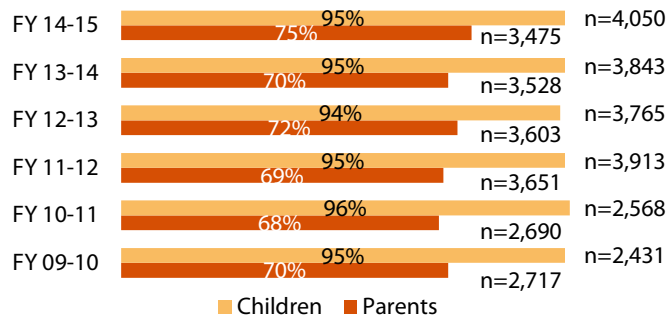*[10] In order to show trends more clearly, age distribution data are depicted using moving average trendlines, meaning that every three data points are averaged and plotted based on that number. For example, the first three data points are 7 parents at age 14, 15 parents at age 15, and 36 parents at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

Client Demographics: Health Insurance Status

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

Exhibit 17 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 2014-15 were covered by health insurance (95 percent), compared to 75 percent of parents.[11] However, FY 2014-15 has the highest percentage of insured parents, which may be related to the rollout of the Affordable Care Act (ACA) in 2013.

E18. Heath Insurance Types of Children and Parents Served in FY 2014-15

	Children		Parents	
	Count	**Adjusted %**	**Count**	**Adjusted %**
Medi-Cal	3,132	77	1,382	40
Employer Provided	369	9	476	14
Emergency Medi-Cal	146	4	598	17
Parent Purchased	41	1	36	1
Other	153	4	114	3
None	209	5	869	25
Total	**4,050**		**3,475**	
Missing/Unknown	*468*		*396*	

Medi-Cal continues to be a primary source of health insurance for F5MC parents and children. As shown in Exhibit 18, Medi-Cal covered 77 percent of children and 40 percent of parents served in FY 2014-15. These numbers account for the transition of Healthy Families enrollees to Medi-Cal in 2013.[12] Seventeen percent of parents were covered by Emergency Medi-Cal. Employer-provided insurance plans were a less common form of insurance for both children (9 percent) and parents (14 percent).

E17. Percentage of Insured Children and Parents Served by F5MC

FY	Children	Parents	n (Children)	n (Parents)
FY 14-15	95%	75%	n=4,050	n=3,475
FY 13-14	95%	70%	n=3,843	n=3,528
FY 12-13	94%	72%	n=3,765	n=3,603
FY 11-12	95%	69%	n=3,913	n=3,651
FY 10-11	96%	68%	n=2,568	n=2,690
FY 09-10	95%	70%	n=2,431	n=2,717

■ Children ■ Parents

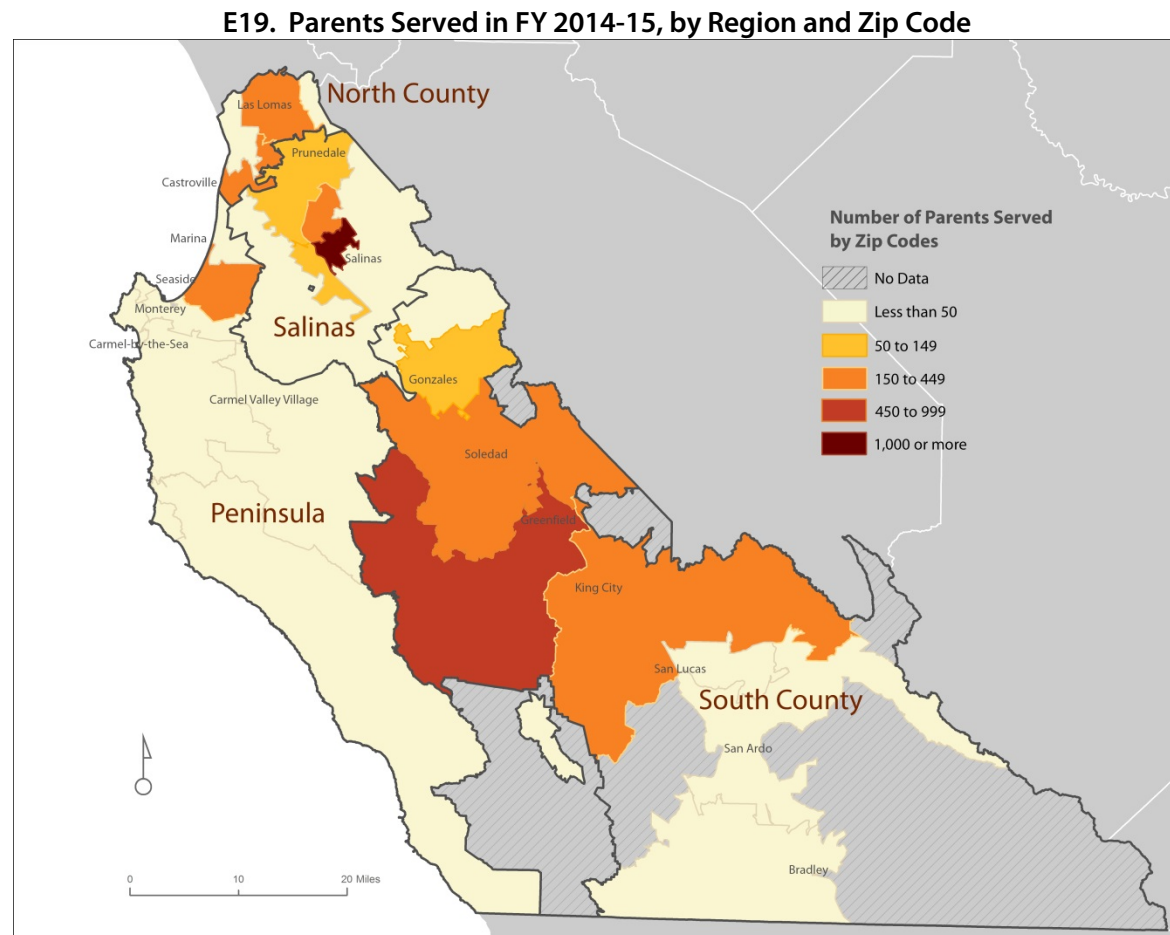*Source: Persimmony, Data from consented clients.*
[11] There were missing or unknown health insurance data for children in FY 09-10 (1,015), FY 10-11 (n=461), FY 11-12 (n=655), FY 12-13 (n=822), FY 13-14 (504), and FY 14-15 (n=468).There were missing or unknown health insurance data for parents in FY 09-10 (n=1,138), FY 10-11 (n=921), FY 11-12 (n=620), FY 12-13 (n=577), FY 13-14 (n=502), and FY 14-15 (n=396).
[12] Under AB1494, all enrollees in the Healthy Families program were transferred to Medi-Cal beginning on January 1, 2013.

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 distribution of parents served by F5MC according to their zip code and corresponding city and region of Monterey County.

E19. Parents Served in FY 2014-15, by Region and Zip Code

Number of Parents Served by Zip Codes

- No Data
- Less than 50
- 50 to 149
- 150 to 449
- 450 to 999
- 1,000 or more

Client Demographics: Regions Served

Similar to previous years, half of parents that F5MC served this fiscal year resided in Salinas (52 percent) and about one third resided in East Salinas (35 percent). As Exhibit 20 shows, the geographic distribution of F5MC parents also reflects the distribution of Medi-Cal funded births in Monterey County. Parents from South County and North County represent a slightly higher proportion of parents served by F5MC than among mothers with Medi-Cal funded births.

On the following page, Exhibit 21 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. Most areas where 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.

E20. Geographic Distribution of Parents Served in FY 2014-15 and 2013 Medi-Cal Funded Births in Monterey County[13]

■ F5MC Parents, FY 2014-15   ■ Medi-Cal Funded Births, 2013
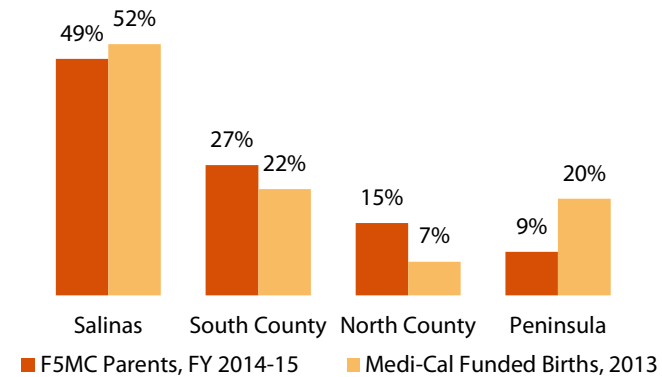
Source for F5MC data (Exhibits 20 and 21): Persimmony, Data from consented clients.
Source for Monterey County Medi-Cal funded birth data (Exhibits 20 and 21): California Department of Public Health, Health Information and Research Section, Birth Statistical Master File 2013; statistical analyses performed by Monterey County Health Department, Surveillance and Epidemiology Unit. County-level data exclude births where mother's zip code of residence was unknown.
[13] Percentages omit participants reported as being from out of the county. An additional 9 parents served by F5MC in FY 14-15 were reported as being from out of the county.

Client Demographics: Regions Served

E21. *Consented* **Parents Served in FY 2014-15, by Region and Zip Code, Compared to 2013 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, 2013** **(Count)**	D. **Medi-Cal Funded Births, 2013** **(Adjusted %)**	E. Ratio (Column A/ Column C)	F. Percent Point Difference (Column B - Column D)
Salinas			**1,898**	**49.6**	**2,303**	**51.8**	**0.8**	**-2.2**
	East Salinas[14]	93905	1,299	33.9	1,220	27.4	1.1	6.5
	North Salinas	93906	355	9.3	684	15.4	0.5	-6.1
	South Salinas	93901	115	3.0	205	4.6	0.6	-1.6
	North of Salinas	93907	84	2.2	154	3.5	0.5	-1.3
	River Road	93908	14	0.4	26	0.6	0.5	-0.2
	Other zip codes[15]		31	0.8	14	0.2	2.2	0.6
Peninsula			**332**	**8.7**	**871**	**19.6**	**0.4**	**-10.9**
	Seaside	93955	270	7.0	452	10.2	0.6	-3.2
	Marina	93933	35	0.9	120	2.7	0.3	-1.8
	Monterey	93940	24	0.6	200	4.5	0.1	-3.9
	Other zip codes		3	0.2	99	2.2	0	-2.0
South County			**1,014**	**26.5**	**965**	**21.7**	**1.1**	**4.8**
	Greenfield	93927	477	12.5	382	8.6	1.2	3.9
	King City	93930	301	7.9	244	5.5	1.2	2.4
	Soledad	93960	163	4.3	197	4.4	0.8	-0.1
	Gonzales	93926	62	1.6	102	2.3	0.6	-0.7
	Other zip codes		11	0.3	40	0.9	0.3	-0.6
North County			**586**	**15.3**	**308**	**6.9**	**1.9**	**8.4**
	Pajaro	95076	316	8.3	175	3.9	1.8	4.3
	Castroville	95012	264	6.9	102	2.3	2.6	4.6
	Aromas	95004	0	0	13	0.3	0	-0.3
	Other zip codes		6	0.2	18	0.4	0.3	-0.2
Total			**3,830**	**100**	**4,447**	**100**	**0.9**	
Missing/Unknown			*33*					

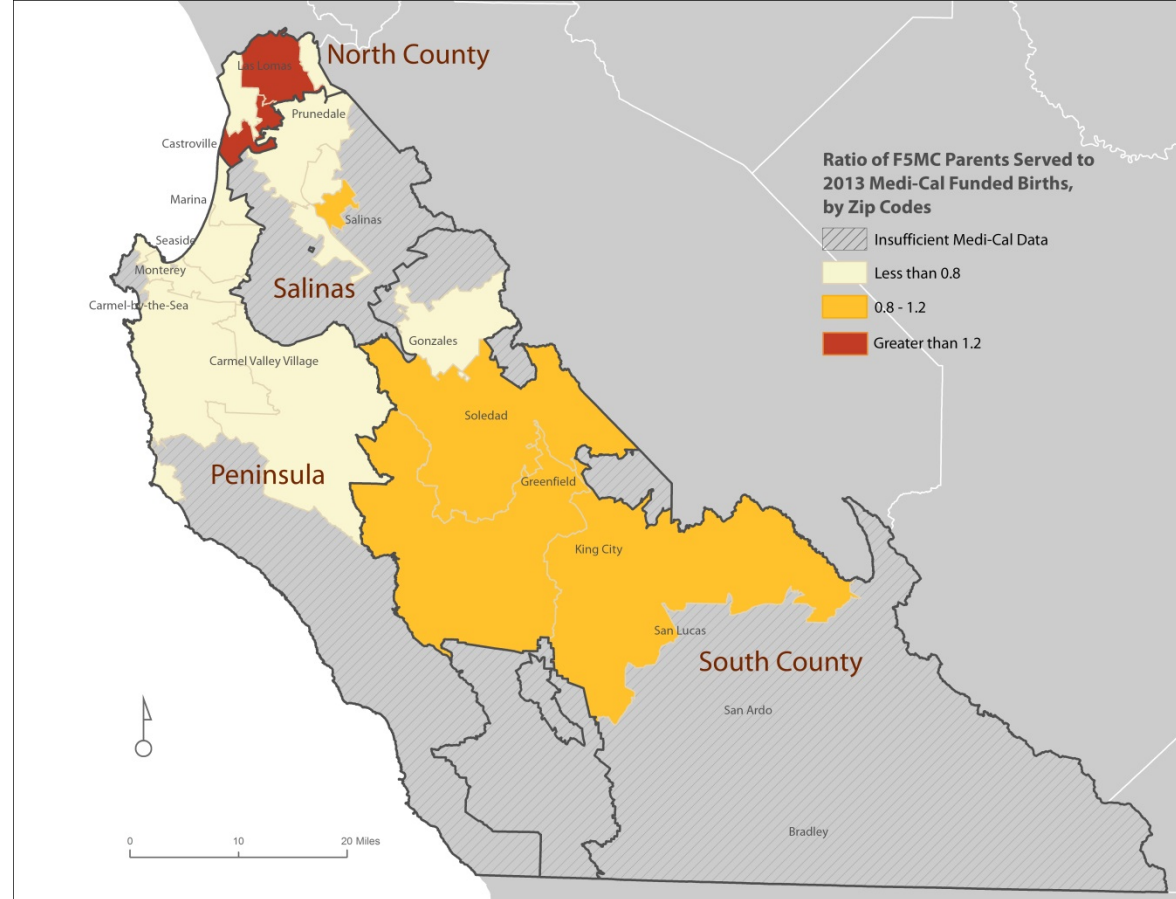*Source for F5MC data: Persimmony, Data from consented clients.*
[14] Cities and zip codes highlighted in blue represent those with the greatest number of parents served by F5MC.
[15] Some zip codes were aggregated in order to protect client confidentiality. Some estimates are provided in instances where county-level data were aggregated as "Other."

Client Demographics: Regions Served

Exhibit 22 displays the ratio of F5MC parents served to the number of 2013 Medi-Cal funded births by zip code, similar to the data presented in Exhibit 22. A ratio of less than one represents more Medi-Cal funded births relative to parents served by F5MC in that zip code. Although parts of Monterey County are not displayed due to insufficient Medi-Cal data at the zip code level, the map shows F5MC served about the same number of parents as those with Medi-Cal funded births in South County and East Salinas, and served more than the number with Medi-Cal funded births in some parts of North County.

E22. Ratio of F5MC Consented Parents Served to 2013 Medi-Cal Funded Births, by Zip Code

Client Demographics: Regions Served

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

Region	City	Zip Code	FY 08-09 n	%	FY 09-10 n	%	FY 10-11 n	%	FY 11-12 n	%	FY 12-13 n	%	FY 13-14 n	%	FY 14-15[16] n	%
Salinas			**5,189**	**59**	**5,858**	**60**	**6,858**	**60**	**5,071**	**58**	**2,113**	**51**	**2,134**	**52**	**2,763**	**39**
	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	**1,511**	21.2
	North Salinas	93906	624	7.1	1,398	14.4	1,845	16.3	981	11.1	384	9.2	415	10.1	595	8.3
	South Salinas	93901	967	11.0	968	10.0	815	7.2	799	9.1	149	3.6	156	3.8	376	5.3
	North of Salinas	93907	129	1.5	332	3.4	311	2.8	224	2.5	74	1.8	85	2.1	202	2.8
	River Rd.	93908	64	0.7	53	0.5	58	0.5	39	0.4	17	0.4	43	1.1	44	0.6
	Other zip codes		4	0.0	6	0.1	8	0.1	7	0.1	22	0.5	19	0.4	35	0.5
Peninsula			**1,350**	**15**	**1,064**	**11**	**1,342**	**12**	**1,045**	**12**	**416**	**10**	**354**	**9**	**1,023**	**14**
	Seaside	93955	820	9.4	591	6.1	729	6.5	682	7.7	321	7.7	268	6.6	485	6.8
	Marina	93933	230	2.6	378	3.9	358	3.2	254	2.9	57	1.4	48	1.2	207	2.9
	Monterey	93940	209	2.4	40	0.4	178	1.6	62	0.7	28	0.7	27	0.7	177	2.5
	Other zip codes		91	1.1	55	0.6	77	0.6	47	0.1	10	0.2	11	0.3	154	2.2
South County			**1,394**	**16**	**1,652**	**17**	**2,114**	**19**	**1,761**	**20**	**1,066**	**26**	**1,032**	**25**	**2,454**	**34**
	Greenfield	93927	597	6.8	438	4.5	777	6.9	677	7.7	501	12.0	574	14.0	842	11.8
	King City	93930	486	5.5	449	4.6	419	3.7	398	4.5	243	5.8	215	5.3	559	7.8
	Soledad	93960	163	1.9	367	3.8	459	4.1	515	5.8	223	5.3	167	4.1	629	8.8
	Gonzales	93926	62	0.7	150	1.5	387	3.4	133	1.5	79	1.9	59	1.4	276	3.9
	Chualar	93925	15	0.2	222	2.3	24	0.2	23	0.3	13	0.3	8	0.2	67	1.1
	Other zip codes		71	0.8	26	0.3	48	0.7	15	0.2	7	0.1	9	0.2	81	1.1
North County			**837**	**10**	**1,118**	**12**	**976**	**9**	**939**	**11**	**574**	**14**	**570**	**14**	**897**	**13**
	Castroville	95012	373	4.3	792	8.2	407	3.6	330	3.7	226	5.4	292	7.1	458	6.4
	Pajaro	95076	450	5.1	308	3.2	513	4.5	580	6.7	337	8.1	270	6.6	433	6.1
	Other zip codes		14	0.1	18	0.2	56	0.5	29	0.4	11	0.3	8	0.2	6	0.1
Total*			**8,770**	**100**	**9,692**	**100**	**11,290**	**100**	**8,816**	**100**	**4,169**	**100**	**4,090**	**100**	**5,876**	**100**
Out of County			*14*		*17*		*18*		*17*		*54*		*13*		*16*	
Missing/Unknown			*242*		*797*		*5,264*		*26*		*23*		*56*		*33*	

Source for F5MC data: Persimmony, data from consented and aggregate clients (formerly known as Group 2). Some zip codes were aggregated in order to protect client confidentiality.
[16] Services provided in FY 14-15 for aggregate clients include Transitional Kindergarten, Santa Cruz summer program, and Food Bank services. Changes to the total number of parents served and the proportions of parents served by region in FY 14-15 reflect the introduction of the Food Bank.

Closing

F5MC and its funded partners continue to serve tens of thousands of 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. The data system has allowed funded programs to make progress toward collecting unduplicated client counts and producing data that both accurate and 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 too intrusive to ask participants sensitive information.

All percentages in this report are adjusted — i.e., 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 since clients in this group have 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 FY 13-14 separated data of non-consented clients from those collected at community events and through Parent Kit dissemination.