



King County

Dow Constantine

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June 1, 2021

The Honorable Claudia Balducci
Chair, King County Council
Room 1200
C O U R T H O U S E

Dear Councilmember Balducci:

I am proud to transmit the 2020 Best Starts for Kids Annual Report, *Communities Building Impact*, as required by King County Council Ordinance 18373, and an accompanying motion to accept the report.

The report includes data on Best Starts for Kids successes and stories of the lives that it has enriched. Best Starts for Kids community partners, working with King County's children, youth and families, are helping create a community where all children will be able to achieve lifelong success.

As required, the annual report provides performance data on Best Starts for Kids activities. This includes data on progress toward meeting overall levy goals and strategies; performance metrics; lessons learned; performance measure targets for the following year of Best Starts for Kids programs; performance measure changes; and strategies for continuous improvement. In addition, as directed by Ordinance 18373, this annual report includes the latest available data about headline indicator measurements, the long-term measures that quantify Best Starts for Kids' overarching results.

In 2020, Best Starts for Kids did not identify or recommend any revisions to its Performance Measurement and Evaluation Plan, or any changes to the plan or programs based on evaluation and data. Limited refinements to measurement processes occurred as new information became available or COVID-19 impacted programming or data collection, with substance and targets remained unchanged. The report summarizes the measurement refinements. Finally, all Best Starts for Kids strategies from 2019 continued in 2020, and the levy added no new strategies in 2020.

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In 2020, Best Starts for Kids delivered impact across all its investments, while also adapting to support community resilience during the COVID-19 pandemic. The extraordinary challenge of COVID-19 drove changes to Best Starts' service provision, impacted community needs, and also led to innovative solutions and responsive adaptations to support children, youth, and families. Some programs saw increased participation when virtual programming launched, and some partners reported deeper engagement with participants since the pandemic began. Best Starts for Kids also continued its ongoing work to dismantle racism and inequities through its deep community connections and systems change efforts.

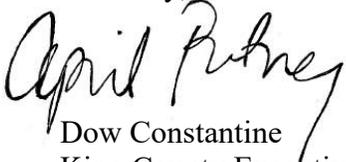
The Council directed that certain advisory boards provide input on the Best Starts for Kids annual report. The members of the Children and Youth Advisory Board and Communities of Opportunity Advisory Board received a draft copy of the 2020 Annual Report in April 2020. Representatives from each board reviewed the respective portion of the report over which they have oversight. The final report reflects their input and feedback.

As illustrated throughout the annual report, Best Starts for Kids reflects the King County Strategic Plan objective of ensuring that babies are born healthy and establish a strong foundation for lifelong health and well-being. In addition, the work of Best Starts for Kids furthers the County's Equity and Social Justice Strategic Plan, and the 2015 Youth Action Plan, focusing upstream, strengthening families and communities so that babies are born healthy, children establish a strong foundation for life, and young people grow into healthy adults. Best Starts for Kids maximizes the assets and knowledge of our richly diverse County and its many cultures and communities.

It is estimated that this report required 2,121 staff hours to produce, costing approximately \$85,000. An external contractor provided project management, writing and design services for a cost of \$65,000. The total report cost is about \$150,000.

Thank you for your review of this report, and for your strong support for children, youth and families across King County. If you have any questions, please feel free to contact Leo Flor, Director, Department of Community and Human Services, at 206-477-4384.

Sincerely,



for

Dow Constantine
King County Executive

Enclosures

cc: King County Councilmembers
ATTN: Carolyn Busch, Chief of Staff
Melani Pedroza, Clerk of the Council

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Shannon Braddock, Deputy Chief of Staff, Office of the Executive
Karan Gill, Director, Council Relations, Office of the Executive
Leo Flor, Director, Department of Community and Human Services
Patty Hayes, Director, Public Health – Seattle & King County