

First 5 Commission of San Diego
November 12, 2025
Annual Report to First California for FY 2024-25

Request

The request before the Commission is to approve the Annual Report for FY 2024-25 to be submitted to First 5 California. The Commission is required by law to hold a public hearing on its annual report to First 5 California. State law requires First 5 San Diego to submit this approved report by October 30, 2025.

Background

The Health and Safety Code requires local commissions to prepare an Annual Report to First 5 California. This report contains information on its expenditure, the number of clients served in core areas, as well as demographic information. This information is aggregated across all counties to provide the legislature and the public with a state-level picture of the activities of county commissions. In addition, the report requires brief descriptions of the Commission’s evaluation activities, key results and policy direction.

In order to aggregate the work of 58 county commissions, the activities reported in the state annual report are necessarily at a high level. Local commissions report only on a small list of services that are common across the counties. First 5 San Diego’s projects report service-level data through the state report on a fraction of their many services. The narrative sections are brief to meet specific requirements concerning content and length.

The Annual Report to First 5 California does not contain a comprehensive picture of the activities of the previous fiscal year and does not address all of the priorities of First 5 San Diego. The Commission, however, will receive detailed information on the breadth of its services and the outcomes achieved in FY 2024-25 at its November meeting through the Annual Report to the Community. This report will provide a fuller and richer representation of First 5 San Diego efforts in our county.

Summary of Data Reported to First 5 California

The Annual Report data sheets are included as Items 1-2 through 1-4. What follows is a summary of the data. This table includes the number of unduplicated clients intensively served by First 5 San Diego’s projects in FY 2024-25. These figures do not include the large number of participants who receive “light touch” services where client data is not collected – such as calls to 2-1-1 San Diego.¹ Following the reporting guidelines of First 5 California also results in numbers that are under-representing the number of clients served by various programs. The Contract Management and Evaluation Database System (CMEDS) and increased standardization of reporting allows staff to provide the Commission with more in-depth information on who is served through First 5 funded programs.

Unduplicated Clients Across Initiatives – Intensive Services	Children	Parents/ Caregivers	Providers	Total
Served in FY 2024-25	39,478	11,318	3,453	54,249

¹ “Light touch” services are not included in the unduplicated count. To reduce the burden of data collection and reporting on its contractors, First 5 San Diego does not require contractors to enter individual client records in CMEDS on children receiving these types of services which enables more contract dollars to be spent on direct services. Contractors report aggregate numbers for these services.

Unduplicated Clients <u>Within</u> Each Initiative – Intensive Services	Children	Parents/ Caregivers	Providers	Total
Healthy Development Services	14,475	6,298	0	20,773
KidSTART Center	235	295	0	530
Learn Well	20,602	0	3,453	24,055
Oral Health	13,888	3765	0	17,653
Targeted Home Visiting	672	1,255	0	1,927
Total	49,872	11,613	3,453	64,938

Participant Demographics

These data are a snapshot of the population of children and parents intensively served by programs funded by First 5 San Diego.

Profile of Children Served	% Total Clients
Girls	42.6%
Boys	57.4%
Children Under age 3	48.8%
Children ages 3-5	51.2%

Languages Spoken by Clients Served	% Total Clients	% Total Children	% Total Parents/ Caregivers	% Total Providers
English	60.5%	62.1%	56.6%	54.4%
Spanish	29.2%	29.4%	29.6%	26.1%
Arabic	1.2%	1.1%	1.6%	1.1%
Chaldean	0.4%	0.3%	0.9%	0.0%
Mandarin	0.3%	0.4%	0.1%	0.1%
Tagalog	0.2%	0.2%	0.2%	0.3%
Vietnamese	0.2%	0.2%	0.1%	0.1%
Cantonese	0.1%	0.1%	0.2%	0.0%
Korean	0.1%	0.1%	0.0%	0.1%
Somali	0.0%	0.0%	0.0%	0.0%
Other	5.1%	5.5%	4.5%	2.5%
Don't Know/Declined	2.7%	0.6%	6.2%	15.3%

Over half of the clients served by First 5 San Diego Programs speak English (60.5%). Spanish is the next most common language (29.2%), followed by smaller proportions speaking Arabic (1.2%), Chaldean (0.4%), Mandarin (0.3%), Tagalog (0.2%), Vietnamese (0.2%), Cantonese (0.1%), and Korean (0.1%). No clients reported speaking Somali. In addition, 5.1% of clients speak other languages, and the primary language of 2.7% is unknown.

The largest racial/ethnic group among clients served is Hispanic/Latino (50.2%), followed by White (non-Hispanic) at 16.1%. Other groups include Multiracial (6.4%), African American/Black (5.9%), Asian (4.4%), White (Middle Eastern) (3.1%), American Indian/Alaskan Native (3.4%), Pacific Islander (0.3%), and African (0.2%). An additional 2.9% identify as "Other," and the race/ethnicity of 6.8% of clients is unknown.

Race/Ethnicity by Clients Served	% Total Clients	% Total Children	% Total Parents/Caregivers	% Total Providers
Hispanic/Latino	50.2%	50.3%	49.8%	49.6%
White (non-Hispanic)	16.1%	16.7%	14.3%	15.1%
Multiracial	6.7%	7.5%	5.5%	1.3%
African American/Black	5.9%	6.5%	3.6%	5.5%
Asian	4.4%	4.6%	3.3%	5.4%
White (Middle Eastern)	3.1%	3.0%	4.4%	0.0%
American Indian/Alaskan Native	3.4%	4.1 %	1.7%	0.4%
Pacific Islander	0.3%	0.3%	0.2%	0.6%
African	0.2%	0.1%	0.6%	0.0%
Other	2.9%	2.4%	3.8%	6.5%
Don't Know/Declined	6.8%	4.5%	12.8%	15.6%

Next Steps

The Executive Director will submit the Annual Report to First 5 California by October 30, 2025, as required by law. The Commission’s evaluator, Harder+Company Community Research, and marketing consultant, MIG, Inc. are currently working on the Annual Report to the Community, which will be presented to the Commission at its next meeting on November 12, 2025.

Staff Recommendations

- 1) Open Public Hearing.
- 2) Receive public comment.
- 3) Approve the First 5 Commission of San Diego Annual Report for Fiscal Year 2024-25.
- 4) Authorize the Executive Director to submit the Annual Report to First 5 California.
- 5) Close the Public Hearing.

Fiscal Impact

The Health and Safety Code grants First 5 California the authority to withhold funding from any county commission that fails to submit an annual report.