



HEALTH SERVICES AGENCY  
ADMINISTRATION

0333  
**COUNTY OF SANTA CRUZ**

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**HEALTH SERVICES AGENCY**

P.O. BOX 962, 1080 EMELINE AVENUE  
SANTA CRUZ, CA 95061  
(408) 454-4066 FAX: (408) 454-4770  
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October 17, 2000

AGENDA: November 21, 2000

**BOARD OF SUPERVISORS**

County of Santa Cruz  
701 Ocean Street  
Santa Cruz, CA 95060

**Subject: DRAFT STRATEGIC PLAN FROM CHILDREN & FAMILIES  
COMMISSION**

Dear Board Members:

As your Board is aware, Proposition 10 established a funding stream for a variety of services to young children and their families. Your Board, in accordance with State law, established the Children and Families Commission to implement the mandates of the proposition and establish funding priorities. Your Board has three county representatives on the Commission: Supervisor Almquist, Cecilia Espinola, HRA Administrator and Rama Khalsa, HSA Administrator.

The Commission has been engaged in a community assessment process to determine how local citizens feel children from birth to 5 years old and their families can best be served by the new funding. The law requires that the strategic plan evaluate health, family support, and children's readiness to learn on entering kindergarten. Funded services are to address these three areas. The extensive civic engagement process resulted in a rich profile of different needs for the County's children and their families. The civic engagement results will be shared with other agencies and programs serving youth and can be updated as the Proposition 10 funded programs are implemented to track results and impacts.

The primary purpose of the civic engagement progress was to identify these needs and priorities for the strategic plan for Santa Cruz County. The strategic plan is the basis for the funding priorities for the first year of Proposition 10 grants. There is approximately 3.7 million dollars available on an annual basis which may be spent as part of implementing the strategic plan. The draft Strategic Plan will be released November 15<sup>th</sup> and be made available to your Board immediately. The Commission is both seeking verbal and written comments on the draft plan from the community. There will be a series of

public hearings on the draft plan. Details on the hearings are attached. A final revised plan will come before the Commission on December 13, 2000. The timelines for these hearings and the first funding cycle for Proposition 10 funds are also included for your information.

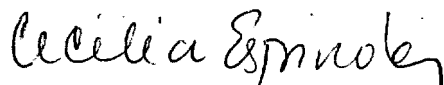
Given the pivotal role of County government in delivery of services to children and youth, it is both appropriate and essential that the draft plan be presented to and considered by your Board.

**Recommendations:**

It is therefore RECOMMENDED that your Board:

Consider this report and schedule time on your Board's December 5<sup>th</sup> agenda for questions and comments on the draft Strategic Plan.

Sincerely,



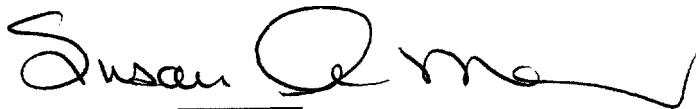
Cecilia Espinola  
HRA Administrator

Sincerely,



Rama Khalsa, Ph.D.  
HSA Administrator

RECOMMENDED:



Susan A. Mauriello  
County Administrative Officer

cc: CAO  
HSA Administrator  
HRA Administration  
County Counsel  
Auditor-Controller

Attachment: Schedule of Public Hearings

## Santa Cruz County Children and Families Commission Important Community Dates

November 3, 10, 17, 2000 December 4, 8, 15, 2000	United Way 1220 41 <sup>st</sup> Avenue Capitola	9:00-10:30 a.m. Weekly Friday Informal Technical Assistance Workshops
November 15, 2000	Santa Cruz County Board of Supervisors Chambers 701 Ocean Street Santa Cruz	7:00-9:00 p.m. Draft Strategic Plan Released
November 29, 2000	Felton Community Hall 0191 Highway 9 Felton	7:00-9:00 p.m. Community Discussion on Draft Strategic Plan
November 30, 2000	Watsonville Community Center (Marinovich Park) 120 Second Street Watsonville	7:00-9:00 p.m. Community Discussion on Draft Strategic Plan
December 4, 2000	Jewish Community Center Temple Beth-El 3055 Porter Gulch Aptos	7:00-9:00 p.m. Community Discussion on Draft Strategic Plan
December 6, 2000	Simpkins Family Swim Center 979 17 <sup>th</sup> Avenue Live Oak	7:00-9:00 p.m. Community Discussion on Draft Strategic Plan
December 7, 2000	Louden Nelson Center 301 Center Street Santa Cruz	7:00-9:00 p.m. Community Discussion on Draft Strategic Plan
December 13, 2000	Santa Cruz County Board of Supervisors Chambers 701 Ocean Street Santa Cruz	7:00-9:00 p.m. Strategic Plan Final Approval
January 4, 2001	Release of Request For Applications	
January 5-February 2, 2001	Weekly Bidders Conferences and Technical Assistance Workshop-Locations and Times To Be Confirmed	
February 7, 2001	Application Submission Deadline	
On or Before March 7, 2001	Notice of Intent to Award Posted	

**For further information, please contact Rafael López, Executive Director of the Santa Cruz County Children and Families Commission at (831) 4652217.**