

*** PUBLIC HEARING MEETING NOTICE***
FIRST 5 SAN MATEO COUNTY (F5SMC)
COMMISSION MEETING

DATE: Monday, August 27, 2018
TIME: 4:00 PM – 6:00 PM
ADDRESS: San Mateo County Office of Education
101 Twin Dolphin Drive, 1st Floor Conference Room
Redwood City, CA 94065

AGENDA		
Call to Order and Preliminary Business		
1	Roll Call	4:00 PM
2	Public Comment	
3	Action to Set Agenda for August 27, 2018 Meeting and Approve Consent Agenda Items <i>(This item is to set the final consent and regular agenda, and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.)</i>	
4	Commission Announcements	
5	Storytelling: First 5 Work / Impact: Jana Kiser, Executive Director, Redwood City 2020.	
Discussion Items		
6	Presentation on Persimmony, F5SMC Grant Management Software by Jenifer Clark, F5SMC's Evaluation Program Specialist	4:10 PM
7	First 5 San Mateo County Accomplishments – Fiscal Year 2017-2018 by Kitty Lopez, F5SMC's Executive Director	4:20 PM
8	Review and Clarification of FY 2018 – 2020 Contract Funding Reductions and Long-Term Financial Plan by Kitty Lopez, F5SMC's Executive Director <i>(See Attachments 8)</i>	4:35 PM
9	Strategic Plan 2020 by Christina Bath Collossi, Managing Partner, VIVA Strategy and Communications <i>(See Attachments 9)</i>	4:50 PM

Informational Items		
10	Communications Update <i>(See Attachments 10)</i>	5:50 PM
11	Report of the Executive Director <i>(See Attachments 11)</i>	
12	Committee Updates <i>(See Attachments 12)</i>	

*** Public Comment:** This item is reserved for persons wishing to address the Commission on any Commission-related matters that are as follows: 1) Not otherwise on this meeting agenda; 2) Listed on the Consent Agenda; 3) Executive Director’s Report on the Regular Agenda; or 4) Subcommittee Members’ Reports on the Regular Agenda. Public comments on matters not listed above shall be heard at the time the matter is called.

Persons wishing to address a particular agenda item should speak during that agenda item. If you wish to speak to the Commission, please fill out a speaker’s slip located in the box on the sign in table as you enter the conference room. If you have anything that you wish to be distributed to the Commission and included in the official record, please hand it to Myra Cruz who will distribute the information to the Commissioners and staff. Speakers are customarily limited to two minutes, but an extension may be provided to you at the discretion of the Commission Chair.

The identified times are approximate and are intended to serve as a guide to the public and all First 5 meeting attendees regarding the approximate start times for any one section of the Agenda. The actual start and end times for an agenda item may differ from the noted times.

Public records that relate to any item on the open session agenda for a regular Commission meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the Commission. The Commission has designated the First 5 San Mateo County office located at 1700 S. El Camino Real, Ste. 405, San Mateo, CA, 94402, for making those public records available for inspection. The documents are also available on the First 5 Internet Web site at www.first5.smcgov.org.

IN COMPLIANCE WITH THE CALIFORNIA GOVERNMENT CODE AND THE AMERICANS WITH DISABILITIES ACT: First 5 San Mateo County Commission meetings are accessible to individuals with disabilities. Contact Myra Cruz at (650) 372-9500 ext. 232, or at ecruz@smcgov.org as soon as possible prior to the meeting, if (1) you need special assistance or a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting; or (2) you have a disability and wish to receive the meeting notice, agenda packet or other writings that may be distributed at the meeting in an alternative format. Notification in advance of the meeting will enable First 5 San Mateo County to make reasonable arrangements to ensure full accessibility to this meeting and the materials related to it.

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

August 27, 2018

All items on the consent agenda are approved by one roll call motion unless a request is made at the beginning of the meeting that an item be withdrawn or transferred to the regular agenda. Any item on the regular agenda may be transferred to the consent agenda.

- 3.1 Approval of the June 25, 2018 Commission Meeting Minutes
(See Attachment 3.1)
- 3.2 Approval of the July 30, 2018 Special Commission Meeting Minutes
(See Attachment 3.2)

**First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
June 25, 2018
San Mateo County Office of Education**

Call to Order & Roll Call**1. Roll Call**

Commission Members: David Canepa, Rosanne Foust, Pam Frisella, Michael Garb
Nicole Pollack, Neel Patel, Sandra Phillips-Sved

Absent: Anne Campbell, Louise Rogers

Staff: Kitty Lopez, Michelle Blakely, Khanh Chau, Jenifer Clark, Emily Roberts,
Myra Cruz, Mai Le

County Counsel(s): Maggie Tides/Jenifer Stalzer Kraske

A quorum was present. Commissioner Chair Frisella called the meeting to order at 4:08 PM; roll call was taken.

2. Public comments on items not included on the agenda: None**3. Action to Set Agenda for June 25, 2018 Meeting with the elimination of agenda item #6 Trauma- and Resiliency-Informed Systems Initiative Presentation and Recommendation, and Approve Consent Agenda**

MOTION: GARB / SECOND: PHILLIPS-SVED
 AYES: CANEPA, FOUST, FRISELLA, POLLACK, PATEL
 NOES: NONE
 ABSTAIN: NONE
 Motion approved.

4. Commission Announcements

F5SMC's Executive Director, Kitty Lopez, introduced F5SMC's new Program Associate, Mai Le. Commission welcomed Mai Le.

5. Storytelling: First 5 Work/Impact

Kitty Lopez, introduced Soodie Ansari, Coordinator of Early Learning Dual Language Support from San Mateo County Office of Education to talk about Friday CAFÉ (Community and Family Engagement). Ansari shared the history, overview, philosophy, and goals of the program. Friday CAFÉ was launched in January 2017; it takes place on the last Friday of each month, except June and July, at different locations in San Mateo County. They have had 71 participants who are family engagement professionals. San Mateo County is third in the nation to implement this program. Ansari emphasized that Friday CAFÉ is a networking peer support model, not a training program. They have a conversation catalyst who is charged with leading conversations on topics that interest family engagement professionals, and encourage participants to share their stories. Ansari will make sure that the Commissioners are included in the upcoming meetings email notifications.

Discussion Items**6. Trauma- And Resiliency-Informed Systems Initiative Presentation and Recommendation**

This item is eliminated from the agenda.

7. Help Me Grow Presentation and Update

Cheryl Oku, Help Me Grow Consultant, and Emily Roberts, F5SMC's Early Childhood Health Program Specialist, presented an update and shared the following:

- Overview of Help Me Grow (HMG) and progress of Help Me Grow San Mateo.
- Centers for Disease Control (CDC) estimates that 12 – 16% of American Children have a developmental delay or behavioral concerns; 70% of children with delays go undetected until kindergarten.
- HMG is a national model that is being used by 28 states and 20 counties in California.
- HMG is not a program, but a system that helps connect people to services.
- Core Components: Child Health Provider Outreach, Centralized Access Point, Family & Community Outreach, Data Collection and Analysis
- HMG benefits to providers, children, and families.
- HMG timeline and next steps.

The Commissioners asked several questions. Discussion ensued. Michelle Blakely, F5SMC's Program and Planning Director, said that they would also have a communication and marketing plan for HMG. Roberts added that the HMG Feasibility Study is available on our website.

Help Me Grow PowerPoint Presentation can be found on the [June 25th Commission Meeting Presentation](#) website.

Public Comments: None

8. Annual Review of First 5 San Mateo County's 2015-2020 Strategic Plan for FY2017-2018 in accordance to Proposition 10 Statutes, California Health and Safety Code 130140(a) (1) (C) (iii), 130140(a) (1) (E), and 130140(a) (1) (F) and San Mateo County First 5 Commission Ordinance 2.24.060

The Commissioners reviewed the F5SMC's 2015-2020 Strategic Plan for FY 2017-2018, and there were no changes.

Public Comment: None

9. Update on Strategic Plan Implementation Plan Funding Recommendations Fiscal Year 2018 – 2020.

Kitty Lopez reminded everyone that on August 28, 2017, Commission approved staff funding recommendations for continuation contracts. The F5SMC staff is executing these contracts, and the updated details of the approved funding are in the packet.

Public Comment: None

Action Items

10. Approval of F5SMC's Long-Term Financial Plan (LTFP) from FY2018-2019 through FY2024-2025 (FY17/18 Update), and Presentation

Kitty Lopez reported that in accordance to Prop 10 statute, the Commission has to review our Long-Term Financial Plan before submitting it to First 5 California. Lopez said that the Finance Committee reviewed these items on the June 11th Finance Committee Meeting, and she highlighted the following:

- There is \$868,000 in additional revenue from Prop 10 Tax for fiscal years 2017 –2023.
- Conservative Projections for Strategic Plan Implementation Plan (SPIP) Community Investment per approval of the Commission on August 2017. FY 18-20 have an average step down of 3%; FY 2020-2025 with average step down of 39%.

- Ending Fund Balance (before Pension Liability and Operational Reserves) for FY24-25 is projected to be \$4.8 million.
- Prop 10 revenue continues to decline, but in a slower rate than we previously projected.
- IMPACT (Improve and Maximize Programs so All Children Thrive) grant from First 5 California will bring in an estimated \$450,000 in revenue each year until 2020 and also fund 0.5 FTE position annually.
- Presented Revenue Projections FY 20- 25; Total Program Appropriations for FY 18 – 19 through FY 24-25; Total Operation Appropriations FY 18-19 through FY 24-25.

Commissioner Canepa asked if we have a reserves policy. Lopez answered that we have six months of operational reserves.

Lopez asked for approval of F5SMC’s LTFP from FY 2018-2019 through FY 2024 - 2025

MOTION: GARB / SECOND: CANEPA
 AYES: FOUST, FRISELLA, POLLACK, PATEL, PHILLIPS-SVED
 NOES: NONE
 ABSTAIN: NONE

Motion approved.

PowerPoint Presentation can be found on the [June 25th Commission Meeting Presentation](#) website.

11. Approval of F5SMC’s FY2018-19 Draft Budget and the Use of Ending Fund Balance (Reserves*) to Fund F5SMC’s FY2018-19 Adopted Budget, and Presentation

Kitty Lopez stated that the Finance Committee reviewed this agenda item on their June 11th Finance Committee Meeting, and she highlighted the following:

- Prop 10 Tax Revenue continue to decline, First 5 California IMPACT (Improve and Maximize Programs so All Children Thrive) Grant produces steady revenue of \$524,000; Continue to seek additional funding sources; Continue to drawing down reserves per Commission desires to continue making the funding available to the community.
- Community Investment by Initiatives and 4-Year Budget Comparison.
- FY18-19 Draft Budget Administrative Appropriations is modified slightly from the budget that was presented in the Finance Committee Meeting on June 11th Meeting. Per request of the Committee to find for some budget line items that can be reduced, fiscal found a total cost savings of \$12,500.
- FY 2018 – 2019 Draft Budget Summary: Total Revenue is \$6.740 million; Total Appropriations is \$8.776 Million; Deficit of \$2.036 million which is the use of Ending Fund Balance (Reserves*) to fund F5SMC’s FY 18-19 Adopted Budget.

Pollack moved to approve of F5SMC’s FY2018-19 Draft Budget and the Use of Ending Fund Balance (Reserves*) of \$2.036 million to Fund F5SMC’s FY2018-19 Adopted Budget.

MOTION: POLLACK / SECOND: GARB
 AYES: CANEPA, FOUST, FRISELLA, PATEL, PHILLIPS-SVED
 NOES: NONE
 ABSTAIN: NONE

Motion approved.

Public Comments:

Michelle Blakely clarified that LTFP 3% reduction is an average, but the contracts for 2018 - 2020 have at least 20% reduction. Khanh explained how the 3% reduction was derived. Lopez stated that a clear explanation will be

presented at the next Commission Meeting. Commissioner Foust requested staff to include both real and average percentages.

PowerPoint Presentation can be found on the [June 25th Commission Meeting Presentation](#) website.

12. Approval of Contract for Communication Consultation Services to Runyon Saltzman Inc. (RSE) in the Amount of \$99,396, Contract Term effective July 1, 2018 through June 30, 2019

Kitty Lopez gave a brief background on RSE. She informed everyone that the RFQ was sent out in March 2018 and F5SMC received two proposals. The F5SMC Communication Team selected RSE. Finance Committee reviewed the contract at their June 11th Finance Committee Meeting. Garb asked to continue the plan for 2019 -2020.

MOTION: GARB / SECOND: CANEPA
 AYES: FOUST, FRISELLA, POLLACK, PATEL, PHILLIPS-SVED
 NOES: NONE
 ABSTAIN: NONE

Motion approved.

Public Comment:

Scott Rose, RSE's Principal – Public Affairs Director, thanked the Commission and shared his excitement to continue the work with First 5 SMC.

13. Approval of Amendments to Agreements for the First 5 California IMPACT Grant to:

- A. **San Mateo Office of Education (SMCOE) in the Amount of \$1,327,526, Contract Term effective May 1, 2016 through June 30, 2020**
- B. **Child Care Coordinating Council of San Mateo County, Inc. (4Cs), in the Amount of \$318,328, Contract Term effective May 1, 2016 through June 30, 2020**

Kitty Lopez asked for approval of this agenda item. There is no additional fiscal impact.

MOTION: PHILLIPS-SVED/ SECOND: FOUST
 AYES: CANEPA, GARB, FRISELLA, POLLACK, PATEL
 NOES: NONE
 ABSTAIN: NONE

No public comment; the Motion approved.

Informational Items

14. Communication Update

Communication's written report was included in the [June 25, 2018 Commission Meeting Packet](#). Lopez highlighted the following:

- F5SMC's first quarterly newsletter, "Think Bigger".
- Additional impact stories that F5SMC's communication partner, Runyon, Saltzman Inc. (RSE), developed for advocacy days.
- F5SMC had a meeting with Health System to help coordinate messaging for a Countywide Cannabis Education campaign.
- F5SMC is working with RSE to develop a plan to celebrate F5SMC's 20th Anniversary.
- RSE is developing a branding video for F5SMC.
- The Overall Social Media Report as attached. F5SMC posted statements in our Facebook regarding U.S. Immigration Policy on separation of families.

15. Executive Director's Report

Kitty Lopez's written report was included in the [June 25, 2018 Commission Meeting Packet](#). She highlighted the following:

- According to Insight Center, the self-sufficiency standard for a family of 2 adults, one infant, and one preschooler is now \$146,005 annually.
- An article "I Don't Feel Superhuman" about a mom balancing work and family, and Friday's CAFÉ article.
- A letter was submitted to the California Assembly Blue Ribbon Commission on Early Childhood Education to support recommendations for statewide systematic change to improve access for children and families.
- Michelle Blakely and Emily Roberts attended the gubernatorial debate.
- VIVA Strategy and Communications coordinated F5SMC's Strategic Planning Forum on May 9th.
- There will be a Special Commission Meeting on July 30th from 4:00 pm – 6:00 pm at the City of San Mateo, Council Chambers.

16. Committee Updates

- Finance Committee – Commissioner Garb informed that most items were already discussed.
- Early Childhood Evaluation – Commissioner Canepa asked if there are any questions on the written report.

The written Committee reports were included in the [June 25, 2018 Commission Meeting Packet](#).

Commissioner Frisella adjourned the meeting at 5:43 PM.

**First 5 San Mateo County (F5SMC)
SPECIAL COMMISSION MEETING MINUTES
July 30, 2018
San Mateo Council Chambers**

Call to Order & Roll Call

1. Roll Call

Commission Members: David Canepa, Rosanne Foust, Pam Frisella, Michael Garb
Neel Patel, Sandra Phillips-Sved, Louise Rogers

Absent: Anne Campbell, Nicole Pollack

Staff: Kitty Lopez, Michelle Blakely, Khanh Chau, Jenifer Clark, Emily Roberts,
Myra Cruz

County Counsel(s): Jenifer Stalzer Kraske

A quorum was present. Commissioner Chair Frisella called the meeting to order at 4:03 PM; roll call was taken.

Action to approve set agenda for July 30, 2018.

MOTION: CANEPA/ SECOND: GARB
 AYES: FOUST, FRISELLA, PATEL, PHILLIPS-SVED, ROGERS
 NOES: NONE
 ABSTAIN: NONE
 Motion approved.

2. Public comments on items not included in the agenda:

Jean-Marie Houston, Administrator of Early Learning Support Services at San Mateo County Office of Education, announced that her last day would be on August 10, 2018. She thanked First 5 San Mateo County (F5SMC) Commission and Staff. The Early Learning Support work would not be possible without the support from F5SMC and partners. Kitty Lopez and Commissioners Foust and Garb acknowledged Houston for her work.

3. Trauma- And Resiliency-Informed Systems Initiative Presentation and Recommendation

F5SMC's Program Specialist, Emily Roberts, reminded the Commission that they have already approved the Mental Health Systems Service Strategy and this agenda item is to share the recommendation for the F5SMC's Trauma- and Resiliency-Informed System Initiative and feedback. Roberts acknowledged the Steering Committee for their help on this work. She introduced F5SMC's consulting partner, Alex Hildebrand, Director of Strategy Consulting, Learning for Action. Hildebrand shared the following information:

- Three components: 1) Training and support for child- and family-serving organizations, 2) training and resources for professionals working with children and families, 3) education for parents to help recognize the signs and symptoms of trauma. The Committee focused on the first two of the components.
- Members of Trauma-Informed Systems Planning Committee, Planning Process, Landscape Scan, Key Assumptions, Developmental Framework and Proposed Timeline.

The Commissioners asked several questions, provided comments and made suggestions such as providing a more clear communication on the need and, why we are doing this initiative, and listing local organizations working on this area and utilizing GID mapping conducted by the Community Collaborative for Children's Success (CCCS) to show where the vulnerable populations are most prevalent.

PowerPoint Presentation can be found on the [July 30th Special Commission Meeting Presentation](#) website.

4. **Strategic Plan 2020**

Kitty Lopez, F5SMC's Executive Director, Michelle Blakely, F5SMC's Program and Planning Director, and Strategic Planning consultant, Christina Bath Collosi, Managing Partner, VIVA Strategy and Communications presented the F5SMC Strategic Planning (SP) 2015 – 2020 Revision process.

- Kitty Lopez informed everyone that there were several F5SMC staff and SP Ad Hoc Committee meetings with our consultant prior to this presentation to discuss the Strategic Plan. The current F5SMC's Strategic Plan ends in 2020. The Commission approved the SP revision process in the December 2017 Meeting. Lopez acknowledged the community, staff and SP Ad Hoc Committee for their time working on this process. She stated that the mission, vision, and 2015 – 2020 desired outcomes would remain the same.
- Blakely shared F5SMC's advocacy work, accomplishments and outcome of our investments.
- Collosi pointed out that the strategies of the focus areas are listed in the 2015 – 2020 Strategic Plan Executive Summary which is included in the packet. The SP revision will focus on which of the list of strategies will stay, be removed, or amended at the next meeting. There will be another discussion of SP revision before it gets adopted in October 2018.

Collosi stated that F5SMC revenue is declining slowly over time. She explained that the fund balance or reserves built up over time since F5SMC was established in 1999-2000. Funds were rolled out slowly as a Strategic Plan was developed. The Prop 10 passed in 1998 and our first Strategic Plan was approved in 2000 – 2001.

The Commission approved, several strategic plans ago, to spend down the fund balance (reserves) and revenue to provide services to the community. The use of the fund balance will no longer be an option after 2020 for the Strategic Plan Revision period as the fund balance will be expended except for 9 months' operational reserves and pension liability costs. In 2020, F5SMC will utilize only Tobacco Tax revenue for grants to the community. Collosi emphasized that there will be an approximately 40% decrease in revenue, and we would no longer have the fund balance to fill the gaps.

Collosi shared the key themes that were derived from May 9th Community Forum and F5SMC SP Ad Hoc Committee Meetings.

- Blakely added that at the next Commission Meeting, we will present a data snapshot of how many kids were helped.
- Lopez shared that F5SMC hosted a Partnership Breakfast and met with San Mateo County executive partners from Schools, Probation, Department of Housing, Health System and Human Services Agency. The goal was to learn what initiatives they are working on and how we can work collaboratively.

The Commissioners asked several questions and provided comments. Discussion ensued. PowerPoint Presentation can be found on the [July 30th Special Commission Meeting Presentation](#) website.

Public Comments: None

Kitty Lopez announced that the next Commission Meeting is on August 27th. There will be a meeting on September 24th at the San Mateo County Office of Education. On December 17th, there will be a 20th Anniversary Celebration after the Commission Meeting at the San Mateo City Hall Atrium.

Commissioner Garb motioned to adjourn the meeting and seconded by Commissioner Canepa. Motion approved. The meeting was adjourned at 5:43 PM.

DATE: August 27, 2018

TO: First 5 San Mateo County Commission

FROM: Kitty Lopez, Executive Director

RE: Review and Clarification of FY2018 – 2020 Contract Funding Reductions and Long Term Financial Plan

ACTION REQUESTED
Information Only

BACKGROUND

- Per Proposition 10 Statutes, each year all First 5 Commissions are required to publicly review and approve Long Term Financial Plans (LTFP) for the continuation of Prop 10 Tax funding. The Long Term Financial Plan (LTFP) provides a high level view of a 10 year financial position and projections of First 5 SMC.
- **F5SMC's Long-Term Financial Plan (LTFP)** was approved at the June 25, 2018 Commission Meeting (**Attachment 8A**) including 2 Funding Cycles and Projections FY2020-2025:

A: Round 1: 3-year Funding Cycle FY15-18

B: Round 2: 2-year Funding Cycle FY18-20

Round 1 Funding Cycle has several strategies that are staggered and contracted one year later under 2-year contracts while most of Round 1 funding cycle are 3-year contracts.

The LTFP shows average reductions, as well as increases, in Community Investment Spending. FY2018-2020 Projections show the average Community Investments to be \$6.183M, which is a 3% average reduction from FY2015-2018 average Community Investments of \$6.379M.

Clarification of Funding Reductions for FY2018-2020:

At the June 25, 2018 Commission Meeting, some grantees raised concerns about the variances of their grant awards in FY18-20 with higher funding reduction than the 3% Average Step-Down FY18-20 that was presented in the LTFP.

Attachment 8B is the Master Strategic Plan Implementaton Plan (SPIP) Funding Allocations for FY2018-2020, Round 2. This was approved at the August 28, 2017 Commission Meeting. This funding allocation chart shows the actual contract award amount for each program/service strategy during FY2018-2020.

The chart shows the funding allocation for each investment focus area and each service area contract; the allocations vary in percentage of reductions and include: increased funding, decreased funding, discontinued funding, and/or new funding allocations.

At the August 13, 2018 Finance and Administration Committee Meeting, the Commissioners reviewed all financial documents and recommended this final clarification between the agency's Long Term Financial Plan and the Contract Funding Allocations for FY2018-2020.



LONG-TERM FINANCIAL PLAN LTFP (FY17/18 UPDATE)

Commission approved at the June 25, 2018 Commission Meeting

	CYCLE 3					CYCLE 4					Notes
	FY 15-16 Actual	FY16-17 Actual	FY 17-18 Revised Budget	FY 18-19 Projection	FY 19-20 Projection	FY20-21 Projection	FY21-22 Projection	FY22-23 Projection	FY23-24 Projection	FY24-25 Projection	
BEGINNING FUND BALANCE (Beginning Reserves*)	16,205	15,457	14,922	11,195	9,147	6,969	6,892	6,657	6,249	5,631	
Interest	136	156	125	112	91	70	64	56	46	50	
Tobacco Tax - Prop 10 Tax Revenue	6,098	5,846	5,086	5,783	5,560	5,369	5,217	5,053	4,851	4,657	
F5CA Other Prop 10 Tax Grants / IMPACT Grant	219	428	673	524	575	300	300	300	300	300	
Other Non-Prop 10 Grants & Other Revenue	289	263	100	321	-	200	200	200	200	200	
Total Revenues	6,742	6,693	5,984	6,740	6,226	5,939	5,781	5,609	5,397	5,207	
TOTAL AVAILABLE FUND (Total Sources*)	22,947	22,150	20,906	17,935	15,373	12,908	12,673	12,265	11,647	10,837	
APPROPRIATIONS											
A. SPIIP Average Step Down (%)		-20%		-3.09%				-39%			
A. SPIIP Average (\$)		6,379		6,183				3,780			
A. Strategic Plan Investment SPIIP (excl. B. Other Grants)	5,663	5,781	7,694	6,253	6,112	3,780	3,780	3,780	3,780	3,780	
Community Investments (FE, CD, EL)	5,392	5,261	6,659	5,020	4,954						
Evaluation	88	182	148	307	281						
Policy, Advocacy, & Communications (PAC)	183	338	887	926	877						
B. Other Grants	360	326	709	683	405	400	400	400	400	400	
F5CA IMPACT /Other Prop 10 Tax Grants	10	326	624	417	405	250	250	250	250	250	
Other Non-Prop 10 Grants (RTT, DLP, HMG, SBCF)	350		85	266		150	150	150	150	150	
C. Evaluation and Program Staff S&B	426	585	692	752	762	703	703	703	703	703	
Total Program Appropriations (A+B+C)	6,449	6,692	9,095	7,688	7,279	4,883	4,883	4,883	4,883	4,883	
D. Services and Supplies	107	55	122	142	142	145	145	145	145	145	
E. Other Charges	207	245	290	285	285	285	285	285	285	285	
F. Admin Staff S&B	730	626	660	673	698	703	703	703	703	703	
Total Operations Appropriations (D+E+F)	1,044	926	1,072	1,100	1,125	1,133	1,133	1,133	1,133	1,133	
TOTAL APPROPRIATIONS (Net Appropriations*)	7,492	7,617	10,168	8,788	8,404	6,016	6,016	6,016	6,016	6,016	
ENDING FUND BALANCE before Pension Liability and Operational Reserves (Ending Reserves* before Pension Liability and Operational Reserves)	15,456	14,922	10,739	9,147	6,969	6,892	6,657	6,249	5,631	4,821	
Pension Liability and Operational Reserves (previously labled as Reserves)	1,640	1,850	1,850	1,900	1,900	1,900	1,900	1,900	1,800	1,800	Restricted Fund set aside
ENDING FUND BALANCE after Pension Liability and Operational Reserves (Ending Reserves* after Pension Liability and Operational Reserves)	13,816	13,072	8,889	7,247	5,069	4,992	4,757	4,349	3,831	3,021	Approximate 5.8 months of fiscal year Revenues for safety cash flow after FY2020

Note: Reserves*, Net Appropriations*, Total Sources*, Total Requirements* are budget terminologies used County of San Mateo



MASTER SPIP FUNDING ALLOCATIONS FY 2018-2020 (approved at Commission Meeting August 28, 2017)

Attachment 8B

Line	Focus Area	Service Strategy	Agency	Program Name	SPIP Continuation /New	Average annual allocation of 2 or 3 year contracts FY15-18	FY 18-19	FY 19-20	Funding Changes from FY15-18 to FY18-20 %
1	FE	Intensive Supports for Children with Multiple Risk Factors	Peninsula Family Service	Therapeutic Child Development Centers	SPIP Continuation	277,337	224,200	224,200	-19%
2	FE	Intensive Supports for Children with Multiple Risk Factors	StarVista	Healthy Homes	SPIP Continuation	1,243,576	1,002,534	1,002,534	-19%
3	FE	Intensive Supports for Children with Multiple Risk Factors	Family Connections	Nurturing Families - Intensive Supports	SPIP Continuation	158,420	127,666	127,666	-19%
4	FE	Training & Capacity Building	San Mateo County Office of Education -Family Engagement	Family Engagement Professional Development*	SPIP Continuation	230,000	184,000	184,000	-20%
5	FE	Parent Partnerships, Parent Connectivity, Training & Capacity Building	StarVista	PAT*	SPIP Continuation	100,000	79,000	79,000	-21%
6	FE	Parent Partnerships, Parent Connectivity	Family Connections	Nurturing Pre-K Families*	SPIP Continuation	86,563	68,850	68,850	-20%
7	FE	Parent Partnerships, Parent Connectivity	Puente de la Costa Sur	Suenos Unidos*	SPIP Continuation	43,277	53,277	53,277	23%
8	FE	Parent Partnerships, Parent Connectivity, Training & Capacity Building	Redwood City 2020	Socios for Success*	SPIP Continuation	25,000	30,000	30,000	20%
		Family Engagement Total				2,164,173	1,769,527	1,769,527	-18%
9	CH&D	Health Care Access & Utilization: Oral Health Systems Building	SMC Health System	Oral Health Strategic Plan Implementation*	SPIP Continuation	50,000	50,000	25,000	25%
10	CH&D	Health Care Access & Utilization: Oral Health Service Delivery	Ravenswood Family Health System	Oral Health Services (Virtual Dental Home)	SPIP Continuation	300,000	250,000	250,000	-17%
11	CH&D	Health Care Access & Utilization: Mental Health Systems Building	TBD	TBD*	SPIP Continuation	130,000	130,000	130,000	0%
12	CH&D	Integrated Systems for Children with Special Needs and Their Families	TBD	Help Me Grow Call Center	New	0	100,000	100,000	N/A
13	CH&D	Integrated Systems for Children with Special Needs and Their Families	Community Gatepath	Watch Me Grow Initiative and Special Needs Family Engagement Project	SPIP Continuation	1,146,000 + 45,000	1,015,000	1,015,000	-15%

Line	Focus Area	Service Strategy	Agency	Program Name	SPIP Continuation /New	Average annual allocation of 2 or 3 year contracts FY15-18	FY 18-19	FY 19-20	Funding Changes from FY15-18 to FY18-20 %
14	CH&D	Safe, Healthy, & Equitable Communities	TBD	TBD*	SPIP Continuation	50,000	50,000	50,000	0%
		Child Health & Development Total				1,721,000	1,595,000	1,570,000	-7%
15	EL	Early Learning Quality Improvement	SMCOE	SMCOE	SPIP Continuation	1,296,000	1,140,000	1,140,000	-12%
16	EL	Access for Children with Special Needs	Subcontracts under EQ+IP	Subcontracts under EQ+IP	SPIP Continuation	475,000	425,000	425,000	-11%
17	EL	Infant/Toddler Access	TBD	TBD*	SPIP Continuation	175,000	50,000	50,000	-71%
		Early Learning Total				1,946,000	1,615,000	1,615,000	-17%
18	EVAL	Big Data Projects	TBD	TBD*	SPIP Continuation	62,000	62,000	36,000	0%
19	EVAL	Online Grant Management System	Persimmony	Online Grant Management System*	SPIP Continuation	101,585	100,000	100,000	-2%
20	EVAL	Other Evaluation Projects	TBD	TBD	New Activities	75,000	145,000	145,000	93%
		Total Evaluation				238,585	307,000	281,000	29%
21	PAC	Pre-K to Kinder Articulation	Silicon Valley Community Foundation- CEL	Close the Gap	SPIP Continuation	125,000	100,000	100,000	-20%
22	PAC	HSA or other Social Services Projects	TBD	TBD	SPIP Continuation	50,000	50,000	50,000	
23	PAC	Communications Consultant	TBD	F5SMC Communications	SPIP Continuation	150,000	120,000	120,000	20%
24	PAC	HMG Coordination & Policy	F5 Association	CA Help Me Grow	New	5,000	5,000	5,000	0%

Line	Focus Area	Service Strategy	Agency	Program Name	SPIP Continuation /New	Average annual allocation of 2 or 3 year contracts FY15-18	FY 18-19	FY 19-20	Funding Changes from FY15-18 to FY18-20 %
25	PAC	Early Learning Facilities-OPERATIONS	TBD (4Cs)	Build Up for SMC Kids	SPIP Continuation	50,000	50,000	50,000	0%
26	PAC	Early Learning Facilities-Consultation	Sarah Kinahan Consulting	Build Up for SMC Kids	SPIP Continuation	50,000	25,000	25,000	50%
27	PAC	Leveraging Support (MAA, MHSA, EPSDT, CALworks etc)	TBD	TBD	SPIP Continuation	20,000	20,000	20,000	0%
28	PAC	F5SMC Collateral Materials		TBD	SPIP Continuation	5,000	15,000	15,000	
29	PAC	KNP (Other Support)	TBD	TBD	SPIP Continuation	15,000	15,000	15,000	0%
30	PAC	Communications/ Messaging Campaigns/events	TBD	TBS	SPIP Continuation		25,000	25,000	0%
31	PAC	Policy Systems Work/Consultation	TBD	TBD	SPIP Continuation	50,000	50,000	50,000	50%
32	PAC	Systems - Grantee Level Policy Convening	TBD	TBD	SPIP Continuation		10,000	10,000	
33	PAC	Unallocated	TBD	TBD	TBD		43,973	94,973	
		PAC Total				445,000	528,973	579,973	19%
34	OPA	Sponsorship Policy	TBD	TBD	Currently move in to SPIP	10,000	10,000	10,000	0%
35	OPA	Emerging Projects	TBD	TBD	New		200,000	200,000	
36	OPA	Kit For New Parents	Various Vendors	KNP	Currently move in to SPIP	41,000	42,000	42,000	2%
37		Regional Cost Sharing	TBD	TBD	Currently move in to SPIP	30,000	45,000	45,000	50%
		Other Program Appropriations				81,000	297,000	297,000	267%

Note: Programs with * and in yellow highlight color are 2 year-contracts

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Date: August 27, 2018
To: First 5 San Mateo County Commission
From: Kitty Lopez, Executive Director
Re: First 5 San Mateo County (F5SMC) Strategic Plan 2020

The attached documents provide important information for the Strategic Planning Process and discussion that will take place at the Commission Meeting on August 27, 2018.

- **F5SMC Strategic Plan Revision – (Attachment 9.1)**
 - Annual Community Investment Estimates (2020 – 2025)
 - Proposed Revisions to the Existing Strategic Plan Strategies

- **Considerations for 2020 – 2025 Strategic Plan – (Attachment 9.2)**

Please read through the attached documents prior to the August 27, 2018 Commission Meeting in order to be familiar with the proposed investment estimates and proposed strategies for those investments. Attachment 9.2 shows the thoughtful considerations for the proposed Strategic Plan, 2020-2025.

We will have a presentation and discussion at the August 27, 2018 Commission Meeting.

**F5 San Mateo County Strategic Plan Revision
August 27, 2018**

Below is a summary of what the strategic planning ad-hoc committee and F5SMC staff estimates will be available annually for community investments. These figures are consistent with the approved long-term financial plan. This represents a 39% decrease in funding from current community investment levels and is largely due to no longer having a significant fund balance to supplement Proposition 10 revenues.

Annual Community Investment Estimates (2020-2025)

Early Learning <ul style="list-style-type: none"> • Quality Improvement • Expand Access to Early Learning Settings for Children with Special Needs and for Infants and Toddlers 	\$1,060,000
Child Health and Development <ul style="list-style-type: none"> • Oral Health Access and Utilization • Early Mental Health Systems and Infrastructure Enhancements • Integrated Systems for Children with Special Needs and their Families 	\$1,060,000
Family Engagement <ul style="list-style-type: none"> • Intensive Support for Families with Multiple Risk Factors • Parent Connectivity • Family Engagement Capacity Building 	\$1,060,000
Partnership, Advocacy, Communications <ul style="list-style-type: none"> • Leadership on Early Childhood Advocacy & Policy Development • Community Partnership • Community Education 	\$380,000
Emerging Projects	\$107,000
Evaluation	\$113,000
<i>Total per fiscal year beginning FY 2020-2025</i>	\$3,780,000

As part of the F5SMC strategic planning revisions process, guidance has been provided by the groups below to the proposed revised strategies:

1. **F5SMC Strategic Planning Ad-hoc Committee** (Frisella, Rogers, Pollack, Garb), including
 - a. Prioritize tightly connected and deep efforts aimed at root causes. By this, the committee means focusing on prevention and targeting services that are aligned with systems improvement efforts (systems coordination, partnership/ advocacy)
 - b. Prioritize strategies with greatest return on investment
 - c. Eliminate strategies that never got off the ground or did not have considerable traction

2. **Considerations for the 2020-2025 Strategic Plan (attached) which is based on the F5SMC approved funding considerations utilized to guide investments for FY 18-19 and 19-20, namely:**
 - a. Contextual landscape at the local, state, and federal level: Consideration of uncertainty in local, state, and federal landscape, both positive and negative
 - b. Investments across Focus Area and Strategies: Balance across focus areas, maintain flexible critical investments, evidenced- based & promising practices.
 - c. Needs Assessment and Evaluation Data: Consideration of local population-level data and indicators and local evaluation results and including regional, statewide or national evaluations.
 - d. Sustainability
 - e. Relationship between systems-level interventions and direct services

3. **Priorities and themes from the San Mateo Public Forum for strategic planning, May 2018**
 - a. Convener and Collaborator: Helping local funded and unfunded stakeholders tap into collaborative opportunities
 - b. Resource Maximization: Leveraging, aligning, blending funding as well as ensuring available public funds are maximized before F5SMC funding is utilized
 - c. Impact Investor: Focus investments on prevention and target intervention to the very highest needs children
 - d. Systems Catalyst: Striking the right balance between program investments and systems improvements through cross sector initiatives and effective partnership
 - e. Advocate and Champion: Impacting local and regional decision makers including community business leaders to prioritize young children

4. **F5SMC Staff perspectives**

Proposed Revisions to the Existing Strategic Plan *Strategies*

<p><i>Existing 2015-2020 F5SMC Strategy Language</i></p>	<p><i>Proposed Strategy Language for 2020-2025</i> (Evidenced-based, evidenced-informed & promising practices)</p>	<p><i>Accomplishments & Rationale</i></p>
<p>PRIMARY ROLE INVESTOR: This means you foresee at least a somewhat significant grant/financial investment in this area (above \$50,000) Early Learning</p>		
<p>Quality Improvement: In partnership with existing community efforts, support formal quality improvement frameworks in early learning environments, and provide the services required to help providers and programs improve their quality as measured by these frameworks. Such services may include: program quality assessments, facility enhancements, early learning provider training, technical assistance, coaching/consultation, peer mentoring. Recruiting, retaining, and educating the early learning workforce is vital in creating and sustaining high-quality early learning programs.</p>	<p>Replace with updated language (text changes in red):</p> <p>Quality Improvement: In partnership with existing community efforts, support formal quality improvement frameworks in early learning environments, and provide the services required to help providers and programs improve their quality as measured by these frameworks. Such services may include: <i>coaching/consultation, including reflective practice and consultation to support children with social-emotional needs and at risk for expulsion and/or reduced hours, peer mentoring</i>, program quality assessments, facility enhancements, early learning provider training, and technical assistance. Recruiting, retaining, and educating the early learning workforce is vital in creating and sustaining high-quality early learning programs.</p>	<p><u>Quality Improvement</u></p> <ul style="list-style-type: none"> • For more than a decade, First 5 SMC has played a critical role in supporting, expanding, and integrating the Early Learning ecosystem in San Mateo County. Much of the work done by F5SMC has shaped our local conversation about the importance of high-quality early learning opportunities for all children, and has led up to the current Big Lift Initiative. • This strategy primarily supports the CA QRIS, jointly funded and administered by CA Dept. of ED and F5CA and is the most leveraged and braided funding strategy in the portfolio. At least 50% of the budget allocated for quality improvement is braided funding totaling 1.5Mil annually. F5SMC and Big Lift local funding contribute significantly to SMC QRIS. F5CA requires a local match. • Support to enable children who use challenging behaviors to access and maintain enrollment in early learning setting is

		<p>embedded in the QI strategy.</p> <ul style="list-style-type: none"> ● Braided funding from local (F5SMC, Big Lift, Districts) State (F5CA/CA Dept. of Ed, AB 212); private foundations ● QRIS is a statewide effort aligned with national QRIS states’ programs and can be considered the primary strategy for quality ECE. ● This strategy builds upon EL strategies funded by F5SMC and has been streamlined, reduced and refocused to support quality ECE over the last decade. ● Currently, many of the ECE policy & advocacy efforts at the state level are spearheaded by QRIS leaders.
<p>Expand Access to Early Learning Settings for Children with Special Needs: Support families’ ability to access appropriate early learning experiences for their children with special needs. Such efforts may include: enhanced referrals matching children with appropriate placements.</p>	<p>Eliminate “Expanded Access for Infants and Toddlers” as a strategy where our primary role is an investor; explicitly locate this work in the Policy and Advocacy focus area.</p>	<p><u>Expanded Access to early learning settings for children with Special Needs</u></p> <ul style="list-style-type: none"> ● This strategy includes provider capacity building and support supports to Family Child Care, and inclusion of children with suspected or diagnosed developmental delays or disabilities.
<p>Strengthen Understanding of High-Quality Early Learning Settings: Increase parents’ understanding of the importance of quality care environments, and their knowledge and ability to choose quality care. Activities may include: supporting the creation of a publicly available and user-friendly online directory of early learning program quality ratings.</p>	<p>Eliminate as a distinct strategy.</p>	<p>This is done with the buildout of a new quality care website. Outreach and education will be maintained by the communications contractor.</p>
<p>Big Lift Participation: In addition to the many strategies already listed in this strategic plan that are foundational to the Big Lift and its quality</p>	<p>Eliminate as a distinct strategy.</p>	<p>First 5 already funds many programs that braid with the Big Lift and these are listed elsewhere in the</p>

<p>elements, the Commission will also continue to support the effort and respond to its emerging needs that meet the intent of this plan and are complementary to the San Mateo County community collaboration.</p>		<p>plan.</p>
<p>PRIMARY ROLE INVESTOR: This means you foresee at least a somewhat significant grant/financial investment in this area (above \$50,000) Child Health and Development</p>		
<p>Health Care Access & Utilization: Fund unmet need for Healthy Kids health insurance premiums as part of a funder collaborative and promote the utilization of preventative services and benefits of that coverage. Address gaps in direct services, targeting high-risk children, in the areas of mental health, special needs, and oral health. Activities may include: outreach, enrollment, retention, and utilization support; funding for health insurance premiums; partnerships to improve young children’s utilization of preventive oral health care and to increase the number of San Mateo County dental providers serving children on public dental insurance; and partnerships to address the persistent shortage of mental health, developmental, and behavioral services for young children.</p>	<p>Eliminate and replace with</p> <p>Oral Health Access and Utilization: Partnerships to improve young children’s utilization of preventive oral health care and advocating for policies and practices that increases dental utilization for children on Medi-Cal.</p> <p>Early Mental Health Systems and Infrastructure Enhancements: Partnerships to support trauma- and resiliency-informed practices and policies in child- and family-serving organizations.</p>	<p><u>Health Insurance</u></p> <ul style="list-style-type: none"> F5SMC funded the Children’s Health Initiative (CHI) as part of a funding partnership for many years, prior to the state’s expansion of Medi-Cal to extend eligibility criteria to cover more children. For many years, San Mateo County was one of only 3 counties in the state that was able to offer universal health insurance coverage for its children. <p><u>Oral Health Access and Utilization</u></p> <ul style="list-style-type: none"> Per DHCS data from April 2017, only 41% of eligible Medi-Cal children ages 1-20 received an annual dental visit in the year prior. Our county falls below the state average of 44%. Despite a strategic focus on decreasing disparities in this area, major gaps in dental access and utilization persist. Specifically, research into the service approaches and capacity of current local Medi-Cal-serving providers could illuminate barriers to care and help to address access. San Mateo County was not selected as a recipient of the Dental Transformation

		<p>Initiative (DTI) grants from the state (unlike many other Bay Area counties), which would have allowed us to look at ways to creatively expand access to preventative services for children.</p> <ul style="list-style-type: none"> ● While SMC is receiving Prop 56 money from the state (as all counties are), it can only be used to support systems-level work, not direct services. For the next 4 years (minimum), this funding will largely go to supporting the Oral Health Strategic Plan staffing. Ongoing administrative support for the Oral Health Coalition and the Strategic Plan Implementation is still an outstanding need. ● The Virtual Dental Home (VDH) program is on target to serve 700 children in FY 2018-19 with 900 visits at 41 sites (child development centers, community centers, special needs therapy units). The service numbers have increased each year despite reduced funding from one F5SMC funding cycle to the next. ● The VDH model in SMC is recognized as a family-centered model of care with sustainability potential and has received statewide recognition. <p><u>Early Mental Health Systems and Infrastructure Enhancement</u></p> <ul style="list-style-type: none"> ● The recommendation for the Trauma- and Resiliency-Informed Systems Initiative (TRISI)
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		<p>supports the embedding of training and practices to help sustain this work at a lower rate in years to come.</p> <ul style="list-style-type: none"> • The TRISI is also currently leveraging \$150,000 in Mental Health Services Act (MHSA) funding through BHRS, which equates to 37% of the overall budget.
<p>Integrate Systems for Children with Special Needs and their Families: Bolster the continuum of services that identify and treat children with special needs, and the ongoing efforts to address systemic issues that impact access to and the quality of these services. Activities may include: promoting universal health, social-emotional, and developmental screening services for children 0-5; co-location of services; incorporating screenings, assessments, and care coordination into pediatric clinics, early learning settings, or family support services; supporting timely access to assessment, care coordination, and services for children and families requiring additional assistance.</p>	<p>Replace with updated language:</p> <p>Integrate Systems for Children with Special Needs and their Families: Bolster the continuum of care to identify and treat children with special needs, and the ongoing efforts to address systemic issues that impact access to and quality of these services. Activities may include: promoting universal social-emotional and developmental screening services for children 0-5; embedding screenings, assessments, and care coordination into pediatric clinics, early learning settings, or family support services; supporting linkages and timely access to care coordination, assessment, and services for children and families requiring additional assistance.</p>	<p><u>Integrated Systems for Children with Special Needs and their Families</u></p> <ul style="list-style-type: none"> • Care coordination is a critical component of the integrated system of care. We are making headway in our leveraging of other funding streams to support in-person care coordination in medical homes and geographically isolated communities and looking to support efficiencies in developmental screening using technology. • We continue to pursue leveraging of additional resources as well as the embedding of many of the structures and activities that have been F5SMC-funded for years. In the past 6 months, we have secured \$325,000 in new dollars to support this work and are anticipating an additional \$545,000.
<p>Safe, Healthy, and Equitable Communities: Promote equitable access to safe environments and healthy foods, beverages, and activities for children 0-5 and their families. Activities may include: population- or</p>	<p>Eliminate as a distinct strategy.</p>	<ul style="list-style-type: none"> • This is a value that is foundational to all F5SMC work and is integrated into other work. The work would include participation in collective efforts to promote primary

<p>place-based interventions; public education and awareness campaigns; or participation in other collective efforts to build health equity.</p>		<p>prevention and to build health and social equity.</p> <ul style="list-style-type: none"> • According to 2018 report by Economic Policy Institute, SMC is the most unequal county in CA. “The top 1% make 49.1 times more than the bottom 99%.”
<p>PRIMARY ROLE INVESTOR: This means you foresee at least a somewhat significant grant/financial investment in this area (above \$50,000) Family Engagement</p>		
<p>Intensive Support for Families with Multiple Risk Factors: Provide ongoing, individualized, professional support to children and parents in families experiencing multiple challenges, such as: homelessness, low income, domestic violence, incarceration, mental illness or substance abuse. Activities may include: home visiting, care coordination, case management, family needs assessments, social-emotional screening, and therapeutic services, as well as wrap around services.</p>	<p>Replace with updated language:</p> <p>Intensive Support for Families with Multiple Risk Factors: Provide ongoing, individualized, professional support to children and parents in families experiencing multiple challenges, such as: homelessness, low income, domestic violence, incarceration, mental illness or substance abuse. Activities may include: home visiting, care coordination, case management, family needs assessments, social-emotional screening, and therapeutic services, as well as wrap around services such as parent support /parent education groups.</p>	<p><u>Intensive Support for Families with Multiple Risk Factors:</u></p> <ul style="list-style-type: none"> • These investments target the most vulnerable families to ameliorate issues of toxic stress and trauma, which left unchecked can have devastating and long-lasting negative consequences. • Over the last 10 years, this strategy has supported enhanced therapeutic supports for children enrolled in the county’s only family homeless shelter toddler and preschool center-based classrooms. • Wrap around services are important to the fidelity of many intensive service delivery models (i.e., PAT has a group AND home visiting requirement). • Over the last year, families fearing deportation have been reticent to participate in services that require them to

		go out of the house (i.e., support groups), preferring, instead more intensive and private home visiting.
Parent Partnerships: Capitalize on parents’ intrinsic strengths by engaging them as equal partners in services delivered to their families and by promoting parent leadership opportunities during service delivery that value their unique experiences, knowledge of their child, and ability to advocate on their behalf. Activities may include: groups, classes, and workshops that reinforce and strengthen parenting practices while appreciating the importance of the reciprocal process between parents and providers.	Eliminate as a distinct strategy.	The most significant portions of this are already included under the strategy Parent Connectivity and wrap around services in Intensive supports.
Parent Connectivity: Support informal or semi-formal social networks to promote parental resilience and reduce social isolation. Activities may include: mothers’ or fathers’ groups; paraprofessional- or peer-led support groups; social media networking opportunities; father involvement efforts; developmental playgroups; and partnering with parents to identify parent leaders who understand and share knowledge about attachment and early child development among their peers.	Replace with updated language: Parent Connectivity: Support informal or semi-formal social networks to promote parental resilience and reduce social isolation. Activities may include: mothers’ or fathers’ groups; paraprofessional- or peer-led support groups; social media networking opportunities; father involvement efforts; family cafés, father cafés , developmental playgroups; and partnering with parents to identify parent leaders who understand and share knowledge about attachment and early child development among their peers.	<u>Parent Connectivity:</u> <ul style="list-style-type: none"> Authentically involving parents as partners is a Family Engagement best practice that empowers parents to advocate for and support their children’s development and learning. The needs assessment conducted by ASR in 2016, as well as the Parent Story Project, revealed that many parents are isolated, especially those with 0-2 children, and this isolation negatively impacts their parenting.
Training & Capacity Building: Increase the understanding of early brain development and the parent-child relationship among service providers from sectors whose decisions affect family functioning, and promote the appropriate application of that knowledge within their work. Activities may include: training and capacity building of both service sector leaders and direct service staff on early childhood development, adverse early childhood experiences and related subjects; promotion of	Replace with updated language: Family Engagement Capacity Building: Increase the understanding of early brain development, the parent-child relationship and culturally responsive practices among service providers from sectors whose decisions affect family functioning, and to promote the appropriate application of	<u>Family Engagement Capacity Building</u> <ul style="list-style-type: none"> This strategy incorporates the work we are doing to bolster the Family Engagement network in our county. Friday Cafes have been very successful and have served as an entree to engage more deeply in this

<p>family-centric practices; and increased cross-sector knowledge of programmatic services and eligibility. Examples of target service sectors may include: housing, law enforcement, criminal and family court, child welfare, probation, and other community agencies.</p>	<p>that knowledge within their work. Activities may include: training and learning communities (Friday Cafés) to create a culture of awareness, learning & sharing building the capacity of both service sector leaders and direct service staff on early childhood development, adverse early childhood experiences, the 5 Protective Factors and related subjects, systematized data sharing, and promotion of family-centric practices. Target service sectors include: child and family serving organizations.</p>	<p>system’s work. We are now well-positioned to leverage this success and we are currently planning our approach.</p> <ul style="list-style-type: none"> ● We have momentum in this area so it’s important to continue to foster the relationships that make it possible.
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PRIMARY ROLE PARTNER OR LEADER: This means that the strategies below will likely require a combination of staff time and/or partner leadership support of less than \$50,000 per effort. There may be more than one effort per area below, as budget allows.

<p>Leadership on Early Childhood Advocacy & Policy Development: Identify strategic partners and align leadership and resources to promote optimal child and family outcomes. Activities may include: convening high-level, multi-agency policy conversations that keep early childhood priorities and the impact of early childhood in the forefront of decision making; development and implementation of a Policy and Practices Platform that advances First 5 San Mateo County’s vision of success for every child; and partnering with elected officials, community leaders, and other stakeholders to promote an early childhood agenda.</p>	<p>No Changes</p> <p>Specific Strategies and Activities may include:</p> <ul style="list-style-type: none"> ● Expanding Access to Early Learning for Infants and Toddlers: Policy and advocacy is a primary strategy to support access for infants and toddlers. There is movement and legislation at the state level to support infants & toddlers. F5 may need to provide some funding as a match or a contribution to a partnership 	<p><u>Leadership on Early Childhood Advocacy & Policy Development</u></p> <ul style="list-style-type: none"> ● Pre-K to Kinder Articulation and alignment systems work has been embedded in this focus area. ● Strategic Plan Implementation 2015-2020 increased the number of small to medium size grants generally seen before this plan. F5SMC’s portfolio has doubled since 2015. ● F5SMC is actively involved in submitting advocacy letters, initiating conversation with legislator and using social media to spotlight support on key issues affecting children (0-5). ● F5SMC is actively involved in statewide policy
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		<p>discussions and creation with F5CA and F5 Network Association</p> <p><u>Leadership on Early Childhood Advocacy & Policy Development</u></p> <ul style="list-style-type: none"> • Build-Up for SMC’s Children is designed to grow and improve the supply of child care and preschool facilities in San Mateo County. In 2015, SMC had a gap of Approx. 11,000 spaces (5000 subsidized spaces). • Build-up for SMC’s Children has an advisory council of high-level, cross sector individuals representing various industries including developers, business, cities & school districts. • Build Up’s work is having influence in local and state policy and budget conversations. Most recently, Build Up & F5SMC staff was asked to provide feedback to CA’s Assembly Blue Ribbon Commission on the state’s legislative and budget recommendations for early learning facilities. • SMC’s Oral Health Coalition is now being chaired by F5SMC staff and is implementing a county-wide Strategic Plan (2025) addressing the oral health needs of children, youth and seniors.
<p>Community Partnership: Foster cross-agency and multidisciplinary partnerships to better serve children 0-5 and their families. Activities may include: facilitation of partnerships and collaborative efforts that increase the capacity and quality of services to children 0-5 and those that care for them; and hosting facilitated opportunities for</p>	<p>No Changes</p>	<p><u>Community Partnership</u></p> <ul style="list-style-type: none"> • Collaboration between HSA and F5SMC has increased. F5SMC, as a thought partner, worked with Child and Family Services – Central Support Services Unit to select a new

<p>multidisciplinary cross-training and networking for both funded and unfunded partners.</p>		<p>evidenced-based in-home support program for infant and toddlers. The SafeCare model was selected and will be implemented by HSA and supporting public health nurses in 2018/19.</p>
<p>Community Education: Increase understanding about foundational early childhood topics such as early brain development. In coordination with other efforts, build public and political will to invest in the well-being and success of our young children. Activities may include: development and implementation of a Communications Plan highlighting the importance of a child’s early years, the needs and circumstances of families with young children in San Mateo County, and opportunities for stakeholders to act in ways that maximize positive outcomes for this population.</p>	<p>No Changes</p>	<p><u>Community Education</u></p> <ul style="list-style-type: none"> • This strategy includes the Communications Implementation Plan and highlights and addresses community education and leadership on EC advocacy and Policy Development. • F5SMC launched a new bilingual website and increased and diversified social media presence. • RSE designed several Impact stories utilized for advocacy and community education.

Considerations for 2020-2025 Strategic Plan

Updated 08/14/18

- 1. The contextual landscape at the local, state, and federal level:** includes policy, partnership, and funding considerations, as well as both positive and negative developments. Examples include IMPACT and QRIS, Help Me Grow, Big Lift, Oral Health Systems, and Trauma-Informed Systems.
 - a. A number of our investments are part of larger regional or statewide efforts which have substantial external support and momentum. We must consider how our contributions to and involvement with these efforts enable larger-scale change both locally and regionally.
 - b. Funding for Big Lift beyond the current fiscal year (FY 18-19) is not secured.
 - c. F5CA funding for IMPACT is secured through FY 19-20.
 - d. Continued uncertainty around federal funding/mandates for health insurance.
 - e. Continued uncertainty around State funding streams for other targeted populations/strategies (e.g. F5CA funds for Dual-Language Learners and Family Engagement).
 - f. The cultural and political environment around immigration is increasingly salient and is impacting mental health, preferred modes of service delivery, and family engagement practices.

- 2. Investments across Focus Areas and Strategies**
 - a. We will be mindful of the overall balance of the portfolio across focus areas, while maintaining reasonable flexibility to ensure that our resources provide maximal value and address critical needs.
 - b. Maintaining even a small investment in focus areas and critical strategies allows us to participate in multi-partner efforts.
 - c. Strategies will be evidenced- based, research- informed and or a promising practice.

- 3. Needs Assessment and Evaluation Data**
 - a. Consider current needs based on local population-level data and indicators as well as local knowledge and understanding of the landscape.
 - b. Consider local evaluation results as well as relevant data from regional, statewide, or national evaluations of programs or activities that we currently support or are considering supporting.

- 4. Sustainability**
 - a. Continue to weigh the ability to leverage, braid, and partner in order to secure adequate financial resources for activities we support.
 - b. Identify areas where other partners may be able to take on some of the financial obligations that we are unable to sustain. For example, there is likely opportunity to work more strategically on accessing County dollars.
 - c. Some strategies may have opportunities to leverage consistent funding sources, enabling us to reduce our investments over time or in part.

- d. Some programs may be able to identify alternate funding sources or to embed the services and practices within their own personnel or operations budget, thereby becoming fully sustainable without F5SMC funding.
- e. F5SMC is actively pursuing MAA funding, both through the activities of F5SMC staff and eligible grantees. The lag-time for receipt of MAA reimbursement is 18-24 months after the services have been provided; we should consider where we will be in our fiscal scenarios if/when these dollars become available.
- f. Because we control the eligibility requirements (other than child's age) for our funded programs, F5SMC is able to fund some programs that meet critical needs yet may not have access to other stable or consistent funding sources.

5. Relationship between systems-level interventions and direct services

- a. Our investment trajectory overall is moving from focusing on funding direct-service provision to funding more systems-level work. This can occur both by increasing the proportional allocation to systems work at the agency level, and also by including more systems work within contracts with community partners.
- b. Systems work is included within grantee contracts and is also funded from our Policy, Advocacy, and Communications allocation. This depends in part on the specific type of systems work; for example, provider capacity building may be more efficiently managed within the grants to community partners, whereas policy or advocacy work may be more efficiently managed and funded out of the PAC allocation.
- c. Funding for direct services places a high priority on programs that address the most critical risk factors such as family violence, trauma, and mental health issues.

Additional Questions to Consider

- 6. Seeding innovative/emerging efforts: How should F5SMC incorporate potential new activities or partners into our funding portfolio? Considerations may include:**
- a. Information on the needs addressed by the potential intervention and its likelihood of success
 - b. Availability of other partners to help to fund, manage, administer, or implement the project
 - c. Potential value-add and scalability of any pilot projects
- 7. What is the highest value-add that F5SMC (and/or our partners) can bring to 0-5 systems and services...**
- a. ...in policy and advocacy?
 - b. ...in systems building, improvement, and integration?
 - c. ...in direct services?

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DATE: August 27, 2018
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Communications Update

ACTION REQUESTED

None; this agenda item is for information only.

COMMUNICATIONS

- **20th Anniversary Celebration** – First 5 San Mateo County (F5SMC) will be celebrating its 20th Anniversary on Thursday, November 1st, 2018, at San Mateo Central Park from 10:00 am - 1:00 pm. F5SMC's communication firm, Runyon Saltzman LLC (RSE), will be developing marketing materials, and Circle Communications will assist in event logistic coordination. There will be activities for kids and families. Senator Jerry Hill will be performing a magic show for this event. Another celebration will be held on December 17, 2018 at San Mateo City Hall Atrium after the Commission Meeting. Everyone is invited to attend.
- **“Think Bigger” Newsletter Volume II** - Look out for the next F5SMC online newsletter coming out in a few days. The topic will be focusing on trauma-informed care.
- **Marijuana/Cannabis Education Campaign** – RSE is developing an educational brochure for families and kids ages 0 - 5 as the target audience.

SOCIAL MEDIA

- See July 2018 Social Media Report Attachment 10.1

First 5 San Mateo County July 2018

Overview

This month Instagram and Twitter saw the highest follower growth. Engagement was the highest on Twitter with over 2K impressions in July. No paid campaigns ran on any platforms, which naturally decreased impressions on Facebook and Twitter.

RSE we will continue to post relevant content, participate in Twitter chats, find new ways to engage fans on Facebook and Instagram, and promote the LinkedIn page. RSE will also be recommending a new strategy for social media planning that incorporates organic and paid content on a monthly basis, as well as an increased focus on providing curated news content to followers.

Activity by Platform

The following report provides engagement statistics by social media platform.



Facebook

1,278 Followers

254 Total Engagements – Likes and Comments

524 Highest Paid Post Reach (in July)

19% Highest Engagement Percentage (in July)

Facebook saw high engagement over the month of July. Engagement for the month remained high with 254 comments, likes, and shares. The post with highest reach reached over 500 people and the post with the highest engagement was at 19%, double the engagement compared to last month. Below are the posts with the highest reach and engagement.

Highlights:

The screenshot shows a Facebook post from 'First 5 San Mateo County' about the 'New Half Moon Bay Library Grand Opening'. The post includes a photo of the library building and a 'Boost Event' button. A performance analytics overlay is visible on the right side of the post, with the '524 People Reached' metric circled in red.

Performance for Your Post

524 People Reached		
32 Reactions, Comments & Shares		
30 Like	30 On Post	0 On Shares
2 Love	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
20 Post Clicks		
0 Photo Views	0 Link Clicks	20 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

First 5 San Mateo County July 2018

First 5 San Mateo County
Published by Leslie Valdivia Fuentes [?] · July 17 at 10:51 AM · 🌐

"To deny [workers] time to celebrate the birth of a newborn, to grieve the death of a loved one or to care for a sick family member is to rob them of their humanity."

LINKEDIN.COM
Our Moral Duty: Business Leadership in Support of Paid Family Leave

🌱 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 15,000 people.

👤 337 people reached [Boost Post](#)

👤 First 5 San Mateo County, Pat Wong, Olivia Rojas and 13 others 1 Share

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post

337 People Reached

18 Likes, Comments & Shares

17 Likes	16 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

10 Post Clicks

0 Photo Views	4 Link Clicks	6 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



428 Followers (+41 from last month)
8 Total Engagements- Retweets/Likes/Mentions
2.2K Tweet Impressions

Twitter continues to see significant engagement and a high number of impressions, with over 2K impressions during July. There was also an increase in followers due to a paid social campaign that ran until the end of June, still helping to boost follower growth in July. The account continues to be mentioned in content and tweets from other influencers in the early childhood space. The most popular tweet was an article on paid family leave.

Some highlighted tweets from the month are shown below:

First 5 San Mateo County July 2018



First 5 San Mateo Co @first5sanmateo · Jul 17

Our Moral Duty: Business Leadership in Support of Paid Family Leave



Our Moral Duty: Business Leadership in Support of Paid Family Leave

Today, July 11th, 2018, the U.S. Senate is holding its 2nd-ever hearing on Paid Family Leave legislation. It has been four years since the last
linkedin.com

🗨️ 🔄 ❤️ 1 📌



First 5 San Mateo Co @first5sanmateo · Jul 31

29% of Children in Public Pre-K Are English-Learners. Are Schools Meeting Their Needs? blogs.edweek.org/edweek/learnin... via @educationweek



29% of Children in Public Pre-K Are English-Learners. Are Schools M...

While most state-run programs do have policies in place to support young ELLs, the guidelines vary widely in quantity and quality, a new National I...
blogs.edweek.org

🗨️ 🔄 ❤️ 📌

First 5 San Mateo County July 2018



Instagram

241
60
68

Followers (+19 from last month)
Total Engagements- Likes and Comments
Following

The Instagram account saw high growth in followers during the month. Followers continue to include parents, teachers, early education and health community organizations, other First 5's and public officials. We published three posts this month, which totaled to 60 engagement including likes and comments. The two most popular posts are shown below. The top performing photo with the most impressions over the last year was the photo below of the young boy.



First 5 San Mateo County July 2018



LinkedIn

RSE continued to post content during July to the First 5 San Mateo County LinkedIn business page. The post with the highest impressions is shown below. RSE and F5SMC will continue to work together to find ways to engage internal staff and other county individuals on this platform.

First 5 San Mateo County
26 followers
2w

One of the most important pieces for raising healthy, well-adjusted children comes from the time parents spend with them. Now, new research shows how having nurturing, supportive parents at a very young age can have an impact on the brain.

Preschoolers Need Support From Caregivers for Healthy Brain Development
childtrends.org

Like Comment

Organic Reach: 35 Impressions Show stats



**FIRST 5 SAN MATEO COUNTY (F5SMC)
REPORT OF THE EXECUTIVE DIRECTOR
AUGUST 2018**

OVERVIEW

Comments Letter to Department of Commerce

On August 6, 2018, F5SMC submitted comments letter to Jennifer Jessup, Departmental Paperwork Clearance Officer, urging the Department of Commerce to remove the citizenship question from the 2020 Census form, as it will jeopardize the accuracy of the census in all communities – an outcome that the nation will have to live with for the next 10 years. (See *Attachment 11.1*)

Letter of Support AB 1754

On August 14, 2018, F5SMC submitted a letter to Assembly Kevin McCarty, California State Assembly, indicating a support of AB 1754 - State Preschool Program: Streamlined eligibility for enrollment in low-income communities—Support as proposed to be amended. (See *attachment 11.2*)

Get Healthy San Mateo County

Commissioner Louise Rogers shared the Get Healthy San Mateo County website links which provide “heat maps” and data on key indicators for youth success in San Mateo County, and it also shows where children and their families live in San Mateo County have an impact on their success and well-being.

- Get Healthy SMC data portal where the Youth Need Index is featured. It includes the index, as well as a tab for each of the indicators that aggregate into the index: <http://www.gethealthysmc.org/youth-need-data>
- Community Collaborative for Children's Success (CCCS) website page with the map that overlays both Youth Need Index and Youth Readiness Index for a bivariate analysis: <http://www.gethealthysmc.org/cccs-data>
- CCCS Data Analysis Overview, Methods, and Results (See *Attachment 11.3*)
http://www.gethealthysmc.org/sites/main/files/file-attachments/cccs_data_analysis_overview_2018-04-05.pdf

“Humboldt County Invests \$400k in Child Trauma Prevention” article from June 28, 2018, *Times-Standard*. Humboldt County is investing \$400,000 in its 2018 – 2019 budget to prevent childhood trauma, yet the local agency that facilitates these services is facing a nearly \$188,000 in cuts to programs used by thousands of families. ([See Attachment 11.4](#))

“Opinion: Don’t Let California’s Children Be Undercounted in 2020” article from July 13, 2018, *Mercury News*. The 2020 Census will be underway in less than two years, and the California’s children are at high risk of being undercounted. Children under 5 are undercounted at a higher rate than any other age group. The Census results are used in federal assistance to states, localities, and families. ([See Attachment 11.5](#))



Current San Mateo County Census Data – (See Attachment 11.6)

Factsheet: Will Your Kids Count? Young Children and their Families in the 2020 Census published by The Leadership Conference Education Fund. It discussed the impact and importance of young children being counted in the Census. (See Attachment 11.7)

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

Early Learning

Children Now: has released *Starting Now- A Policy Vision for Supporting the Healthy Growth and Development of Every California Baby* outlining its policy recommendations for CA's youngest citizens and highlighting a few key programs that support infants and toddlers. Two of the program's highlighted are being implemented in SMC by F5SMC and partners: Help Me Grow (Early Identification and Referral) and Quality Counts San Mateo County (Quality Rating & Improvement Systems for early learning settings.) Home Visiting is also spotlighted as policy recommendation. Children Now worked with F5SMC and other F5's to produce a one page snapshot of local home visiting program in SMC. Infants & Toddlers will continue to be a policy focus for F5SMC efforts. Please click the link: <https://www.childrennow.org/reports-research/starting-now/>

Build-Up for SMCs Children: Build-Up has officially hired a manager to oversee the initiative. The Build- Up Director is housed at 4C's and was secured through generous funding from a private donor, F5SMC, and SMC Human Services Agency. Stay tuned for the Press Release. The Build Up Director will be formally introduced in person at the September 7th Build- Up Advisory Committee Meeting.

The CA Assembly Blue Ribbon Commission on Early Education Committee: F5SMC staff member Michelle Blakely and Build-Up partner Kristin Anderson (Child Care Partnership Council & City-wide Child Care Coordinator) were asked to provide feedback on the State's proposal for recommendations to address the gap in quality early learning facilities. The Blue Ribbon Committee is proposing budgetary and legislative recommendations and will make final recommendations near spring 2019.

Child Health and Development

Help Me Grow (HMG) Request for Qualifications (RFQ): The F5SMC HMG RFQ for the Centralized Access Point and Family and Community Outreach Components launched on July 2nd. Three non-binding Letters of Intent were received by the deadline and full proposals are due on August 30th. F5SMC staff anticipate bringing a recommendation to the September Commission meeting following our Review Panel convening.

Help Me Grow California Convening: F5SMC staff members Michelle Blakely and Emily Roberts, along with HMG SMC Consultant Cheryl Oku attended the annual HMG California convening in Los Angeles on August 4th. The meeting provided an opportunity to connect with other statewide HMG affiliates and to make strides in the development of a network strategy to share resources and align opportunities for sustainability and growth.



Trauma Learning Collaborative Presentation: On August 8th, F5SMC staff members Michelle Blakely and Emily Roberts presented the recommendation for the Trauma- and Resiliency-Informed Systems Initiative to the Trauma Learning Collaborative (TLC). The TLC is convened by SMC Behavioral Health and Recovery Services in partnership with Trauma Transformed to promote continued collaboration amongst SMC-serving providers focused on the promotion of trauma-informed practices.

Oral Health Coalition Meeting: The quarterly meeting of the SMC Oral Health Coalition will take place on August 21st. This meeting will offer an opportunity to hear from local stakeholders who attended the California Department of Public Health Oral Health Summit in June to share their takeaways and lessons learned.

Family Support

Friday Cafés FY 18/19 – This year’s Friday Café series will begin on August 31 from 9:00 – 11:00 at The Village Hub, 3154 Woodside Road, Woodside, CA 94062, with conversation catalyst Brenda Salgado, Founder, [Nepantla Center for Healing and Renewal](#). (See enclosed invitation – Attachment 11.8). The theme of this year’s Friday Café series is “Strong FOR Families” because we want to support the family-serving professionals in our county to be present and in partnership with families -- a touchstone of strength -- AND have the support they themselves need. On August 31st, we will:

- Explore what it means to each of us to be *Strong FOR Families*
- Learn mindfulness practices to help with staying balanced and present
- Provide input to help co-create and shape future Friday CAFE themes

There will be 9 Friday Cafes throughout the fiscal year, each focusing on bringing together the family engagement professionals in our county, giving them a place for renewal and learning, while we continue to strengthen the family support network in San Mateo County.

Kit for New Parent (KNP) Utilization

Mai Le, F5SMC’s Program Associate, is taking the lead in crafting a survey to send to our Kit for New Parents distribution partners to better understand current KNP distribution efforts, including whether or not the Kits are shared using a warm-handoff approach, what distribution challenges currently exist (including how we can reach more mothers prenatally), and what F5SMC can do to help support more meaningful utilization of the Kits.

After the survey has been conducted we will host a Learning Circle to discuss our findings, give a “tour” of the new KNP, which now has updated information contained in a “Talk, Read, Sing” tote bag, and discuss the “Care Cope Connect” workbook. This event is still in the planning stages so the specific topics and outcomes are under development. We anticipate hosting this convening in the fall.

POLICY & ADVOCACY UPDATES

Thrive Action Group (TAG): On July 11th, Jenifer Clark attended the joint TAG meeting on Children & Education and Basic Needs and Safety Net. The topic of this gathering was Addressing Service Gaps for Children during Summer. Children who qualify for a range of free or subsidized services (food, speech therapy, etc.) through their school districts face a



disruption when schools are not in session. This is particularly acute during summer vacations. Some districts have feeding and service programs, often limited, and many families and

agencies may not know how to access these. The group discussed where critical gaps in either services or information/access exist, and how Thrive agencies might address these needs.

Rise Together Power of 9: Policy and Communications Work Group: On August 14th, Michelle Blakely participated in the bi-monthly regional work group focusing on the intersectionality of early learning/education, housing and family self-sufficiency. The workgroup is working on communication & advocacy materials and a specific policy agenda for FY 18-19.

ACCOUNTABILITY, RESEARCH AND EVALUATION

Bay Area Regional Evaluators' Meeting (BARES): On July 20th, Jenifer Clark attended the quarterly meeting of the BARES group. Topics of discussion included the national Help Me Grow evaluation and indicators, and the roll-out of the new F5 CA Annual Report system, which has been in beta-testing and will be made available to the wider group of County Commissions later in the month.

Community Collaborative for Children's Success (CCCS): Research & Evaluation Specialist Jenifer Clark attended Neighborhood Leadership Group meetings of the Redwood City-North Fair Oaks CCCS on July 17th and the South San Francisco CCCS on July 31st. Both meetings were hosted by the Health Policy and Planning Division of the SMC Health System in partnership with Raimi + Associates. The initiative, which "aims to produce better outcomes for children in San Mateo County by identifying barriers to success and opportunities for young people in high-need neighborhoods", is launching the first phase of the neighborhood-level work in the South San Francisco and North Fair Oaks communities. A main focus of the July Neighborhood Leadership Group meetings was to provide feedback on the Community Survey which will be administered as part of these efforts.

Qualitative Study on Access to Child Care for Children with Special Needs: Jenifer Clark attended the Child Care Partnership Council (CCPC) Inclusion Workgroup on June 25th to hear members' thoughts about barriers to finding and maintaining enrollment for children with special needs or who exhibit challenging behaviors in early learning settings. Key informant interviews have been completed and sent out for transcription, and Jenifer is now working with our funded partners to schedule focus groups with parents and providers who have experience with these issues.

COMMUNITY AND STATEWIDE EVENTS & UPDATES

Retirement Party held for Jean-Marie Houston, Director of Early Learning Support Services, was held at SMC Office of Education on July 19, 2018 to celebrate the many of her accomplishments and work. Commissioner and Superintendent Campbell, Kitty Lopez, Michelle Blakely, and Jenifer Clark attended, as well as numerous other community members.

SAVE-THE-DATES

- First 5 San Mateo County 20th Anniversary – November 1, 2018 from 10:00 am – 1:00 pm at San Mateo Central Park. Families with kids 0 – 5 are encouraged to attend.
- First 5 San Mateo County 20th Anniversary Reception – December 17, 2018 from 6:00 pm – 8:00 pm at San Mateo City Hall Atrium. Everyone is invited.



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San Mateo, CA 94402-3050

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August 6th, 2018

Ms. Jennifer Jessup
Departmental Paperwork Clearance Officer
Department of Commerce
Room 6616
14th and Constitution Avenue, NW
Washington, DC 20230

RE: Comments on Proposed Information Collection on 2020 Census, Docket No. USBC-2018-0005

Dear Ms. Jessup,

On behalf of First 5 San Mateo County, we are writing to offer comments on the 2020 Census proposed information collection. We urge the Department of Commerce to remove the citizenship question from the 2020 Census form, as it will jeopardize the accuracy of the census in all communities—an outcome that the nation will have to live with for the next 10 years.

We believe a full, fair, and accurate census, and the collection of useful, objective data about our nation's people, housing, economy, and communities, is vitally important. Not only is a nationwide census required by the Constitution, it is integral to our democracy, ensuring that district lines and political power are fairly drawn and allocated. The federal government uses census-derived data to direct at least \$800 billion annually in federal assistance to states, localities, and families. The data also guide important community decisions affecting schools, housing, health care services, business investment, and much more.

A fair and accurate census is essential for all basic functions of our society. The 2020 Census should not include a question on citizenship that the weight of scientific evidence indicates will undermine a successful count of our nation's people.

In 2010, 73.6% of San Mateo County tract's households mailed back their census questionnaire. This "mail return rate" was better than most tracts nationwide, but still required costlier and more difficult in-person follow up to count the remaining 26.4%. Adding a citizenship question would only further increase the follow-up cost.

In San Mateo County a number of populations historically have been, or are at risk of being, missed in the census at disproportionately high rates: children under 5, low-income families, people with limited English language skills, people of color, immigrants, renters, single-parent and multi-family households.

Young children have already been undercounted for decades, disadvantaging their families, communities, and neighborhoods. In the 2010 Census, the net undercount rate for young

children was 4.6 percent, and more than 2.2 million in this age group were not included in the census results. This is a higher net undercount rate than for any other age group.

Evidence-based scientific research tells us that investments made in the earliest of life have the most impact and highest return compared to investing at any other point in a child's life. We know when young children and their families have access to the services they need, families grow strong and thrive, which nurture healthier and safer communities for all. Adding a citizenship question to the Census will deeply undermine the urgent needs of our most-youngest and vulnerable in our community.

Even before Secretary Ross' decision to place a citizenship question on the 2020 Census, state and local officials and community leaders were deeply concerned about the difficulty of achieving robust participation in many communities. In the current political environment, immigrants feel demonized, and their worst fears are realized when federal agents invade homes, schools, and places of worship and families are torn apart both at the U.S. border and in the heart of communities. Not surprisingly, the request has drawn intense opposition from a nonpartisan and ideologically broad group of business leaders, state and local officials, social scientists, and civil and human rights advocates who know how much is at stake with a fair and accurate census. This groundswell of opposition has included more than 160 Republican and Democratic mayors, six former directors of the Census Bureau and two former Commerce Secretaries from Republican and Democratic administrations, ¹⁷¹ civil and human rights groups, more than 600 faith leaders, more than 120 of members of the U.S. House of Representatives, and many others representing a diversity of political ideologies and communities. All are united in their deep-seated concern that an untested citizenship question will compromise implementation of the 2020 Census and jeopardize the quality and accuracy of census data for all communities.

When implemented as intended, the census is a tool for ensuring democracy, reducing disparities, and expanding opportunities for the next generation. If we truly believe every child counts, we must make sure we count every child.

A full, fair, and accurate census is absolutely critical for our community. For the reasons discussed above, we strongly oppose asking about citizenship status in the 2020 Census and urge the Department of Commerce to remove the proposed citizenship question from the data collection forms.

Sincerely,

A handwritten signature in blue ink that reads "Kitty Lopez". The signature is written in a cursive, flowing style.

Kitty Lopez
Executive Director
First 5 San Mateo County



1700 S. El Camino Real, Suite 405
San Mateo, CA 94402-3050

T 650.372.9500
F 650.372.9588

August 14, 2018

The Honorable Kevin McCarty
California State Assembly
State Capitol, Room 2136
Sacramento CA 95814

RE: AB 1754 (McCarty) – State Preschool Program: Streamlined eligibility for enrollment in low-income communities -- Support as proposed to be amended

Dear Assemblymember McCarty,

The First 5 San Mateo County is in strong support of Assembly Bill 1754 (McCarty). This bill would streamline eligibility for California State Preschool Programs (CSPP) by removing income eligibility requirements for families living within the attendance boundary of schools where 55% of students are eligible for free and reduced lunch. This streamlined eligibility would apply to both public and charter schools, as well as community based organizations. **We are in support of AB 1754 as proposed to be amended to also streamline eligibility for community based organization located in high needs communities, and to align CSPP eligibility with the Local Control Funding Formula's concentration grant supports.**

A powerful body of research shows that investing in quality early education is highly effective in promoting student academic success. Early intervention in a child's education increases cognitive, language, social and emotional development. While current preschool eligibility is determined by parent/guardian income level, AB 1754 holistically approaches eligibility by evaluating a community's needs. This transformational shift truly puts child developmental needs at the center, and will lead to increased high school graduation rates, greater college attendance, and decreased crime.

CSPPs currently provide free early education for families who make up to \$50,000 a year. However, every year thousands of CSPP slots go unfilled, resulting in school districts sending millions of dollars back to the Department of Education, and thousands of children missing out on this crucial year of development. Many of these unfilled CSPP slots are in high poverty communities where median family income is only marginally above CSPP income eligibility requirements.

For these reasons, First 5 San Mateo County is proud to support AB 1754.

Sincerely,

A handwritten signature in blue ink that reads "Kitty Lopez".

Kitty Lopez
Executive Director
First 5 San Mateo County

Community Collaboration for Children's Success

Data Analysis Overview, Methods and Results

Background

Statistics tell us that the neighborhoods where children and their families live in San Mateo County have an impact on their health and well-being. Poor health and low socioeconomic status are found concentrated together in neighborhoods throughout the county. We are finding that youth contact with systems and services is also concentrated in a few areas of San Mateo County. Data show that several San Mateo County neighborhoods hold high concentrations of children and youth who enter into Juvenile Probation, Behavioral Health & Recovery Services (BHRS), and Child Welfare systems. Focused attention and aligned resources in these areas could be a key to more positive long-term results for our children and youth who face significant challenges in San Mateo County.

Methods

The analysis of youth need and youth planning readiness was a collaborative effort between the San Mateo County Health System, Human Services Agency (HSA), Probation Department, and Office of Education (SMCOE). Leadership and staff from these agencies participate in the Children and Youth System of Care (CYSOC) work group, which compiled lists of potential indicators to use in determining youth need and planning readiness. Health System staff reviewed and selected indicators based on data availability and quality. CYSOC members reviewed final lists and helped compile datasets which were used by Health System staff to conduct the analysis and mapping of data.

Youth Need

Youth need was measured using a combination of County client data and external data. Client data of BHRS, HSA, and Juvenile Probation were selected as key indicators. Address-level data of clients under 18 years from BHRS and Juvenile Probation was mapped and analyzed using a hot spot analysis technique to determine significant spatial clusters of high counts of clients. HSA address-level client data was not available for analysis due to stricter data-sharing restrictions, and child maltreatment allegation rates (aggregated by census tract) were used as a proxy. Low birthweight rates (by census tract), percentages of third graders not reading proficiently (by school district), percentage of students who have been suspended (by school district), and percentage of individuals living below 200% of Federal Poverty Level (by census tract) were additional indicators used. Years of datasets for the indicators did not always match based on data availability. In creating a score of youth need out of 100 points possible, BHRS Juvenile Probation, and child maltreatment allegation data were weighted the most heavily (see Table 1).

Table 1. Calculation of Youth Need Score

Indicator	Weighted
Juvenile Probation client hot spot ¹	20
Behavioral Health and Recovery Services client hot spot ²	20
Child maltreatment allegation rate per 1,000 children ³	20
Low birthweight rate per 1,000 births ⁴	10
3 rd graders not meeting reading proficiency percentage ⁵	10
Suspension percentage ⁵	10
Poverty (individuals below 200% of Federal Poverty Level) percentage ⁶	10
Total	100

¹ Source: San Mateo County Probation, 2015-2016

² Source: San Mateo County Health System, Behavioral Health and Recovery Services, 2017

³ Source: California Child Welfare Indicator Project, 2016

⁴ Source: California Department of Public Health Birth Statistical Files, 2014

Community Collaboration for Children's Success

Data Analysis Overview, Methods and Results

⁵ Source: California Longitudinal Pupil Achievement Data System, 2014-2014

⁶ Source: U.S. Census Bureau, American Community Survey, 2011-2015

To reconcile the different geographies of the various indicators, a new geography type was created, called a fishnet polygon. This does not correspond to any particular existing geography, such as census block or neighborhood boundaries. This new geography type is a grid network made up of square cells, approximately measuring half mile in length. The analysis of community created a score of youth need for each individual cell, based on its location in proximity to client hot spots, census tracts, and school districts.

Youth Planning Readiness

Community assets focused on serving children and youth were compiled to measure youth planning readiness. They included school districts participating in The Big Lift (an initiative of the SMCOE aimed at improving early learning), as well as community collaboratives/community based-organizations (CBOs) and facilities' programs and services (resource centers, Boys and Girls Clubs, YMCAs, community health clinics, libraries, and Parks and Recreation programs). Because of The Big Lift's existing in-depth engagement, this indicator was weighted the most heavily in creating a youth planning readiness score out of 100 points possible, followed by collaboratives/CBOs, and then facilities' programs and services (see Table 2).

Table 2. Calculation of Youth Planning Readiness Score

Indicator	Weighted
The Big Lift school districts ¹	50
Areas served by collaborative or community-based organization ²	35
Facilities' programs and services ³	15
Total	100

¹ Source: San Mateo County Office of Education, 2017

² Source: San Mateo County Health System, 2017

³ Sources: Boys and Girls Club, 2017; YMCA, 2017; San Mateo County Health System, 2017; ; San Mateo County Libraries, 2017; and San Mateo County Parks and Recreation, 2017

Youth planning readiness indicators were analyzed in different ways, depending on how communities were served. The Big Lift, community collaboratives/CBOs, and some facilities' programs and services (Parks & Recreation departments) specifically target certain geographies, such as school districts and cities, which were not dependent on the physical location of the agency or organization. Most facilities' programs and services served communities from the location of their facility (such as a Boys and Girls Clubs or YMCAs); for these entities, a two-mile buffer from the physical location was conducted. Any areas within the two-mile buffer were considered to be served by the facility.

The same fishnet polygon created to reconcile different geographies in the youth need analysis was also used for the youth planning readiness analysis. Each cell was given a score of youth planning readiness based on its location in proximity to cities, school districts, and two-mile buffers around facilities.

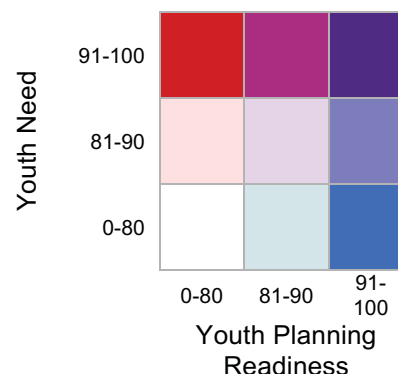
Community Collaboration for Children's Success

Data Analysis Overview, Methods and Results

High Youth Need and High Youth Planning Readiness Areas

A bivariate map was created to compare high youth need areas with high youth planning readiness areas. All cells in the fishnet polygon were categorized as high, medium, or low for both need and planning readiness (see Figure 1). Cells that were in the 91-100 percentile of need or planning readiness scores were considered high need or high readiness. Cells in the 81-90 percentile of need or planning readiness scores were considered medium need or medium planning readiness. Cells in the 0-80 percentile of need or planning readiness scores were considered low need or low planning readiness.

Figure 1. **Bivariate Analysis of Youth Need and Youth Planning Readiness**



Results

San Mateo County areas scored between 2.7 and 85.0 out of 100 points possible for youth need, where highest scores indicate highest need (see Figure 2). The highest scoring areas were South San Francisco, Redwood City/North Fair Oaks, Menlo Park, and East Palo Alto. Areas in Daly City, San Bruno and San Mateo also scored high for youth need.

San Mateo County areas scored between 0 and 87.4 out of 100 points possible for youth planning readiness, where highest scores indicate highest youth planning readiness (see Figure 2). The highest scoring areas were Daly City. South San Francisco, Half Moon Bay, Redwood City/North Fair Oaks, Menlo Park, and East Palo Alto also scored high for youth planning readiness.

Some areas in San Mateo County showed both high need and high youth planning readiness. Daly City, South San Francisco, Redwood City/North Fair Oaks, Menlo Park, and East Palo Alto all had areas that scored high for both need and readiness, indicated by the color purple (see Figure 4). South San Francisco and Redwood City/North Fair Oaks also had areas of high need and medium readiness (represented by fuchsia). Daly City and South San Francisco also had areas of medium need and high readiness (periwinkle). Parts of Daly City, San Bruno, San Mateo, Redwood City, and Menlo Park had high need and low readiness (red), while Half Moon Bay had low need and high readiness (blue).

Community Collaboration for Children’s Success
Data Analysis Overview, Methods and Results

Figure 2. Youth Need and Youth Planning Readiness in San Mateo County

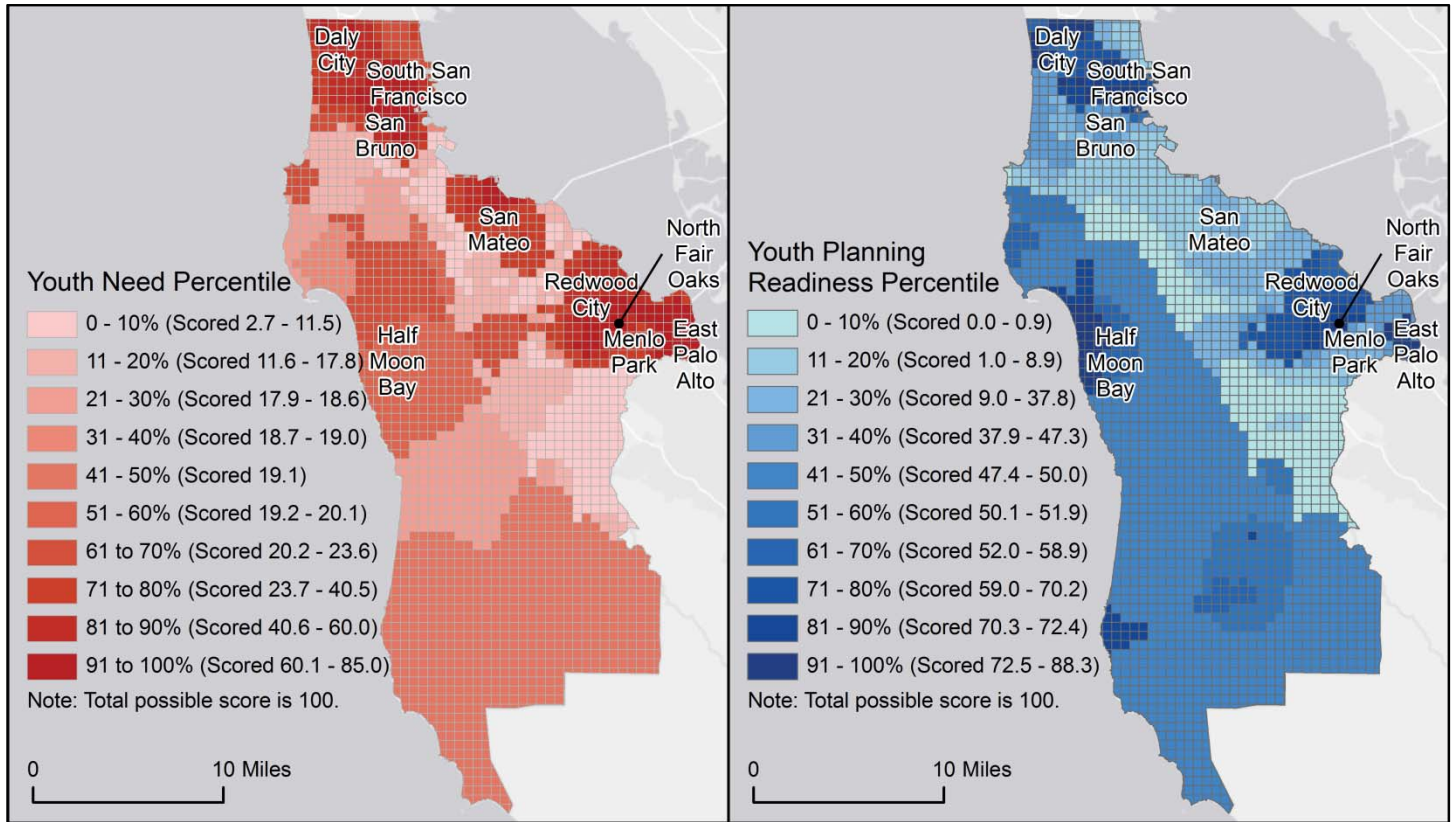
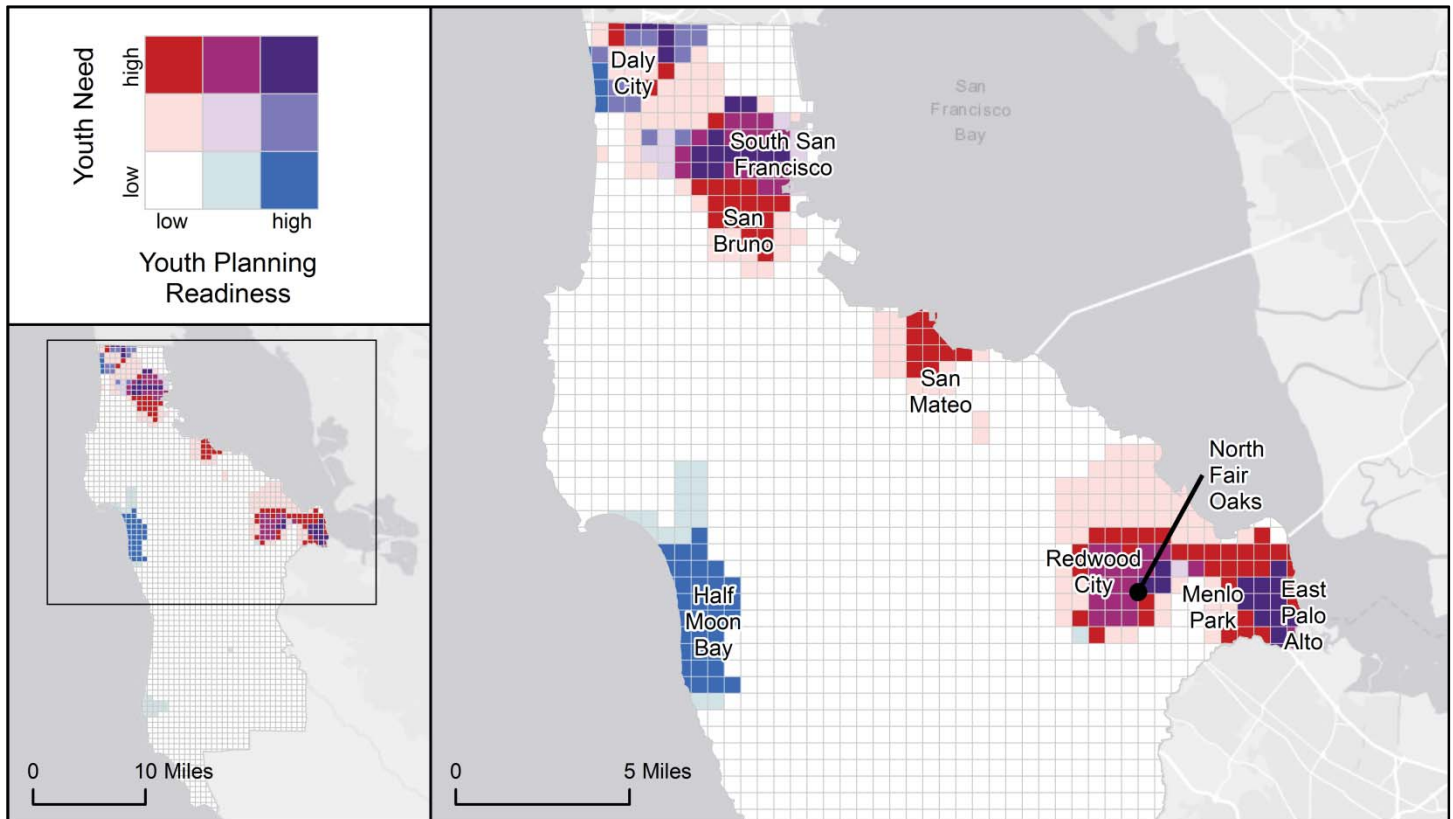


Figure 3. Bivariate Comparison of Youth Need and Youth Planning Readiness in San Mateo County



<http://www.times-standard.com/general-news/20180628/humboldt-county-invests-400k-in-child-trauma-prevention>

Humboldt County invests \$400K in child trauma prevention



State Senator Mike McGuire and Mary Ann Hansen of First 5 Humboldt talk a town hall event focusing on adverse childhood experiences at the Adorni Center in late April 2018. JosÉ Quezada — For the Times-Standard

By [Will Houston](#), Eureka Times-Standard

Posted: 06/28/18, 10:53 PM PDT | Updated: 1 week, 6 days ago

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Humboldt County is investing \$400,000 in its 2018-19 budget to prevent childhood trauma, especially in outlying areas, but the local agency that facilitates these services is once again facing cuts to programs used by thousands of families because of declining tobacco use.

The child development organization First 5 Humboldt’s Executive Director Mary Ann Hansen said nearly \$188,000 in cuts will be decided by their organization’s Board of Commissioners in spring 2019, which would take effect in the 2019-20 fiscal year. The \$400,000 provided by county Board of Supervisors can’t be used to address the cuts, but Hansen said the investment represents a “difficult but profound step forward.”

“There are no easy decisions to make when funding is limited and the needs in our county are so deep,” Hansen wrote in an email to the Times-Standard. “With this allocation, [the Board of Supervisors has] prioritized children and indicated their commitment to actually change the trajectory for Humboldt County.”

The majority of First 5 Humboldt’s more than \$1.4 million budget for the 2018-19 fiscal year, which begins July 1, comes from Proposition 10, which was passed by state voters in 1998 and implemented a 50 cent tax on cigarette sales and other tobacco products. The tax revenue is dispersed to the 58 counties based on birth rates, but Hansen said tax revenues have been on a decline since the recession in 2008.

First 5 Commissioner Connie Sundberg said that declining tobacco tax revenue is positive in that fewer people are using tobacco, but it also resulted in a 10 percent funding cut to its many programs in the 2018-19 fiscal year and more to come. Sundberg said the commission is actively searching for alternative funding sources. Sundberg too praised the board of supervisor’s investment.

“With Humboldt County adults having four or more adverse childhood experiences, and child data demonstrating that not much has changed, any work that can be done to promote resiliency and stop the generational impacts of [adverse childhood experiences] is a good thing,” Sundberg said. “Prioritizing prevention and early intervention strategies for our youngest children is a positive step in the right direction.”

First 5 Humboldt has 18 free play groups throughout the county — four of which are bilingual — for children younger than 5 where Hansen said families can play with their children, connect with other families and child mental health specialists. The organization also have children’s books and family services at the county library, supports the Nurse Family Partnership home visiting program, supports Paso a Paso and Healthy Kids Humboldt through St. Joseph’s Health, and Family Resource Center grants.

These services work to reduce incidences of child abuse or neglect, Hansen said, with part of the \$400,000 investment working to “significantly increase” childhood mental health specialists’ time at the play groups, especially in Orleans, Willow Creek, Petrolia, Redway and Shelter Cove.

Preventing ACEs

Preventing childhood trauma — sometimes referred to as adverse childhood experiences or ACEs — and intervening with children who have already experienced trauma is crucial as several traumatic experiences can lead to issues endemic to Humboldt County.

“High ACEs scores are correlated with every public health problem our county is currently experiencing: homelessness, substance use disorder, and suicide, to name just a few,” Hansen wrote.

A 2014 study by the Center for Youth Wellness found that Humboldt and Mendocino counties combined had the highest percentage of adults — about 31 percent — of all counties in the state who have experienced four or more instances of childhood trauma.

According to the study, a person who has had four or more experiences of trauma and abuse as a child are:

- 12.2 times as likely to attempt suicide; Humboldt County has the highest suicide rate in the state, according to the most recent state data
- 10.3 times as likely to use injection drugs
- 7.4 times as likely to be an alcoholic

Hansen said children with four or more traumatic experiences are also 38 times more likely to have learning problems in school. She said Humboldt County has the highest rate of children in special education in the state.

The \$400,000 approved by the board is part of a total of \$800,000 the board has invested into preventing trauma in the past two years. About \$200,000 will be used by the county and First 5 Humboldt to provide grants of up to \$24,000 to community-based organizations that are working to prevent trauma or build resilience in local youth. Grants provided last year went to groups like the Eureka City Schools, Redwoods Rural Health Center, the Hoopa Valley Tribe Education Department, The Forgotten Initiative and others, Hansen said. The remaining \$200,000 will be used to provide trauma prevention and resilience services through First 5 Humboldt programs, especially in outlying areas of the county, Hansen said.

Along with the play groups, the funding also allowed the creation of a pilot program that trains and supports local early childhood educators, which served 13 classrooms last year that had preschool children who were at risk of expulsion because of challenging behavior, Hansen said. This year's funds will work to maintain the program while also looking at ways to scale it up, Hansen said.

Training programs, such as for foster parents and new parents, along with regional ACEs teams that work to create action plans to prevent trauma specific to their community will also be funded. Hansen said.

Unlike last year's allocation which was one-time, the \$400,000 provided by the board this year is set to be ongoing funding.

Cuts and new funding

Betty Kwann Chinn said Thursday that losing the nearly \$50,000 her Day Center in Eureka used to receive from First 5 Humboldt for providing care for children ages 0-5 was sad, but said it's fine if First 5 Humboldt still is able to use funding to prevent trauma.

“I think the trauma treatment is more important,” Chinn said. “If they need it, we can have volunteers [run the program].”

Chinn’s Day Center was one of several local agencies and organizations that were affected by nearly \$140,000 in cuts made by First 5 Humboldt last year, which were attributed to declining tobacco tax revenues.

This year, a 10 percent cut will be made to First 5 funded agencies such as the county Office of Education, the library, Paso a Paso, Healthy Kids Humboldt and others.

Hansen said that First 5 Humboldt anticipated tobacco tax funds would decline through time and began putting away revenue into a sustainability fund in 1998 and 1999. The group believed interest accrued on these reserve funds would make up for the declining tobacco tax revenues, but the Great Recession caused the organization to begin drawing on the fund, Hansen said.

About \$346,000 will be drawn from the sustainability fund for this fiscal year, but Hansen said those draw downs will cease in the 2019-20 fiscal year, meaning the First 5 commissioners will need to make some “difficult decisions on additional cuts.”

This sustainability fund has about a \$3.5 million balance, Hansen said, which will be needed should Proposition 10 monies be diverted to other uses as has been attempted several times in the past.

“We hope to have two years of operating balance left in the fund in 2020, so that we can provide programs with a two-year transition should Prop. 10 fund monies go away,” Hansen said.

Sundberg said Hansen has been working tirelessly to find other funding sources such as Medi-Cal reimbursement, Mental Health Services Act funding, grants, private foundations and others.

At the same time, Hansen said they are anticipating next year’s Proposition 10 revenue to increase from about \$795,000 this year to \$953,000 next year, followed by a yearly a 3-5 percent decline after that.

“The difference has to do with a dip in revenue because of Prop 56, which increased tobacco taxes, raised the purchase age, and established ‘backfill’ to return First 5s to their previous rate of decline after one year,” Hansen said.

Will Houston can be reached at 707-441-0504.

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Opinion

Opinion: Don't let California's children be undercounted in 2020



At stake in our state is more than \$76 billion for federally funded programs like Medicaid and Head Start



California Attorney General Xavier Becerra, right, and Gov. Jerry Brown are fighting including a citizenship question for the 2020 census (Rich Pedroncelli/Associated Press)

By **MOIRA KENNEY**, **JOHN DOBARD** and **TED LEMPERT** |

PUBLISHED: July 13, 2018 at 6:45 am | UPDATED: July 13, 2018 at 6:48 am

In less than two years, the 2020 Census will be underway and California's children are at high risk of being undercounted again, especially our most vulnerable children. The 2020 Census will have a tremendous impact on federal funding that states and localities receive for the next decade. And that means our kids are in jeopardy of being shortchanged on funding for programs that help them thrive.

An estimated 1 million children were not counted in the 2010 Census, with young Latino and black children having the highest net undercount. Children under 5 are undercounted at a higher rate than any other age group. In fact, the undercount of young children has worsened since 1980. And California has a much larger population of young children than any other state. More than 1.5 million infants and toddlers live in California families, with 62 percent of them born into low-income households likely to rely on crucial support services that receive federal funding determined by the census.

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Attachment 11.5

Many young children face complex living arrangements, including transitional and temporary housing, foster care, and mixed-status immigrant households. Parents may face linguistic barriers or be unaware that they should list their young children as household residents on the questionnaire. According to the 2018 Kids Count Data Book by the Annie E. Casey Foundation, 30 percent of California children under the age of 5 live in hard-to-count census tracts. That's 700,000 California children at risk of undercounting.

The Kids Count Data Book ranks California 36th nationally in terms of kid's well-being, which is unacceptably low considering we are the fifth largest economy in the world. An undercount would cause California's ranking to drop. At stake in our state is more than \$76 billion for federally funded programs like Medicaid, Head Start, the Children's Health Insurance Program, Title I education funding, and special education grants.

Myriad factors stand in the way of an accurate census count, from the lack of a leader at the Census Bureau, to a new online survey, to the potential inclusion of a citizenship question that even the bureau's chief scientist warned would produce an undercount and cost taxpayers millions of dollars in unnecessary implementation costs.

In California, more than 4.3 million children live in immigrant families, and in some regions like San Jose, 66 percent have at least one immigrant parent. With immigrants facing heightened fears of scrutiny and family separation, the citizenship question may deter some already hard-to-count households from participating.

None of this bodes well for the 2020 Census or the future well-being of California kids – or the state for that matter. Ensuring the optimal development and education of all California's young kids needs to be a priority now and in the years to come. That's why all Californians need to step up to make sure our kids aren't shortchanged by an inaccurate census count. State, local, and grassroots leaders must focus on reaching parents in every community to inform them about the importance of completing the census. Childcare and preschool providers, public schools, libraries and local businesses can promote and offer incentives for families to fill out the census online. Most importantly, the government must address privacy and cybersecurity concerns and affirm its commitment to protecting respondents' data.

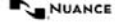
When implemented as intended, the census is a tool for ensuring democracy, reducing disparities, and expanding opportunities for the next generation. If we truly believe every child counts, we must make sure we count every child.

Moira Kenney is executive director of First 5 Association of California. John Dobard is the associate director of Political Voice at Advancement Project California. Ted Lempert is the president of Children Now.






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Tract 6075.00 in San Mateo County, CA

Based on the latest census estimates (for the 2012-2016 period), **4,217 people live in 1,606 households** in this tract.

Some population characteristics that may affect this tract's participation in the 2020 Census include:

Census Self-Response

In 2010, **73.6% of this tract's households mailed back their census questionnaire**. This "mail return rate" was better than most tracts nationwide, but still required more costly and difficult in-person follow up to count the remaining 26.4%.

In 2020, for the first time the Census Bureau will be urging most households to submit their census responses online via the Internet. In 2016, **80% or more of this tract's households met** the FCC's minimum threshold of having Internet connectivity of 200 kbps for uploads or downloads. ([Read more](#) about the importance of Internet access for the 2020 Census.)

Populations at Risk of Being Undercounted

Some populations historically have been, or are at risk of being, missed in the census at disproportionately high rates. **These include (based on 2012-16 estimates):**

Children Under 5

- ~7% of the tract's population are **children under 5**.

Note: Analysis of recent decennial census results shows that *[y]oung children are undercounted in the census at a higher rate than any other age group*. [PDF]

Data Source: US Census Bureau, American Community Survey, 2012-2016, [table B01001](#).

Low-Income Populations

- **~4% of the tract is in poverty** (an estimated 289 people have incomes below the poverty level).
- **Another 5% of the population is near poverty** (an estimated 342 people have incomes between 100 and 200% of the poverty level).

NB: These statistics apply to the population for whom poverty status has been determined.

Note: see p. 17, [Race and Ethnicity in the 2020 Census](#) [PDF].

Data Source: US Census Bureau, American Community Survey, 2012-2016, [table C17002](#).

People with Limited English Proficiency

- **~12% of the tract's households are limited English speaking households** (an estimated 364 households).

Of these limited English speaking households:

- **17% speak Indo-European languages** other than Spanish (an estimated 63 Indo European-speaking households).
- **83% speak Asian and Pacific Islander languages** (an estimated 301 Asian and Pacific Islander-speaking households).

According to the Census Bureau, a *limited English speaking household* is one in which no member 14 years old & over speaks only English, or speaks a non-English language and speaks English 'very well.' In other words, all members 14 years old and over have at least some difficulty with English.

Also according to the Bureau, the household language assigned to the housing unit is the non-English language spoken by the first person with a non-English language. This assignment scheme ranks household members in the following order: householder, spouse, parent, sibling, child, grandchild, other relative, stepchild, unmarried partner, housemate or roommate, and other nonrelatives.

Data Source: US Census Bureau, American Community Survey, 2012-2016, [table C16002](#).

People of Color

- ~25% of the tract is **Hispanic** (regardless of race)
- ~5% of the tract reported their race as **Black** (either alone or in combination with other races)
- ~29% of the tract reported their race as **Asian** (either alone or in combination with other races)
- ~3% of the tract reported their race as **Native Hawaiian or Pacific Islander** (either alone or in combination with other races)

(Percentages may not total 100%.)

Note: see the Census Bureau's analysis of net undercount rates for race and Hispanic origin categories, [DSSD 2010 CENSUS COVERAGE MEASUREMENT MEMORANDUM SERIES #2010-G-01](#). [PDF]

The following links provide fact sheets and tables regarding the risk of undercount for people of color:

- [Hispanic / Latino](#)
- [Asian / Native Hawaiian / Pacific Islander](#)
- [Black / African American](#)

Data Source: US Census Bureau, American Community Survey, 2012-2016, [tables B03002, B02009-B02012](#)

Immigrants

- ~50% of the tract was born outside the U.S., an estimated 3,486 people.

Of this foreign born population:

- ~26% entered the U.S. **since 2010**.
- ~59% entered the U.S. **since 2000**.

Data Source: US Census Bureau, American Community Survey, 2012-2016, [table B05005](#).

Crowded Households

- **~6% of the tract's households are *crowded*** (an estimated 195 households).

Of these crowded households:

- **15%** (an estimated 29) are **owner-occupied**.
- **85%** (an estimated 166) are **renter-occupied**.

Note: Housing is [considered crowded](#) if more than 1 person per room is living there.

Data Source: US Census Bureau, American Community Survey, 2012-2016, [table B25014](#).

Single-Parent Households

- **~9% of the tract's households are *single-parent households*** (an estimated 296 households).
- Of these single-parent households, **~45% include children under 18** (an estimated 133 households).

Note: According to the latest Census Bureau [research on census self-response](#) [PDF], married couple households have higher census self-response rates than single-parent households, especially single female-headed households."

Data Source: US Census Bureau, American Community Survey, 2012-2016, [table B11005](#).

Renters

- **~57% of the tract's households are *renter occupied*** (an estimated 1,797 households).
- By comparison, **~43% of the tract's households are *owner occupied*** (an estimated 1,344 households).

Note: According to the latest Census Bureau [research on census self-response](#) [PDF], "renters are much less likely to mail back a census questionnaire than homeowners."

Data Source: US Census Bureau, American Community Survey, 2012-2016, [table B25003](#).

People Living in Multi-Family Housing

- **~64% of this tract's housing units are in buildings with 2 or more units** (an estimated 2,147 housing units).
- **~50% of this tract's housing units are in buildings with 10 or more units** (an estimated 1,671 housing units).

Note: Census Bureau staff research indicates that an important factor in low census self-response is whether living quarters are unusual or difficult to find or difficult to identify as separate and distinct housing units. The Bureau uses two indicators of these "irregular housing units": the concentration of housing units in buildings with 2+ units, and in buildings with 10+ units.

Data Source: US Census Bureau, American Community Survey, 2012-2016, [table B25024](#).

Factsheet: Will Your Kids Count? Young children and their families in the 2020 Census

The decennial census is the most inclusive civic activity in our country, covering every person in every household. The U.S. Constitution requires an accurate count of the nation's population every ten years. Moreover, the census is integral to our democracy. The data collected every 10 years affects our nation's ability to ensure equal representation and equal access to important governmental and private sector resources for all Americans, including across racial and ethnic lines. Census results are used to allocate seats and draw district lines for the U.S. House of Representatives, state legislatures, and local boards; to target more than \$800 billionⁱ annually in federal assistance to states, localities, and families; and to guide community decision-making affecting schools, housing, health care services, business investment and much more. These functions depend on a fair and accurate census.

Unfortunately, certain population groups—referred to as “hard-to-count”—are at a higher risk of not being fully counted in the decennial census. Some of these groups have been historically underrepresented in the decennial census for decades; some may experience new or increased vulnerability due to major changes in methodology, such as relying on the internet as the primary way for households to respond to the 2020 Census; and some may be reluctant to respond due to concerns about data confidentiality. Being hard-to-count can lead to unequal political representation and unequal access to vital public and private resources for these groups and their communities.

Young children are undercounted in the census at a higher rate than any other age groupⁱⁱ

Young children – defined as children under age five – have been undercounted for decades, disadvantaging their families, communities, and neighborhoods. In the 2010 Census, the net undercount rate for young children was 4.6 percent, and more than 2.2 million in this age group were not included in the census results.ⁱⁱⁱ This is a higher net undercount rate than for any other age group. Even among other children, those under five years old are more likely to be missing from census data.^{iv}

Some young children are especially at risk of being missed

Some groups of young children, depending on their race, ethnicity, or even where they live, have higher-than-average undercounts. Young Black and Hispanic children have the highest net undercounts. Experts estimate that approximately 6.5 percent of young Black and Hispanic children were overlooked by the 2010 Census, roughly twice the rate for young non-Hispanic White children.^v

Young children living in certain geographic areas are at particular risk of being undercounted. For instance, the 2010 Census undercounted children under age five in Arizona by 10 percent, but overcounted them in North Dakota by 2.1 percent. Therefore, a young child in Arizona may not be afforded the same resources as a similar child in North Dakota when census data are used to distribute federal funds. One study found that in the nation's largest counties (those of a half million people or more), the net undercount for young children was nearly 8 percent—almost twice the national rate.^{vi}

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The young child undercount is getting worse

While the census accuracy for adults has been improving over time, the undercount for children under age five has been getting progressively worse. The net undercount rate for young children is more than three times what it was in 1980, increasing from 1.4 percent to 4.6 percent in 2010, representing hundreds of thousands more families.^{vii} Localities with disproportionately high numbers of young children may be at a higher risk of being undercounted than ever before.

Why are young children missed so often in the census?

Millions of young children live in the types of households, families, and neighborhoods that are most difficult to enumerate. That is why special attention is needed to reach these households and make sure they return a completed 2020 Census questionnaire that includes all young children in the household.

- Almost 4.5 million children under age five live in hard-to-count neighborhoods.
- It is widely believed that poor households are difficult to enumerate,^{viii} and young children have a higher poverty rate than any age group.
- Young children in large families may go uncounted because they live in large and complex households. In 2010, nearly a quarter of young children lived in households of six or more people.
- Some young children have complicated living arrangements, moving among various relatives or caregivers. Foster children, children living with grandparents or other relatives, and children whose parents are cohabiting but not married are also more likely to be missed. A recent study found 40 percent of all children under age five lived in a household with complex living arrangements.^{ix} The figures are higher for Black children (50 percent) and Latino children (55 percent). Young children in complex households may be left off the questionnaires because respondents are uncertain of whether or not to include a young child as a household resident.^x
- Language barriers also contribute to the undercount of young children in households where people speak a language other than English. In 2010, one-quarter of young Latino children lived in a linguistically isolated household where adults had difficulty speaking English.^{xi} It is shown that language limitations cause respondents to report in error on the census questionnaire.^{xii}

What does undercounting young children cost communities?

When young children are undercounted, their communities are denied a full voice in policy decisionmaking. Children are included in the population totals used for congressional reapportionment and the drawing of legislative district boundaries. When children are undercounted, political boundaries may not accurately represent reality, and those young children's needs may not be represented or prioritized according to their real share of the population.

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Not only do representatives and state legislators make decisions about programs that serve young children, but, every year, more than \$600 billion in federal funds is allocated to states and localities based on census data. Here are some of the programs whose funding is based in whole or in part on census counts that impact children's lives. (Unless noted, figures are for fiscal year 2015.^{xiii})

- **State Children's Health Insurance Program (SCHIP) – \$11 billion.** SCHIP was created in 1997 to reduce the number of uninsured children by providing subsidized insurance to children of the working poor through federal grants to states. SCHIP covers nearly 9 million children.^{xiv}
- **Special Education Grants (IDEA) – \$11.2 billion.** Through the Individuals with Disabilities Education Act (IDEA), the federal government provides grants to states to assist them in ensuring a free public education environment that will allow children with disabilities to thrive. Through IDEA, federal funds assist states in providing early intervention services for infants and toddlers (0 – 2) and their families.^{xv}
- **Head Start – \$8.2 billion.** The Head Start program provides grants to local public and private nonprofit and for-profit agencies to provide child development services to economically disadvantaged children and families, with a special focus on helping preschoolers develop the early reading and math skills they need to be successful in school.
- **Foster Care – \$4.6 billion.** The Federal Foster Care Program helps to provide safe and stable out-of-home care for children until they are safely returned home, permanently placed with adoptive families, or placed in other planned arrangements for permanency.
- **Child Care and Development Fund – \$3.3 billion.** The Child Care and Development Fund assists low-income families, families receiving temporary public assistance, and those transitioning from public assistance in obtaining child care so they can work or receive training and education.

Children in lower-income families can also benefit from resources that provide financial security for their families and economic development for their communities based on census-derived data:

- **Section 8 Housing Assistance Payments Program – \$9.2 billion.** Section 8 vouchers are the nation's leading source of housing assistance for low-income seniors, people with disabilities, and families with children, helping approximately 2 million households to secure affordable rental housing in the private market.
- **SNAP – \$69.4 billion.** The Supplemental Nutrition Assistance Program (previously known as food stamps) is the most important tool to prevent hunger and malnutrition among families in the U.S. More than 45 million low-income families rely on federally funded SNAP subsidies that are administered to them through state governments. Nearly 70 percent of SNAP beneficiaries are members of families with children.^{xvi}
- **Medicaid – \$311.9 billion.** Medicaid is a federal-state insurance program that provides health coverage to low-income families and individuals, including children, parents,

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seniors, and people with disabilities. More than two-fifths of Medicaid enrollees are children.^{xvii}

You can help – right now.

There are many ways in which stakeholders, including advocates, funders, and civic leaders, can improve the count of young children in the 2020 Census. There are opportunities to join or support work on policy development, community organizing, and “Get Out the Count” campaigns for the 2020 Census. Here are some ideas:

- **Help your members of Congress understand why it’s important to support adequate resources for the Census Bureau to conduct the 2020 Census in a way that will count all young children.** The Census Bureau needs a major annual funding ramp up several years before a decennial census, to perform critical tests and build out a massive infrastructure. Already – due to funding constraints – important activities needed for a fair and accurate 2020 Census have been postponed or canceled, putting young children at risk of being severely undercounted. Without sufficient increase in the Census Bureau’s budget, a complete count will be in jeopardy, and census costs could increase by billions of dollars.
- **Stay informed about key census policy and operational developments.** The Census Project (<https://thecensusproject.org/>) provides regular updates on census-related activities in Congress and the administration.
- **Educate state and local leaders about the undercount of young children in the census.** As the 2020 Census approaches, advocates can join Complete Count Committees that will be established in many states and localities. It is important that Complete Count Committees include voices for children to remind leaders and local census staff of this critical constituency. These committees work with the Census Bureau and local communities to help ensure a complete census. As a reference, the 2010 Complete Count Committee guide can be found at <https://www.census.gov/2010census/partners/pdf/cccGuide.pdf>.
- **Become a Census Bureau partner.** Partners get timely updates from the Census Bureau as well as promotional material.

If you would like to learn more about these or other ways you and your organization can be involved, contact Randi Carmen Schmidt, Executive Director of the Children’s Leadership Council, at rschmidt@childrenleadershipcouncil.org.

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Last Updated: April 17, 2018

Factsheet: Will Your Kids Count? Young children and their families in the 2020 Census

Additional Reading

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The Leadership Conference Education Fund builds public will for federal policies that promote and protect the civil and human rights of all persons in the United States. The Education Fund's campaigns empower and mobilize advocates around the country to push for progressive change in the United States. For more information on The Education Fund, visit <http://leadershipconferenceedfund.org/>.

Factsheet: Will Your Kids Count? Young children and their families in the 2020 Census

- ⁱ Reamer, Andrew. “Counting for Dollars: The Role of the Decennial Census in the Geographic Distribution of Federal Funds.” GW Institute of Public Policy, 17 April, 2018. Available at: <http://civilrightsdocs.info/pdf/census/CountingForDollars-Intro.pdf>.
- ⁱⁱ O’Hare, W.P. (2015) *The Undercount of Young Children in the U.S. Census*, Springer Publishers, Page 29
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- ^{viii} Fernandez, Shatuck and Noon (2016) Presentation at the Southern Demographic Association Conference, October 2016
- ^{ix} Jensen, E. (2017) Presentation at the Children’s Leadership Council – Census Bureau meeting, April 13, 2017, Washington DC.
- ^x O’Hare, W.P. (2015) *The Undercount of Young Children in the U.S. Census*, Springer Publishers, Page 95
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- ^{xiii} Based on an analysis by Andrew Reamer and Sean Moulton, updating figures from the 2010 Brookings Institute report *Counting for Dollars*
- ^{xiv} <https://www.medicaid.gov/chip/chip-program-information.html>
- ^{xv} <https://www2.ed.gov/fund/grant/apply/osep/index.html?exp=1>
- ^{xvi} <http://www.cbpp.org/research/policy-basics-introduction-to-the-supplemental-nutrition-assistance-program-snap>
- ^{xvii} <http://www.cbpp.org/research/health/policy-basics-introduction-to-medicaid>

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Last Updated: April 17, 2018



San Mateo County Friday C.A.F.E. (Community And Family Engagement)

Sponsored by SMCOE's Early Childhood Language Development Institute

WE GOT YOUR BACK!
So YOU can be
Strong FOR Families

At our core, we want to be present and in partnership with families. Yet the work itself and the condition in the world and our communities seem overwhelming at times. Having strategies and tools can help us remain focused, aware and present with families.

Let's kick off the year together with an interactive CAFÉ to:

- Explore what it means to each of us to be *Strong FOR Families*
- Learn mindfulness practices to help with staying balanced and present

WHO:

Professionals who work with families with young children

WHEN:

Friday, August 31, 2018

9:00 am-11:00 am

Please plan to arrive early to find parking, sign-in and enjoy coffee/tea.

CONVERSATION CATALYST:

Brenda Salgado, Founder

Nepantla Center for Healing and Renewal

WHERE:

The Village Hub, 3154 Woodside Road
Woodside, CA 94062

RSVP & QUESTIONS:

Contact Marilyn Canadas at mcanadas@smcoe.org



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DATE: August 27, 2018
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Committee Updates

Finance & Administration Committee, Meeting August 13, 2018

Commissioners Present: Michael Garb, Rosanne Foust

Commissioner Absent: Pam Frisella

Staff: Kitty Lopez, Khanh Chau

1. Review of F5SMC Financial Document; Provide Feedback for Follow-Up Presentation at the August 27, 2018 Commission Meeting

Kitty Lopez stated the purpose of this agenda is to seek Finance Committee's feedback and guidance for a follow-up at the August 27, 2018 Commission Meeting. At the June 25, 2018 Commission Meeting, some grantees raised concerns about the variances of their grant awards in FY18-20 with higher funding reduction than the 3% average step-down that was presented in the Long-Term Financial Plan (LTFP). The Master Strategic Planning Implementation Plan (SPIP) Funding Allocations FY18-20 was reviewed and approved at the August 27, 2017 Commission Meeting.

Kitty Lopez stated that public concern does not mean the LTFP is wrong, but we need to provide clarification to address public questions and to show fiscal transparency. Kitty Lopez further explained the LTFP provides a big financial picture of the agency whereas the Master SPIP Funding Allocations FY18-20 reflects funding approval for individual programs in FY18-20.

Committee members reviewed both financial documents; suggested minor format and revision of column headers to improve clarity.

Committee members reached a consensus that the LTFP and the Master SPIP Funding Allocations FY18-20 are both correct, but they are presented in different ways: LTFP presents the most updated financial position and financial projections of the agency whereas the Master SPIP Funding Allocations FY18-20 reflects the actual contract award amount for each program during the period FY18-20.

2. Verbal Update: MOU of with County of San Mateo Human Services Agency for the Build-Up Kids in San Mateo

Kitty Lopez stated that we succeeded secure a cost sharing contribution MOU for the Build-Up Kids in San Mateo project, in which, County of San Mateo Human Services Agency will contribute \$65,000 each year for two years FY18-20 totaling \$130,000; First 5 San Mateo will contribute \$50,000 each year for two years FY18-20 totaling \$100,000.

Other topics:

Committee members asked an update of Persimmony Financial Report errors. Staff Khanh Chau responded that we have positive progress so far with Persimmony Financial Report improvement: the previous calculation errors have been fixed and the Persimmony Financial Report now include each quarter claiming expenditures and YTD Total. Kitty Lopez added that

staff Jenifer Clark will make a presentation about Persimmony utilization at the upcoming Commission Meeting.

Committee members also asked about the Budget Monitoring Report. Staff Khanh Chau responded that due to various tight deadlines of year-end payment processing, year-end closing and financial audit preparation which audit field works will start on August 29, 2018, staff will present the FY17-18 Year-End Close at the September 10, 2018 Financial and Administration Meeting.

The next Finance and Administration Committee Meeting is scheduled on Monday September 10, 2018.

Early Childhood Evaluation Advisory Committee, August 20, 2018

Commissioners Present: Louise Rogers, Neel Patel
Commissioner Absent: David Canepa
Grantee Representatives: Heather Cleary, Tracey Fecher
Staff: Jenifer Clark, Michelle Blakely

Committee members received updates on several ongoing Research & Evaluation activities, including:

- Census 2020 Outreach: F5SMC staff are meeting with County Manager's Office (CMO) staff later this week to learn about local outreach efforts and identify ways in which our agency can support the complete and accurate count of children ages 0-5, a hard-to-count population. Undercounting of young children can have budgetary impacts on Federal funding for programs such as Head Start. Staff will also bring up the issue of the "citizenship question" with an eye towards defining shared language to talk with residents about their concerns.
- Network Analysis and Systems Change Survey: After learning more about the new PARTNER tool for network analysis, staff decided to split the Systems Change Survey into two separate components: the Network Analysis and the Systems Survey. This will reduce the length of any given survey, minimize duplication across surveys for those respondents who participate in more than one collaborative, and allow for the Network Analysis to be tightly focused on collaboratives that have a shared understanding of the issues they address and their desired outcomes. The initial network analysis pilot will be with the Watch Me Grow Roundtable. The higher-level systems survey about access to and quality of different types of services, barriers to care, etc. will be administered via online survey to our funded portfolio. The committee expressed interest in disseminating the survey to other partners as well, which would allow for a richer picture.
- Study on Access to Child Care for Children with Special Needs and/or Challenging Behaviors: Key informant interviews have been completed and sent out for transcription; Jenifer Clark is working with funded partners to set up focus groups with parents and providers.

Committee members also discussed the indicators included in the current (2015-2020) Strategic Plan, and how they might be maintained or revised for the upcoming 2020-2025 Strategic Plan. Considerations included: the availability of data sources; the stability and quality of the data; the utility of the data; and whether the indicators mapped to F5SMC activities.

The next meeting of the Early Childhood Evaluation Advisory Committee is scheduled for Monday, October 15th at 3:30pm.