



To: Commissioners, First 5 Ventura County

From: Nani Oesterle, Program Manager

Date: September 19, 2019

Re: Recommendation to Increase Contract with Child Development Resources of Ventura County, Inc. for the Preschool Scholarship Program for FY 2019-21

Background

In May 2019, the Commission granted the Executive Director authority to contract with Child Development Resources of Ventura County, Inc. (CDR) for the Preschool Scholarship Program for FY 2019-21 in the communities of Ojai Valley, Moorpark, and Simi Valley, not to exceed \$296,100.

In June 2019, the Commission increased the contract with CDR to \$400,000 per year for two years to add an additional 40 scholarships targeted at the community of Port Hueneme to mitigate the loss of a F5VC contract with a preschool provider that no longer met the Commission's requirement for continued funding. This action also increased the maximum scholarship amount to \$240/month for children enrolled in 5-day/week preschool programs to better align with market rate of preschool tuition.

As CDR has begun implementation of this program, it became apparent that the marketing and outreach necessary is more significant than anticipated. We were expecting prior NfL partners to connect eligible families to CDR's scholarship program. For a variety of transition reasons, this did not occur and CDR is now in the position of essentially building the program from the ground up. The current Commission approved allocation for program management is insufficient to support the level of outreach to prospective families that is necessary to launch this program.

Recommendation

Recommended action would authorize the Executive Director to increase the FY 2019-21 contract with Child Development Resources, Inc. by \$10,000 per year for two years to support the increased outreach needed for the implementation of the scholarship program for families residing in Ojai Valley, Moorpark, Simi Valley, and Port Hueneme/South Oxnard. The total contract would be for an amount not to exceed \$820,000 for July 1, 2019 through June 30, 2021. No new allocation of funds is required, as funds are available within the total preschool initiative allocation.