

Onside Partners



First 5 Napa County: External data summary

May 2023



Our process

- Partner organizations **gathered surveys and conducted interviews and focus groups with families and providers** in either English or Spanish:
 - Child Start
 - Community Resources for Children
 - Napa County Office of Education
 - ParentsCAN
 - UpValley Family Resource Center
- Consultant team, First 5 staff, and Commissioners **interviewed representatives of organizations and sectors** that affect the lives of children 0-5, families, and caregivers

Family and provider data collection notes

- Families and providers who completed surveys or participated in interviews or focus groups received a \$25 gift card
- Where allowed, staff who assisted with the process of gathering input were given a \$25 gift card and the organization was given a stipend to defray overhead costs
- Most Spanish responses translated to English by Dalila Hernandez, the translator who works with First 5 Napa County. At least one set of Spanish interview responses were documented in English during the interview

Families & providers

Organization	# participating families	# participating providers/staff	Priority populations represented
Child Start	82	19	Latine, low-income, American Canyon residents
Community Resources for Children	3	7	Latine, low-income, informal child care providers
Napa County Office of Education	45	0	Latine, low-income, UpValley residents
ParentsCAN	17	0	Children with Down syndrome and autism
UpValley Family Resource Center	25	0	Latine, low-income, UpValley residents
TOTAL	172	26	

Families & providers

Families: questions

- What hopes do you have for your children?
- What do you like about raising a family in Napa County?
- What has made your life easier in Napa County?
- What has made life in Napa County harder for your family or families like yours?
- Read a statement: I see a future for my family in Napa County. What do you think about this statement? Do you agree or disagree? Tell us about your reactions
- If you could have three wishes for your family and this community what would they be?

Providers: topics covered

- Their role as a provider
- Needs of children 0-5
- Needs of the families and caregivers of children 0-5
- Provider needs
- Hopes for children they care for
- Challenges as a provider in Napa County
- Whether they see a future for themselves in Napa County
- Wishes for themselves and the Napa County community

Community stakeholders

- 17 interviews conducted so far
- Sectors represented:
 - Local/regional philanthropy
 - Healthcare
 - Local government
 - Business community
 - Mental health
 - Affordable housing
 - Workforce & higher ed
 - Other CBOs



Topics covered:

- Organization/sector priorities
- How issues related to children 0-5 intersect with their organization/sector
- Napa County assets and challenges
- Future of Napa County
- How organization/sector is working on challenges
- Opportunities for collaboration with First 5 Napa County

What hopes do you have for your children?

For my child to take advantage of the opportunities that are presented to her. The opportunities that I didn't have and to be someone in life

Que sean buenos ciudadanos. Que sean trabajadores y compasivos. Felices con si mismos.

Que pueda superarse porque el tiene una mentalidad diferente. Y puede hacer cosas extraordinaries.

Que tengan una carrera y que se puedan hacer las cosas por ellos mismos. Que sean unos niños felices.

For my children to have roots and a place they call home. For them to be themselves: no pressure to conform. To be happy and healthy

What hopes do you have for your children?

For my child to take advantage of the opportunities that are presented to her. The opportunities that I didn't have and to be someone in life

For them to be good citizens. For them to be hard working and compassionate people. I want them to be happy with themselves.

I want for him to be successful because he has a different mentality and he can do extraordinary things.

For them to have a college career and for them to be independent. For them to be happy kids.

For my children to have roots and a place they call home. For them to be themselves: no pressure to conform. To be happy and healthy

What hopes do you have for your children?

Interview/survey data (n = 126)

Top 5 themes	% of Spanish responses	% of all responses
Education	75%	60%
Good person	22%	15%
Achieve potential	18%	25%
Quality of life	16%	26%
Stability	10%	6%

Focus group data
(6 focus groups, n = 45, all in Spanish)

Top 5 themes	# of focus groups
Quality of life	3
Good health	3
Social skills	3
Independence	3
Basic skills	3

What do you like about raising a family in Napa County?

I love that [in] Napa you can get a lot of help here. Especially if you are low income or a single parent. Compared to Vallejo, Napa has so many resources and that's my favorite thing.

La Segura y la tranquilidad. No es como una ciudad que es mucho. Napa es harmoniosa y es tranquila.

Me a gustado vivir aquí por que es un condado muy bonito y tranquilo y con muchos trabajos por ele beneficio de lost viñedos.

It's the perfect place to raise a family. Its beautiful and a calm town

What do you like about raising a family in Napa County?

I love that [in] Napa you can get a lot of help here. Especially if you are low income or a single parent. Compared to Vallejo, Napa has so many resources and that's my favorite thing.

Safety and tranquility. This is not like other cities. Napa is harmonious and peaceful.

I've liked to live here because it's a beautiful and peaceful county with lots of jobs due to the fact that we have vineyards.

It's the perfect place to raise a family. Its beautiful and a calm town

What do you like about raising a family in Napa County?

Interview/survey data (n = 125)

Top 5 themes	% of Spanish responses	% of all responses
Feel safe	40%	37%
Tranquil	38%	27%
Schools/education	24%	14% (#7)
Natural beauty	18%	22%
Abundant resources	14%	17%

Focus group data
(6 focus groups, n = 45, all in Spanish)

Top 5 themes	# of focus groups
Abundant resources	6
Small community	5
Safety	3
Tranquility	3
Feel respected	2

What has made life in Napa County harder for your family or families like yours?

El idioma. Y que la renta esta muy alta. Trabajamos en Napa pero parese que no nos quieren que vivamos en Napa.

La renta es muy cara y se nos a hecho muy dificil. Hay ocasiones donde a nosotros los trabajadores de el campo nos tratan mal o nos miran mal la jente Americana.

Napa is a big rich town and it is very very extremely expensive. So I am grateful for all the blessings that the programs we are in, help us a lot. But still everything is higher and costs more and that makes it stressful

Napa es demasiado caro para vivir así que temenos que trabajar mas tiempo y como resultado estamos menos tiempo en familia.

La renta es muy cara y cuando uno aplica para ayuda no se ladan porque no califica. Tenemos que estar bien pobres para calificar.

What has made life in Napa County harder for your family or families like yours?

The language and the high rent. We work in Napa, but it seems like they don't want us to live in Napa.

The rent is very expensive and sometimes it has been hard for us. There have been times when we, the field workers, have been mistreated by American people who've looked down on us.

Napa is a big rich town and it is very very extremely expensive. So I am grateful for all the blessings that the programs we are in, help us a lot. But still everything is higher and costs more and that makes it stressful

Napa is way too expensive to live in so we have to work more and as a result we spend less time with our families.

The rent is too expensive and when we apply for rent assistance we don't qualify, we must be very poor to qualify.

What has made life in Napa County harder for your family or families like yours?

Interview/survey data (n = 127)

Top 5 themes	% of Spanish responses	% of all responses
Cost of housing	56%	40%
Cost of living	21%	36%
Economy	15%	6%
Other	12%	6%
Inflation	10%	5%

Focus group data
(5 focus groups, n = 43, all in Spanish)

Top 5 themes	# of focus groups
Cost of housing	5
Access to medical care	3
Cost of living	3
Lack of housing	2
Traffic	2

Community stakeholders

Napa County assets

- Small community
- Strong nonprofits providing quality services
- Connectivity, willingness to come together
- Natural beauty
- Booming tourism industry and economy
- Diversity
- Public safety
- Sense of trust in systems that help people

Most commonly cited challenges

- Poverty and inequities, including education, segregation, child care, housing, wages, access to medical care, food access
- Lack of affordable housing and impact on workforce
- Lack of child care – both availability and affordability
- Low wages
- Lack of access to medical and mental health care – both availability and affordability
- Natural disasters

“I see a future for my family in Napa County.”

Yes but kids need something more affordable in their future, it's very nice but expensive.

Estoy de acuerdo. Por difícil que a veces parezca en alguna situación el euqerer es poder. Por que siempre temenos que luchar por lo que queremos.

Rent has gotten too expensive. It's driving us all that lived here all our lives out

Well, I wish that I could dream that I could have a nice little house in Napa with my kids. If I win the power ticket that would be a dream. I am not crazy the idea as it is very expensive

Yes I see a future for my family in Napa County. Better school. Better environment.

Si, estoy de acuerdo. Mas que nada por la seguridad y es un lugar lleno de montanas y es tranquilo.

“I see a future for my family in Napa County.”

Yes but kids need something more affordable in their future, it's very nice but expensive.

Yes, I agree. As hard as it may look at times, if there's a will there's a way. Because we always have to fight for what we want.

Rent has gotten too expensive. It's driving us all that lived here all our lives out

Well, I wish that I could dream that I could have a nice little house in Napa with my kids. If I win the power ticket that would be a dream. I am not crazy the idea as it is very expensive

Yes I see a future for my family in Napa County. Better school. Better environment.

Yes, I agree. Mostly because of the safety and because it is a place surrounded by mountains and is peaceful.

“I see a future for my family in Napa County.”

Interview/survey data (n = 125)

Response	% of Spanish responses	% of all responses
Agree	72%	72%
Disagree	12%	9%
Mixed	16%	18%

Focus group data
(4 focus groups, n = 37, all in Spanish)

- All 4 focus groups generally agreed that they see a future for themselves in Napa, although participants of one expressed some concern about economic feasibility.
- Participants in 2 focus groups talked about children leaving to have experiences beyond Napa.

If you could have three wishes for your family and this community, what would they be?

Que siempre estemos Unidos como familia, llenos de salud lo que mas importa y que la comunidad sea Segura para que nuestros hijos sean libres sin miedo a la inseguridad (odio, discriminacion)

Well, one of them which I am kinda working towards is having my own place that I could raise my daughter. For me to always have a job, so that I can raise my daughter. Another one would be for her to be very into school and her academics.

Poder tener la oportunidad de comprar una casa que mis hijos crezcan aqui hasta que ellos tengan la capacidad de decidir si se quendan aqui.

Cost of living to be lower. Income per family to be higher. For everyone to have equal opportunity no matter race, color, ethnicity

Seguir viviendo en Napa. Tener un trabajo estable. Tener una propiedad para vivir con mi familia (comprar tal vez en un future)

If you could have three wishes for your family and this community, what would they be?

For us to always be together as a family with health, that is the most important, and that the community continues to be safe so that our children can be free of any fear of experiencing insecurity (hate, discrimination).

Well, one of them which I am kinda working towards is having my own place that I could raise my daughter. For me to always have a job, so that I can raise my daughter. Another one would be for her to be very into school and her academics.

I want to have the opportunity to buy a house so that my children can grow until they have the capacity to decide if they want to stay here.

Cost of living to be lower. Income per family to be higher. For everyone to have equal opportunity no matter race, color, ethnicity

To continue to live in Napa -To have a stable job -To have a property to live with my family (maybe buy in the future)

If you could have three wishes for your family and this community, what would they be?

Interview/survey data (n = 126)

Top 5 themes	% of Spanish responses	% of all responses
Own a house	29%	17%
Education	27%	23%
Good health	22%	18%
Jobs	18%	12% (#9)
Affordable housing	14%	21%

Focus group data
(4 focus groups, n = 37, all in Spanish)

Top 5 themes	# of focus groups
Affordable housing	3
Education	3
Good health	3
More jobs	2
Safety	2

Profile: Family member, friend, neighbor caregiver

- Has lived in Napa for more than **40 years**. Three of her children born here
- No extended family here and it has been difficult not being able to visit them. However, the **large Latine community in Napa makes her feel supported**
- Has been **taking care of children in the community for more than 20 years**, including currently a child with autism. Also volunteers and gives back to the community
- She is **passionate about helping woman who have had traumatic experiences**—domestic violence, sexual harassment in the fields. She volunteers at churches to help those women heal.
- She appreciates all of the **opportunities and resources in Napa**, but wishes she knew about them when she moved here. She learned about them by helping a neighbor whose house burned down in 1991.
- Her **children and grandchildren live in Napa**, but she **worries about their ability to afford rent and cost of living**. However, she believes that there are enough jobs to help them be successful.
- **Community wishes:** less anxiety and depression, more mental health awareness, community unity
- **Wishes for herself:** health, strength for the children she cares for, money

Profile: Family child care home provider

- Moved to California to marry her husband, who came to the U.S. when he was 13. Moved to Napa from Sonoma for husband's job. Lived in a trailer for 5 years and then moved into a house in 2004. Learned English at adult school
- She **started her FCCH 14 years ago**, when her daughter was 7, because she wanted to be home when her children get home from school
- She **currently cares for 5 children** between the ages of 1-4
- She **loves her job**. It fills her with happiness and she always feels appreciated by her families.
- **"Vive agosto"** – she lives comfortably in Napa. She's grateful that she's always had a job and gotten paid. She has found great people to be friends with. And she has the flexibility to visit family in Mexico every year.
- She **worries about the cost of living** for herself and for her families. Some have left the area. It's hard for families to qualify for support/resources.
- **Wishes:** Live in calm and happiness, peace in community, "que todos le echen ganas a la vida"

Community stakeholders

Napa in 5-10 years - positive

- More **housing**, smart growth
- Better **childcare** options
- **Higher pay** for people working in childcare and other low wage jobs
- Better **public transportation**
- **More diversity**
- Retention of **talented workforce**
- **Inclusive community** where families are happy to raise their kids
- Strong **tourism**
- Better access to and less stigma around **maternal and child mental health services**
- Stronger and more **comprehensive responses to natural disasters**
- Good **schools**

Napa in 5-10 years - negative

- Fires and other disasters
- Exacerbated housing issues
- Declining workforce
- Fewer kids and young families
- Less diversity