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Action**

**Kit for New Parents - Support Services: Release of Solicitation**

Supporting Document

**Overview:**

The *Kit for New Parents (Kit)* is the flagship project of First 5 California's Parent Signature Program and was first released by First 5 California (First 5 CA) in 2002. The *Kit* is a cornerstone of parent education which targets hard-to-reach and low-income populations, and provides information and tips for parents, grandparents, and other caregivers of young children. The *Kit*, valued at approximately \$75 each, is available in English, Spanish, Cantonese, Mandarin, Korean and Vietnamese and is provided to counties by First 5 CA at no cost. Counties have the responsibility for distributing the *Kit* to parents and other caregivers of young children in their communities. First 5 San Diego receives approximately 41,200 *Kits* per year for distribution. First 5 Contracts for the distribution of the *Kit* in San Diego County. Services are anticipated to start on January 1, 2013.

**Staff Recommendations:**

- 1) Find that the proposed First 5 San Diego Initiative is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit.
- 2) Authorize the Executive Director, or her designee, to work with the County Director of Purchasing and Contracting to release a competitive solicitation for the distribution and support services for the Kit for New Parents for FY 2012-13 through FY 2016-17.
- 3) Authorize up to \$1,150,000 for FYs 2012-13 through 2014-15. Funding for FYs 2015-16 and 2016-17 will be determined once a new financial plan is established.

**Fiscal Impact:**

Up to \$1,150,000 for FY 2012-13 through FY 2014-15 from the Commission's allocation for *Kit for New Parents* in the Financial Spending Plan.

**Executive  
Director  
Medeiros**

**Grace Young  
Contracting and  
Early Learning  
Programs  
Manager**