

# Seaside General Plan: Opportunities for Early Childhood Toolkit

Seaside 2040 is a General Plan that maps out the goals, policies, and strategies to help meet the City of Seaside's long-term vision. The State of California requires all cities and counties to have a General Plan. Since these plans are a roadmap for the future, Seaside 2040 is an opportunity to ensure the inclusion of the early childhood development needs of residents, employees, and employers.

## Why Early Childhood Development

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- A window of opportunity exists between birth to age 5. Investments in early childhood help create safe and healthy communities.
- Parents, caregivers, and communities can have a significant, positive effect on children's early experiences that will lay the foundation for achievement, success, and happiness.
- In a recent study, comprehensive, high-quality, birth-to-five early childhood programs for disadvantaged children, yielded a 13% return on investment, per child through better education, economic, health, and social outcomes.<sup>1</sup>



## Early Childhood Development: Local Needs and Opportunities

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- 33% of working families have access to childcare.
- Only 41% of children aged 3 to 4 have access to preschool.<sup>2</sup>
- 87% of adults expressed a desire for their children to attend some form of child care or preschool. Only half said their children were enrolled in such programs. The most cited reason for lack of attendance was financial concerns.<sup>3</sup>
- In 2015, 28% of kindergarteners had the skills needed to be optimally ready for kindergarten.<sup>4</sup>

*Toolkit provided on behalf of the 2017-2018 Monterey County Early Childhood Development Policy Fellows.*

**Nina Alcaraz**  
First 5 Monterey County  
[nina@first5monterey.org](mailto:nina@first5monterey.org)  
831-444-8549 ext. 11

**Janeth Rojas**  
Child Care Planning Council  
Quality Matters  
Monterey County Office of Ed.  
[jarojas@montereycoe.org](mailto:jarojas@montereycoe.org)  
831-784-4141

## Take Action: Let Your Voice Be Heard

If you live or work in Seaside, your input is valued. Below are some ways to take action.

### Learn About the Plan

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Through a visionary approach, leaders and staff of the City of Seaside incorporated early childhood development into several elements of the General Plan including Land Use, Health and Sustainable Community, and Community. The draft plan sets in place policies that will lead to the development of a range of early childhood development supports, including facilities both for child care in homes and public and private child care centers to meet the needs of residents and employees.



**Read the Plan:** <https://goo.gl/FKZXKv>

### Submit Your Comments by January 26, 2018

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The City of Seaside welcomes comments on the General Plan from people who live and work in Seaside through their online form. Comments can also be emailed to Sharon Mikesell, City of Seaside, at [smikesell@ci.seaside.ca.us](mailto:smikesell@ci.seaside.ca.us); or dropped off at Seaside City Hall, 440 Harcourt Avenue, Attention: Sharon Mikesell.

**Submit Your Comments Online:** <https://goo.gl/1WozeQ>

### Attend the Meeting

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#### **Joint Planning Commission - City Council Study Session on the General Plan**

Wednesday, January 24, 2018, 5:30 p.m.

Council Chamber, 440 Harcourt Avenue, Seaside

### Post on Social Media

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The posts below are for individuals or agencies to use on Facebook or Twitter. If you want to tag Seaside, use @SeasideCA (Facebook) or @City\_of\_Seaside (Twitter). Make sure to tag friends and agencies in Seaside.

- ✓ Did you know? #Seaside2040 General Plan includes a significant nod to #earlychildhood. Make sure leaders hear how important this is to the community and employees. Submit your comments: <https://goo.gl/SqxN8c> For talking points: <https://goo.gl/KXAJBf>
- ✓ Remind Seaside leaders that parks for young children are important and missing from the #Seaside2040 General Plan. Send your comments by 1/26/2018: <https://goo.gl/1WozeQ> Find more info at <https://goo.gl/KXAJBf>
- ✓ ECE Advocates: Mark your calendars for 1/24/2018. Seaside holds a study session on the General Plan. Your voice is needed so leaders hear that their visionary efforts to include #earlychildhood is greatly needed in the community. More information: <https://goo.gl/KXAJBf>

## Early Childhood Development and Seaside 2040: Talking Points

Use the points below when submitting comments or when attending the Joint Study Session on January 24, 2018. If you have additional ideas, this is the time to voice them!

- Thank you to the leaders and staff of the City of Seaside for listening to the needs identified by early childhood advocates and being a visionary in your approach to early childhood development as both a short- and long-term solution for our community.
- Early childhood is incorporated in several elements of the draft General Plan, including Land Use, Health and Sustainable Community, and Community. We applaud the current version of Seaside 2040 as it looks to encourage the development of a range of child care facilities both for child care in homes and public and private child care centers to meet the needs of residents and employees within Goals LUD-8, HSC-2, and HSC-10.
- Examples of additional implementation ideas include:
  - **Ensuring support of license-exempt caregivers.**
    - These caregivers provide child care to many families working in the agricultural and service industries. (Goal HSC-10)
  - **Pursuing comprehensive, holistic and integrated programming to serve families by fostering collaboration between the city, county agencies, and non-profits.**
    - Families across the county have asked for services that are intentionally coordinated and have strong communication with one another. This type of approach increases organizations' effectiveness and promotes the likelihood of healthy families. (Goal HSC-1)
  - **Building unique opportunities for learning into parks and other public spaces for families.**
    - *Talking is Teaching* was recently adopted in Salinas where interactive panels will be included in a new park to encourage parents and caregivers to talk with young children—building early literacy and communication skills. (Goal HSC-2)
- Again, the incorporation of early childhood in Seaside's General Plan is a progressive, innovative way of caring for current citizens and the future of our community. Thank you to the City of Seaside for your far-reaching look at city planning.

### Citations

1. The Heckman Equation. <http://heckmanequation.org/about-professor-heckman> . Retrieved May 1, 2016.
2. California Department of Public Health California Health and Human Services Open Data Portal. <https://chhs.data.ca.gov> and [kidsdata.org](https://kidsdata.org), California Dept. of Public Health, Center for Health Statistics, Birth Statistical Master Files. Retrieved March 2016.
3. Impact Monterey County. Impact Monterey County Community Assessment: Adult Experiences and Aspirations. Institute for Community Collaborative Studies. May 2015.
4. First 5 Monterey County. Kindergarten Readiness Assessment Full Report 2015: Nurturing Success: A Portrait of Kindergarten Readiness in Monterey County. Harder+Company. Retrieved November 2017.