The San Luis Obispo County Child Care Planning Council, in partnership with families and the community, plans for and promotes the highest quality and accessible services for the care of all children and youth.
The San Luis Obispo County Child Care Planning Council is a 15-member appointed advisory board working in partnership with families and the community to plan for and promote the highest quality and accessible services for the care of all children and youth.

What Does the Council Do?

- Conducts child care needs assessments, used to determine local priorities and for the development of strategic plans
- Informs the community regarding the importance of high quality, early learning experiences for all young children
- Distributes educational stipends through the Child Care Salary/Retention Incentive Program (CRET) to eligible Title 5 program staff
- Coordinates trainings for professionals in the early childhood field
- Works with the County and its seven incorporated cities to bring high quality early childhood services to local communities.
- Collaborates with groups such as the business and faith based communities to address local, early childhood needs.
- Advocates for children and early childhood professionals
CONSUMER REPRESENTATIVES
Adriana Barron, CAPSLO Head Start and Early Head Start
Arica Marshall, Region IX Head Start/Early Head Start
Melinda Sokolowski, CAPSLO Family & Community Support Services

Child Care Providers
Jennifer Kreps, San Luis Obispo County YMCA
Jamie Sanbonmatsu, Valley View Children’s Center
Michelle Holm, Child Development Resource Center of the Central Coast

DISCRETIONARY APPOINTEES
Mika Buchanan, CAPSLO Child Care Resource Connection
Sheri Wilson, CAPSLO Child Care Resource Connection
Lisa Duncan Purcell, Community Member

PUBLIC AGENCY REPRESENTATIVES
Katie Mervin, Cuesta College
Nancy Norton, San Luis Obispo County Office of Education
Cheri Fields / Michelle Balter County of San Luis Obispo, Department of Public Health
Tara Quinn / Lauren Handley, Paso Robles Joint Unified School District

COMMUNITY REPRESENTATIVES
Lisa Fraser, Center for Family Strengthening
Lauren Thorne, San Luis Obispo County Office of Education
Lee Ann Howard, CAPSLO, Child and Family Services
COUNCIL LIAISONS
Elizabeth “Biz” Steinberg, Community Action Partnership of San Luis Obispo County
Jannine Lambert, Department of Social Services

COUNCIL STAFF
Raechelle Bowlay, Quality Early Learning Manager
Britney Ogden, Early Care and Education Supervisor
Allison Biggers, Early Care and Education Specialist
David Fimbres, Early Care and Education Specialist
Nataly Renteria, Administrative Specialist

In-Kind
The San Luis Obispo County Child Care Planning Council contract with the California Department of Education includes a requirement of a local contribution of $7,500.

Materials, supplies and time each member spends on Council business are a valuable resource that assists the Council not only in its daily operations, but serve as local contribution.
PARTNERSHIPS

CA Child Care Coordinators Association
Every Child California
Community College Early Childhood Educators
California Head Start Association
California Preschool Instructional Network
California School Age Consortium
Center for Family Strengthening
Child Safety Coalition
Children’s Services Network
Community Action Partnership of San Luis Obispo County, Inc.
  ○ Child Care Resource Connection
  ○ Family Support Services
  ○ Head Start / Early Head Start / Migrant Seasonal Head Start
Cuesta College Early Childhood Education Advisory Board
Cuesta College Extended Opportunity Program and Service
Early Learning for All Network
First 5 San Luis Obispo County Commission
National Association for the Education of Young Children
National Head Start Association
Pacific Coast Association for the Education of Young Children (PCAEYC)
Partnership for Excellence in Family Support
Prenatal – 5 Children’s Advocacy Network
Quality Counts California
San Luis Obispo County Domestic Violence Task Force
San Luis Obispo County Office of Education Child Development Program Advisory Board
San Luis Obispo County YMCA
The San Luis Obispo County Child Care Planning Council is recognized for expertise by community, state and local professionals, and decision makers.

**Goal 1.1**
Establish the Council as the neutral early care and education program advisory group in the County

- Maintain active Council membership with full representation in the 5 categories as established in the Education Code
- Maintain a representation of the Council among other local and statewide agencies and organization to foster collaboration and share information and resources

**Goal 1.2**
Identify, publish, and distribute early care and education program needs and priorities

- Annual priorities report of subsidized and unsubsidized programs in San Luis Obispo County
- CDE mandated needs assessment every 5 years
- Survey of child care provider composition and needs including family child care, center-based and school age child care

**Goal 1.3**
Increase the visibility of the San Luis Obispo County Child Care Planning Council

- Update and maintain Council website and social media tools
- Collaborate with other local and statewide agencies and organizations to advocate for accessible and affordable high quality early care and education programs services.
WE ARE THE CARE

The We Are the Care Initiative was created as a result of the "Where's the Care? Town Hall" that was hosted in May 2019. The town hall was hosted by First 5 SLO County with support of local stakeholders including the Child Care Planning Council members and staff. The event featured speakers from all over the state representing the private sector and government side of addressing child care needs and exploring the challenges and beginning to problem solve.

Public Awareness Task Force

Focused on increasing awareness and advocating through Public Comment at local City Councils, Board of Supervisors and School Boards

Cross-Sector Collaboration Task Force

Focused on creating a Family Friendly Workplace Toolkit for Employers

Local Government Engagement Task Force

Focused on connecting educating local government including elected officials and city/county planning and management.

COLLABORATIVE CHILD CARE STUDY

The Child Care Study is a collaborative effort of multiple public sector entities to examine the landscape of child care in San Luis Obispo County and determine a suite of viable options that can facilitate progress toward a vision that all employees have access to quality affordable child care. The study will examine current human resource policies and procedures, city and county ordinances and regulations and workforce development.

Partners:

- City of San Luis Obispo
- County of San Luis Obispo
- San Luis Coastal Unified School District
- California Polytechnic State University, San Luis Obispo
- First 5 San Luis Obispo (Contract Management)
- Child Care Planning Council (Advisory Team Coordination)
The San Luis Obispo County Child Care Planning Council is recognized for expertise by community, state and local professionals, and decision makers.

**LPC Priorities Report**

California Education Code (EC) Section 8499.5 (a) through (d) requires the LPCs to review local State and Federal data and provide the CDE with an updated listing of their local child care and development funding priorities by May 30 every year. EC Section 8279.3 specifies that LPCs must identify local funding priorities for the distribution of any new state general child care and development and new preschool funding to promote equal access to child development services across the state. These priorities must be based on direct impact indicators of need.

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<thead>
<tr>
<th>City</th>
<th>Zip Code</th>
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<tbody>
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<td>93401/05/07</td>
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<tr>
<td>Harmony</td>
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</table>
The San Luis Obispo County Child Care Planning Council, assists the community at large to understand and advocates for the early care and education program needs of children and youth in SLO County.

**Goal 2.1**
Improve recognition of the value and need for high quality early care and education programs

- Annual Children's Day in the Plaza celebration of Month of the Child and Child Abuse Prevention Month
- Coordinate Month of the Child activities with other agencies and organizations
- Partner with First 5 California and SLO County for Hands On-Heroes
- Create and distribute educational materials on the importance of need for high quality early care and education program services and family friendly workplace policies

**Goal 2.2**
Improve community advocacy and activism for creating and sustaining quality

- Identify key stakeholders and partners on the promotion and advocacy of high quality early care and education program needs in the County
- Work with community partners to identify, develop and sustain funding to support strong, high quality early care and education programs.
- Outreach and collaborate with the business community regarding the importance of high quality and accessible child care and early learning
MONTH OF THE CHILD

Council staff begun coordination of the 42nd Annual Children’s Day in the Plaza event, celebrating April as Month of the Child and Child Abuse Prevention Month. This year’s event was to be held on Saturday, April 4, 2020 in order to help achieve the strategic goal to improve the recognition of the value and need for high quality child care/learning programs while providing resources for families. In light of information shared by the Governor in early March through the California Department of Public Health to cancel or postpone large gatherings that include 250 or more people, the San Luis Obispo County Child Care Planning Council, decided to cancel this year’s Children’s Day in the Plaza.

Council staff pivoted to provide more of a presence on social media for general child development information as well as community resources and supports available.

Child Abuse Prevention Month

April is National Child Abuse Prevention Month

For over 20 years, Center for Family Strengthening programs have ensured strong, healthy families are a community priority.
MONTH OF THE CHILD PROCLAMATIONS

The Council coordinated the following Month of the Child and Child Abuse Prevention Month Proclamations. We really appreciate our community partners and local government for proclaiming and adopting April as Month of the Child and Child Abuse Prevention Month during such unprecedented times. Due to Covid-19 we expanded and extended Month of the Child Proclamations beyond April and were able to accept proclamations virtually.

- City of Arroyo Grande
- City of Grover Beach
- City of Morro Bay
- City of Paso Robles
- City of Pismo Beach
- City of San Luis Obispo
- PRJUSD Board of Trustees
- CAPSLO Board of Directors
- Cuesta College Board of Trustees
- SLO County Board of Supervisors
- SLO County Office of Education Board of Directors

Special thanks to our community partners and local government for proclaiming and adopting April as Month of the Child and Child Abuse Prevention Month.

WHEREAS April - Month of the Child and Child Abuse Prevention Month - marks a time to recognize that our community’s child are precious assets, that the quality of their early years is our collective responsibility, and that we commit ourselves to ensuring that each and every child experiences a high quality early environments – at home, at child care, at school adn in the community – that will promote their optimal development.”
Due to the circumstances with COVID-19 Council staff increased our social media activity and incorporated Instagram as a platform.
TRENDS

Facebook Page Reach
847  ➤ 79.1%

Instagram Reach
412  ➤ 408.6%
## Advocacy

## Social Media

### CONTENT

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<thead>
<tr>
<th>Recent Posts</th>
<th>Reach</th>
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</tr>
</tbody>
</table>
The San Luis Obispo County Child Care Planning Council works to champion and support professionals in our field in the County.

**Goal 3.1**

Improve early care and education program professional and development and training

- Continue to implement CRET/AB212 Stipend Program for staff of State-funded center-based program who earn college units toward a degree in Early Childhood Education or Child Development
- Publicize countywide training opportunities to all early care and education program staff through the use of email distribution, website and social media
- Provide professional development training for early childhood education community, family child care providers, and school-age programs as funds are available
- Support/facilitate family child care association or network
- Support/facilitate school-age child care network
QUALITY COUNTS - SAN LUIS OBISPO COUNTY

Quality Counts San Luis Obispo is part of the Quality Counts California (QCC) initiative, which helps to inform and connect parents and families to high-quality early learning and care programs, and ensures that infants, toddlers, and preschool-age children have quality early learning experiences in their local communities. Quality Counts San Luis Obispo also provides resources and support to early learning and care professionals so they can create nourishing and effective early learning and care programs that will help children to grow and thrive.

MISSION AND VISION

Quality Counts San Luis Obispo is committed to strengthening our community's early learning and care system. We aim to support children, families, and care providers in many ways including:

- Provide access to tools & resources for quality partners.
- Link child care providers to resources & support to assist them in their commitment to quality early learning & care.
- Inform parents & families about the importance of quality early learning, and helps them identify quality early learning & care environments.
- Offer information and research to help policymakers communicate the value and importance of quality early learning & care.