

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

**DATE:** Monday, June 25, 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		
<b>Call to Order and Preliminary Business</b>		
1	<b>Roll Call</b>	4:00 PM
2	<b>Public Comment</b>	
3	<b>Action to Set Agenda for June 25, 2018 Meeting and Approve Consent Agenda Items</b> <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	<b>Commission Announcements</b>	
5	<b>Storytelling: First 5 Work / Impact:</b> Friday's CAFÉ by Soodie Ansari, Coordinator, Early Learning Dual Language Support, San Mateo County Office of Education	
<b>Discussion Items</b>		
6	<b>Trauma- and Resiliency-Informed Systems Initiative Presentation and Recommendation</b> by Alex Hildebrand, Director of Strategy Consulting, Learning for Action <i>(See Attachments 6)</i>	4:10 PM
7	<b>Help Me Grow Presentation and Update</b> by Cheryl Oku, Help Me Grow Program Manager, Gatepath and Emily Roberts, F5SMC's Early Childhood Health Program Specialist <i>(See Attachments 7)</i>	
8	<b>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</b> <i>(See Attachments 8)</i>	
9	<b>Update on Strategic Plan Implementation Plan Funding Recommendations Fiscal Years 2018 - 2020</b> <i>(See Attachments 9)</i>	

Action Items		
10	<b>Approval of F5SMC’s Long-Term Financial Plan (LTFP) from FY2018-2019 through FY2024-2025 (FY17/18 Update), and Presentation</b> by Kitty Lopez, F5SMC’s Executive Director <i>(See Attachments 10)</i>	5:20 PM
11	<b>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</b> by Kitty Lopez, F5SMC’s Executive Director <i>(See Attachments 11)</i>	
12	<b>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</b> <i>(See Attachments 12)</i>	
13	<b>Approval of Amendments to Agreements for the First 5 California IMPACT Grant to:</b> <ul style="list-style-type: none"> <li>A. San Mateo Office of Education (SMCOE) in the Amount of \$1,327,526, Contract Term effective May 1, 2016 through June 30, 2020</li> <li>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</li> </ul> <i>(See Attachments 13)</i>	
Informational Items		
14	<b>Communications Update</b> <i>(See Attachments 14)</i>	5:40 PM
15	<b>Report of the Executive Director</b> <i>(See Attachments 15)</i>	
16	<b>Committee Updates</b> <i>(See Attachments 16)</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

[www.first5sanmateo.org](http://www.first5sanmateo.org)

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](http://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](mailto: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**

June 25, 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.

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- 3.1 Approval of the April 23, 2018 Commission Meeting Minutes  
(See Attachment 3.1)

**First 5 San Mateo County (F5SMC)  
COMMISSION MEETING MINUTES  
April 23, 2018  
San Mateo County Office of Education**

**Call to Order & Roll Call**

**1. Roll Call**

Commission Members: Rosanne Foust, Pam Frisella, Michael Garb, Nicole Pollack, Neel Patel

Absent: David Canepa, Anne Campbell, Sandra Phillips-Sved, Louise Rogers

Staff: Kitty Lopez, Michelle Blakely, Khanh Chau, Karen Pisani, Emily Roberts, Myra Cruz

County Counsel: Jennifer Kraske

A quorum was present. Commissioner Chair Frisella called the meeting to order at 4:20 PM; roll call was taken.

**2. Public comments on items not included in the agenda: None**

**3. Action to Set Agenda for April 23, 2018 Meeting and Approve Consent Agenda**

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

**4. Commission Announcements**

No announcements.

**5. Storytelling: First 5 Work/Impact**

F5SMC's Executive Director, Kitty Lopez, invited the Commission, staff, and members of the public to share a story on First 5 work story.

- F5SMC Director of Program and Planning, Michelle Blakely, shared a F5SMC's services fact sheet and an impact story that will be shared with the State Legislators in Sacramento on First 5 Association Advocacy Day on May 2nd. F5SMC's communication firm, RSE, developed these stories.
- Commissioner Patel shared that F5SMC has been essential in San Mateo County school readiness and developmental screening programs. When he was still at Fair Oaks Health Center, Commissioner Patel collaborated with Dr. Jaime Peterson, a Stanford pediatric resident, on researching school readiness and screening programs implemented in pediatric settings. Commissioner Patel, Dr. Jaime Peterson, and other contributors co-authored an article, "Parental Attitudes, Behaviors, and Barriers to School Readiness among Parents of Low Income Latino Children". This article was accepted into *The International Journal of Environmental Research and Public Health*. He will share the results when published. He thanked F5SMC for setting up the stage for this study. Commissioner Patel agreed to an interview with First 5 regarding the study.

**Discussion Items**

**6. Watch Me Grow – System Barriers Presentation**

F5SMC's Health Program Specialist, Emily Roberts, reminded the Commission that F5SMC funded the special needs initiative, Watch Me Grow, for over 10 years now to demonstrate the best practices in screening, care coordination,

referrals, and linkages to access care for special needs and their families. Optimizing children's development requires early identification of special needs and timely connection to the necessary services and support. In an effort to prioritize and address the needs, Watch Me Grow, identified barriers to care. Gatepath is the lead agency of the Watch Me Grow Program. Roberts introduced speakers, Carolina Balladares, Watch Me Grow and Gatepath Family Resource Center Manager, and Carol Elliott, Watch Me Grow Grant Administrator. Roberts added that Cheryl Oku, Help Me Grow Manager, was unable to attend. Balladares and Elliott presented *Watch Me Grow: Systems Barriers and Gaps* and shared the following:

- A patient's story.
- Watch Me Grow organizational chart that shows collaboration between several agencies such as Legal Aid, StarVista, and Golden Gate Regional Center (GGRC).
- Developmental screening data in San Mateo County, including the number of children with identified special needs and the number of children with special needs who are actually receiving services.
- A discussion and examples of barriers in: developmental services, physical health services, social-emotional and behavioral services, and families' social and economic challenges.

Roberts explained the difference between Watch Me Grow and Help Me Grow Initiatives. She added that a presentation on Help Me Grow Initiative would be done in a future Commission meeting.

PowerPoint Presentation, *Watch Me Grow: Systems Barriers and Gaps*, can be found on the [April 23<sup>rd</sup> Commission Meeting Presentation](#) website.

Public Comments: None

#### **7. Proposition 64 and Early Childhood**

Kitty Lopez informed that, due to time constraints at this Commission meeting, her presentation on Proposition 64 and Early Childhood would be presented in a future Commission meeting.

Public Comments: None

#### **8. 2018 California Children's Report Card, Data for San Mateo County**

Kitty Lopez introduced Ted Lempert, President and CEO of Children Now. Children Now is a national state and local research policy and advocacy organization. Lempert presented California's Report Card published by Children Now which provides information on how services for California children are being rated such as access to health insurance, oral healthcare, home visiting program and education. No score went down, and many went up. He also shared San Mateo County scorecard and its rank compared to other counties in the state. An updated local score card will go out in September.

PowerPoint Presentation, *2018 California Children's Report Card*, can be found on the [April 23<sup>rd</sup> Commission Meeting Presentation](#) website.

### **Action Items**

#### **9. Approval of First 5 San Mateo County Bylaws and Policies Annual Review**

Kitty Lopez asked for approval for this agenda item. Lopez shared that the Finance Committee reviewed the bylaws and policies. Commissioner Garb asked if F5SMC consultants needed to file Form 700. Deputy County Counsel Kraske will do further research. Pending on the clarification, Commissioner Garb motioned to approve First 5 San Mateo County Bylaws and Policies.

MOTION: GARB / SECOND: FOUST

AYES: FRISELLA, PATEL, POLLACK  
NOES: NONE  
ABSTAIN: NONE  
No public comment; the Motion passed.

10. **Approval of the Agreement for the Help Me Grow Consultation Services with Cheryl Oku Consulting in the amount of \$233,240, Agreement Term from July 1, 2018 to June 30, 2020**

Kitty Lopez asked for approval for this agenda item. Lopez said that Cheryl Oku has been managing the Watch Me Grow and Help Me Grow projects for over ten years, and recommended to sole source her contract as she is the most appropriate person to lead the work. Lopez added that the funding source for this agreement will be derived from a grant awarded by David Lucile Packard Foundation and reduction of the Watch Me Grow funding to Gatepath.

MOTION: GARB / SECOND: PATEL  
AYES: FRISELLA, FOUST, POLLACK  
NOES: NONE  
ABSTAIN: NONE  
No public comment; the Motion passed

**Informational Items**

11. **Communication Update**

Lopez shared that F5SMC Spanish website is now live. Lopez acknowledged F5SMC partners, Carolina Balladares of Gatepath and Angela Cabrera of 4C's, for reviewing the F5SMC Spanish site. The Social Media Report was attached.

12. **Executive Director's Report**

Kitty Lopez's written report was included in the [April 23, 2018 Commission Meeting Packet](#). She highlighted that the Strategic Planning Forum is on May 9<sup>th</sup> at the Sobrato Conference Center.

13. **Committee Updates**

The written Committee report was included in the [April 23, 2018 Commission Meeting Packet](#).

Commissioner Frisella adjourned the meeting at 6:05 PM.

**Date:** June 25, 2018  
**To:** First 5 San Mateo County Commission  
**From:** Kitty Lopez, Executive Director  
**Re:** Trauma- and Resiliency-Informed Systems Initiative Presentation and Recommendation

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This item is intended to provide an update to the Commission on the already approved Mental Health Systems Service Strategy and to share the recommendation for the First 5 SMC Trauma- and Resiliency-Informed Systems Initiative for information and feedback.

## **BACKGROUND**

### Mental Health Systems Process

The F5SMC 2015-2020 Strategic Plan Implementation Plan approved by the Commission includes a Service Strategy designated for Mental Health Systems Building. The initial phase of this strategy; that of information-gathering, identifying and prioritizing strategies; was intended to inform F5SMC's future investment(s) in this area, and to identify other important opportunities that may be possible to address over time through collaborative efforts. In June 2017, after releasing a Request for Bids, F5SMC selected Learning for Action (LFA), a San Francisco-based consulting group, to lead the planning process for the Mental Health Systems Initiative in partnership with F5SMC staff. The planning process included key informant interviews, the development of a landscape scan, the convening and facilitating of a steering committee, and a community input session attended by nearly 50 stakeholders.

The Steering Committee recommended prioritizing the idea of a Trauma- and Resiliency-Informed Systems Initiative, with specific interest in using this initiative to help young child- and family-serving organizations and systems become more internally trauma-informed in their operations as a first step. The details of the recommendation can be viewed in Attachment 6A. This recommendation was approved by the First 5 SMC Commission at the January 2018 Commission meeting.

### Trauma- and Resiliency-Informed Systems Initiative

To further develop the Trauma- and Resiliency-Informed Systems Initiative (TRISI), First 5 SMC conducted an additional planning process over the last few months in an effort to identify the specific elements of the recommendation, the target audience, and the structure. Through further research and an additional round of interviews with trauma experts, consultant Learning for Action (LFA) and First 5 SMC staff have created a Trauma-Informed Systems Landscape Scan. Please click the link: [http://www.first5sanmateo.org/wp-content/uploads/2018/06/F5SMC-TIS-Landscape-Scan\\_June-2018.pdf](http://www.first5sanmateo.org/wp-content/uploads/2018/06/F5SMC-TIS-Landscape-Scan_June-2018.pdf) A TRISI Planning Committee comprised of local systems leaders and authorities on trauma held three meetings to provide feedback on the Landscape Scan, integrate the findings, and flesh out the vision for the Initiative. The Committee also provided thoughtful feedback on the recommendation that is being presented to the Commission at this meeting.

## **RECOMMENDATION**

The resulting recommendation for the TRISI includes the following areas of focus:

1. Systems Strengthening
  - Focused on system leaders, organizational leaders, policymakers
  - Activities include:
    - Coordination with other local efforts
    - Promoting common language/ approach
    - Policy and resource advocacy
2. Practice Improvement
  - Focused on organizational leaders, managers, all staff
  - Activities include:
    - Online trauma and resilience resources
    - Trauma 101 trainings
    - Trauma-informed organization assessment support
    - Trauma-informed organization implementation support
3. Initiative Evaluation
  - Will measure if organizations have become more trauma- and resiliency-informed based on the Trauma-Informed Organizations Developmental Framework

## **FISCAL IMPACT**

The First 5 SMC Commission has already committed \$130,000 annually for fiscal years 2018-19 and 2019-20 toward this effort. Additionally, First 5 SMC recently received confirmation of \$150,000 in Mental Health Services Act (MHSA) funding to support this initiative for a total of \$410,000 over the two-year funding period.

## **CONSIDERATIONS**

- The F5SMC Commission approved of the Mental Health Systems Building Service Strategy as a funding priority as part of the 2015-2020 Strategic Plan. At the August 2017 Meeting, the Commission approved an allocation of \$130,000 annually over two years (FY 2018-2020) for the implementation of the identified project(s).
- The recommended approach aligns well with other efforts underway in San Mateo County without creating duplication. There is also momentum at a regional, statewide, and national level to focus on trauma- and resiliency-informed approaches.

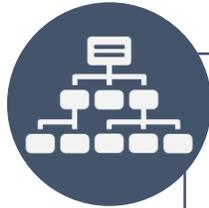
## **NEXT STEPS**

First 5 SMC staff plan to implement this Initiative in the following phases:

- Phase 1: Buildout (July-December 2018): Will include convening an Implementation Committee, any contracting/procurement, market assessment, relationship-building and initiative refinement.
- Phase 2 (January-June 2019): Will include Trauma 101 Training and the Trauma-Informed Organizations (TIO) Program Design.
- Phase 3: (July 2019–June 2020): Will include roll-out of the TIO Implementation, Evaluation, and future recommendations for sustainability

# Primary Recommendations

## **Long-term goal:** Embed Trauma-Informed Policies and Practices at every level of the system



**Training and support for child- and family-serving organizations** to become more trauma-informed, including:

- **Agency Self-Assessments of Trauma-Informed Care**
- **Trauma 101:** Basic training on definition, prevalence, impacts and treatment of trauma as well as information about resiliency and protective factors
- **Reflective Practice Training and Supervision:** An approach that supports various models of relationship-based service delivery and can be used across disciplines, systems of care, and service models for children and families.



**Training and resources for professionals working with children and families**

- To understand trauma, its impacts, and treatment options
- That incorporates cultural humility into trauma-informed work



**Education for parents to help recognize the signs and symptoms of trauma**

**Date:** June 25, 2018  
**To:** First 5 San Mateo County Commission  
**From:** Kitty Lopez, Executive Director  
**Re:** Help Me Grow San Mateo Presentation and Update

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This agenda item is intended to serve as an update on the rollout of one of our emerging efforts, Help Me Grow San Mateo, and to provide a timeline and details regarding next steps.

## **BACKGROUND**

### **F5SMC Special Needs Initiatives**

#### **Watch Me Grow**

Since 2007, F5SMC has funded Watch Me Grow, an Early Identification and Special Needs Initiative for Young Children and their Families. This collaborative initiative partners with 15 agencies that serve young children with or at risk of special needs to improve the system of care for these children and to optimize their development. The services provided through Watch Me Grow address particular gaps in the system of care by focusing on particular target populations or communities, helping to build out our system of care. The Watch Me Grow lead agency and partner agencies, in partnership with F5SMC, meet regularly to identify and act on systems gaps and barriers for children with special needs. This group identified the need for families and providers to have access to resources for child development and developmental concerns and recommended implementation of a local Help Me Grow (HMG) system to help reduce barriers that still exist regarding early identification and access to necessary services.

#### **Help Me Grow**

Help Me Grow San Mateo will provide a universal access system for all parents of young children and their providers to access information and resources about early development. This project will help to ensure that all children receive the support they need as early as possible to realize their greatest potential.

Help Me Grow is a nationally recognized model. Over the last 20 years, the Help Me Grow model has been adopted by 25 states across the US and 18 counties in California. Given the statewide momentum toward HMG affiliation, San Mateo County has a ripe opportunity to fully implement, expand and coordinate components of the HMG model. The four core components are Child Health Provider Outreach, Family & Community Outreach, Centralized Access Point (Call Center) and Data Collection & Analysis (See attachment 7A). Since 2016, San Mateo County has been an Affiliate of Help Me Grow California. While elements of all the core components currently exist, SMC is still in the early stages of creating a seamless system for the early identification of children with special needs and linking them to developmental services.

Over the past year, F5SMC staff has focused on securing additional revenue streams to help fund the Help Me Grow San Mateo effort and has made strides to build the structure and leadership to help ensure a successful launch of this initiative. The next phase of the rollout includes the release of a Request for Qualifications (RFQ) for the Centralized Access Point and Family & Community Outreach Components to identify a host agency to hold these functions.

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# A BETTER FUTURE FOR ALL CHILDREN BEGINS WITH **HELP ME GROW**

Advancing Developmental Promotion,  
Early Detection & Linkage to Services

[www.HelpMeGrowNational.org](http://www.HelpMeGrowNational.org)

**STRONG FAMILIES**  
**CONNECTED COMMUNITIES**  
**BUILDING HELP ME GROW SYSTEMS NATIONWIDE**

 **Help Me Grow**<sup>®</sup>  
National Center

# WHY HELP ME GROW MATTERS

Experts agree: Early detection and connection to services lead to the best outcomes for children with developmental or behavioral challenges.

Early detection is critical for the 12 to 16 percent of all American children who experience developmental or behavioral problems. Families and providers need support in navigating the complex array of community-based services and supports available to promote children's optimal health and wellness.

## HOW HELP ME GROW WORKS

The Help Me Grow system builds on existing resources to ensure communities identify vulnerable children and link families to community-based programs and services through the implementation of four Core Components:

- **Child Health Care Provider Outreach**, providing office-based training to support early detection and intervention, and use of the HMG call center.
- **Family and Community Outreach** promotes HMG, facilitates provider networking, and bolsters children's healthy development through families.
- **A Centralized Access Point** serves as the hub to link children and their families to community based services and supports, while providing seamless care coordination.
- **Ongoing Data Collection and Analysis** helps identify gaps in and barriers to the system, and continuous quality improvement processes refine all aspects of the system.



The HMG National Center provides technical assistance to a National Network of affiliates to support implementation of the model and diffuse innovative system enhancements.

### ALIGNED INITIATIVES

Early Childhood Comprehensive Systems

Reach Out & Read

Race to the Top

Strengthening Families

Early Head Start

Home Visiting

Project LAUNCH

Learn the Signs. Act Early.

### THE HELP ME GROW SYSTEM SUPPORTS CHILDREN, FAMILIES, PROVIDERS AND COMMUNITIES IN VITAL WAYS.

Providers and families have the information, resources, and support they need to help their children succeed.

Child health care, early care & education, and human service providers can identify vulnerable children and partner with families to support them.

Public officials and other stakeholders can address gaps in available services and build adequate capacity to meet the needs of children and families.

Communities can see a high rate of return for investments in quality early childhood systems through improved short- and long-term outcomes.



*"One of the most attractive characteristics of Help Me Grow is that it is elegant in its simplicity."*

–Dr. Paul Dworkin, Founder, Help Me Grow

**DATE:** June 25, 2018

**TO:** First 5 San Mateo County Commission

**FROM:** Kitty Lopez, Executive Director

**RE:** Annual Review of First 5 San Mateo County's 2015-2020 Strategic Plan for FY2017-2018 in accordance with Proposition 10 Statutes, California Health and Safety Code 130140(a) (1) (C) (iii), 13140(a) (1) (E), and 130140(a) (1) (F) and San Mateo County First 5 Commission Ordinance 2.24.060

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**ACTION REQUESTED**

Annual Review of First 5 San Mateo County's 2015-2020 Strategic Plan for FY2017-2018 in accordance with Proposition 10 Statutes, California Health and Safety Code 130140(a) (1) (C) (iii), 13140(a) (1) (E), and 130140(a) (1) (F) and San Mateo County First 5 Commission Ordinance 2.24.060

**BACKGROUND**

In accordance with the California Health and Safety Code and San Mateo County First 5 Commission Ordinance referenced above, the First 5 County Commission shall, on at least an annual basis, review its strategic plan and revise the plan if necessary and is appropriate. Additionally, County Commissions are required to conduct a public hearing on the review of the strategic plan before any revisions are adopted, and to submit its strategic plan and any revisions to First 5 California.

2015-2020 Strategic Plan: After a comprehensive strategic planning process, the 2015-2020 Strategic Plan was developed and adopted by the F5SMC Commission on September 22, 2014. The community was engaged throughout the process with the Commission during a significant portion of the Commission meetings through table top discussions and audience participation **(See Attachment 8A)**.

Strategic Plan Implementation Plan (SPIP): On October 14, 2014, the Commission approved the SPIP, strategies and funding allocations for FY2015 through FY2018, supporting the implementation of the 2015-2020 Strategic Plan. For the duration of the 2015-2020 Strategic Plan, F5SMC will focus on three primary community roles: Strategic Financial Investor, Community Partner in aligned efforts, and as a Community Leader to advocate for the prioritization of young children and their families in decision making processes.

The Commission also approved the Long Term Financial Plan (LTFP) for FY2015-2020, allocating funding to the Strategic Plan's Focus Areas: Child Health & Development; Early Learning; and Family Engagement.

July of 2015 marked the beginning of the first phase of the 5 year plan; a 3 year funding cycle of community investments. Updates on the Strategic Plan Implementation have been provided to the Program, Operations and Planning Committee (POP), to the full Commission and public since 2015; updates are ongoing.

This agenda item satisfies the requirement of an Annual Review of First 5 San Mateo County's 2015-2020 Strategic Plan; no changes to the 2015-2020 Strategic Plan are recommended at this time. As you know, we are in the process of revising this current plan for 2020 and beyond with help of VIVA Strategy and Communications consultation, March – December, 2018.

**RECOMMENDATION**

Annual Review of First 5 San Mateo County's 2015-2020 Strategic Plan for FY2017-2018 in accordance with Proposition 10 Statutes, California Health and Safety Code 130140(a) (1) (C) (iii), 13140(a) (1) (E), and 130140(a) (1) (F) and San Mateo County First 5 Commission Ordinance 2.24.060

# First 5 San Mateo County 2015-2020 Strategic Plan



## Vision

Success for every child.



## Mission

First 5 San Mateo County promotes positive outcomes for young children and their families through strategic investments, community leadership, and effective partnerships.

## Desired Outcomes

The First 5 San Mateo County Commission (F5SMC) adopted the following desired outcomes to guide its efforts during the 2015-2020 Strategic Plan:

1. San Mateo County will give priority to young children and their families;
2. Communities provide a safe and healthy environment for young children;
3. Children have access to high-quality early care and education settings;
4. Families feel connected to and supported by their community and able to nurture their child's health and development;
5. Children have healthy attachments to their parents and caregivers; and
6. Children have access to and are utilizing appropriate health care services to meet their health and developmental needs.

## Preparing Children for Lifelong Success

By the time children reach their sixth birthday, they should be poised to achieve their potential in all areas. This is frequently labeled “school readiness” and measured using standardized tests; however, what the First 5 San Mateo County Commission aims to achieve goes far beyond success in school settings. F5SMC wants children to succeed in all aspects of their lives.

The foundations for physical, emotional, cognitive, and behavioral health are laid during the first years of life. Children develop these capacities through interactions with responsive and loving caregivers in safe environments. Stable, nurturing relationships literally build children’s brains in ways that foster healthy, emotional expression, self-regulation and impulse control, and social interactions. Parents and other caregivers are better able to build warm and consistent relationships with children if they themselves feel secure in their lives. Parents who are experiencing mental health issues, substance abuse, violence, social isolation, or the stress of being unable to meet their family’s basic needs have a much more difficult time providing a nurturing environment for their children.

Research has identified four major building blocks that contribute to a child’s likelihood of thriving in school and beyond: behavioral and emotional health, physical health, social skills, and academic skills. Children who arrive in elementary school well prepared in all four of these building blocks are over three times more likely to be reading at grade level in third grade than children who need additional support in all areas. In fact, healthy behavioral and emotional development at kindergarten entry is just as important as academic skills in predicting future success. Given our charge to foster the optimal development for children prenatally through age five, F5SMC can play a unique role in ensuring that communities prioritize the needs of young children and their families.



## History of First 5 Children and Families Commissions

In November 1998, California voters passed Proposition 10, the California Children and Families Act, which added a 50-cent tax on all tobacco products. The purpose of this funding is to create “an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development and to ensure that children are ready to enter school.”

The Act established the Children and Families Commissions, subsequently called First 5 Commissions, in each of the state’s 58 counties. It also created a State Children and Families Commission (First 5 California) that focuses on statewide initiatives, media communications, public education, and research and evaluation functions.

Funds from the Proposition 10 tax are distributed to each county based upon the number of births in that county. Commissions are responsible for developing strategic plans that guide funding decisions to meet local strategic priorities, consistent with the legislative intent of Proposition 10.

Over the years, First 5 County Commissions have funded a wide variety of programs and services that address the needs of children in the prenatal stage through age 5 and their families. Investments were made in the areas of early childhood development and education, health care, parent education and support. Additionally, investments have been made to improve capacity and quality of services provided to young children and their families. These local efforts have been complemented by an array of investments by First 5 California.

In recent years, many Commissions have been faced with the issue of declining revenues. While First 5 dollars were never able to meet all of the need for children 0-5 and their families, the decrease in funding has resulted in four related trends in Commission investments:

1. Endorsing practices with evidence of effectiveness;
2. Focusing on prevention;
3. Targeting populations most at risk; and
4. Shifting the balance from funding primarily direct services to more strategic and systemic investments.

During the next five years, First 5 San Mateo County expects to direct resources increasingly towards community partnerships, policy development, and leadership on issues related to young children and families. Declining revenues require the Commission to scale back its financial support for programs that directly serve children and families. The First 5 San Mateo County Commission has developed this Strategic Plan with these considerations in mind and has included a combination of focused financial investments and systems-level work that will still achieve positive child, family and community outcomes.



## About the First 5 San Mateo County Commission

The First 5 San Mateo County Commission was established in March 1999. It consists of nine Commissioners appointed by the San Mateo County Board of Supervisors. Since its inception, First 5 San Mateo County has invested more than \$120 million in local programs and has served over 63,000 children from birth through age five. Each year, more than 8,000 parents and primary caregivers receive F5SMC services.

## Roles of the First 5 San Mateo County Commission

First 5 San Mateo County is fortunate to be a part of a community with a history of collaboration and partnership within and across our publically funded service sectors. In light of the Commission's declining revenues as well as expanding opportunities for partnership, the First 5 San Mateo County Commission examined how its role in the community can best maximize positive impacts for children, families and the community. For the duration of the 2015-2020 Strategic Plan, F5SMC will focus on three primary community roles: Strategic Financial Investor, Community Partner in aligned efforts, and as a Community Leader to advocate for the prioritization of young children and their families in decision making processes.

- **Strategic Financial Investor:** The Commission's role as an investor is to make positive movement toward its desired outcomes in critical areas of need for young children and their families. Specifically, these investments aim to make a unique contribution to specific family needs and are currently unable to be addressed by other entities. Strategic investments will also target quality improvement and enhancements with and across organizations and professionals serving children 0-5 and their families.
- **Community Partner:** The Commission's role as a community partner may be as a leader, initiating collaborative efforts aligned to its vision and mission; as a partner in existing efforts for which the leadership is provided or shared; or as a champion of community efforts, encouraging the efforts of others better resourced to make a positive impact. First 5 San Mateo County prioritizes partnerships that are results-driven, action-oriented, and that are likely to achieve measureable results and community impact.
- **Community Leader:** As the County's only organization dedicated exclusively to achieving positive outcomes for children 0-5 and their families, the Commission will vigorously advocate for their needs and priorities. Using appropriate and respectful channels, this leadership aims to ensure that young children's unique health and developmental needs are known, discussed, and integrated into community solutions for families.

## Prioritizing San Mateo County's Youngest Children

Lasting improvements to the well-being of the County's youngest residents are possible when community organizations, policy makers, businesses, and residents understand the importance of supporting young children and their families, and work together to mobilize resources.

Voicing the need to prioritize young children and those who care for them is especially important in light of the stark inequalities of opportunity for the children of San Mateo County. Although it is one of the wealthiest regions of the nation, the cost of living here is high, making self-sufficiency a struggle for many families.

This inequity manifests itself in the stress experienced by parents and caregivers, and the opportunities available for young children to reach their potential. Children living in low-income families are less likely to visit the dentist, attend preschool, be read to daily, have access to enrichment activities, and are more likely to be diagnosed with a developmental disability and to have a parent dealing with depression.

First 5 San Mateo County strives to create the conditions that will allow all young children to prosper socially, emotionally, and economically. Altering the trajectory of children who currently arrive to school without readiness is a significant undertaking and will require a community solution not possible with funding alone. This effort will require common understanding, shared ownership, willingness to change, and commitment to opportunity for all children.

An example of this work is the Early Childhood Policy Cabinet, which was convened as part of the strategic planning process. The Cabinet consisted of a cross-section of large agencies in San Mateo County including the County Office of Education, Human Services Agency, Probation, Housing, and others. The leadership of these agencies quickly identified opportunities for alignment and maximization of positive outcomes while better meeting family needs. This work will continue as part of First 5 San Mateo County's 2015-2020 Strategic Plan. Additional activities to promote the prioritization of young children in San Mateo County are listed below.

## Policy, Advocacy, and Communications Efforts

- 1. 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, multiagency 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.
- 2. 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 multidisciplinary cross-training and networking for both funded and unfunded partners.
- 3. 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.

## Early Childhood Research

Proposition 10 was based on research that a child's brain develops more during the first five years than any other time and that a child's experiences and relationships during these years will impact a child the rest of his or her life.

Since that time, a wealth of research has supported and expanded upon these earlier findings. This newer research provides First 5 Commissions additional information about types of early childhood programs and services that make the greatest difference, as well as demographic targets that will achieve the greatest benefit.

Among the primary findings are:

- The brain undergoes its most rapid development from the prenatal period through three years old. In the first few years of life, 700 new neural connections are formed every second.
- During these early sensitive periods of development, healthy emotional and cognitive development is shaped by responsive, dependable interaction with adults.
- Conversely, stress experienced early in life can result in physiological changes to the brain and have a cumulative toll on a child's physical, emotional, and cognitive development.
- The more adverse experiences in childhood, the greater the likelihood of developmental delays and lifelong problems in learning, behavior, and physical and mental health.

The impact of experiences on brain development is greatest during the earliest years of a child's life. It is easier and less costly to form strong brain circuits during the early years than it is to intervene later. However, it is important to remember that the brain remains flexible and capable of building new pathways throughout life. Therefore, while prevention of early childhood trauma is arguably ideal, intervention after stressors have occurred can also be significantly beneficial to children.





## Children and Families in San Mateo County

Located in the heart of the Silicon Valley, San Mateo County has a highly educated population with a median family income of \$97,779.<sup>1</sup> It is home to over 56,000 children age five and under. Latino children are the majority population in the county at 34.6%, followed by Caucasian (32.2%) and Asian-American (21.9%). Other ethnic populations include: Multiracial (7.2%), African-American (2.2%), and Pacific Islander (1.7%).<sup>2</sup>

Eleven percent of all children 0-5 are living at or below federal poverty standards. Compared to the overall population of children 0-5 in the county, Latino and African American children are much more likely to be living in poverty than all other children. In fact, 44% of all African-American children 0-5 and 23% of all Latino children 0-5 live in poverty.<sup>3</sup>

While the median annual income for families in the county was \$97,779 in 2012, the Self-Sufficiency Standard for California estimates that a San Mateo County family of 2 adults and 2 children (one infant/toddler and one preschooler), would need an annual income of \$99,008 to make ends meet without assistance. Although relatively few families in the county live below the Federal Poverty Line, 42% of families with young children are below the Self-Sufficiency Standard.<sup>4</sup> At the same time, high housing prices continue to make owning a home—or even finding affordable rentals—difficult for most families, as the median value of housing units is almost double that of the state.

According to the 2013 Silicon Valley Parent Story Project,<sup>5</sup> approximately a third of parents in San Mateo and Santa Clara Counties experienced depressive symptoms. Low-income parents reported higher frequency of depressive symptoms compared to middle-to-high income parents. The study also brought to light several other troubling disparities between low-income or Latino parents and their middle-to-high income, non-Latino peers. These included:

- Low-income parents reported lower levels of both personal and neighborhood support;
- Latino preschool-age children were less likely to be enrolled in preschool and less likely to participate in enrichment activities outside of school;
- Low-income parents were more likely to encounter problems finding childcare and identified cost and inconvenient hours or locations as barriers to selecting child care options; and
- Low-income parents engaged in language development activities less frequently with their infant/toddler than middle-to-high income parents.

The Parent Story Project also presented findings that illustrated strengths among low-income and Latino parents. These included that they:

- Were more likely to help their children with homework;
- Were more likely to have family meals together than middle-to-high income parents; and
- Reported a greater ability to deal with stress compared to non-Latino parents.



## Core Values & Guiding Principles

The First 5 San Mateo County Commission has established the following Core Values and Principles to guide this Strategic Plan.

### Core Values

We believe that our work must:

- **Support the whole child within the whole family:** We understand that young children's social, emotional, physical, and cognitive development are interdependent, and that children grow and learn within their family relationships and the larger community.
- **Build connections between the many systems that serve young children and their parents and caregivers:** We recognize the importance of smooth transitions for children and families as they grow from infancy through toddlerhood and preschool, and enter elementary school.
- **Embrace the importance of fathers and male role models in the healthy development of children:** We expect intentional inclusion of fathers/male role models and consideration of their needs within the structure and delivery models of family services and supports.
- **Promote positive early development and focus on prevention and early intervention:** We know that 75% of a child's brain develops before the third birthday, and that it is therefore critical to support pregnant women and to help mothers, fathers, and caregivers establish and maintain stable and loving relationships with their infants and toddlers.
- **Include children of diverse abilities:** We support the right of all children to actively participate in natural settings within their communities.
- **Respect and engage parents and families:** We acknowledge the strength of individual familial structures and cultures, and respect parents' desire and ability to nurture their children and act as their first teachers.
- **Honor cultural, ethnic and linguistic diversity:** We ensure that services are delivered in a culturally and linguistically competent way.
- **Appreciate strengths:** We build upon the positive qualities of children, families, and communities in the design and delivery of programs.
- **Enlarge community capacity:** We invest in our community's understanding of and ability to support the healthy development of all children.



## Guiding Principles

In our work on behalf of young children, we strive to:

- **Create Value:** Invest in approaches that add social and economic value to the landscape of supports for all children and families; and build upon, integrate, and collaborate with existing services to improve quality and provide efficient service delivery.
- **Promote Equity:** Ensure that all children, regardless of circumstance, have the opportunity to reach their full potential, and include families as partners in decisions that affect their service provision.
- **Foster Excellence:** Expect excellence and allow for innovation in the development and implementation of initiatives and programs.
- **Demonstrate Effectiveness:** Consider the existing evidence of impact when designing and supporting activities, and evaluate our investments to monitor results and inform continuous quality improvement.
- **Achieve Sustainable Change:** Use Commission investments to affect long-term policy, institutional, funding, and systemic changes that extend the reach and impact of First 5 San Mateo County activities.

## Developing the Strategic Plan: The Planning Process

In February 2014, the First 5 San Mateo County Commission began its strategic planning process to guide future community investments. The process included the following activities:

- A discovery process to identify and analyze relevant First 5 San Mateo County documents and data to inform the planning;
- A “Listening Tour” of relevant community meetings and events to inform the community context within First 5 San Mateo County’s strategic planning;
- A survey of all First 5 San Mateo County grantees;
- A survey of First 5 San Mateo County Commissioners;
- A focus group and several planning meetings with First 5 San Mateo County staff;
- An analysis of First 5 San Mateo County service and evaluative data; and
- Seven strategic planning sessions held as part of Commission meetings that included some tabletop dialogue sessions among Commissioners, community members, representatives of community-based organizations, and First 5 San Mateo County staff.

In addition, an Ad-Hoc strategic planning committee comprised of four commissioners convened regularly to provide direction to the process, structure, and make recommendations to the full Commission on aspects of the plan. The information gathered from these discussions served as guidance for the strategic planning process and informed the Commission’s deliberations and ultimate decisions on the Strategic Plan.



## Framework for the 2015-2020 Strategic Plan

The 2015-2020 Strategic Plan is consistent with the focus and intent of the Children and Families Act, building on what has been learned and accomplished locally and providing a framework for the Commission and the community for how Proposition 10 funds will be strategically invested over the next five years.

Central to the success of these investments is a strong foundation that adequately prioritizes early childhood systems and services in San Mateo County. These foundational improvements will be furthered with investments in three core focus areas: Early Learning, Child Health & Development, and Family Engagement.

## Focus Area: Early Learning

### Introduction

Early learning settings—including infant and toddler care, family child care homes, and center-based preschool programs—play a critical role in nurturing children’s social, emotional, and cognitive development and are an essential component of any strategy to promote school readiness and success in all aspects of life. In San Mateo County, 71% of children ages 0-5 live in families where all parents work,<sup>6</sup> and 81% of kindergartners attended preschool in the year before entering elementary school.<sup>7</sup> The benefits of a continuum of high-quality early learning, beginning in infancy and with smooth transitions into toddler care, preschool, and elementary school, has been well researched and is a priority for the Commission.



Quality matters when providing early care and education services. Programs that participate in continuous quality improvement efforts are more likely to prepare students for success in school and beyond. Children who participate in high-quality early childhood education programs show long-term impacts on their ability to learn and interact with the world around them, including increased language and math skills, positive peer relationships, decreased rates of grade repetition, fewer referrals to special education services, and higher levels of cognitive and social development.<sup>8</sup>

### Rationale

The long-term economic benefit of children attending high-quality preschool programs is well documented, particularly for children living in low-income households. These “rate of return” studies differ on level of return depending on the population served, length of the program, and quality enhancements. One of the most widely studied programs is The Perry Preschool Program, a high-quality, half-day preschool targeted to very low income children. Evaluations of this preschool document that the program returned seven dollars for every dollar invested.<sup>9</sup>

Parents of children with special needs and of infants and toddlers consistently report difficulty finding appropriate child care settings for their children. According to the 2010 San Mateo County Child Care Needs Assessment conducted by the Child Care Partnership Council, only 56% of the demand for infant and toddler care can be met with the available supply, and only 21% of the need for subsidized infant/toddler care is addressed. The report estimated that the parents of 1,956 children ages 0-5 with identified special needs are looking for an early learning program that will enroll their child. High-quality early learning programs can also provide an early identification process to assess young children for special needs. Early interventions for children at high risk can improve their social competence and cognitive abilities prior to school entry.<sup>10,11</sup> These programs adapt to meet the needs and strengths of their students, to ensure that students with physical, sensory, or cognitive disabilities can learn some or all of the same lessons as other students.

In order to enroll their children in high-quality, early learning programs, parents must be able to find understandable, user-friendly, reliable information about the quality of specific programs. Currently, there is no way for parents to easily access information regarding the quality of care providers.



As a member of the Peninsula Partnership Leadership Council and the Big Lift Initiative, the Commission is proud to support preschool quality improvement. The Big Lift aims to increase the percentage of San Mateo County children reading at grade-level in third grade from 57% to 80% through four main strategies: Increasing the availability of high-quality preschool in low-performing school districts; partnering with families to help children reach their potential; reducing chronic absenteeism; and creating inspiring summers for children. It was initiated by the Peninsula Partnership Leadership Council, which has over 50 member organizations and has been fueled by a \$10M commitment by the San Mateo County Board of Supervisors in 2013. First 5 San Mateo County can play a key role in supporting the quality of early learning programs through the Big Lift. This effort is complementary to the Commission's participation in the Early Learning Race to the Top Challenge and First 5 California's Child Signature Program, which aim to improve the quality of early care for children ages 0-5 using validated, research-based quality assessment ratings.

### Strategies for Investment: Early Learning

1. **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, and peer mentoring. Recruiting, retaining, and educating the early learning workforce is vital in creating and sustaining high-quality early learning programs.
2. **Expand Access to Early Learning Settings for Children with Special Needs\* and for Infants and Toddlers:** Support families' ability to access appropriate early learning experiences for their children with special needs and their infants and toddlers. Such efforts may include: enhanced referrals matching children with appropriate placements; and advocating for policies and practices that increase the availability of childcare for infants and toddlers.
3. **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 publically available and user-friendly online directory of early learning program quality ratings.
4. **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 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 complimentary to the San Mateo County community collaboration.

\*Children with special needs have or are at risk for a chronic physical, developmental, behavioral or emotional condition and also require developmental, medical, health and related services of a type or amount beyond that required by children generally. (Adapted from The U.S. Department of Health and Human Services, Maternal and Child Health Bureau.)

## Population-level Indicators: Early Learning

These indicators have community baseline data and are impacted by many efforts and agencies. The Commission will monitor the following indicators to inform its work:

- Increase in the percentage of children ages 3-5 who are enrolled in preschool prior to Transitional Kindergarten/Kindergarten entry;
- Increase in the available supply of infant and toddler care relative to the need;
- Increase in the number/percent of early learning programs that enroll and maintain children 0-5 with special needs; and
- Increase in the percentage of all early learning programs participating in the QRIS.

## Participant-level Indicators: Early Learning

These indicators will be measured by First 5 San Mateo County grantees, as applicable, for participants in services:

- Increase in the percentage of children ages 3-5 who are enrolled in quality preschool prior to Transitional Kindergarten/Kindergarten entry (data not currently available at this time);
- Increase in the percentage of early learning programs rated at 3 or above on the QRIS scale; and
- Increase in the percentage of families of children with special needs and of infants/toddlers reporting ability to access appropriate early care for their children.



## Focus Area: Child Health and Development

### Introduction

Children's health and development is influenced by many factors, including the ability to access comprehensive health care, whether developmental concerns are detected and treated early, the environments in which they live and are cared for, and by the social conditions that impact them.

Access to medical care for children can help prevent threats to healthy development, and provide early detection and intervention for problems that emerge.<sup>12</sup> Well-baby and well-child health care focus on prevention and promote child health by reducing the incidence of illnesses. The wide availability of general health services, including mental health services, is one of the most effective policies available for reducing early childhood health impairments.<sup>13</sup>

Additionally, the conditions in which children are born, grow, live, and attend school also factor in to their health outcomes.<sup>14</sup> These social determinants of health are shaped by the distribution and access to resources and power.<sup>15</sup> Therefore, improving the conditions where children live, play, and go to school can help to create a healthier population and society where children thrive.

Adequate medical surveillance and preventative care for pregnant women and children 0-5 are critical to the long-term well-being of children. Although the Affordable Care Act (ACA) has increased access to insurance for some, the Healthy Kids program in San Mateo County offers health insurance coverage for many children not eligible for other insurance products and for whom private insurance is out of financial reach. Health coverage and utilization of preventive care benefits has been and continues to be a priority for the First 5 San Mateo County Commission. Because F5SMC is unable to meet all health needs for young children and their families, it will focus on collaborative efforts in three areas: mental health, special needs, and oral health.

Early identification and treatment of special needs during the first five years of life is critical because this is the time when a child's brain, body, and behavior are most malleable. Although developmental delays pose great risks for all children, delays that are prevalent among low-income children are often undetected.<sup>16</sup> Undetected developmental problems in young children may cause delays in acquiring speech and language, inability to maintain relationships, and serious impediments to school learning.<sup>17,18</sup> In addition, California ranks 46th in the nation on effective care coordination for children with special health care needs, and families in our state are more likely than families in every other state to cut back or stop working due to their child's condition.<sup>19</sup>

In addition to the individual behaviors that can help children stay healthy, such as eating well, getting enough physical activity, and attending preventive health care appointments, health is also partially determined by social factors. The conditions in which children live explain in part why some are healthier over the course of their lives than others.<sup>20</sup> By helping to ensure access to social and physical environments that promote good health for all San Mateo County children, First 5 San Mateo County intends to play a role in promoting health equity.

### Strategies for Investment: Child Health and Development

- 1. Health Care Access & Utilization:** Fund unmet need for Healthy Kids health insurance premiums as part of a funder collaborative and promote the utilization of preventive 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.
- 2. 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.
- 3. 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 place-based interventions; public education and awareness campaigns; or participation in other collective efforts to build health equity.

## Population-level Indicators: Child Health and Development

These indicators have community baseline data and are impacted by many efforts and agencies. The Commission will monitor the following indicators to inform its work:

- The percentage of children ages 0-5 exposed to high levels of community violence, who live in neighborhoods that are safe for walking and bicycling, and who have access to fresh, affordable, and healthy food;
- Participation by early learning programs in efforts to improve the nutritional and physical activity offerings for the children they serve;
- Maintenance of universal or near-universal health insurance rates for children ages 0-5 (at or above 98.5% of children 0-5 insured);
- Increase in the number or capacity of dental providers who serve children on public insurance; and
- Increase in the number of pediatric health providers who provide access to developmental screening as a part of routine well-child visits.

## Participant-level Indicators: Child Health and Development

These indicators will be measured by First 5 San Mateo County grantees, as applicable, for participants in services:

- Increase in the percentage of children with the appropriate number of well-child visits for their age in the past 12 months, calculated using the Academy of Pediatrics schedule;
- Increase the percentage of children ages 1-5 who have seen the dentist for a routine check-up in the past year; and
- Reductions in the percentage of parents reporting difficulty accessing services for mental health, developmental, or behavioral concerns.



## Focus Area: Family Engagement

### Introduction

Children do well when cared for by supportive families, which, in turn, do better when they live in vibrant and supportive communities. The early childhood field has gained tremendous knowledge in the past ten years about the way in which families should be engaged regarding children's healthy development. Strength-based approaches that authentically recognize and value culture, language, and alternative family structures are beginning to be accepted by the field as the best way to partner with families to achieve positive outcomes for children.

By working with parents as equal partners in their child's healthy development, as well as acknowledging parents, schools and communities as collectively responsible for the success of children, we promote reciprocal relationships that exponentially benefit children.

Supporting the child's early development is complemented by investing in parents and the family environment. This is especially true for families facing many challenges. Supporting families with multiple stressors diminishes the effects of trauma and promotes resilience by providing a more stable foundation for life-long learning and success.

First 5 San Mateo County funding alone is unable to significantly impact families with young children. However, it can make a significant impact by pairing its strategic financial investments with systems improvement partnerships within and across the existing support network for families and children in our county.

### Rationale

Secure, stable, and supportive relationships with caring adults significantly contribute to a child's healthy brain development.<sup>21</sup> A loving and caring environment within the parent-child relationship is associated with many positive outcomes including higher self-esteem, increased communication, and fewer psychological and behavioral problems.<sup>22</sup> Furthermore, lower levels of parenting stress may serve as a protective factor of the social-emotional health of their children.

Families in greatest need of support, for example parents with mental health or substance abuse problems and parents experiencing domestic violence or incarceration—and especially those dealing with more than one serious issue—benefit from focused services that are targeted to their particular source of stress.

It is critical that parents and caregivers feel able to nurture their child's optimal development because positive home learning environments contribute significantly to a child's school achievement.<sup>23</sup> When parents act as their child's advocate and are involved in their child's education, it is more likely that their child will have increased school attendance and higher academic achievement.<sup>24</sup> Effectively partnering with parents in promoting their child's optimal development also results in better lifelong outcomes and reduces costs to society for special education, welfare, criminal justice and health.

Data gathered from First 5 San Mateo County's research and evaluation efforts has identified social isolation, especially during the infant and toddler years, as a common struggle for parents. Between 2009 and 2013, the proportion of parents participating in F5SMC services who report a lack of social support has increased from 24% to 33%. This mirrors one of the key findings of the 2013 Silicon Valley Parent Story Project, which found that 37% of low income families could not count on anyone in their neighborhood for help.



## Strategies for Investment: Family Engagement

1. **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.
2. **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.
3. **Parent Connectivity:** Support informal or semi-formal social networks to promote parental resiliency 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 play groups; and partnering with parents to identify parent leaders who understand and share knowledge about attachment and early child development among their peers.
4. **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 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.

## Population-level Indicators: Family Engagement

These indicators have community baseline data and are impacted by many efforts and agencies. The Commission will monitor the following indicators to inform its work:

- Increase in the percentage of children reunified with their families within 12 months of entering out of home care;
- Decrease in the percentage of children ages 0-5 re-entering the child welfare system;
- Increase in the percentage of parents who regularly read, sing, and/or count with their children ages 0-5; and
- Increase in percentage of parents who report feeling connected to a support network.



## Participant-level Indicators: Family Engagement

These indicators will be measured by First 5 San Mateo County grantees, as applicable, for participants in services:

- Reductions in the number and/or severity of risk factors reported by parents, such as inadequate food, inadequate housing, depression, domestic violence, and substance abuse;
- Increase in percentage of parents reporting that they are able to access the services their family needs;
- Increase in percentage of parents who report feeling connected to a support network;
- Increase in percentage of parents reporting confidence in their ability to nurture their children and support their development; and
- Increase in the percentage of parents who regularly read, sing, and/or count with their children ages 0-5.



## Accountability and Evaluation

First 5 San Mateo County Commissioners are responsible for ensuring that First 5 funds are used as voters intended when Proposition 10 was passed in 1998. Commissioners work with First 5 staff to create and implement internal policies and procedures in order to help guide decision-making that is both consistent with the law and that respects and honors families with young children. In addition, Commissioners serve on committees such as Finance & Administration; Program, Operations, and Planning; and Evaluation. Committee work facilitates in-depth discussions on internal and external activities and responsibilities. Reports from committee meetings are a part of each Commission meeting.

Organizations that receive First 5 San Mateo County funds report financial, program, and evaluation data in order to ensure compliance within their contractual guidelines. F5SMC staff partner with grantee staff to ensure that all programs utilize best practices. The fiscal reporting structure of the First 5 San Mateo County Commission was developed in accordance with the First 5 Financial Management Guide. This guide is a result of a cooperative project of the First 5 Association, First 5 California, and the Government Finance Officers Association of the United States and Canada (GFOA). Each year, F5SMC reports financial and program data to First 5 California for inclusion in the statewide Annual Report. In addition, F5SMC completes a comprehensive external audit annually. Together, these measures serve to ensure the public that Proposition 10 funds are being used as they were intended.

## Comprehensive Evaluation

Since 2009, First 5 San Mateo County has used a Comprehensive Evaluation approach to track its impact and identify effective strategies for achieving its desired outcomes using common indicators and data collection protocols across all funded partners. The Comprehensive Evaluation has provided the Commission with a more complete picture of the families and providers we serve, and the benefits they gain from F5SMC-funded programs. For example, among families who received home visiting or care coordination services between 2009 and 2013:

- 82% lived in households with an annual income of less than \$30,000;
- 78% were Latino, and 70% spoke primarily Spanish;
- 71% of parents had a high school education or less;
- 64% of parents read to their children at least 3 times per week;
- 57% of children were breastfed for at least six months;
- 51% of parents worried about inadequate housing;
- 47% of children ages 1-5 had never been to the dentist;
- 37% of the children had developmental concerns identified at screening, and 12% had been diagnosed with a developmental disability;
- 36% of children had two or more hours of screen time per day;
- 28% of parents needed help with their sadness or depression.

A comprehensive approach to evaluation allows the First 5 San Mateo County Commission to look broadly at the children, families, and providers we serve, and to examine our impact across all funded programs. As we place more of an emphasis on the value we create in partnership with others who fund, develop, and implement programs and policies intended to enhance the well-being of children 0-5, this type of approach will become even more relevant. Collective Impact models of community change require common data collection and data sharing procedures. First 5 San Mateo County looks forward to using our Comprehensive Evaluation data to enrich the larger conversation about the challenges confronting young children and their families, and how we can collaborate as a community to overcome these challenges. Such an effort will require that all partners build deeper connections to align, share, and use the data we collect on behalf of the children and families we serve.

## Status of Young Children Countywide

In addition to evaluating the impact of its funded programs, F5SMC has an interest in tracking the overall status of the young children and families of San Mateo County. Partnering with local and regional funders to collect and analyze information about the status of young children allows all those who care about the well-being of our youngest residents to monitor trends, identify emerging issues, and inform program and policy development. To further these ends, the Commission will continue to partner with other funders in support of countywide research projects such as school readiness assessments, parent surveys, or service participation analyses.



## Conclusion

Despite a backdrop of declining revenue, First 5 San Mateo County aims to increase its positive outcomes for children 0-5 and their families through strategic alignment with effective partners. Focusing its limited resources on specific efforts where the Commission can make a meaningful contribution while engaging the community about the prioritization of its future—its children—is a bold endeavor and one for which the Commission is ready.

## Acknowledgements

The Commission would like to thank and acknowledge:

- Community members and leaders who took part in the strategic planning process. The time, expertise and insight provided by our community partners were invaluable and played a significant role in shaping the focus and direction of the 2015-2020 Strategic Plan;
- First 5 San Mateo County staff for their thoughtful and tireless work, and dedication to San Mateo County's youngest children and families; and
- Viva Strategy + Communications for their wise counsel and facilitation of the strategic planning process.

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## First 5 San Mateo County Commissioners

**Michael Garb**, Public Member, *Commission Chair*

**Jean Fraser**, Chief, Health System, *Vice-Chair*

**Angel Barrios**, Public Member

**Anne E. Campbell**, County Superintendent of Schools

**Jorge Glascock**, Public Member

**Harvey Kaplan**, M.D., Public Member

**Lee Michelson**, Public Member

**Dave Pine**, Board of Supervisors

**Iliana Rodriguez**, Agency Director, Human Services Agency

## First 5 San Mateo County Youth Commissioners

**Felipe Afanador**

**Max Weinstein**

## First 5 San Mateo County Staff

**Kitty Lopez**, Executive Director

**Khanh Chau**, Financial Analyst

**Jenifer Clark**, Research and Evaluation Specialist

**Karen Pisani**, Family Support Program Specialist

**Emily Roberts**, Child Health and Development Specialist

**Chonne Sherman**, Communication and Operations Liaison

**Mey Winata**, Fiscal Office Specialist

*The 2015-2020 First 5 San Mateo County Strategic Plan was adopted  
September 22, 2014.*

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**Date:** June 25, 2018  
**To:** First 5 San Mateo County Commission  
**From:** Kitty Lopez, Executive Director  
**Re:** Update on Strategic Plan Implementation Plan Funding Recommendations  
Fiscal Years 2018 - 2020

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**ACTION REQUESTED**

None. This agenda item is an update on the First 5 San Mateo County (F5SMC) Strategic Plan Implementation Plan (SPIP) Fiscal Years 2018 – 2020.

**BACKGROUND**

- The F5SMC Commission, on August 28, 2017 as part of the Long Term Financial Plan, approved staff funding recommendations for continuation contracts/grants, new initiatives and procurement process in alignment with the current Strategic Plan 2015 – 2020, for the last two years of the plan (2018 – 2020).
- The F5SMC Commission also on August 28, 2017 authorized F5SMC staff to execute contracts for continuation grants and new initiatives and authorized releasing procurement process for the Strategic Plan Implementation Plan (SPIP) FY 18-20; F5SMC Staff are executing these contracts.
- The SPIP FY 18-20 Funding Allocations update presented today are in the areas of Family Engagement, Child Health and Development, Early Learning, Policy-Advocacy & Communications, Evaluation and Other Program Appropriations. (See Attachment 9.1)

**FISCAL IMPACT**

Budget Allocations for SPIP FY 2018 – 2020 are included in the Approved Long Term Financial Plan (LTFP)

**RECOMMENDATION**

None. This agenda item is an update on the F5SMC SPIP Funding Allocations Fiscal Years 2018 – 2020.



UPDATE ON SPIP FUNDING ALLOCATIONS 2018-2020

Attachment 9.1

Line	Service Strategy	Agency	FUNDING ALLOCATION FY18-20			CONTRACTING UPDATE			
			FY 18-19	FY 19-20	Total Allocation FY18-20	Agreement Number	Agreement Amount	Agreement Term	Program Name
	<b>TOTAL SPIP ALLOCATION FY2018-2020</b>		<b>6,112,500</b>	<b>6,112,500</b>	<b>12,225,000</b>		<b>7,681,336</b>		
	<b>Family Engagement</b>								
1	Intensive Supports for Children with Multiple Risk Factors	Peninsula Family Service	224,200	224,200	448,400	19500-19-D001	448,400	7-1-2018 - 6-30-2020	Therapeutic Child Development Centers at First Step and Haven House
2	Intensive Supports for Children with Multiple Risk Factors	StarVista	1,002,534	1,002,534	2,005,068	19500-19-D003	2,111,622	7-1-2018 - 6-30-2020	Healthy Homes Early Childhood Services Program (Combine with Line 2 and Line 5 ) for 1 contract.
3	Intensive Supports for Children with Multiple Risk Factors	Family Connections	127,666	127,666	255,332	19500-19-D002	393,032	7-1-2018 - 6-30-2020	Thriving Families (Combine with Line 3 with Line 6)
4	Training & Capacity Building	San Mateo County Office of Education	184,000	184,000	368,000	19500-19-D004	428,000	7-1-2018 - 6-30-2020	\$60K of Agreement Amount is funded from F5SMC-F5CA Base Layer - Subcontractor line for FY18-20.
5	Parent Partnerships, Parent Connectivity, Training & Capacity Building	StarVista	79,000	79,000	158,000	19500-19-D003			Healthy Homes Early Childhood Services Program (Combine with Line 2 and Line 5) for 1 contract
6	Parent Partnerships, Parent Connectivity	Family Connections	68,850	68,850	137,700	19500-19-D002			Combined with Line 3 with Line 6 for 1 contract.
7	Parent Partnerships, Parent Connectivity	Puente de la Costa Sur	53,277	53,277	106,554	19500-19-D007	106,554	7-1-2018 - 6-30-2020	Suenos Unidos
8	Parent Partnerships, Parent Connectivity, Training & Capacity Building	Red Wood City 2020	30,000	30,000	60,000	19500-19-D006	60,000	7-1-2018 - 6-30-2020	Socios for Success
	<b>Family Engagement Total</b>		<b>1,769,527</b>	<b>1,769,527</b>	<b>3,539,054</b>		<b>3,547,608</b>		
	<b>Child Health &amp; Development</b>								
9	Health Care Access & Utilization: Oral Health Systems Building	SMC Health System	50,000	25,000	75,000				SMC Dental Director-Jointly funded position with SMC Health System.
10	Health Care Access & Utilization: Oral Health Service Delivery	Ravenswood Family Health System	250,000	250,000	500,000	19500-19-D009	500,000	7-1-2018 - 6-30-2020	Oral Health Services -Virtual Dental Home
11	Health Care Access & Utilization: Mental Health Systems Building	TBD	130,000	130,000	260,000				Trauma Informed and Resiliency Initiative
12	Integrated Systems for Children with Special Needs and Their Families	TBD	100,000	100,000	200,000				Help Me Grow Implementation
13	Integrated Systems for Children with Special Needs and Their Families	Gatepath	1,015,000	1,015,000	2,030,000				Watch Me Grow
14	Safe, Healthy, & Equitable Communities	TBD	50,000	50,000	100,000				Recomendation targetted for January 2019
	<b>Child Health &amp; Development Total</b>		<b>1,595,000</b>	<b>1,570,000</b>	<b>3,165,000</b>		<b>500,000</b>		
	<b>Early Learning</b>								
15	EL Quality Improvement	SMCOE	1,140,000	1,140,000	2,280,000	19500-19-D012	3,130,000	7-1-2018 - 6-30-2020	Early Learning Quality and inclusion Partnership (EQ+IP)- Combine Line 15 and Line 16. Includes Early Childhood Mental Health Consultation.
16	Access for Children with Special Needs	Subcontracts under EQ+IP	425,000	425,000	850,000	19500-19-D012			Combine Line 15 and Line 16
17	Infant/Toddler Access	TBD	50,000	50,000	100,000				Recomendation targetted for January 2019
	<b>Early Learning Total</b>		<b>1,615,000</b>	<b>1,615,000</b>	<b>3,230,000</b>		<b>3,130,000</b>		
	<b>Evaluation</b>								
18	Big Data Projects	TBD	62,000	36,000	98,000				Pivoting and deterring how best to adress shared data for children 0-5.
19	Online Grant Management System	Persimmony	100,000	100,000	200,000	19500-19-D013	193,792	7-1-2018 - 6-30-2020	Persimmony Grants Management and Data System

Line	Service Strategy	Agency	FUNDING ALLOCATION FY18-20			CONTRACTING UPDATE			
			FY 18-19	FY 19-20	Total Allocation FY18-20	Agreement Number	Agreement Amount	Agreement Term	Program Name
20	Other Evaluation Projects	TBD	145,000	145,000	290,000				Includes F5SMC Grantee Systems Change and Collaborative Network Surveys, CQI TBD
	<b>Evaluation Total</b>		<b>307,000</b>	<b>281,000</b>	<b>588,000</b>		<b>193,792</b>		
	<b>PAC</b>								
21	Pre-K to Kinder Articulation	Silicon Valley Community Foundation- CEL	100,000	100,000	200,000	19500-19-D013	210,000	7-1-2018 - 6-30-2020	Close the Gap; Agreement Amount +5% variance approved at August 27, 2017 Commission Meeting
22	Social Services Projects	TBD	50,000	50,000	100,000				
23	Communications Consultant	TBD	120,000	120,000	240,000	19500-19-D015	99,936	7-1-2018 - 6-30-2019	One-year Service Agreement_ RSE Contract presented on 6/25/18
24	HMG Coordination & Policy	F5 Association	5,000	5,000	10,000				F5CA Satewide coordiantion and policy
25	Early Learning Facilities-OPERATIONS	TBD ( 4Cs)	50,000	50,000	100,000				Build Up Staffing positions-jointly funded with foundation, private funder and Human Service Agency.
26	Early Learning Facilities-Consultation	Sarah Kinahan Consulting	25,000	25,000	50,000				Build Up Communications and Coordiantion services
27	Leveraging Support (MAA, MHSA, EPSDT, CALworks etc)	TBD	20,000	20,000	40,000				Update to Commission at August 2018 Commssion Meeting
28	F5SMC Collateral Materials		15,000	15,000	30,000				Includes updated Scwag for events
29	KNP (Other Support)	TBD	15,000	15,000	30,000				TBD. Conducting an updated survey of agencies utilizing the KNP.
30	Communications/ Messaging Campaigns/events	TBD	25,000	25,000	50,000				Includes support for F5SMC 20th Anniversary, F5SMC branding campaign and other prevention campaigns.
31	Policy Systems Work/Consultation	TBD	50,000	50,000	100,000				Includes Strategic Planning Consultation and Facilitation
32	Systems - Grantee Level Policy Convening	TBD	10,000	10,000	20,000				Includes support for learning circles on Census tracking, county-wide convenings on Home Visitign etc.
33	Unallocated	TBD	43,973	94,973	138,946				Place hold Match funding for new F5CA funding TBD.
	<b>PAC Total</b>		<b>528,973</b>	<b>579,973</b>	<b>1,108,946</b>		<b>309,936</b>		
	<b>Other Program Appropriations</b>								
34	Sponsorship Policy	TBD	10,000	10,000	20,000				
35	Emerging Projects	TBD	200,000	200,000	400,000				Includes an early learing workforce new initiative with SMCCD and SFSU.
36	Kit For New Parents	Various Vendors	42,000	42,000	84,000				Ongoing budget.
37	Regional Cost Sharing	TBD	45,000	45,000	90,000				Quality Rating and Improvement Systems
	<b>Other Program Appropriations</b>		<b>297,000</b>	<b>297,000</b>	<b>594,000</b>		<b>0</b>		
	<b>Other Prop 10 Grants</b>								
38	F5CA- IMPACT	San Mateo County Office of Education				19500-16-D016	1,327,526	5/1/2016-6/30-2020	Amendment to Agreement for contract term extension to 5 years and increasing contract amount due to the Incentive Laver receipt
39	F5CA- IMPACT	Child Care Coordinating Council of San Mateo County, Inc.				19500-16-D017		5/1/2016-6/30-2020	Amendment to Agreement for contract term extension to 5 years.
	<b>Other Prop 10 Grants</b>								

**DATE:** June 25, 2018

**TO:** First 5 San Mateo County Commission

**FROM:** Kitty Lopez, Executive Director

**RE:** Approval of F5SMC's Long-Term Financial Plan (LTFP) from FY2018-2019 through FY2024-2025 (FY17/18 Update)

---

## **ACTION REQUESTED**

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

## **BACKGROUND**

1. Per Prop 10 Statutes, Section 103051(5), "Long-range financial plans, to determine whether state and county commissions have these plans and that the plans have been formally adopted by the commission in a public hearing." Each year all First 5 Commissions are required to publicly review and approve LTFP's for the continuation of Prop 10 Tax funding.
2. Prop 10 Tax Revenue Fund available for distribution is defined as Tobacco Tax collected by the Board of Equalization less Administrative costs and Backfill; 80% of which are dispersed to F5 County Commissions based on the birth rate and 20% of which is dispersed to First 5 California (F5CA) for mandated funding investments by category. F5CA has rolled out these mandated funding investments allowing F5 Commissions participation through competition process.

In the past 10 years, First 5 San Mateo County (F5SMC) has received multiple awards from various *Other Prop 10 Tax Revenue Grants* such as Child Signature Program 2 Grant, Child Signature Program 3 Grant, the 5-year IMPACT Grant, annual free allocation of Kit for New Parents (KNP) from the F5CA's 20% mandated funding investments.

3. At the request of County Manager Office, we added the County's Budget Terminologies to F5SMC Budget FY2018-2019 and LTFP (FY17/18 Update). Therefore, the term *Reserves* presented on previous LTFPs is now renamed as the *Pension and Operational Reserves* to differentiate with the term *Reserves\** used by County of San Mateo as *an equivalent term of F5SMC Ending Fund Balance*
4. Commission has approved in previous LTFPs a \$1M Pension Liability and 6 months of Operational Reserves. The Pension Liability and Operational Reserves are Restricted Fund that are set aside for its intended restricted uses.
5. Commission has guided and approved the Ending Fund Balance after Pension Liability or Operational Reserves equal to or approximate 8 months of said fiscal year revenue for safety cash flow management after FY2020.
6. Cycle 3 refers to funding cycle from FY2015-2020 under the current Strategic Plan Implementation Plan SPIP; and Cycle 4 refers to funding cycle from FY2020-2025 of the new developing strategic plan.

## F5SMC's LTFP from FY2018-2019 through FY2024-2025 (FY17/18 Update)

F5SMC's LTFP from FY2018-2019 through FY2020-2025 (FY17/18 Update) is presented in **Attachments 10A and 10B** and is updated with (1) FY16-17 audited financial information, (2) FY17-18 Revised Budget, (3) FY18-19 Revised Draft Budget as per Finance and Administrative Committee's suggestions, and (4) approved SPIP Funding Allocation FY2018-2020 at the August 2017 Commission Meeting.

### LTFP ASSUMPTIONS

#### 1. Revenue

- Interest Revenue: is projected with 1% Interest earning rate on the Beginning Fund Balance;
- Tobacco Tax – Prop 10 Tax Revenue:

FY2017-2023: As per the recent Prop 10 Tax Revenue Projections released on May 22, 2018 by First 5 California, Prop 10 Tax Revenue is projected at 2.6% declining rate, down from 2.9% projections. The new projection adds approximate \$868K as additional Prop 10 Tax Revenue allocation to F5SMC over the period FY2017-2023.

However, the 2.6% declining rate of Prop 10 Tax Revenue Projections may not reflect the real declining trend due to Prop10 Tax Revenue dropped 12% in FY2017-2018 and back-fills in FY2018-2019 attributable to various Tobacco Tax laws implementation.

FY2023-2025: Prop 10 Tax Revenue is projected with 4% declining rate.

- F5CA Other Prop 10 Tax Grants/IMPACT Grant:

FY2015-2020: Includes \$2.200M from the executed F5CA IMPACT Grant that produces a steady additional revenue stream of \$450K per year.

FY2020-2025: Includes projected \$300K *F5CA Other Prop 10 Tax Grants* each year tapping into grant awards from the F5CA's 20% mandated funding investments.

- Other Non-Prop 10 Grants & Other Revenue:

FY2017-2020: New leveraging funding sources are gaining stream and have materialized that include \$421K *Other Non-Prop 10 Grants* from various Foundations and other entities: i.e.

- ✓ \$66.2 K First 5 IMPACT Regional Training and Technical Assistance HUB Implementation from First 5 San Francisco (FY17/18);
- ✓ \$15.7K Build-Up Kids Mapping from San Bruno Community Foundation (FY17/19)
- ✓ \$300K Help Me Grow Grant from David Lucile Packard Foundation (FY17/19);
- ✓ \$25K Help Me Grow Call Centers from Peninsula Healthcare District (FY18/19).
- ✓ Note: On 6-11-2018, we received an award of \$150K for the Trauma Informed System for FY2018-2020 from San Mateo County Health System – Mental Health Serves Act. In addition, we are in discussion with San Mateo County Human Services Agency (HSA), San Mateo County Health System for potential additional leveraging funding of approximate \$500K in FY2018-2020.

From FY2020-2025: Include projected \$200K *Other Non-Prop 10 Grants* each year.

## **2. Program Appropriations**

### **A. Strategic Plan Investment SPIP**

FY2018-2020: SPIP Investments - Cycle 3 are updated with SPIP Funding Allocation FY2018-2020 that was approved at the August 2017 Commission Meeting.

FY2020-2025: Strategic Plan Investments – Cycle 4 are projected an even investment level of \$3.790M each year that represents a 39% step-down.

### **B. Other Grants**

FY2018-2020: Include Appropriations of executed IMPACT Grant and Other Non –Prop 10 Grants.

FY2020-2025: Include projected pass-through of \$400K from projected F5CA Other Prop 10 Grants Revenue and projected Other Non-Prop 10 Grants Revenue.

**C. Program and Evaluation Staff Salaries and Benefits:** Retain the same budget level from FY2018-2025.

Program and Evaluation Staff Salaries and Benefits are now presented in the Program Appropriations for consistent presentation and reading across F5SMC's Budget and F5SMC's LTFP.

## **3. Operations Appropriations**

**D. Services and Supplies:** Retain the same budget level from FY2018-2025.

**E. Other Services Charges:** Retain the same budget level from FY2018-2025.

**F. Admin Staff Salaries and Benefits:** Retain the same budget level from FY2018-2025

Admin Staff Salaries and Benefits are now presented in the Program Appropriations for consistent presentation and reading across F5SMC's Budget and F5SMC's LTFP.

## **STAFFING STRUCTURE**

FY2018-2020: Retain the same staff structure for continuing implementation of the current strategic plan SPIP with increasing effort in Policy Advocacy, Communications, and System Changes and continuing seeking additional revenue sources through leverage funding.

Approximate \$100K personnel cost is funded annually from executed IMPACT Grant and Other Non-Prop 10 Tax Grants, which is equivalent to 0.7FTE position

## **4. Pension Liability and Operational Reserves:**

Retain \$1M Pension Liability and 6-months of Operations that was approved in previous LTFPs.

## **5. Ending Fund Balance**

Projected Ending Fund Balance after Pension Liability and Operational Reserves is \$3.021M which is approximate to 5.8 months of FY2025 Total Revenues.

## **LTFPs COMPARISON – LTFP (FY15/16 Update), LTFP (FY16/17 Update), LTFP (FY17/18 Update)**

**Attachment 10C** compares 5 years aggregates of key financial data of the last two years LTFPs and the current presented LTFP (FY17/18 Update) during the period of FY2015-2020.

The LTFPs Comparison reveals a positive uptrend across key financial data for the period FY2015-2020, with consistent higher Beginning Fund Balance, Total Revenue, Program Appropriations, Operations Appropriations, Total Appropriations, and Ending Fund Balance before Pension Liability and Operational Reserves.

### **FISCAL IMPACT**

- Admin Cost Rate: projected 15% for the period FY2018-2020 and projected 19% for the period FY2020-2025.
- FY2018-2020: projected budget deficit of approximate \$2.8M annually with drawn down of Ending Fund Balance (Reserves\*) to fund higher community investments, as per the current Strategic Plan Implementation Plan.
- FY2020-2025: projected budget deficit of approximate \$440K annually with drawn down Ending Fund Balance (Reserves\*) to fund higher community investment of the newly developing strategic plan.
- It is anticipated that from FY2025 moving forward, a “Cycle 5” grant cycle would bring Total Appropriations in line with Total Revenues.

### **RECOMMENDATION**

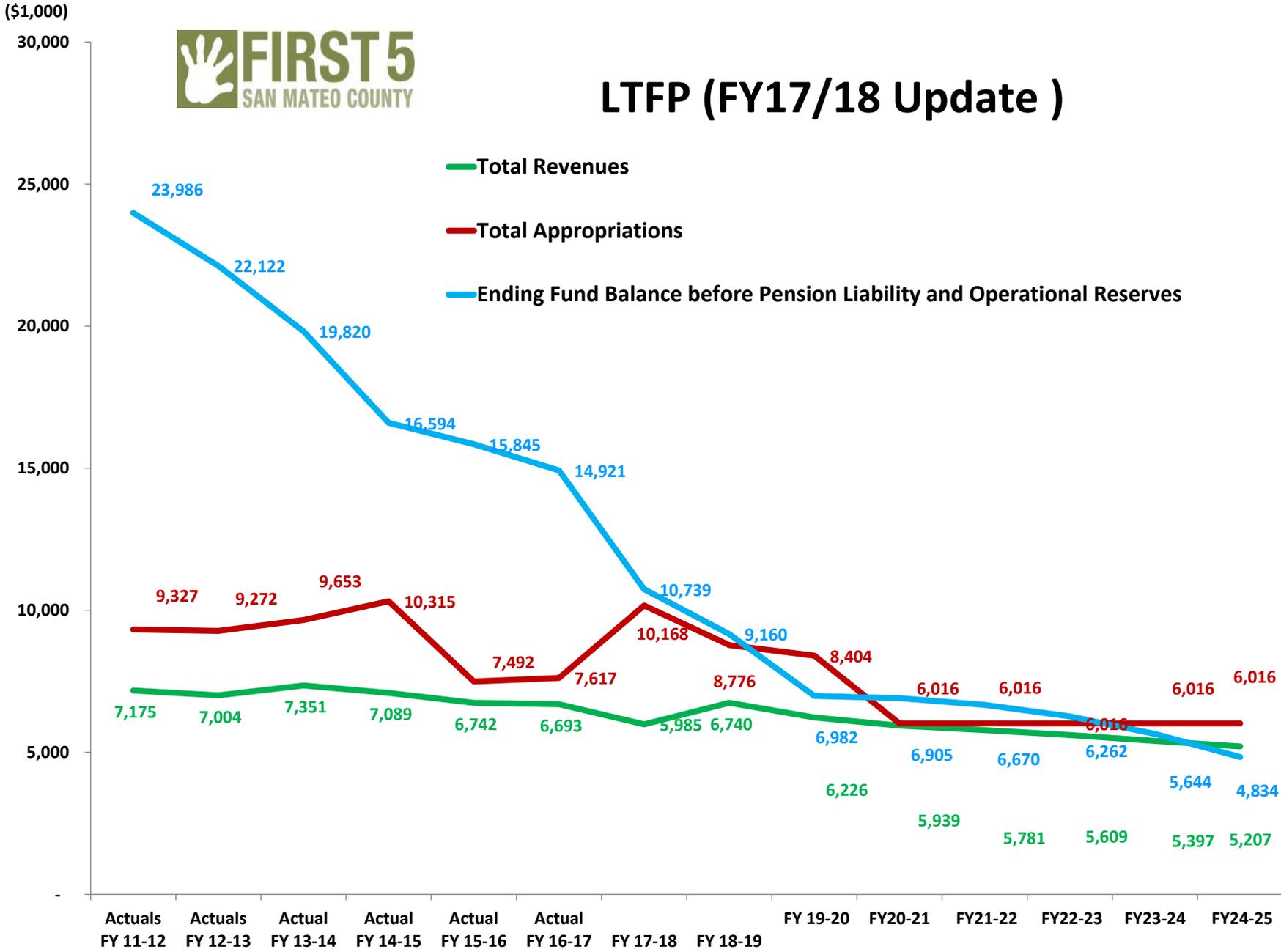
Approval of Long-Term Financial Plan LTFP from FY2018-2019 through FY2024-2025 (FY17/18 Update).

	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	
<b>BEGINNING FUND BALANCE (Beginning Reserves*)</b>	16,205	15,457	14,922	11,195	9,160	6,982	6,905	6,670	6,262	5,644	
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	
<b>Total Revenues</b>	<b>6,742</b>	<b>6,693</b>	<b>5,984</b>	<b>6,740</b>	<b>6,226</b>	<b>5,939</b>	<b>5,781</b>	<b>5,609</b>	<b>5,397</b>	<b>5,207</b>	
<b>TOTAL AVAILABLE FUND (Total Sources*)</b>	<b>22,947</b>	<b>22,150</b>	<b>20,906</b>	<b>17,935</b>	<b>15,386</b>	<b>12,921</b>	<b>12,686</b>	<b>12,278</b>	<b>11,660</b>	<b>10,850</b>	
<b>APPROPRIATIONS</b>											
<b>A. SPIIP Average Step Down (%)</b>		<b>-20%</b>		<b>-3.09%</b>				<b>-39%</b>			
<b>A. SPIIP Average (\$)</b>		<b>6,379</b>		<b>6,183</b>				<b>3,780</b>			
<b>A. Strategic Plan Investment SPIIP (excl. B. Other Grants)</b>	<b>5,663</b>	<b>5,781</b>	<b>7,694</b>	<b>6,253</b>	<b>6,112</b>	<b>3,780</b>	<b>3,780</b>	<b>3,780</b>	<b>3,780</b>	<b>3,780</b>	
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>B. Other Grants</b>	<b>360</b>	<b>326</b>	<b>709</b>	<b>683</b>	<b>405</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	
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	
<b>C. Evaluation and Program Staff S&amp;B</b>	<b>426</b>	<b>585</b>	<b>692</b>	<b>752</b>	<b>762</b>	<b>703</b>	<b>703</b>	<b>703</b>	<b>703</b>	<b>703</b>	
<b>Total Program Appropriations (A+B+C)</b>	<b>6,449</b>	<b>6,692</b>	<b>9,095</b>	<b>7,688</b>	<b>7,279</b>	<b>4,883</b>	<b>4,883</b>	<b>4,883</b>	<b>4,883</b>	<b>4,883</b>	
<b>D. Services and Supplies</b>	<b>107</b>	<b>55</b>	<b>122</b>	<b>140</b>	<b>142</b>	<b>145</b>	<b>145</b>	<b>145</b>	<b>145</b>	<b>145</b>	
<b>E. Other Charges</b>	<b>207</b>	<b>245</b>	<b>290</b>	<b>275</b>	<b>285</b>	<b>285</b>	<b>285</b>	<b>285</b>	<b>285</b>	<b>285</b>	
<b>F. Admin Staff S&amp;B</b>	<b>730</b>	<b>626</b>	<b>660</b>	<b>673</b>	<b>698</b>	<b>703</b>	<b>703</b>	<b>703</b>	<b>703</b>	<b>703</b>	
<b>Total Operations Appropriations (D+E+F)</b>	<b>1,044</b>	<b>926</b>	<b>1,072</b>	<b>1,088</b>	<b>1,125</b>	<b>1,133</b>	<b>1,133</b>	<b>1,133</b>	<b>1,133</b>	<b>1,133</b>	
<b>TOTAL APPROPRIATIONS (Net Appropriations*)</b>	<b>7,492</b>	<b>7,618</b>	<b>10,167</b>	<b>8,776</b>	<b>8,404</b>	<b>6,016</b>	<b>6,016</b>	<b>6,016</b>	<b>6,016</b>	<b>6,016</b>	
<b>ENDING FUND BALANCE before Pension Liability and Operational Reserves (Ending Reserves* before Pension Liability and Operational Reserves)</b>	<b>15,455</b>	<b>14,532</b>	<b>10,739</b>	<b>9,160</b>	<b>6,982</b>	<b>6,905</b>	<b>6,670</b>	<b>6,262</b>	<b>5,644</b>	<b>4,834</b>	
<b>Pension Liability and Operational Reserves (previously labled as Reserves)</b>	<b>1,640</b>	<b>1,850</b>	<b>1,850</b>	<b>1,900</b>	<b>1,900</b>	<b>1,900</b>	<b>1,900</b>	<b>1,900</b>	<b>1,800</b>	<b>1,800</b>	Restricted Fund set aside
<b>ENDING FUND BALANCE after Pension Liability and Operational Reserves (Ending Reserves* after Pension Liability and Operational Reserves)</b>	<b>13,815</b>	<b>12,682</b>	<b>8,889</b>	<b>7,260</b>	<b>5,082</b>	<b>5,005</b>	<b>4,770</b>	<b>4,362</b>	<b>3,844</b>	<b>3,034</b>	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



# LTFP (FY17/18 Update )

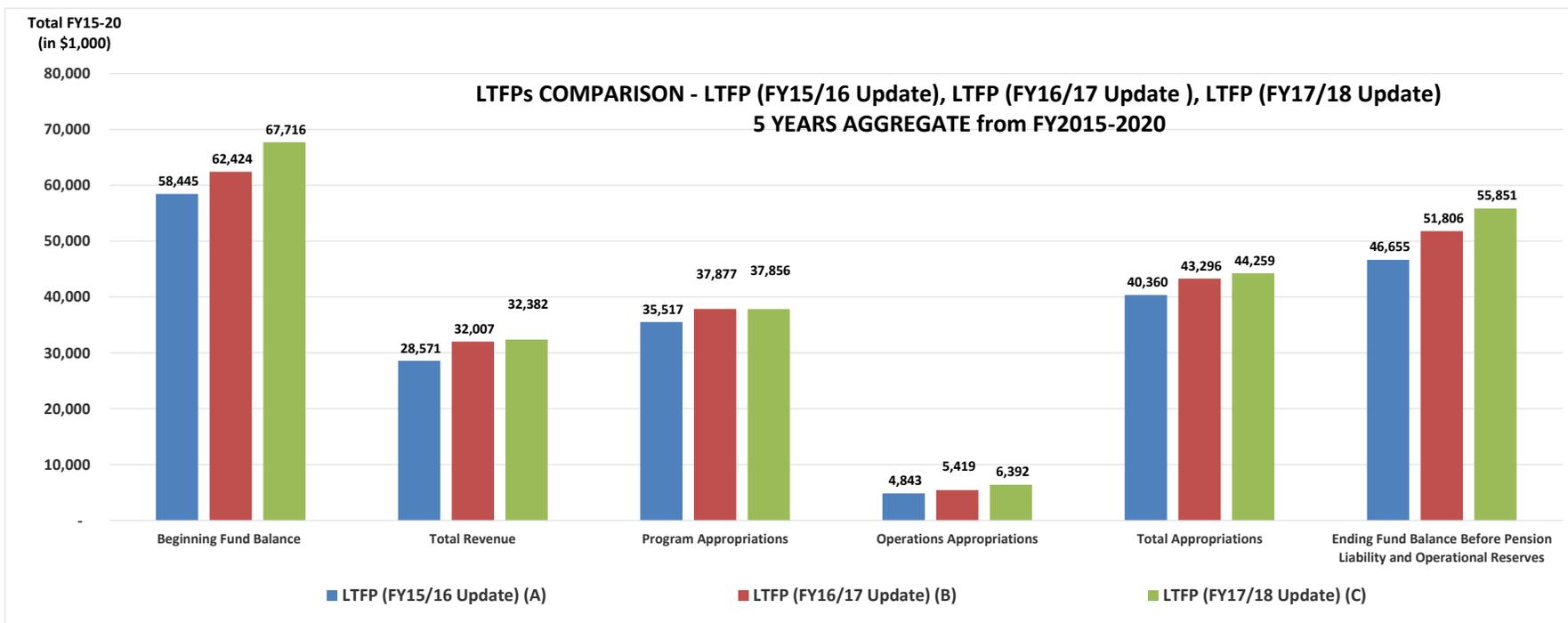




LTFPs COMPARISON - LTFP (FY15/16 Update), LTFP (FY16/17 Update), LTFP (17/18 Update)

	LTFP (FY15/16 Update) (A)					Total FY15-20	LTFP (FY16/17 Update) (B)					Total FY15-20	LTFP (FY17/18 Update) (C)					Total FY15-20
	FY15-16	FY16-17	FY17-18	FY18-19	FY19-20		FY15-16	FY16-17	FY17-18	FY18-19	FY19-20		FY15-16	FY16-17	FY17-18	FY18-19	FY19-20	
Beginning Fund Balance	16,594	14,173	11,619	9,018	7,041	58,445	16,594	15,845	13,125	9,152	7,709	62,424	16,594	15,845	14,922	11,195	9,160	67,716
Total Revenues	6,243	5,915	5,717	5,483	5,212	28,571	6,742	6,689	5,708	6,561	6,307	32,007	6,742	6,689	5,985	6,740	6,226	32,382
Program Appropriations	7,566	7,413	7,258	6,646	6,634	35,517	6,430	8,385	8,599	7,222	7,241	37,877	6,023	7,771	9,095	7,688	7,279	37,856
Operations Appropriations	1,098	1,055	1,060	815	815	4,843	1,050	1,004	1,082	1,133	1,150	5,419	1,469	1,638	1,072	1,088	1,125	6,392
Total Appropriations	8,664	8,468	8,318	7,461	7,449	40,360	7,480	9,389	9,681	8,355	8,391	43,296	7,492	9,409	10,167	8,788	8,404	44,259
Ending Fund Balance Before Pension Liability and Operational Reserves	14,173	11,619	9,018	7,041	4,804	46,655	15,845	13,125	9,152	7,709	5,975	51,806	15,845	13,125	10,739	9,160	6,982	55,851

Note: For the comparison purpose of this chart and for consistent presentation and reading across F5SMC Budget and F5SMC LTFPs, Program and Evaluation Staff Salaries and Benefits of LTFP (FY15/16 Update), LTFP (FY16/17 Update), LTFP (FY17/18 Update) are allocated to Program Appropriations; whereas Admin Staff Salaries and Benefits are allocated to Operations Appropriations.



**DATE:** June 25, 2018  
**TO:** First 5 San Mateo County Commission  
**FROM:** Kitty Lopez, Executive Director  
**RE:** Approval of F5SMC's FY2018-19 Draft Budget and the Use of Ending Fund Balance (Reserves\*) to Fund F5SMC's FY2018-19 Adopted Budget

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### **ACTION REQUESTED**

**Approval of F5SMC's FY2018-19 Draft Budget and the Use of Ending Fund Balance (Reserves\*) to Fund F5SMC's FY2018-19 Adopted Budget**

### **BACKGROUND**

Per the County Budget Act (Government Code §§ 29000-29144, 30200 and 53065), the County Manager's Office and the County Controller's Office have requested F5SMC include the language of the use of Reserves in its Budget memo to the Commission.

Since its inception, F5SMC has used different terminologies in its audit reports, budget documents, and Long-Term Financial Plan than those used by the County of San Mateo. The rationales are for (1) comparable terminologies used across F5SMC's audit reports, budget documents, and Long-Term Financial Plan; (2) for the usefulness of the general public; and (3) for consistent language used by First 5 California and by other First 5 Commissions throughout the State. Moving forward, F5SMC will add terminologies used by the County to F5SMC Budget.

### **FY2018-19 DRAFT BUDGET - BUDGET ASSUMPTIONS and CHANGES**

- A. **FY2017-18 YEAR-END PROJECTIONS** are based on the Budget Monitoring Report as of April 30, 2018.
- B. **FY2018-19 BEGINNING FUND BALANCE** is the Ending Fund Balance of FY2017-18 Year-End Projections, which is \$11.195M.
- C. **FY2018-19 REVENUES**

#### **C1. Assumptions**

##### **Interest Revenue Projection**

- Projected Interest earning rate of 1.0% on the projected Ending Fund Balance of FY2017-18.

##### **Prop 10 Tax Revenue Projections**

- First 5 California released new projections and allocations of Prop 10 Tax Revenues to F5 Commissions on May 22, 2018;
- New projections are slightly higher than previous projections and are based on updated General Fund five-year projections from Department of Finance of the State of California.
- First 5 Commissions will receive back-fill in FY2018-19 to compensate for the drop in Prop 10 Tax Revenue in FY2017-18 due to various tobacco tax laws implementation.

### **Other Non-Prop 10 Revenue**

- F5SMC has received various Non-Prop 10 Grants from various Foundations and other entities.

### **C2. Revenues Budget is \$6.740M or a net increase of 13% or \$754K increase.**

#### **Increases**

- \$696K increase or 14% increase in Prop 10 Tax Revenue projections associated with back-fill and newly positive Prop 10 Tax revenue projections
- \$220K increase in various Other Non-Prop 10 Grant revenues, i.e: David Lucile Packard Foundation, Peninsula Healthcare District, and San Bruno Community Foundation.

#### **Decreases**

- \$13K decrease or 11% decrease in Interest Revenue due to lower Beginning Fund Balance.
- \$149K decrease or 22% decrease of IMPACT grant revenue. However, it is anticipated the IMPACT grant revenue revision due to large underspending in FY2017-18.

### **D. FY2018-19 PROGRAM APPROPRIATIONS:**

#### **D1. Assumptions**

Appropriations for (1) Community Investments (Family Engagement, Child Health Development, and Early Learning), (2) Policy Advocacy, Communications, and System Changes, and (3) Evaluation are budgeted based on the following assumptions:

- Approved Strategic Plan Implementation Plan (SPIP) Funding Allocations for the period FY2018-20 that was approved at the August 27, 2017 Commission Meeting.
- Executed IMPACT Grant, Help Me Grow Grant, Build-Up for Kids Grant, Help Me Grow Call Center Grant.
- 100% Program and Evaluation Staff's Salaries and Benefits are allocated in the Program Appropriations session as previously guided and approved by the Finance and Administrative Committee and Commission.
- Increasing efforts in Policy Advocacy, Communication, and System Changes (PAC) and searching for new revenue source acquisition.

#### **D2. Program Appropriations Budget is \$7.688M or a net decrease of 15% or \$1.407M decrease.**

#### **Increases**

- \$398K total increases as per approved SPIP Funding Allocations FY2018-20 include:
  - ✓ \$23K or 5% increase in Policy, Advocacy, Communications, and System Changes (PAC);
  - ✓ \$200K increase of Emerging Projects;
  - ✓ \$14K increase or 10% increase in the Online Grant Management and Big Data projects.
  - ✓ \$145K increase in Other Evaluation projects
  - ✓ \$16K increase or 50% increase in Kit for new Parents and Regional Cost Sharing
- \$240K Other Increases include:
  - ✓ \$180K increase or 200% increase in the Help Me Grow grant and Build-Up Kids grant budgets.

- ✓ \$60K combined increase or 8% increase in Program and Evaluation Staff's Salaries and Benefits Budgets due to Extra-Help staff being hired and projected 3% COLA and 9% healthcare cost increases.

### **Decreases**

- Decreases as per approved SPIP Funding Allocations FY2018-20 include:

- ✓ \$1.609 M decrease or 32% net decrease in Family Engagement, Children Health Development, and Early Learning investments as per approved SPIP Funding Allocations FY2018-20.

It is noted that when comparing FY2018-19 Draft Budget with FY2017-18 Revised Budget, the reduction in Program Appropriations looks larger due to most grants having higher budgets in FY2017-18 as the last year of its 3-year grant cycle. However, when comparing average investment reduction in FY2018-20 and FY2015-18, the average investment reduction in 3 focus areas in FY2018-20 is only 3.4%.

- ✓ \$271K net decrease or 73% net decrease in Policy, Advocacy, Communications, and System Changes (PAC) unallocated fund which will return to Ending Fund Balance except (a) \$100K will be carried over to FY2018-19 as part of the F5SMC contribution to the Help Me Grow Call Centers Grant and (b) \$40K for the SHEC grant extension with Daly City Peninsula Partnership Collaborative through December 31, 2018.
- Other decreases include
  - ✓ \$206K decrease or 33% decrease of the IMPACT grant budget at its 4<sup>th</sup> year of grant execution. However, it is anticipated that the IMPACT grant will have budget revision when the underspending fund become available after the FY2017-18 Year-End Close.

## **E. FY2018-19 ADMINISTRATIVE APPROPRIATIONS:**

**Administrative Appropriations Budget is \$1.088M or 2% increase or \$16K increase.**

### **Increases**

- \$1K net increase or 10% net increase in General Office Supplies attributable to \$4K fund carry-over from FY17-18 for one-time purchase of smaller office furniture as the result of the new office reconstruction in FY16-17.
- \$3K increase or 30% increase in Computer Supplies budget for 3 new laptop purchases as the replacements of 3 out of 9 laptops currently at the 4<sup>th</sup> year of computer service life and \$2K place holder for emergency IT equipment needs.
- \$20K increase or 50% increase in Other Professional Services for the Strategic Plan Consultation, Process Improvement Consultation Services, MAA, and \$10K place holder.
- \$12.5K increase or 2% increase in Admin staff Salaries and Benefits

### **Decreases**

- \$6K net decrease or 35% decrease in Outside Printing, Photocopier Lease, County Memberships Dues, and Meeting and Conference Expenses.
- \$14.3K net decrease or 9% decrease in Annual Facilities Lease, Human Resource Services, and All Other Services Charges.

**Note:** The presented FY18-19 Draft Budget is modified from its initial FY18-19 Draft Budget presentation to the Finance and Administrative Committee on June 12, 2018, that reflects an additional decrease of \$12.5K in various Administrative budget lines (County Membership

Dues, Computer Supplies, Meeting and Conferences Expenses, and All Other Services Charges) as per Finance Committee members' suggestions.

**F. FY2018-19 SALARY AND BENEFITS:**

**F1. Assumptions**

- 3% COLA projections and 9% healthcare cost increase projections
- Staff salary adjustments

**F2. Projected Salary and Benefit Budget is \$1.425M or a net increase of 5% or \$73K**

- Retain the current staff structure; include the current 0.75 FTE Agile position of the Program Admin Assistant.
- Include approximately \$80K Personnel cost or a 0.5FTE equivalent position that will be funded annually from the F5SMC's IMPACT Grant Base Layer revenue; and
- Include an additional \$30K Personnel cost or a 0.18 FTE equivalent position that will be funded from the Help Me Grow Grant in FY18-19.

**G. FY2018-19 ENDING FUND BALANCE (Reserves\*):**

**Ending Fund Balance (Reserves\*) is \$9.160M or 15% decrease or \$1.579M decrease.**

**I. FY2018-19 DRAFT BUDGET SUMMARY**

FY2018-19 Draft Budget is presented in **Attachment 11A** and is summarized as following:

	<b>FY18-19 Draft Budget</b>	<b>Variances vs FY17-18 Revised Budget</b>
<b>REVENUE</b>		
• Beginning Fund Balance FY2018-19	11,195,788	-25%
• Projected Total Revenues	6,740,017	13%
• Total Available Funds (Total Sources*)	<b>\$17,935,805</b>	<b>-14%</b>
<b>PROGRAM APPROPRIATIONS</b>		
• Program Appropriations	6,935,240	-18%
• Program staff's salaries and benefits	591,149	10%
• Evaluation staff's salaries and benefits	161,632	5%
• Total Program Appropriations	<b>\$7,688,021</b>	<b>-15%</b>
<b>ADMINISTRATIVE APPROPRIATIONS</b>		
• Services and Supplies	140,500	15%
• Other Services Charges	274,300	-5%
• Admin Salaries and Benefits	672,719	2%
• Total Administrative Appropriations	<b>\$1,087,519</b>	<b>1%</b>
<b>TOTAL APPROPRIATIONS (Net Appropriations*)</b>	<b>\$8,776,540</b>	<b>-14%</b>
<b>ENDING FUND BALANCE, FY2018-19 (Reserves*)</b>	<b>\$9,159,265</b>	<b>-15%</b>
<b>SURPLUS / (DEFICIT) (Total Revenues – Net Appropriations*)</b>	<b>(\$2,036,523)</b>	

*Total Sources\*, Net Appropriations\*, Reserves\*, Total Requirements\* are budget terminologies used by the County of San Mateo.*

## **II. ISSUE TO CONSIDER**

- We anticipate having FY2018-19 Budget Revision in February 2019 once (1) all funding of Cycle 4 contracts are fully executed and (2) FY2017-18 under spending funds of various grants become available after FY2017-18 Year-End Close.

## **III. FISCAL IMPACT**

- Admin cost rate of 13% is within the current approved rate of the Admin Cost Rate Policy.
- FY2018-19 Draft Budget has a budget deficit of \$2.036M due to F5SMC continues to invest in Community with higher fiscal Appropriations than its fiscal revenue, as per F5SMC's strategic plan.
- F5SMC continues draw down \$2.036M from Ending Fund Balance (Reserves\*) to fund its FY2018-19 Adopted Budget.

## **ACTION**

**Approval of F5SMC's FY2018-19 Draft Budget and the Use of Ending Fund Balance (Reserves\*) to Fund F5SMC's FY2018-19 Adopted Budget**

	ORG/ACCT#	FY17-18 Revised Budget	YTD April 30, 2018	FY17-18 Year-End Projections	FY18-19 Draft Budget	FY18-19 Draft Budget (+/-) vs FY17-18 Revised Budget (\$)	FY18-19 Draft Budget (+/-) vs FY17-18 Revised Budget (%)	NOTES FY 18-19 Draft Budget
<b>REVENUE</b>								
<b>FUND BALANCE (Beginning)</b>		14,922,527	14,922,527	14,922,527	11,195,788	-3,726,739	-25%	Annual withdrawal from Fund Balance (Reserves) of \$3mio - \$4 mio, as per the current strategic plan.
Interest	19510-1521	125,002	127,034	150,000.00	111,958	(13,044)	-10%	Projected Interest earning rate of 1.0% in County Investment pool.
Tobacco Tax - Prop 10	19510-1861	5,086,486	4,175,822	5,154,239	5,783,319	696,833	14%	Back-fill associated with the Prop 10 Revenue drop in FY17-18 will be disbursed in FY18-19
IMPACT Grant	19510-1861	673,815	414,385	673,815	524,000	(149,815)	-22%	There will be revenue revision due grant underspending carry over to FY18-19 after the FY17-18 year-end close.
IMPACT HUB	19510-2658			66,200	-	-		One year grant end June 30, 2018
Help Me Grow Grant	19510-2658	100,000	15,000	15,000	285,000	185,000	185%	For FY17-18, we will bill staff time spending on grant contracting. Grant contracts will start July 1, 2018
San Bruno Community Foundation - Build-Up Kids Grant	19510-2658		5,000	5,000	10,740	10,740		
Peninsula Healthcare District - Help Me Grow Call Center Grant	19510-2658		-	-	25,000	25,000		
F5SMC Wellness Grant	19510-2545		774	774		-		-
Miscellaneous Reimbursements	19510-2647	0	-			-		
<b>TOTAL REVENUE</b>		<b>5,985,303</b>	<b>4,738,014</b>	<b>6,065,028</b>	<b>6,740,017</b>	<b>754,714</b>	<b>13%</b>	<b>Major revenue increases are back-fill due to Prop 10 revenue drop in FY17-18 and new Non-Prop 10 grant awards.</b>
<b>TOTAL SOURCES* (Total Available Funds)</b>		<b>20,907,830</b>	<b>19,660,541</b>	<b>20,987,555</b>	<b>17,935,805</b>	<b>-2,972,025</b>	<b>-14%</b>	
<b>APPROPRIATIONS</b>								
<b>1. PROGRAMS</b>								
Family Engagement	19540-6125	2,428,341	1,815,485	2,428,341	1,769,527	(658,814)	-27%	Approved SPIP FY18-19 at the August '17 Commission Meeting. FY17-18's grant appropriations are generally higher in the last year of 3-year grant contracts.
Child Health & Development	19540-6156	1,808,352	1,239,172	1,768,352	1,635,000	(173,352)	-10%	Approved SPIP FY18-19; \$40K SHEC contracts will be carried over to FY18-19 which was initially not planned.
Early Learning	19540-6263	2,351,935	1,620,237	2,351,935	1,615,000	(736,935)	-31%	Approved SPIP FY18-19
Policy Advocacy, Communications & Systems Change	19540-6814	505,959	338,768	505,959	528,973	23,014	5%	Approved SPIP FY18-19
Unallocated Fund - Policy Advocacy, Communications & Systems Changes (PAC)	19540-6814	371,500	54,581	70,000	100,000	(271,500)	-73%	\$100K PAC-Unallocated fund for HMG Call Centers will be carried over to FY18-19, which was originally not planned.
Other Communications - Sponsorship	19540-6814	10,000	-	10,000	10,000	-	0%	Approved SPIP FY18-19

	ORG/ACCT#	FY17-18 Revised Budget	YTD April 30, 2018	FY17-18 Year-End Projections	FY18-19 Draft Budget	FY18-19 Draft Budget (+/-) vs FY17-18 Revised Budget (\$)	FY18-19 Draft Budget (+/-) vs FY17-18 Revised Budget (%)	NOTES FY 18-19 Draft Budget
Emerging Projects			-		200,000	200,000		Approved SPIP FY18-19
Kit for New Parent KNP (KNP)	19540-6814	41,000	41,000	41,000	42,000	1,000	2%	Approved SPIP FY18-19
Regional Cost Sharing	19540-6263	30,000	-	30,000	45,000	15,000	50%	Approved SPIP FY18-19
Program Salary & Benefits		<b>538,098</b>	<b>385,791</b>	<b>538,098</b>	<b>591,149</b>	<b>53,051</b>	<b>10%</b>	<b>Delayed hiring Extra-Help staff results in saving in FY17-18.</b>
Grant Management and Big Data	19540-6265	147,850	103,134	147,850	162,000	14,150	10%	Approved SPIP FY18-19
Other Evaluation Projects	19540-6265				145,000	145,000		Approved SPIP FY18-19
Evaluation - Salaries & Benefits		<b>154,057</b>	<b>122,971</b>	<b>154,057</b>	<b>161,632</b>	<b>7,575</b>	<b>5%</b>	
San Bruno Community Foundation grant - Build-Up Kids	19540-6131		-	5,000	10,740	10,740		
David Lucile Packard Foundation grant - Help Me Grow Grant	19540-6131	<b>85,000</b>	-	15,000	255,000	170,000	200%	
IMPACT Grant	19540-6126	623,815	306,202	623,815	417,000	(206,815)	-33%	It is anticipated grant budget revision due to large underspending carry over to FY18-19 after the FY17-18 close.
IMPACT HUB	19540-6126		-	60,000		-		One-year grant ends 6-30-2018
<b>TOTAL PROGRAM APPROPRIATIONS</b>		<b>9,095,907</b>	<b>6,027,341</b>	<b>8,749,407</b>	<b>7,688,021</b>	<b>-1,407,886</b>	<b>-15%</b>	
<b>2. ADMINISTRATIVE</b>			-			-		
<b>Salaries and Benefits</b>		<b>660,222</b>	<b>513,311</b>	<b>660,222</b>	<b>672,719</b>	<b>12,497</b>	<b>2%</b>	
<b>Services and Supplies</b>						-		
Outside Printing & Copy Svc	19510-5191	4,000	157	500	2,000	(2,000)	-50%	Place holder
General Office Supplies	19510-5193	11,400	10,873	11,400	12,500	1,100	10%	\$8.5K General Office Supplies + \$4K fund carry-over for one-time purchase of smaller office furniture
Photocopy Lease & Usage	19510-5196	2,500	865	1,527	2,000	(500)	-20%	Saving in printing of Commission packets.
Computer Supplies	19510-5211	10,000	6,955	7,000	13,000	3,000	30%	\$5K budget for Evaluation Statistic software's annual license; \$6K budget for 3 new laptop replacements and \$2K place holder for emergency IT equipment needs.
County Memberships - (e.g. F5 Assn Dues)	19510-5331	17,500	13,666	15,000	15,000	(2,500)	-14%	
Auto Allowance	19510-5712	11,000	9,174	11,000	11,000	-	0%	
Meetings & Conference Expense	19510-5721	13,000	6,237	13,000	12,000	(1,000)	-8%	
Commissioners Meetings & Conference Exp	19510-5723	3,000	2,033	3,000	3,000	-	0%	
Other Business Travel Expense	19510-5724	5,000	2,978	5,000	5,000	-	0%	
Dept. Employee Training Expense	19510-5731	5,000	4,000	4,000	5,000	-	0%	
Wellness grant	19510-5856		680	900		-		
Other Professional Services	19510-5858	40,000	26,382	40,000	60,000	20,000	50%	\$30K for VIVA Strategic Planning Consultation; \$10K for MAA; \$10K for Process Improvement Consultation Services, and \$10K place holder
<b>Sub Total - Services &amp; Supply</b>		<b>122,400</b>	<b>84,000</b>	<b>112,327</b>	<b>140,500</b>	<b>18,100</b>	<b>15%</b>	

	ORG/ACCT#	FY17-18 Revised Budget	YTD April 30, 2018	FY17-18 Year-End Projections	FY18-19 Draft Budget	FY18-19 Draft Budget (+/-) vs FY17-18 Revised Budget (\$)	FY18-19 Draft Budget (+/-) vs FY17-18 Revised Budget (%)	NOTES FY 18-19 Draft Budget
<b>Other Charges</b>								1
Telephone Service Charges	19510-6712	4,000	3,133	4,000	4,000	-	0%	
Automation Services - ISD	19510-6713	48,000	37,170	45,170	48,000	-	0%	
Annual Facilities Lease	19510-6716	96,000	79,163	88,592	92,000	(4,000)	-4%	Move \$4K carried over fund for one-time purchase of smaller office furniture to General Office Supplies, as per Finance Committee suggestions.
General Liability Insurance	19510-6725	7,500	5,826	6,500	7,500	-	0%	
Official Bond Insurance	19510-6727	600	203	250	600	-	0%	
Human Resources Services	19510-6733	5,350	269	269	2,000	(3,350)	-63%	
Countywide Security Services	19510-6738	500	449	449	500	-	0%	
All Other Service Charges	19510-6739	60,000	29,261	40,000	53,000	(7,000)	-12%	Audit services: \$20K; County Controller Office Services : \$6K; County Counsel Services: \$25K; Place holder \$2K
A-87 Expense	19510-6821	67,700	54,897	67,700	67,700	-	0%	
<b>Sub Total - Other Charges</b>		<b>289,650</b>	<b>210,371</b>	<b>252,930</b>	<b>275,300</b>	<b>(14,350)</b>	<b>-5%</b>	
<b>TOTAL ADMINISTRATIVE APPROPRIATIONS</b>		<b>1,072,272</b>	<b>807,682</b>	<b>1,025,479</b>	<b>1,088,519</b>	<b>16,247</b>	<b>2%</b>	
<b>Administrative Cost %</b>		<b>11%</b>	<b>12%</b>	<b>10%</b>	<b>12%</b>			
<b>NET APPROPRIATIONS* (Total Appropriations)</b>		<b>10,168,179</b>	<b>6,835,023</b>	<b>9,774,886</b>	<b>8,776,540</b>	<b>-1,391,639</b>	<b>-14%</b>	
<b>RESERVES* (Ending Fund Balance)</b>		<b>10,739,651</b>	<b>12,825,518</b>	<b>11,195,788</b>	<b>9,159,265</b>	<b>-1,580,386</b>	<b>-15%</b>	
Program Staff		538,098	385,791	538,098	591,149	53,051	10%	
Evaluation Staff		154,057	122,971	154,057	161,632	7,575	5%	
Admin Staff		660,222	513,311	660,222	672,719	12,497	2%	
<b>Total Salaries and Benefits</b>		<b>1,352,377</b>	<b>1,022,073</b>	<b>1,352,377</b>	<b>1,425,500</b>	<b>73,123</b>	<b>5%</b>	<b>3% COLA projection, 9% increasing healthcare cost projections, and salary adjustments.</b>

**Date:** June 25, 2018

**To:** First 5 San Mateo County Commission

**From:** Kitty Lopez, Executive Director

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

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### **ACTION REQUESTED**

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

### **BACKGROUND**

- On November 23, 2015 the Commission approved a contract for Communications Consultation Services to Runyon Saltzman Inc. (RSE), in the amount of \$450,000 for the development of a Strategic Communications Plan and Implementation Plan term effective January 26, 2016 through June 30, 2018. RSE successfully met contract deliverables and has provided monthly updates to the Commission on communications activities including web-site redesign, social media, advocacy impact stories and Influencer engagement strategies.
- On August 28, 2017, the Commission approved funding for communications and consultation services for FY 18-19 and FY 19-20 in accordance with the approved funding allocations of the Strategic Plan Implementation Plan (SPIP) and Long Term Financial Plan (LTFP) approved by the Commission. The total funding allocation is \$240,000 over 2 years. F5SMC will maintain a portion of the funding allocation to support public education campaigns and F5SMC 20<sup>th</sup> anniversary events.
- On March 14<sup>th</sup>, 2018, First 5 San Mateo County (F5SMC) distributed letters to firms requesting quotations (bids) for communication consultation services for fiscal year 2018 – 2019 providing public education, social media, branding campaigns and other collateral to support the needs of children prenatal to age 5 and their families. F5SMC received 2 proposals in response to the bid request.
- RSE was selected as the communications consultant in part due to their project approach, comprehensive menu of services, and successful track record. Click the link for RSE's 2018 – 2019 Communications Consultation Services Proposal: <http://www.first5sanmateo.org/wp-content/uploads/2018/06/RSE18-First-5-SMC-RFQ.pdf>
- On June 11<sup>th</sup>, 2018 the F5SMC Finance and Administration Committee reviewed and approved the contract for Communications Consultation Services to Runyon Saltzman Inc. (RSE) in the Amount of \$99,396, Contract Term effective July 1, 2018 through June 30, 2019

### **F5SMC STRATEGIC COMMUNICATIONS PLAN AND IMPLEMENTATION PLAN OBJECTIVES**

The F5SMC Communications Plan and Implementation Plan 2016-2018 supports the Commission's Vision, Mission and successful implementation of Desired Outcomes as identified in the 2015-2020 Strategic Plan.

The following goals are derived from F5SMC's Strategic Communication Plan:

- Communicate the impact of F5SMC's strategic investments
- Position F5SMC as a thought leader in issues related to young children Prenatal to 5
- Leverage partnerships as a key communications channel

- Increase families access to information, resources and programs

### PROJECT BUDGET AND SCOPES OF WORK

The following is an overview of the proposed project budgets and scopes of work. For **Consultant Contract (Attachment 12A), Scope of Work, Budget Request and Budget Narrative Forms.**

STRATEGIC COMMUNICATIONS PLAN AND IMPLEMENTATION PLAN
Contractor: Runyon Saltzman Einhorn, Inc. (RSE)
<ul style="list-style-type: none"> <li>• Budget Period: July 1, 2018-June 30,2019</li> <li>• Amount of Request: \$99,936</li> </ul>
<b>Scope of Services</b>
<ul style="list-style-type: none"> <li>• F5SMC/RSE regular bi-weekly meetings following official contract kick off meeting to stay informed and on track</li> <li>• Attend and participate in Commission and Committee meetings as needed</li> <li>• <b>Impact Stories:</b> Collect, write, design and disseminate 5-10 key impact stories that exemplify the important work F5 makes possible.</li> <li>• <b>Website:</b> Ongoing web, newsletter and blog content management. This includes developing fresh web content and posting, regular newsletter content that aligns with F5SMC and statewide communication goals, and updated blogs.</li> <li>• <b>Social Media:</b> Draft 12 content calendars, schedule and post. Monitor feeds and provide the role of community manager for all social media platforms, with guidance and approval from F5SMC team.</li> <li>• <b>Media Relations:</b> Support specific initiatives (i.e. Build Up, Quality Counts San Mateo County, Oral Health, etc.) with targeted media relations efforts. This includes drafting or editing press materials, developing pitches and disseminating them, and gaining earned media.</li> <li>• <b>Influencer Engagement:</b> In close collaboration with F5SMC team, identify specific influencer audiences to target with F5SMC messages. (July-Aug) Develop plan and craft communications materials to reach these influencers. (Sept-June) Examples of the audiences could include elected officials, key business leaders, school boards, etc.</li> <li>• <b>Brand Campaign:</b> Continue developing “Think Bigger” Handmade brand campaign to position F5SMC as a thought leader and significant influencer in the mission to ensure success for every child in the county. Campaign could include additional mass media assets (videos, billboards, radio, paid social media) as well as unexpected grassroots elements.</li> <li>• <b>20<sup>th</sup> Anniversary:</b> In close collaboration with F5SMC team, develop plan to promote key messages in alignment with statewide recognition of the First 5 20<sup>th</sup> Anniversary. Activities could include event planning, social media campaign and alignment with the F5SMC brand campaign.</li> <li>• <b>Metrics and Reporting:</b> Provide quarterly report of communications activities (format to be determined with F5SMC team). Social media and website analytics will continue to be reported on a monthly basis. Following specific communications campaigns (brand campaign, 20<sup>th</sup> Anniversary) RSE will provide recap reports with success metrics.</li> </ul>
<b>TOTAL BUDGET: \$99,396</b>

### FISCAL IMPACT

The recommended contract award for Communications Consultation Services to Runyon Saltzman Einhorn, Inc. (RSE) is in accordance with the approved funding allocations of the Strategic Plan Implementation Plan (SPIP) and Long Term Financial Plan (LTFP approved by the Commission on August 28, 2017.

### ACTION REQUESTED

Approval of Contract to Runyon Saltzman Einhorn, Inc. (RSE) for Communications Consultation Services

Approval of Contract for Communications Consultation Services to Runyon Saltzman, Inc. (RSE) in the Amount of \$99,396, Contract Term effective July1 , 2018 through June 30, 2019.

**AGREEMENT BETWEEN  
FIRST 5 SAN MATEO COUNTY  
AND  
INDEPENDENT CONTRACTOR  
RUNYON SALTZMAN, INC.  
(COMMUNICATIONS CONSULTATION SERVICES)**

This Communications Consultation Services Agreement (the "Agreement") is entered into **July 1, 2018**, by and between First 5 San Mateo County ("F5SMC" or the "Commission") and RUNYON SALTZMAN, INC. ("RSE" or the "Contractor") (collectively, the "Parties").

**W I T N E S S E T H :**

**WHEREAS**, pursuant to Health & Safety Code Section 130100 *et seq.*, the Commission may contract with the independent contractor for the furnishing of such services to or for the Commission; and

**WHEREAS**, it is necessary and desirable that the Contractor be retained for the purpose to implement the F5SMC Strategic Communications Plan including: Developing & Disseminating Impact Stores, Website content development and blogs, Social Media content development and posting; Media Relations support activities; Stakeholder Engagement and Band Campaign development in San Mateo County.

**WHEREFORE**, the Commission and the Contractor agree as follows:

1. **Exhibits and Attachments**

- Exhibit A – Scope of Work
- Exhibit B – Payments
- Exhibit C – Compliance with Section 504 of Rehabilitation Act of 1973, as amended
- Exhibit D – Intellectual property Protocol
- Attachment A-1 – Detail Scope of Work FY 2018-2019
- Attachment B-1 – Detail Budget Request and Narrative FY 2018-2019
- Attachment C-1 – Detail Proposal/RFQ

2. **Services to be Performed**

In consideration of the payments set forth in Exhibit B, the Contractor, under the general direction of the Chairperson of the Commission, or his/her authorized representative, with respect to the product or the result of the Contractor's services, shall perform services as described in Exhibit A (the "Services").

The Contractor shall ensure compliance with all state, federal and local laws or rules applicable to performance of the Services required under this contract.

3. **Contract Term and Termination**

The term of this Agreement shall be from **July 1, 2018 - June 30, 2020**. The Contractor agrees that the requirements of this Agreement pertaining to Indemnity in Paragraph 9, Confidentiality in Paragraph 10, Records in Paragraph 14 and Governing Law in Paragraph 16 shall survive the termination of this Agreement.

The Executive Director, after consultation with the Chair of the Commission, may at any time from the execution of this Agreement, terminate this Agreement, with or without cause upon 30 days written notice specifying the effective date of such termination. In the event of termination, all finished or unfinished documents, data, studies, maps, photographs, reports, and materials (collectively, "Materials") prepared by the Contractor under this Agreement shall become the property of the Commission and shall be promptly delivered to the Commission. In the event of termination, the Contractor shall be paid for all Services satisfactorily performed until termination.

In the event that the Commission makes any advance payments, the Contractor agrees to refund any amounts in excess of the amount owed by the Commission if the Agreement is terminated at the time the Agreement is terminated. Such payment shall be that portion of the full payment, which is determined by comparing the work/services completed satisfactorily to the work/services required by the Agreement.

4. **Payments**

In consideration of the services rendered in accordance with all terms, conditions and specifications set forth herein and in Exhibit A, the Commission shall make payment to the Contractor in the manner specified herein and in Exhibit B. The Commission reserves the right to withhold payment if the Commission determines that the quantity or quality of the Services performed is unacceptable. In no event shall total payment for services under this Agreement exceed **NINETY NINE THOUSAND NINE HUNDRED THIRTY SIX DOLLARS (\$99,936)**.

5. **Ownership of Intellectual Property**

All products, concepts, inventions, discoveries and improvements, however recorded, prepared or generated by the Contractor in the performance of this Agreement shall be the exclusive property of the Commission and the Commission reserves all rights, including but not limited to the copyrights. It is the Parties' intention that any product or concept created by the Contractor under this Agreement be work/services for hire. The phrase "products, concepts, inventions, discoveries and improvements" as used in the Agreement shall include, but will not be limited to, documentation, findings, designs, reports, forms, evaluations, analyses, methods of analysis, videos, images, diagrams, brochures, manuals, books, curricula, presentations, other writings, systems and software developed related to the Services under this Agreement.

It shall be further presumed that any product, concepts, inventions, discoveries and improvements recorded, prepared or generated by the Contractor during the term of this Agreement and related to this agreement were recorded, prepared or generated in the performance of this Agreement unless the Contractor is able to show by documented proof that such product, invention, discovery or improvement was developed solely with the Contractor's facilities or resources and is unrelated to this Agreement. If any product, invention, discovery or improvement related to this Agreement shall be determined to be the property of the Contractor, the Commission shall be granted a nonexclusive, irrevocable, royalty free license to use said product, invention, discovery or improvement.

This Agreement shall preclude the Contractor from using or marketing products developed or originated for the Commission hereunder commercially or in any manner that generates revenue unless and until the Parties execute a marketing agreement. Failure to comply with the obligations of this provision shall constitute a Material Breach of the Agreement. Because the Contractor and the Commission agree that damages for violation of this provision would likely be difficult to ascertain and calculate, the Contractor agrees to pay the Commission liquidated damages in the amount of \$15,000 for each violation of this provision. In addition, the Contractor and the Commission agree that a violation of this provision would result in irreparable harm to the Commission.

6. **Relationship of Parties**

The Contractor agrees and understands that the work/services performed under this Agreement are performed as an independent contractor and not as an employee of the Commission or the County of San Mateo and that the Contractor acquires none of the rights, privileges, powers or advantages of Commission or County employees.

7. **Availability of Funds**

The County/Commission may terminate this Agreement or a portion of the services referenced in the Exhibits and Attachments based upon unavailability of Federal, State, or County/Commission funds, by providing written notice to Contractor as soon as is reasonably possible after the County/Commission learns of said unavailability funding.

**8. Insurance**

The Contractor shall not commence Services or be required to commence Services under this Agreement unless and until all insurance required under this paragraph has been obtained and such insurance has been approved by the Executive Director of the Commission. The Contractor shall use diligence to obtain such issuance and to obtain such approval. The Contractor shall furnish the Commission with certificates of insurance evidencing the required coverage, and there shall be a specific contractual liability endorsement extending the Contractor's coverage to include the liability assumed by the Contractor pursuant to this Agreement. These certificates shall specify or be endorsed to provide that thirty (30) days' notice must be given, in writing, to the Commission of any pending change in the limits of liability or of any cancellation or modification of the policy.

A. Worker's Compensation and Employer's Liability Insurance. The Contractor shall have in effect during the entire life of this Agreement Worker's Compensation and Employer's Liability Insurance providing full statutory coverage. In signing this Agreement, the Contractor makes the following certification, required by section 1861 of the California Labor Code:

*I am aware of the provisions of Section 3700 of the California Labor Code which requires every employer to be insured against liability for Worker's Compensation or to undertake self-insurance in accordance with the provisions of the Code, and I will comply with such provisions before commencing the performance of the Services of this Agreement.*

B. Liability Insurance. The Contractor shall take out and maintain during the life of this Agreement such Bodily Injury Liability and Property Damage Liability Insurance as shall protect him/her while performing Services covered by this Agreement from any and all claims for damages for bodily injury, including accidental death, as well as any and all claims for property damage which may arise from the Contractor's operations under this Agreement, whether such operations be by himself/herself or by any person or entity performing or by anyone directly or indirectly employed by either of them. Such insurance shall be combined single limit bodily injury and property damage for each occurrence and shall be not less than the amount specified below.

Such insurance shall include:

(1) Comprehensive General Liability	\$1,000,000
(2) Motor Vehicle Liability Insurance	\$1,000,000

The Commission shall be named as additional insured on any such policies of insurance, which shall also contain a provision that the insurance afforded thereby to the Commission shall be primary insurance to the full limits of liability of the policy, and that if the Commission has other insurance against the loss covered by such a policy, and that such other insurance shall be excess insurance only.

In the event of the breach of any provision of this section, or in the event any notice is received which indicates any required insurance coverage will be diminished or canceled, the Commission at its option, may, notwithstanding any other provision of this Agreement to the contrary, immediately declare a material breach of this Agreement and suspend all further Services pursuant to this Agreement.

**9. Indemnity**

The Contractor shall indemnify and hold harmless the Commission, its officers, agents, employees, and servants from all claims, suits, or actions of every name, kind and description, brought for, on account of: (A) injuries to or death of any person, including the Contractor, or (B) damage to any property of any kind whatsoever and to whomever belonging, or (C) any sanctions, penalties, or claims of damages resulting from the Contractor's failure to comply with the requirements set forth in the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and all Federal regulations promulgated thereunder, as amended, or (D) any loss or cost, including but not limited to that caused by the concurrent active or passive negligence of the Commission, its officers, agents, employees, or servants resulting from the performance of any Services required of the Contractor or payments made pursuant to this Agreement, provided that this shall not apply to injuries or damage for which the Commission has been found in a court of competent jurisdiction to be solely liable by reason of its own negligence or willful misconduct.

The duty of the Contractor to indemnify and save harmless as set forth herein, shall include the duty to defend as set forth in section 2778 of the California Civil Code.

10 **Confidentiality**

All data produced or compiled by the Contractor shall be considered confidential unless it can be obtained as public record and shall not be shared with a third party without the prior written consent of Commission. All financial, statistical, personal, technical, and other data and information relating to the Commission's operations which is made available to the Contractor in order to carry out this Agreement shall be presumed to be confidential. The Contractor shall protect said data and information from unauthorized use and disclosure by the observance of the same or more effective procedures as the Commission requires of its own personnel. The Contractor shall not, however, be required by this paragraph to keep confidential any data or information which is or becomes publicly available, is already rightfully in the Contractor's possession, is independently developed by the Contractor outside the scope of the Agreement or for which disclosure is otherwise required by law.

11 **Non-Assignability**

The Contractor shall not assign this Agreement or any portion thereof to a third party without the prior written consent of the Commission, and any attempted assignment without such prior written consent in violation of this section shall automatically terminate this Agreement.

12 **Payment of Permits/Licenses**

It shall be the Contractor's responsibility to obtain any license, permit or approval required from any agency for work/services to be performed at his/her own expenses, prior to commencement of said work/services or forfeit any right to compensation under this Agreement.

13 **Non-Discrimination**

The Contractor shall comply with the non-discrimination requirements described below:

**Section 504 of the Rehabilitation Act of 1973**

1. Pursuant to Section 504 of the Rehabilitation Act of 1973 (Public Law 93-112), as amended ("Section 504"), the Contractor agrees that no otherwise qualified disabled individual shall, solely by reason of a disability, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination in the performance of this Agreement.
2. Compliance with Section 504 requires that all benefits, aids and services are made available to disabled persons on an equivalent basis with those received by non-disabled persons. The Contractor shall agree to be in compliance with Section 504 requirements by signing the Letter of Assurance, attached and incorporated herein as Exhibit C.

**Non-Discrimination - General**

No person shall, on the grounds of age, ancestry, creed, color, disability, marital status, medical conditions, national origin, political or religious affiliation, race, sex, sexual orientation or any non-job-related criteria be excluded from participation in, be denied the benefits, or be subjected to discrimination under this Agreement.

Violation of the non-discrimination provisions of this Agreement shall be considered a breach of this Agreement and subject the Contractor to penalties, to be determined by the Executive Director after consultation with the Chair of the Commission, including but not limited to: i) termination of this Agreement; ii) disqualification of the Contractor from bidding on or being awarded a Commission or County of San Mateo Agreement for a period of up to 3 years; iii) liquidated damages of \$2,500 per violation; and/or iv) imposition of other appropriate contractual and civil remedies and sanctions, as determined by the Executive Director, on behalf of the Commission.

To effectuate the provisions of this paragraph, the Executive Director shall have the authority to: i) examine Contractor's employment records with respect to compliance with this paragraph; ii) offset all or any portion of the amount described in this paragraph against amounts due to the Contractor under the Agreement or any other Agreement between the Contractor and the Commission or the County of San Mateo. The Contractor shall report to the Executive Director the filing by any person in any court of any complaint of discrimination or the filing by any person of any and all charges with the Equal Employment Opportunity Commission, the Department of Fair Employment and Housing or any other entity charged with the

investigation of allegations within 30 days of the Contractor's receipt of such filing, provided that within such 30 days such entity has not notified the Contractor that such charges are dismissed or otherwise unfounded. Such notification shall include the name of the complainant, a copy of such complaint and a description of the circumstance. The Contractor shall provide the Commission with a copy of its response to the Complaint when filed.

**Non-Discrimination - Employment**

The Contractor shall ensure equal employment opportunity based on objective standards of recruitment, selection, promotion, classification, compensation, performance evaluations, and management relations, for all employees under this Agreement. The Contractor's equal employment opportunity policies shall be made available to the Commission upon request.

**Equal Benefits**

With respect to the provision of employee benefits, the Contractor shall comply with the San Mateo County Ordinance, which prohibits contractors from discriminating in the provision of employee benefits between an employee with a domestic partner and an employee with a spouse.

**14 Retention of Records**

The Contractor shall maintain all records related to this Agreement for no less than three years after the Commission makes final payment or after termination of this contract and all other pending matters are closed. All records shall be subject to the examination and/or audit by agents of the Commission, the County of San Mateo, the State of California and/or Federal grantor agencies.

**15 Merger Clause**

This Agreement, including exhibits and attachments included herewith and incorporated by reference, constitutes the sole and entire Agreement of the Parties hereto and correctly states the rights, duties, and obligations of each Party as of this document's date. All subsequent modifications shall be in writing and executed by the Parties.

**16 Governing Law**

The validity of this Agreement and of its terms or provisions, as well as the rights and duties of the Parties hereunder, the interpretation and performance of this Agreement shall be governed by the laws of the State of California. Any lawsuit related to this Agreement must be venued in the San Mateo County Superior Court.

**IN WITNESS WHEREOF**, the Parties hereto, by their duly authorized representatives, have affixed their hands to this Communications Consultation Services to F5SMC Agreement.

**RUNYON SALTZMAN, INC.  
2020 L Street, Suite 100  
Sacramento, CA 95811**

**FIRST 5 SAN MATEO COUNTY  
1700 S. El Camino Real, Suite 405  
San Mateo, CA 94402  
Phone # (650) 372-9500**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Commission Chair

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

**19540-6814**

\_\_\_\_\_  
Contractor's Tax ID Number

\_\_\_\_\_  
Budget Unit

**AGREEMENT BETWEEN  
FIRST 5 SAN MATEO COUNTY  
AND  
INDEPENDENT CONTRACTOR  
RUNYON SALTZMAN, INC.  
(Communications Consultation Services)**

**EXHIBIT A**

**SCOPE OF WORK**

**I. Introduction**

Pursuant to the Agreement for services between RUNYON SALTZMAN, INC. effective **July 1, 2018**, the Contractor shall provide the services as described in this Exhibit and detailed more fully in Attachment A-1 over the term of this Agreement from **July 1, 2018 to June 30, 2020**.

**II. Supplantation**

Funds provided pursuant to this Agreement are provided pursuant to Proposition 10 and are intended to supplement, expand upon, and enhance activities funded from existing sources. Contractor shall not use funds under this contract to supplant existing resources or services.

**III. Description of Services to be Performed by the Contractor**

**YEAR 1 – JULY 1, 2018 - JUNE 30, 2019:**

**Communication with F5SMC Commission and Staff**

F5SMC/RSE regular bi-weekly meetings following official contract kick off meeting to stay informed and on track

**Discovery and Situational Analysis**

1. Website Audit
2. Social Media Audit
3. Conduct interviews with staff, commission members, elected officials, funded and non-funded partners, grantees and any other identified key stakeholders

**Communications Plan**

1. Identify and draft key messages for F5SMC Focus Areas: Early Learning, Child Health & Development, Family Engagement and in tandem messages or not with Policy and Advocacy activities
2. Finalize the final draft of the Communications Plan, including metrics to measure success, with input from F5SMC staff

**Metrics**

1. Identify tools that will assist with collecting metrics and monitoring success
2. Establish a plan for measuring the results of all communications and implementation efforts

**Implementation Plan**

Provide final Implementation Plan

**YEAR 2 - JULY 1, 2019- JUNE 30, 2020**

Website, social media and digital engagement meetings, collaboration and implementation

**AGREEMENT BETWEEN  
FIRST 5 SAN MATEO COUNTY  
AND  
INDEPENDENT CONTRACTOR  
RUNYON SALTZMAN, INC.  
(Communications Consultation Services)**

**EXHIBIT B**

**PAYMENTS**

1. Payment shall be conditioned on the performance of the services described in Exhibit A to the full satisfaction of the Executive Director, on behalf of First 5 San Mateo County.
2. The amount that the Commission shall be obligated to pay for services rendered under this Agreement shall not exceed **NINETY NINE THOUSAND NINE HUNDRED THIRTY SIX DOLLARS (\$99,936)** for the Agreement term of **July 1, 2018 to June 30, 2020**. Payment shall be made upon receipt of invoice itemizing all services rendered from the Contractor. Invoices shall be submitted to First 5 San Mateo County, with accompanying documentation of services rendered.
3. Payment for all services provided pursuant to this Agreement is contingent upon the availability of funds under Proposition 10. In the event such funds are not provided or not available to the First 5 San Mateo County, the Commission shall not be liable for any payment whatsoever, including, but not limited to, payments that are based on Commission funds. The Commission may terminate the agreement for unavailability of State funds. In this event, the Commission shall, through its Executive Director, inform the Contractor of such unavailability as soon as it is known, and to the extent legally possibly pay all outstanding amounts due.



**AGREEMENT BETWEEN  
FIRST 5 SAN MATEO COUNTY  
AND**

**INDEPENDENT CONTRACTOR  
RUNYON SALTZMAN, INC.  
(Communications Consultation Services)**

**EXHIBIT D**

**INTELLECTUAL PROPERTY PROTOCOL**

The protocol provided below addresses how and when a person must obtain permission to disseminate data, findings or products emerging from First 5 San Mateo County ("F5SMC" or "Commission")-funded projects or their evaluations.

**1. Categories of Materials**

The following tiers represent the general types or categories of dissemination and the F5SMC's policy for each category.

**Tier 1** acknowledges that cleaned and reviewed data, and summaries of cleaned/reviewed data are commonly shared among individuals and/or organizations (collectively "Persons"). The F5SMC encourages this practice and does not expect any advance notice, pre-approval or involvement.

**Tier 2** recognizes that data sets are commonly analyzed and findings are broadly shared through publication, teaching and other methods of dissemination. These activities can be viewed as beneficial to the community and therefore the F5SMC generally encourages them. However, prior to any publication of F5SMC-funded and produced materials, such material shall be submitted to the F5SMC for prior approval for input and to ensure inclusion of appropriate F5SMC acknowledgment. Failure to obtain approval prior to dissemination is a violation of this protocol.

**Tier 3** acknowledges that in some instances, Persons will develop analyses, Materials or products for distribution and/or sale (e.g. software programs, CD-ROMs, brochures, manuals, curricula and books). Persons need to acknowledge that in such instances, the F5SMC owns the rights to such analyses, Materials or products. Consequently, no person shall sell or otherwise appropriate any analyses, Materials or products which are made possible, in whole or in part, by F5SMC funded support, without the express prior approval of the F5SMC. When presented with a request by a person for prior approval, the F5SMC shall decide whether, and to what extent, such analyses, Materials or products may be appropriated or sold, the determination of which shall include consideration of such issues such as profit sharing, on a case by case basis. Failure to obtain approval prior to dissemination is a violation of this protocol. The decision whether to grant approval is the Commission's alone and is not subject to a requirement of good cause.

**2. Definitions and Process**

At present, F5SMC Agreements provide that F5SMC owns any products from F5SMC-funded projects. The protocol provided below addresses how/when a person must obtain permission to disseminate data, findings or products emerging from F5SMC-funded projects or their evaluations.

**Tier 1- Cleaned/Reviewed Data and Summary of Findings**

**Definition:**

This category generally includes data that is considered to be "in the public domain." This includes data from general surveys as well as specific surveys and other data collection methods utilized to identify the "results" of F5SMC-funded efforts (e.g. percentage of WIC clients who initiate breast feeding).

This data has been cleaned and reviewed for clarity and reasonable validity. This does not include "draft" data or draft summaries which have not been approved or finalized by the originator.

**Criteria/Conditions for Release of Information:**

In the spirit of cooperating/coordinating with all Persons who are working to improve the health and well-being of children and families in the County, these data may be released without specific F5SMC review and approval provided that appropriate measures are taken to ensure client confidentiality AND provided that the methods used to collect the data are reasonably valid and are available for review upon request.

**Tier 2- Analytic Reports for Public Dissemination, Publication and/or Teaching**

**Definition:**

This category includes reports that analyze cleaned data and their significance and which are to be used for public dissemination, publication, or teaching.

**Criteria/Conditions for Release of Information:**

Reports for public dissemination, publication and/or teaching must (1) acknowledge F5SMC support for the intervention or evaluation effort; and (2) be submitted to F5SMC prior to distribution/publication for approval, feedback and comments. This includes reports which analyze the status of population (results) and/or those which assess the effectiveness of funded interventions.

Client confidentiality must be maintained and methods of data collection utilized must be included or available upon request. Requests for comments/feedback shall be submitted to F5SMC offices. The request shall then go to the full F5SMC for comment and/or approval. The decision whether to grant approval is the Commission's alone and is not subject to a requirement of good cause.

**Tier 3- Products with Sales or Profit-Producing Potential**

**Definition:**

This category includes any analyses, Materials or products wholly or partially created or produced with F5SMC support which may be sold or otherwise appropriated. This may include, but is not limited to: manuals, brochures, software programs, CDROMs, curricula, and books.

**Process for Consideration and /or Approval of Product Sale:**

Any Person with a F5SMC-supported product for sale or for profit must submit a request to F5SMC for approval for sale specifying the use of profits prior to its sale. Terms of approval of such requests will be considered on a case by case basis.

Requests shall be submitted to F5SMC offices. The request shall go to the full F5SMC for comment and/or approval. The decision whether to grant approval is the Commission's alone and is not subject to a requirement of good cause.



**First 5 San Mateo County  
Detailed Scope of Work: Communications Consultation Services**

**July 1, 2018 – June 30, 2019**

**Runyon Saltzman, Inc**

<b>Tasks, Activities, and Deliverables</b>	<b>Timeframe or Date</b>	<b>Key Staff Responsible</b>
<b>1. Communicating with F5SMC Commission and Staff</b>		
1. F5SMC/RSE regular bi-weekly meetings following official contract kick off meeting to stay informed and on track	Bi-Weekly	Mehera May, Alicia Leupp Hanley, Leslie Valdivia
2. Attend and participate in Commission and Committee meetings as needed	As Needed	Mehera May, Alicia Leupp Hanley, Jonathan Bolivar
<b>2. Continue Implementing Strategic Communications Plan</b>		
1. <b>Impact Stories:</b> Collect, write, design and disseminate 5-10 key impact stories that exemplify the important work F5 makes possible.	July-June	Mehera May, Alicia Leupp Hanley, Leslie Valdivia
2. <b>Website:</b> Ongoing web, newsletter and blog content management. This includes developing fresh web content and posting, regular newsletter content that aligns with F5SMC and statewide communication goals, and updated blogs.	July-June	Alicia Leupp Hanley, Leslie Valdivia, Jonathan Bolivar, Mehera May
3. <b>Social Media:</b> Draft 12 content calendars, schedule and post. Monitor feeds and provide the role of community manager for all social media platforms, with guidance and approval from F5SMC team.	July-June	Leslie Valdivia, Jonathan Bolivar, Mehera May
4. <b>Media Relations:</b> Support specific initiatives (i.e. Build Up, Quality Counts San Mateo County, Oral Health, etc.) with targeted media relations efforts. This includes drafting or editing press materials, developing pitches and disseminating them, and gaining earned media.	July-June	Koula Gianulias, Allie Delehant, Mehera May, Scott Rose
5. <b>Influencer Engagement:</b> In close collaboration with F5SMC team, identify specific influencer audiences to target with F5SMC messages. (July-Aug) Develop plan and craft communications materials to reach these influencers. (Sept-June) Examples of the audiences could include elected officials, key business leaders, school boards, etc.	July-June	Mehera May, Alicia Leupp Hanley, Jonathan Bolivar, Scott Rose
6. <b>Brand Campaign:</b> Continue developing "Think Bigger" Handmade brand campaign to position F5SMC as a thought leader and significant influencer in the mission	July-June	Steve Fong, Kelley Kent, Laura Berruezo, Mehera May, Alicia

<p>to ensure success for every child in the county. Campaign could include additional mass media assets (videos, billboards, radio, paid social media) as well as unexpected grassroots elements.</p>		<p>Leupp Hanley, Leslie Valdivia</p>
<p>7. <b>20<sup>th</sup> Anniversary:</b> In close collaboration with F5SMC team, develop plan to promote key messages in alignment with statewide recognition of the First 5 20<sup>th</sup> Anniversary. Activities could include event planning, social media campaign and alignment with the F5SMC brand campaign.</p>	<p>Sept-Jan</p>	<p>Mehera May, Alicia Leupp Hanley, Leslie Valdivia</p>
<p>8. <b>Metrics and Reporting:</b> Provide quarterly report of communications activities (format to be determined with F5SMC team). Social media and website analytics will continue to be reported on a monthly basis. Following specific communications campaigns (brand campaign, 20<sup>th</sup> Anniversary) RSE will provide recap reports with success metrics.</p>	<p>Quarterly, July-June and As Needed</p>	<p>Leslie Valdivia, Alicia Leupp Hanley</p>



**First 5 San Mateo County  
BUDGET REQUEST FORM**

Complete this form to show the budget for the **entire** project for the fiscal year. If there are subcontractors or collaborative agency budgets involved, please complete an additional budget request form for each and identify the subcontractor.

Agency Name:	<b>Runyon Saltzman, Inc.</b>
Program/Project Name:	<b>Communications Consultation Services</b>
Amount of Request:	<b>\$99,936</b>
Budget Period:	<b>July 1, 2018 - June 30, 2019</b>
Submission Date:	<b>5/24/2018</b>

\*\* List Leveraged Amount Available-Non F5SMC funds available to support the project, excluding the amount being requested from the Commission. At the bottom of the form under section VII, please list the funding source for all funds included in this column and any amounts from this column that are not yet secured.

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
Position Title	Hourly Wages	# Hours			
A. Scott Rose, RSE Principle-in-Charge and Director of Public Affairs	\$ 250.00	16	\$ -		\$ -
B. Steve Fong, RSE Creative Director	\$ 232.00	18	\$ 4,176.00	\$ -	\$ 4,176.00
C. Kelley Kent, RSE Media Director	\$ 224.00	10	\$ 2,240.00	\$ -	\$ 2,240.00
D. Mehera May, RSE Associate Social Marketing Director	\$ 220.00	72	\$ 15,840.00	\$ -	\$ 15,840.00
E. Jonathan Bolivar, RSE Digital Strategist	\$ 212.00	32	\$ 6,784.00	\$ -	\$ 6,784.00
F. Alicia Leupp Hanley, RSE Account Supervisor	\$ 212.00	36	\$ 7,632.00	\$ -	\$ 7,632.00
G. Koula Gianulias and Allie Delehant, RSE Public Relations Account Manager(s)	\$ 168.00	50	\$ 8,400.00	\$ -	\$ 8,400.00
H. Laura Berruezo, RSE Art Director	\$ 160.00	65	\$ 10,400.00	\$ -	\$ 10,400.00
I. Digna Roque and Josh Chilton, RSE Copywriters	\$ 160.00	50	\$ 8,000.00	\$ -	\$ 8,000.00
J. Leslie Valdivia, RSE Senior Account Coordinator	\$ 132.00	80	\$ 10,504.00	\$ -	\$ 10,504.00
K. Dominique Beilke, RSE Production Artist	\$ 128.00	20	\$ 2,560.00	\$ -	\$ 2,560.00
L. Brianna Redmond, RSE Production Manager	\$ 120.00	20	\$ 2,400.00		\$ 2,400.00
Benefits @ ___%			\$ -	\$ -	\$ -
<b>Subtotal - Personnel</b>			<b>\$ 78,936.00</b>	<b>\$ -</b>	<b>\$ 78,936.00</b>

II. OPERATING EXPENSES	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities	\$ -	\$ -	\$ -
B. Office Supplies and Materials	\$ -	\$ -	\$ -
C. Telephone/Communications	\$ 500.00	\$ -	\$ 500.00
D. Postage/Mailing	\$ -	\$ -	\$ -
E. Printing/Copying	\$ 500.00	\$ -	\$ 500.00
F. Equipment Lease	\$ -	\$ -	\$ -
G. Travel Using Personal Vehicle	\$ 2,000.00	\$ -	\$ 2,000.00
H. Travel Using Company Vehicle	\$ -	\$ -	\$ -
I. Consultants (itemize):	\$ -	\$ -	\$ -
J. Subcontractors (itemize):	\$ -	\$ -	\$ -
Marguerite Cueto, Latino Expert Consultant @ \$200 per hour	\$ 3,000.00	\$ -	\$ 3,000.00
	\$ -	\$ -	\$ -
K. Other (itemize):	\$ -	\$ -	\$ -
K1. Media Buy (Pending F5SMC Approval)	\$ 10,000.00	\$ -	\$ 10,000.00
K2. Social Media Advertising (Pending F5SMC Approval)	\$ 5,000.00	\$ -	\$ 5,000.00
<b>Subtotal - Operating Expenses</b>	<b>\$ 21,000.00</b>	<b>\$ -</b>	<b>\$ 21,000.00</b>

III. CAPITAL EXPENDITURES	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Itemize and describe items requested. Competitive bids may be requested by the Commission prior to contract. This section can be left blank if no capital requests are being made.			
Subtotal - Capital Expenditures	\$ -	\$ -	\$ -

IV. INDIRECT COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
%	\$ -	\$ -	\$ -
(Attach copy of approved indirect cost rate proposal if percentage exceeds 12%, or submit a proposal for approval)			
Subtotal - Indirect Costs	\$ -	\$ -	\$ -

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Total of sections I - IV	\$ 99,936.00	\$ -	\$ 99,936.00

**VI. IN KIND SUPPORT:** Please identify any in-kind support that is available to this project (example: volunteer hours, donated office space or equipment). If volunteer hours are listed, please indicate the role(s) of volunteers in the project. **RSE typically provides significant pro bono personnel time to our social marketing clients. An estimated \$5,000 of Scott Rose's time will be pro bono, and additional pro bono time from key staff (ex: Alicia and Mehera) is anticipated on the account.**

**VII. LEVERAGED FUNDS ARE FROM:** Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured.

Date Prepared:		Prepared By:	
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First 5 San Mateo County Use Only			
Date Approved:		Approved By:	

**DATE:** June 25, 2018

**TO:** First 5 San Mateo County Commission

**FROM:** Kitty Lopez, Executive Director

**RE:** **Approval of Amendments to Agreements for the First 5 California IMPACT Grant to:**

- A. San Mateo County 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 \$318,328.00, Contract Term effective May 1, 2016 through June 30, 2020

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**ACTION REQUESTED**

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

- A. San Mateo County 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 \$318,328.00, Contract Term effective May 1, 2016 through June 30, 2020

**BACKGROUND**

- F5CA IMPACT Grant (Improve and Maximize Programs so All Children Thrive): In July 2015, First 5 California (F5CA) released a Request for Application (RFA) totaling \$190M in funding to support F5CA's IMPACT Grant FY 2015-2020. The goal of IMPACT is to utilize partnerships between F5CA and First 5 County Commissions to increase the number of high-quality early learning settings for children birth through 5, including supporting and engaging families in the early learning process.
  - ✓ First 5 San Mateo County (F5SMC) has won the F5CA-F5SMC IMPACT Grant totaling \$2,191,497 over five years (FY 2015-2020).
  - ✓ F5SMC, lead agency of the F5CA-F5SMC IMPACT Grant, receives Base Layer Funding of \$574,343; whereas executing partners San Mateo County Office of Education (SMCOE) and Child Care Coordinating Council of San Mateo County, Inc. (4C's) receive its allocated Step Layer Funding of \$1,298,826 and of \$318,328.00 respectively.
  - ✓ SMCOE recently received an additional Step Layer Incentive of \$28,700 for its deliverables in 2016.
- County of San Mateo's policy limits the County Contract Term in 3 years, unless obtaining approval from County of San Mateo Contract Compliance Committee (SMC CCC).
- F5SMC Commission approved the Agreement 19500-16-D016 to SMCOE and the Agreement 19500-16-D017 to 4C's for the full allocated IMPACT amounts but limited the Contract Terms in 3 years per County of San Mateo's policy. These Agreements are for pass-through funds to SMCOE and 4C's as their individual award grant amounts are approved by F5CA.
- F5SMC has recently obtained approval from SMC CCC to extend the Contract Terms of these Agreements to 2 more years, or from May 1, 2016 through June 30, 2020, in line with the 5-year F5CA-F5SMC IMPACT Grant.

- On June 11<sup>th</sup>, 2018 the F5SMC Finance and Administration Committee reviewed and approved the Amendments to Agreements for the First 5 California IMPACT Grant to:
  - C. San Mateo County Office of Education (SMCOE) in the Amount of \$1,327,526, Contract Term effective May 1, 2016 through June 30, 2020
  - D. Child Care Coordinating Council of San Mateo County, Inc. (4Cs) in the Amount of \$318,328.00, Contract Term effective May 1, 2016 through June 30, 2020

**AMENDMENTS TO AGREEMENTS**

The proposed Amendments to Agreements are to amend the Contract Terms for both Agreements and to increase Total Amount of Agreement 19500-16-D06 to SMCOE for the inclusion of its Step Layer Incentive of \$28,700.

<b>Amendment to Agreement</b>	<b>Contractor</b>	<b>Amended Contract Term</b>	<b>Amended Contract Amount</b>	<b>Attachment</b>
Amendment to Agreement 19500-16-D016	San Mateo County Office of Education (SMCOE)	May 1, 2016- June 30, 2020	\$1,327,526	Attachment 13A
Amendment to Agreement 19500-16-D017	Child Care Coordinating Council of San Mateo County, Inc. (4C's)	May 1, 2016- June 30, 2020	NA	Attachment 13B

**FISCAL IMPACT**

None

**ACTION REQUESTED**

**Approval of Amendments to Agreements for:**

- A. Agreement 19500-16-D016 to San Mateo County Office of Education (SMCOE) in the Amount of \$1,327,526, Contract Term effective May 1, 2016 through June 30, 2020.
- B. Agreement 19500-16-D017 to Child Care Coordinating Council of San Mateo County, Inc. (4Cs), Contract Term from May 1, 2016 through June 30, 2020.

**AMENDMENT TO THE AGREEMENT  
BETWEEN  
FIRST 5 SAN MATEO COUNTY  
AND  
SAN MATEO COUNTY OFFICE OF EDUCATION  
(F5CA - F5SMC IMPACT GRANT)**

THIS AMENDMENT (the "Amendment"), is entered into this First day of July, 2018 by and between First 5 San Mateo County ("F5SMC" or the "Commission") and San Mateo County Office of Education (the "Grantee") (collectively, the "Parties");

*RECITALS*

- A. First 5 San Mateo County and San Mateo County Office of Education entered into a 38 month Agreement effective May 1, 2016 through June 30, 2018 regarding the F5CA - F5SMC IMPACT GRANT.

Now therefore, it is hereby agreed by the parties that:

1. **Section # 3 - Agreement Term and Termination** of the Agreement is replaced in its entirety with the following:

**Agreement Term and Termination**

Notwithstanding Paragraph 4(C) and Paragraph 5, each of which may require performance by the Grantee after the Agreement term is completed or the Agreement is terminated, the term of this Agreement shall be from May 1, 2016 to June 30, 2020. The Grantee further agrees that the requirements of this Agreement pertaining to indemnity in Paragraph 8, records in Paragraph 14, and intellectual property in Paragraph 15, and controlling law in Paragraph 19, shall survive the termination of this Agreement.

The Executive Director, after consultation with the Chair of the Commission, may at any time from execution of this Agreement, terminate this Agreement, with or without cause upon 30 days written notice specifying the effective date of such termination.

In the event of termination, all finished or unfinished documents, data, studies, maps, photographs, reports, and materials (collectively, "Materials") prepared by the Grantee under this Agreement shall become the property of the Commission and shall be promptly delivered to the Commission.

In the event of termination, the Grantee shall be paid for all work satisfactorily performed until termination.

In the event that the Commission makes any advance payments, the Grantee agrees to refund any amounts in excess of the amount owed by the Commission if the Agreement is terminated at the time the Agreement terminated. Such payment shall be that portion of the full payment, which is determined by comparing the work/services completed satisfactorily to the work/services required by the Agreement.

2. **Section # 4 – Payment of the Agreement** is replaced in its entirety with the following:

**A. Maximum Amount.** In full consideration of the Grantee’s performance of the Services, the amount that the Commission shall be obligated to pay under this Agreement shall not exceed ONE MILLION THREE HUNDRED TWENTY SEVEN THOUSAND FIVE HUNDRED TWENTY SIX DOLLARS (\$1,327,526).

**B. Rate of Payment.** The rate of payment shall be as specified in Exhibit B. The Commission reserves the right to withhold payment if the Commission determines that the quantity or quality of the work performed as described in Exhibit A is unacceptable. In the event that any advance or unearned payments are received by the Grantee, the Grantee shall hold such payments in trust for the benefit of the Commission and shall return or refund to the Commission any and all amounts held that are in excess of the amount owed by the Commission at the time the Agreement terminated.

**C. Time Limit for Submitting.** Grantee expenditures will be paid on a reimbursement basis only. On a quarterly basis, the Grantee shall submit actual expenses in a Financial Status Report and Reimbursement Request Form (the “Report”). This Report shall be submitted within 30 days after the end of each quarter being reported on for each funded fiscal year under this Agreement in accordance with the provisions of Exhibit B. Guidelines from the Grantee Handbook for the submittal of the Report will be provided on request.

**D. Availability of Funds.** Payment for all services provided pursuant to this Agreement is contingent upon the availability of funds under Proposition 10. In the event such funds are not provided or not available to the First 5 San Mateo County, the Commission shall not be liable for any payment under this Agreement. In such event, the Commission may terminate this Agreement for unavailability of State funds. If that occurs, the Commission shall request that the Executive Director inform the Grantee of such unavailability as soon as it is known, and, to the extent Proposition 10 funds remain and it is legally possible, the Commission shall pay all outstanding amounts due. In no event will the Commission be required to make payments under this Agreement from non-Proposition 10 Commission funds.

**E. Supplantation.** Funds pursuant to this Agreement are provided pursuant to Proposition 10 and are intended to supplement, expand upon, and enhance activities funded from existing sources. The Grantee shall not use funds under this Agreement to supplant existing resources or services.

3. **Section # 5 – Program Monitoring and Evaluation of the Agreement** is replaced in its entirety with the following:

**Program Monitoring and Evaluation**

The Grantee shall track the achievement of program objectives and the process and outcome measures for this project as they are described in the scope of work in Exhibit A. The Grantee shall cooperate with the Commission, the Staff and/or a Staff Designee hired to aid in the evaluation process. The Grantee shall collect client level data for each funded year and shall participate in a countywide and statewide evaluation of the effectiveness of Proposition 10 efforts, whether it occurs during or after the term of this contract. As requested by the Executive Director, his or her designee, and/or the Commission staff, the Grantee shall submit reports in the form of those included in the Grantee Handbook according to the following monitoring and evaluation dates:

A. Progress Report and Comprehensive Evaluation Tools due on:

1. January 30, 2016;
2. July 30, 2016;
3. January 30, 2017;
4. July 30, 2017;
5. January 30, 2018;
6. July 30, 2018;
7. January 30, 2019;
8. July 30, 2019;
9. January 30, 2020;
10. July 30, 2020;

4. **Section # 18 – Notice of the Agreement** is replaced in its entirety with the following:

A. Unless First 5 San Mateo County is informed in writing, of any change as to the name and address for any notice, request, demand or other communication required or permitted, that communication shall be deemed to be properly given when deposited in the United States mail, postage prepaid, addressed:

- 1) In the case of Commission, to:  
First 5 San Mateo County  
1700 S. El Camino Real, Suite 405  
San Mateo, CA 94402  
Phone: (650) 372-9500
  
- 2) In the case of the Grantee, to:  
San Mateo County Office of Education  
101 Twin Dolphin Drive  
Redwood City, CA 94065  
Phone: (650) 802-5623

B. “Digital signature” means an electronic identifier, created by computer, intended by the party using it to have the same force and effect as the use of a manual signature. A digital signature is a type of “electronic signature”. If the Parties wish to permit this Agreement and future documents relating to this Agreement to be digitally signed in accordance with California law, both boxes below must be checked. Any Party that agrees to allow digital signature of this Agreement may revoke such agreement at any time in relation to all future documents by providing notice pursuant to this Agreement.

For the Commission:  If this box is checked by the Commission, the Commission consents to the use of electronic signatures in relation to this Agreement.

For the Grantee:  If this box is checked by the Grantee, the Grantee consents to the use of electronic signatures in relation to this Agreement.

5. Except as modified herein, all other terms and conditions of the Agreement shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto, by their duly authorized representative, have affixed their hands to this Agreement.

**San Mateo County Office of Education**  
101 Twin Dolphin Drive  
Redwood City, CA 94065

**First 5 San Mateo County**  
1700 S. El Camino Real, Suite 405  
San Mateo, CA 94402

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
CHAIR

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Tax ID No.

\_\_\_\_\_  
19540-6126  
Budget Unit No.

**AMENDMENT TO THE AGREEMENT  
BETWEEN  
FIRST 5 SAN MATEO COUNTY  
AND  
CHILD CARE COORDINATING COUNCIL OF SAN MATEO COUNTY, INC. (4C's)  
(F5CA - F5SMC IMPACT GRANT)**

THIS AMENDMENT (the "Amendment"), is entered into this First day of July, 2018 by and between First 5 San Mateo County ("F5SMC" or the "Commission") and Child Care Coordinating Council of San Mateo County, Inc. (4C's) (the "Grantee") (collectively, the "Parties");

*RECITALS*

- A. First 5 San Mateo County (F5SMC) and Child Care Coordinating Council of San Mateo County, Inc (4C's) entered into a 38 month Agreement effective May 1, 2016 through June 30, 2018 regarding the F5CA - F5SMC IMPACT GRANT.

Now therefore, it is hereby agreed by the parties that:

1. **Section # 3 - Agreement Term and Termination** of the Agreement is replaced in its entirety with the following:

Notwithstanding Paragraph 4(C) and Paragraph 5, each of which may require performance by the Grantee after the Agreement term is completed or the Agreement is terminated, the term of this Agreement shall be from May 1, 2016 to June 30, 2020. The Grantee further agrees that the requirements of this Agreement pertaining to indemnity in Paragraph 8, records in Paragraph 14, and intellectual property in Paragraph 15, and controlling law in Paragraph 19, shall survive the termination of this Agreement.

The Executive Director, after consultation with the Chair of the Commission, may at any time from execution of this Agreement, terminate this Agreement, with or without cause upon 30 days written notice specifying the effective date of such termination.

In the event of termination, all finished or unfinished documents, data, studies, maps, photographs, reports, and materials (collectively, "Materials") prepared by the Grantee under this Agreement shall become the property of the Commission and shall be promptly delivered to the Commission.

In the event of termination, the Grantee shall be paid for all work satisfactorily performed until termination.

In the event that the Commission makes any advance payments, the Grantee agrees to refund any amounts in excess of the amount owed by the Commission if the Agreement is terminated at the time the Agreement terminated. Such payment shall be that portion of the full payment, which is determined by comparing the work/services completed satisfactorily to the work/services required by the Agreement.

2. **Section # 5 – Program Monitoring and Evaluation of the Agreement** is replaced in its entirety with the following:

The Grantee shall track the achievement of program objectives and the process and outcome measures for this project as they are described in the scope of work in Exhibit A. The Grantee shall cooperate with the Commission, the Staff and/or a Staff Designee hired to aid in the evaluation process. The Grantee shall collect client level data for each funded year and shall participate in a countywide and statewide evaluation of the effectiveness of Proposition 10 efforts, whether it occurs during or after the term of this contract. As requested by the Executive Director, his or her designee, and/or the Commission staff, the Grantee shall submit reports in the form of those included in the Grantee Handbook according to the following monitoring and evaluation dates:

**A. Progress Report and Comprehensive Evaluation Tools due on:**

1. January 30, 2016;
2. July 30, 2016;
3. January 30, 2017;
4. July 30, 2017;
5. January 30, 2018;
6. July 30, 2018;
7. January 30, 2019;
8. July 30, 2019;
9. January 30, 2020;
10. July 30, 2020;

3. **Section # 18 – Notice of the Agreement** is replaced in its entirety with the following:

- A. Unless First 5 San Mateo County is informed in writing, of any change as to the name and address for any notice, request, demand or other communication required or permitted, that communication shall be deemed to be properly given when deposited in the United States mail, postage prepaid, addressed:

- 1) In the case of Commission, to:  
First 5 San Mateo County  
1700 S. El Camino Real, Suite 405  
San Mateo, CA 94402  
Phone: (650) 372-9500
- 2) In the case of the Grantee, to:  
Child Care Coordinating Council of San Mateo County, Inc,  
330 Twin Dolphin Drive, Suite 119  
Redwood City, CA 94065

B. "Digital signature" means an electronic identifier, created by computer, intended by the party using it to have the same force and effect as the use of a manual signature. A digital signature is a type of "electronic signature". If the Parties wish to permit this Agreement and future documents relating to this Agreement to be digitally signed in accordance with California law, both boxes below must be checked. Any Party that agrees to allow digital signature of this Agreement may revoke such agreement at any time in relation to all future documents by providing notice pursuant to this Agreement.

For the Commission:  If this box is checked by the Commission, the Commission consents to the use of electronic signatures in relation to this Agreement.

For the Grantee:  If this box is checked by the Grantee, the Grantee consents to the use of electronic signatures in relation to this Agreement.

4. Except as modified herein, all other terms and conditions of the Agreement shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto, by their duly authorized representative, have affixed their hands to this Agreement.

**Child Care Coordinating Council of  
San Mateo County, Inc.**  
330 Twin Dolphin Drive, Suite 119  
Redwood City, CA 94065

**First 5 San Mateo County**  
1700 S. El Camino Real, Suite 405  
San Mateo, CA 94402

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
CHAIR

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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Date

\_\_\_\_\_  
Tax ID No.

\_\_\_\_\_  
19540-6126

\_\_\_\_\_  
Budget Unit No.

**DATE:** June 25, 2018  
**TO:** First 5 San Mateo County Commission  
**FROM:** Kitty Lopez, Executive Director  
**RE:** May and June Communications Update

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**ACTION REQUESTED**

None; this agenda item is for information only.

**COMMUNICATIONS**

- On April 27<sup>th</sup>, First 5 San Mateo County (F5SMC) released its first quarterly electronic newsletter, "[Think Bigger](#)". (See attachment 14.1). The newsletter was created by F5SMC's communication firm, Runyon, Saltzman, Einhorn Inc. (RSE) with input from F5SMC staff.
- RSE developed additional impact stories that were shared with California State Legislators in Sacramento during the First 5 Association's Advocacy Day on May 2<sup>nd</sup>, 2018. (See attachments 14.2)
- F5SMC received two proposals for the 2018 – 2019 Communications Consultation Services. F5SMC will make a recommendation at the June Commission meeting for the selected communication firm to continue implementing the F5SMC Strategic Communication Plan for 2018 – 2020. The selected firm will provide communication activities and public education and social media campaigns supporting the needs of children prenatal to age 5 and their families in San Mateo County.
- On May 15<sup>th</sup>, the F5SMC Communication Team had a meeting with Health System Program Services Manager, Edith Cabuslay, to help coordinate messaging for a County-wide Cannabis Education Campaign for our target population of parents and children, 0 – 5 years old. The Health System is also targeting teen parents and youth as part of the campaign.
- F5SMC is working with RSE to develop a plan to celebrate First 5 San Mateo County's 20<sup>th</sup> Anniversary in the Fall.
- RSE is developing a F5SMC branding video that can be used for multiple purposes such as for presentation, website, an in-person meeting, etc.

**SOCIAL MEDIA**

- See Overall Social Media Report Attachment 14.3

Like 0 Share: Tweet

- 
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- 
- 

Volume I | April 2018



### Quality Counts: Making Strides with QRIS Branding

In partnership with SMCOE, 4Cs, the Child Care Partnership Council and participating providers, we are proud to announce our new QRIS brand - Quality Counts San Mateo County!

A new website [SMCQualityCounts.org](http://SMCQualityCounts.org) was recently launched to support the program. The site includes information for parents and providers on the importance of quality care, as well as online ratings for family and center-based childcare programs throughout the county. **Please check out and share the resources available on [SMCQualityCounts.org](http://SMCQualityCounts.org).** An upcoming convening of stakeholders will be held to discuss communications and develop an action plan for promoting the Quality Counts San Mateo County program. Also, stay tuned to our blog for an upcoming Quality Counts success story.



### TGI...Friday CAFÉS!



If you haven't experienced a Friday CAFÉ, you're missing out on a unique opportunity to learn and be inspired.

Friday CAFÉ is a monthly morning discussion and networking series for people who work at the intersection of families and learning. Based on a model started by Brooklyn artists called Creative Mornings, a group of people working in the field of

**Attachment 14.1**

 Community and Family Engagement

family engagement in Connecticut schools and communities modified the model to focus on Community and Family Engagement (CAFÉ). The events are free of charge and open to anyone.

With partner SMCOE, we started a local chapter in 2017, hoping to bring this new form of peer-to-peer learning and resource sharing to our community. Peninsula Conflict Resolution Center has also been a valuable partner. The CAFÉ s have been a huge hit so far, with captivating speakers giving practical and heartfelt advice. You can check the upcoming schedule and reserve a spot, or watch past events on our chapter's webpage: [fridaycafe.org/chapters/san-mateo](http://fridaycafe.org/chapters/san-mateo)

## Build Up for San Mateo County's Children

As you may know, San Mateo County has a child care shortage crisis affecting families' economic opportunities and children's learning during critical development stages from birth to age 5. Recently, the county turned down \$1 million in state support for subsidized child care due to lack of facilities to house programs.

We've been supporting a bold new initiative designed to grow and improve the supply of child care and preschool facilities in San Mateo County: *Build Up*. The *Build Up* San Mateo County's Children Advisory Committee held a kick-off meeting at the Silicon Valley Community Foundation on January 19, where county leaders brainstormed solutions to the child care facilities shortage.

The Advisory Committee is co-chaired by Supervisor David Pine and First 5 SMC Executive Director, Kitty Lopez. Leadership team partners for Build Up for San Mateo County's Children include First 5 San Mateo County, County of San Mateo, Child Care Coordinating Council, San Mateo County Office of Education, Center for Early Learning and the Child Care Partnership Council. For more info on the initiative please visit <https://sites.google.com/view/buildupsmc>.



## Promoting Children's Health through Collaborative Partnerships



After months of putting thousands of low-income children in California and across the nation in jeopardy of losing health coverage, the Children's Health Insurance Program was finally renewed for six years.

The reality of children living without health insurance is one we've seen before in San Mateo County – and one First 5 San Mateo County fought successfully to change.

Between 2002 and 2007, San Mateo County's Children's Health Initiative reduced the number of uninsured children in the county from 17,000 to just 2,000. While it's difficult to quantify the economic value of this reduction in uninsured children, increased use of preventive care has been tied to improved attendance in school, improved learning and improved economic opportunities later in life.

**Attachment 14.1**

San Mateo's Children's Health Initiative was — and continues to be — a model for collaboration and collective impact. The Health Plan of San Mateo, SMC Health System, Peninsula and Sequoia Health Districts and community-based partners and health advocates played a significant role in achieving this. One of the first programs of its kind, it proved successful at impacting policy at the state and local level, including the future development of the Affordable Care Act.

First 5 San Mateo County remains as committed to ensuring health equity for all as we were in 2002. Establishing collective partnerships to expand capacity and reach is central to our mission, and we will do whatever necessary to promote the health of our children. The future of San Mateo's children's health is in our hands, and we take that responsibility seriously.

**First 5 Statewide**

- First 5 is turning 20! It's been two decades since voters approved Prop 10. The First 5 Association will be hosting a First 5 20th Anniversary and Family Fun Day on May 2 at the state capitol. Collectively we'll be recognizing significant milestones accomplished in our work, as well as highlighting how much more still needs to be done to support young children in California. [Click here for more info and to RSVP for the May 2 event.](#)
- You thought 2018 was the year of the dog? Well, it's also the year of statewide alignment for First 5. The 58 First 5 County Commissions, coordinated by the First 5 Association and in partnership with First 5 California are working on a First 5 Network strategy to align and amplify our collective work. More to come!

We'll be bringing you more news on topics like the early learning workforce, early childhood mental health, trauma-informed care and resiliency and more in the next edition of Think Bigger newsletter.

Visit our Website

First 5 San Mateo County | 1700 S. El Camino Real, Suite 405, San Mateo, CA 94402

STAY CONNECTED

**Confirm that you like this.**

Click the "Like" button.

# Success for Every Child



## Improving Oral Health for Children Prenatal to Age 5

When a pregnant woman has a dental disease, her baby is also at an increased risk of developing a dental infection. Research has shown that without proper oral health practices and good nutrition, dental decay can begin soon after babies get their first teeth. Pain from dental disease impacts nutritional intake and tooth loss, damaged teeth, and other dental issues erode self-esteem and confidence, leading to diminished success in school.

### Identified issues facing San Mateo County include:

- Inadequate number of dentists providing care to meet demand, particularly for Medi-Cal/Denti-Cal eligible populations.
- Current reimbursement rates are insufficient and exacerbate gap in services.
- Appointment wait time can be months at community clinics.
- Parents of children served by First 5 San Mateo County-funded programs, particularly non-English speaking families, have reported difficulties accessing dental care.<sup>4</sup>



Data from the San Mateo Medical Center Emergency Room suggest that more than

# 25%

of costly dental-related ER visits could have been prevented with routine preventive and primary dental care.<sup>1</sup>

Fluoride varnish, easily applied to young children's teeth during medical or dental visits, leads to a

# 37%

reduction in the risk of childhood tooth decay.<sup>2</sup>

Dental sealants, plastic coatings applied to the chewing surfaces of molar teeth, can be

# 88%

effective in preventing the most common form of dental decay in school-age children.<sup>3</sup>

<sup>1</sup> Data obtained from San Mateo Medical Center's Emergency Room and Stanford Hospital and Clinics for San Mateo residents, August 2015.  
<sup>2</sup> Weyant, Robert J., et al. "Topical fluoride for caries prevention." *The Journal of the American Dental Association* 144.11 (2013): 1279-1291.  
<sup>3</sup> Ahovuo-Saloranta, Anneli, et al. "Sealants for preventing dental decay in the permanent teeth." *The Cochrane Library* (2013).  
<sup>4</sup> Data from Parent Focus Groups around Oral Health, conducted by First 5. March 2011.

## Our Impact

Across the country, agencies at the county, state and federal levels are recognizing the need for additional resources to assure access to dental care, improve oral health, and integrate with overall health efforts. First 5 San Mateo County has funded a dedicated Oral Health Initiative since 2012, and has been purposefully investing in the development of county-wide solutions using both capacity-building and collective impact strategies.

Most recently, First 5 San Mateo County contributed funding toward the creation of an Oral Health Strategic Plan for the county. First 5 San Mateo County commissioners, staff and grantees have furthered the investment by leading the efforts of the San Mateo County Oral Health Coalition as convenors and champions. The coalition, which includes more than 30 organizations and individuals from the oral health, medical, philanthropic, and other fields, has accomplished:

- Launch of the strategic planning process December 2015 at a planning retreat attended by more than 60 cross-sector stakeholders.
- Environmental scan of the current data and resources on oral health in San Mateo County.
- Final Oral Health Strategic Plan, released in October 2016.

First 5 San Mateo County's commitment to the implementation of the Oral Health Strategic Plan includes funding support for two new county staff positions: an Oral Health Strategic Plan Director and a Dental Program Specialist. These key staff positions will oversee the implementation of the Strategic Plan, including initiating the ongoing convening of local oral health stakeholders, whose support and direction will continue to be integral to the Plan's success.

"I am delighted that the Peninsula is the home of so many test sites of this important pilot project," said **Senator Jerry Hill, D-San Mateo**. "By exploring innovative technology and public-private partnerships, this venture is making dental care more widely available to one of our community's most vulnerable populations — children — and is giving them a head start on a lifetime of healthy dental practices that can influence their overall health and their performance in school."

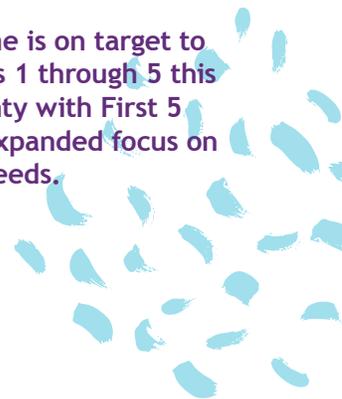
### Former Menlo Park Assemblyman

**Rich Gordon** is one of the county's original First 5 Commissioners.

"Thanks to First 5 San Mateo County and partners like the University of the Pacific School of Dentistry, hundreds of children throughout the county will now have access to high-quality oral hygiene," he said. "Studies have shown there is a relationship between dental care and self-esteem, school performance, and critical developmental health needs."

In parallel with the systems-level work being done through the Oral Health Coalition, First 5 San Mateo County continues to fund for its signature Oral Health investment, the Virtual Dental Home Program, led by Ravenswood Family Health Center. This innovative dental model focuses on prevention through parent education, bringing preventive services to the community and providing children with a dental home. The "virtual dental home" uses a collapsible dental chair, laptop computer, digital camera on the end of a dental probe and a handheld X-ray machine that "extends the opportunity to offer dental diagnostic and preventive services in the comfort of their familiar and non-threatening pre-school environment and introduces the child and the family to preventive dental services and education at a very young age," says Dr. Yogita Thakur, Dental Director at Ravenswood Family Health Center.

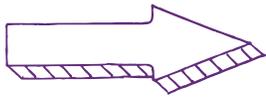
- More than 1,125 children in San Mateo County have been served by the Virtual Dental Home since First 5 San Mateo County began the funding model in 2012.
- The Virtual Dental Home is on target to serve 600 children ages 1 through 5 this year in San Mateo County with First 5 funding, including an expanded focus on children with special needs.



# Success for Every Child



## SPOTLIGHT ON SUCCESS:



### Omni Montessori

Running an in-home child care program isn't easy. Just ask Jerbanu Zack (Jeri). For 15 years now, she's managed Omni Montessori, caring for 12-14 children from her home in Foster City with the help of 2-3 staff. "Every year is different," said Jeri, "We cannot be rigid or stagnant - we're always looking for ways to keep addressing what is happening. For example, our kids now tend to be younger because of transitional kindergarten...so we're always reassessing for developmentally appropriate, individualized activities."

Quality Counts San Mateo County offers child care owners the opportunity to improve their early childhood care and education programs.

Like so many of San Mateo County's dedicated early child care providers, Jeri is devoted to the children she cares for and is always eager to find new ways to improve her teaching. A few years ago, Jeri enrolled in the pilot of what has become Quality Counts San Mateo County, a program funded by First 5 San Mateo County and managed by the 4Cs of San Mateo County that offers child care owners the opportunity to be evaluated and receive one-on-one coaching to improve their early childhood care and education delivery.

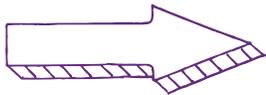


Providers who enroll in the program receive an assessment through two nationally recognized tools that identify skill areas - and opportunities for growth. The strength of the Quality Counts San Mateo County program lies in the thoughtful coaching of the program's staff, as well as the motivation and openness of providers like Jeri. "I always enjoy learning new skills and ideas. Learning about the latest qualitative research on early childhood education, and receiving guidance in using technology for it, is greatly appreciated," she said. "We do need guidance because we may think that we know best but we're maybe not seeing the whole picture. [Quality Counts San Mateo County] also gave me a chance to meet up with my peers and share what works best."

# Success for Every Child



## SPOTLIGHT ON SUCCESS:



### Toddle & Build Up SMC

Heather Hopkins didn't set out to become a childcare provider. But when her daughter's flexible care facility closed, the part-time working mom saw a gap in the market that sparked an entrepreneurial journey and created a passionate advocate for quality early childhood education.

"We're fortunate to have people like Heather in our community" says Michelle Blakely, First 5 San Mateo County's Planning and Program Director, "because we are experiencing a major shortage of affordable, high quality early childcare facilities." A study by Brion Economics shows in 2015 there was a shortage of 10,800 child care and preschool spaces for children ages 4 and younger in San Mateo County. That gap is expected to reach 14,000 spaces by the year 2025.

**69%**

of child care sites have waitlists

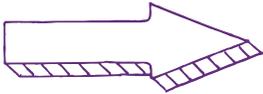
Why is the gap expanding? Existing providers are being squeezed by a hot Silicon Valley real estate market. Renters are seeing unaffordable increases or are losing leases as buildings are repurposed. Early learning programs looking to open new sites or expand face challenges



such as lack of usable, affordable space and extreme development expenses and timelines. Many give up on their dreams.

For Heather, that wasn't an option. "Thankfully, I guess, I'm super stubborn," she says wryly, "and I don't take no for an answer. Getting Toddle up and running became a full-time unpaid job for a couple years, if not more." She and her co-founder, Amy Burnett, looked at commercial spaces, where most owners weren't used to thinking about child care and worried about liability and impact on other tenants. Finally, Heather and Amy landed on buying a residential location, which they reasoned would give her a little more control. Residential comes with

# SPOTLIGHT ON SUCCESS:



## Toddle & Build Up SMC

its own issues, however, such as neighbor concerns about parking and noise needed to be addressed. The permitting process took two years, which Heather likened to running a political campaign.

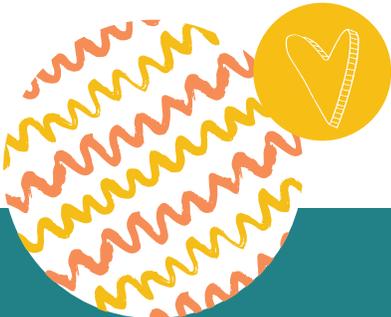
Through the challenges, Heather and Amy held on to the belief that the flexible childcare they would be offering was critical to supporting parents. “A lot of early learning programs are not keeping up

**>50%** of providers interested in expanding

**#1** barrier is finding a site

with the times in terms of their business model,” Heather says. “Given the way our lives are now as parents in Silicon Valley, we need a new model.” That model includes giving parents much more flexibility in terms of supportive scheduling, trial and curriculum, and also educating them about the importance of early childhood and providing a quality program. Toddle’s success punctuates the need for more early care providers, and Heather is working with Build Up SMC to help other providers establish or maintain quality childcare facilities.

First 5 San Mateo County is a foundational partner in addressing the childcare facilities shortage through the Build Up SMC initiative. More information can be found at <https://sites.google.com/view/buildupsmc>.



# First 5 San Mateo County Overall Report

## Overview

The First 5 San Mateo social media channels have grown significantly since the creation of most of these platforms since the beginning of 2107. With only two paid social campaigns running 2-3 months each, including paid ads and promoted posts, growth was still consistent throughout the year.

Out of all the accounts, Facebook saw the highest growth in followers and highest impressions. This can also be correlated to the paid social media campaign, which totaled about \$3000. Organic and paid impressions totaled over 300,000 and received over 3000 in engagements.

Another platform that gained great traction was the new Twitter account. This account was started new and has grown to almost 400 followers, on a platform that is difficult to be discovered and gain an audience in a short amount of time. The small paid social campaign of \$1200, did help people discover F5SMC's account and acquire more impressions overall. Total impressions reached almost 200,000. Prominent influencers also started to follow the F5SMC account and engaged. See below for more details.

The new Instagram grew to over 200 followers, with no paid promotions. The type of followers that make up the fan base are parents, teachers, early education and health community organizations, other First 5's and public officials. Instagram impressions totaled almost 10K and over 700 engagements.

LinkedIn received a total of over 3000 impressions and gained 23 followers. The LinkedIn profile was created much later than rest of the social platforms. RSE will be considering a new strategy to promote and expand the reach of F5SMC on LinkedIn.

## Activity by Platform

The following report provides engagement statistics by social media platform, as well as the top posts over the last year.

### Facebook



- +1.2K** Total Followers
- +3.2K** Total Engagements – Likes and Comments
- 165K** Total Post Reach
- +300K** Total Impressions

**Performance for Your Post**

7,615	People Reached
57	Reactions, Comments & Shares
48	Like
46	On Post
4	Love
4	On Post
1	Haha
1	On Post
2	Comments
2	On Post
2	Shares
2	On Post
60	Post Clicks
32	Photo Views
0	Link Clicks
0	Hide Post
0	Hide All
0	Report as Spam
0	Unlike

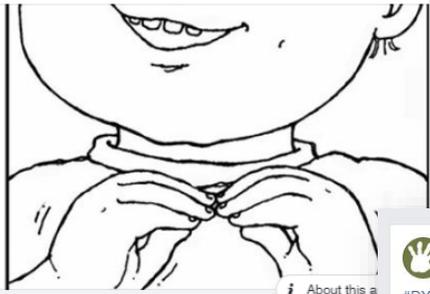
**Performance for Your Post**

915	People Reached
31	Reactions, Comments & Shares
11	Like
9	On Post
2	On Shares
3	Wow
3	On Post
0	On Shares
3	Sad
2	On Post
1	On Shares
5	Angry
5	On Post
0	On Shares
7	Comments
7	On Post
0	On Shares
2	Shares
2	On Post
0	On Shares
94	Post Clicks
0	Photo Views
25	Link Clicks
69	Other Clicks
0	Hide Post
0	Hide All Posts
0	Report as Spam
0	Unlike Page

# First 5 San Mateo County Overall Report

**First 5 San Mateo County**  
Published by Leslie Valdivia Fuentes [?] · February 11 ·

Help your infant express themselves and open up the lines of communication with signs for "more", "done", "eat", "change" and other signs for everyday items.



**Performance for Your Post**

9,246 People Reached

94 Reactions, Comments & Shares

60 Like	40 On Post	20 On Shares
7 Love	5 On Post	2 On Shares
6 Comments	1 On Post	5 On Shares
21 Shares	21 On Post	0 On Shares

PARENTING.COM  
**Baby Sign Language: 21 Words and Signs to Know**  
Open up the lines of communication with your infant with signs for "mo

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 4,000 people.

9,246 people reached

Deanna Schoening, Quintero TE and 39 others · 1 Comment · 21 Shares

Like Comment Share

**First 5 San Mateo County**  
Published by Leslie Valdivia Fuentes [?] · January 8 ·

#DYK in CA there are kits for new parents that are available FREE in the mail? The kit includes a book, puppet and lots of helpful information on parenting. Sign up to receive one today! They also make great gifts for friends and family who are expecting.



**Performance for Your Post**

5,313 People Reached

16 Likes, Comments & Shares

11 Likes	7 On Post	4 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

33 Post Clicks

0 Photo Views	21 Link Clicks	12 Other Clicks
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**NEGATIVE FEEDBACK**

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

INSIGHTS: Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

FIRST5SANMATEO.ORG  
**Kit for New Parents - First 5 San Mateo**  
Overview Early Learning Healthy and Happy Family Connections Home /...

**First 5 San Mateo County**  
Published by Leslie Valdivia Fuentes [?] · May 8 ·

"See, we go through life and we see kids who are misbehaving. 'You juvenile delinquents,' we label them. And really the question that we should be asking is not 'what's wrong with that child' but 'what happened to that child?'"



**Performance for Your Post**

13,300 People Reached

102 Reactions, Comments & Shares

73 Like	54 On Post	19 On Shares
15 Love	13 On Post	2 On Shares
2 Comments	0 On Post	2 On Shares
12 Shares	11 On Post	1 On Shares

188 Post Clicks

0 Photo Views	105 Link Clicks	83 Other Clicks
---------------	-----------------	-----------------

**NEGATIVE FEEDBACK**

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

INSIGHTS: Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

CBSNEWS.COM  
**Oprah Winfrey explores revolutionary approach to childhood trauma for "60 Minutes"**

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 4,000 people.

13,300 people reached

Crystal Withers, Afelda Avianeda Rodriguez and 60 others · 11 Shares

Like Comment Share



# First 5 San Mateo County Overall Report

## Twitter



**387** Total Followers  
**742** Total Engagements- Retweets/Likes/Mentions  
**+176K** Total Tweet Impressions

### Top Posts Highlights:

**First 5 San Mateo** @first5sanmateo

Investment in quality #ECE not only has benefits for kids now but also has long term societal benefits that impact everyone. #EarlyEdChat

**MomsRising** @MomsRising  
 Q5: Why does #quality matter? What impact does it have on #ECE settings? #EarlyEdChat

11:34 AM - 3 Aug 2017

17 Retweets 18 Likes

**First 5 California** @First5CA Follows you  
 Convene, partner in, support, and help lead the movement to create and

**Children Now** @ChildrenNow Follows you  
 CA's only nonpartisan research, policy development, & advocacy organization dedicated to improving children's health, education & overall well-being. #ProKidCA

**Anthony Rendon** @Rendon63rd Follows you  
 California Assembly Speaker. Proud to represent 63rd Assembly District & Southeast L.A. County. Underdog soccer fan.

**Kevin Mullin** @kevinmullin Follows you  
 CA Assembly Speaker pro Tem (D). Economic security & a stronger democracy. Husband, father, TV host, former mayor, small bus. owner & deejay. 4th generation CA.

**First 5 San Mateo Co** @first5sanmateo

This month we want to recognize @SMCSheriff Carlos G. Bolanos as our first monthly #ChildChampion for the Family Reunification Program!



12:51 PM - 28 Sep 2017

2 Retweets 12 Likes

**First 5 San Mateo Co** @first5sanmateo

Build Up San Mateo County Kids Advisory Committee Kick-off Meeting was held today at the Silicon Valley Community Foundation. County leaders brainstormed solutions addressing the child care facilities shortage. For more info, visit [sites.google.com/view/buildupsmc](https://sites.google.com/view/buildupsmc)



1:00 PM - 23 Jan 2018

3 Retweets 9 Likes

# First 5 San Mateo County Overall Report

## Instagram



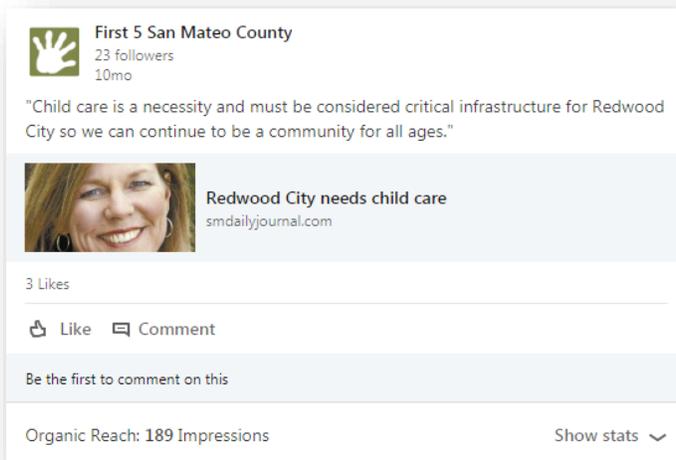
**222** Total Followers  
**1.3K** Total Engagements- Retweets/Likes/Mentions  
**9.5K** Total Impressions

Top Posts Highlights:



## LinkedIn

**23** Total Followers  
**3K** Total Impressions





**FIRST 5 SAN MATEO COUNTY (F5SMC)  
REPORT OF THE EXECUTIVE DIRECTOR  
MAY AND JUNE 25, 2018**

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## OVERVIEW

**Rise Together Opportunity Summit:** On April 20<sup>th</sup>, Kitty Lopez, Michelle Blakely, and Jenifer Clark attended this regional summit held in Sonoma County. Focusing on affordable housing, family self-sufficiency, and access to quality early learning opportunities, the summit brought together funders, policy-makers, practitioners, and researchers from around the Bay Area and the State to discuss above issues and hear from many Bay Area presenters and leaders.

**“Making Ends Meet: How Much Does It Cost to Support a Family in California?”**

One of the highlights of the day was the presentation of new family self-sufficiency thresholds by two organizations, the Insight Center and the California Budget and Policy Center. According to the Insight Center’s calculations, the cost of living in San Mateo County has increased 49% since they last estimated the Self-Sufficiency Standard in 2014. **The Standard for a family of 2 adults, one infant and one preschooler is now \$146,005 annually, and 48% of all households with at least one child are living below the Standard.** Visit <https://insightccd.org/2018-self-sufficiency-standard/> (Attachment 15.1- SMC Data) to use their interactive tool to create different family configurations and see how variables such as race, education, or immigration status affect the likelihood that a family is able to attain self-sufficiency. The California Budget and Policy Center also produces a full report <http://calbudgetcenter.org/wp-content/uploads/Making-Ends-Meet-12072017.pdf> (Attachment 15.2 - SMC Data)

**“I Don’t Feel Superhuman. I Feel Like a Mom Who Has a Career.”** An article by *The New York Times*. It is a story of Rebecca Slaughter, Commissioner of Federal Trade Commission, on navigating between her leadership role in federal agencies, and a mother of three kids between 0 – 5 years old. (See Attachment 15.3)

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## STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

### Early Learning

**Build Up Advisory Committee meeting:** On May 4<sup>th</sup>, the Build Up Advisory Committee met to continue cross sector involvement to set high level strategic direction and long-term planning to grow and improve the supply of early care and education settings for infants and toddlers and preschool aged children. Topics focused on zoning ordinances, permitting process and land use & jurisdictions for key sectors. Assemblyman Kevin Mullin, Honorary Chair was in attendance. Build Up also coordinates with the Child Care Partnership Council to address the needs of the early learning workforce.

**Build up Support Letter:** On May 23<sup>rd</sup>, Build Up submitted a letter to the CA Assembly Blue Ribbon Commission on Access to Quality Early Childhood Education (ECE). The Assembly Blue Ribbon Commission on Early Childhood Education is the Assembly’s effort to develop an early learning system that works for children, families and providers and implements strategies solutions to improve outcomes for young learners in California. Build Up’s letter provided recommendations for systemic improvements to improve access to quality early learning facilities including a simplified



process for building new facilities, dedicated funded streams for technical assistance and facilities funding and adequate reimbursement to cover ongoing maintenance costs. (See Attachment 15.4)

Child Care Partnership Council Meeting: On May 21<sup>st</sup>, the Child Care Partnership Council met to continue advocacy and planning for quality early care and education in San Mateo County. The Policy Advocacy and Communication's Workforce and Inclusion Committee Chairpersons drafted a letter to the CA Assembly Blue Ribbon Committee on Access to Quality for ECE. Budget and legislative recommendations are expected within the next year. (See Attachment 15.5)

Tipping Point Community Fund -Early Learning Advisory Group: On June 11<sup>th</sup>, Michelle Blakely participated with experts from the Bay Area to provide guidance on Tipping Point Community's new Early Learning Portfolio. Tipping Point Community's high level strategy focus is on children under 3 and their caregivers with the long-term goal of Kindergarten readiness. The Advisory group will meet quarterly. Agencies providing direct services in San Mateo San Francisco, Marin, Contra Costa, Alameda and Santa Clara are eligible for funding.

## **Child Health and Development**

Children's Oral Health Workgroup: On April 25<sup>th</sup>, the Children's Oral Health Workgroup met to continue coordination, planning, and rollout of the strategies targeted to pregnant women and children as part of the Oral Health Strategic Plan. Two of the major topics of focus included state-level policy updates and a continued effort to map the school-based service delivery being implemented by various service providers in districts around the county. The next meeting is scheduled for June, with a focus on the strategies targeting pregnant women.

Trauma-Informed Systems (TIS) Planning Committee: The Trauma-Informed Systems Planning Committee met on April 26<sup>th</sup> for their third and final in-person convening. The group, which was created following the recommendation to the Commission in January 2018 to help narrow direction following the initial Mental Health Systems Planning process, has been instrumental in further informing the Trauma-Informed System (TIS) Landscape Scan and identifying possible initiative components. F5SMC staff will be working in partnership with consultant Learning for Action (LFA) and the Planning Committee to solidify the final recommendation to bring to the Commission in June.

Help Me Grow (HMG) Leadership Advisory Team: First 5 SMC staff, along with HMG consultant Cheryl Oku, convened the first meeting of the HMG Leadership Advisory Team on May 7<sup>th</sup>. The meeting included leaders from many of the major County-level systems that serve young children and their families with the goals of developing a shared understanding of HMG, engaging systems leaders in development, and gathering further input to support planning for the HMG Call Center. The group will likely convene again in the Fall of 2018 to further planning efforts and provide feedback on critical decisions or opportunities.

Community Collaborative for Children's Success (CCCS): Program staff Emily Roberts and Mai Le attended the first meeting of the CCCS South San Francisco Neighborhood Leadership Group meeting on June 6<sup>th</sup> 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 in the process of launching the first phase of the neighborhood-level work in the South San Francisco and North Fair Oaks communities.



Mental Health Systems Act (MHSA) Funding: First 5 SMC recently received notification that we will be awarded \$150,000 of MHSA Prevention and Early Intervention funds to support our Trauma- and Resiliency-Informed Systems Initiative. We are excited about the opportunity to expand the reach of this important project with these additional monies.

## **Family Support**

### F5SMC's Friday Cafés Are Getting Noticed!

Recently the Harvard Global Family Research Project wrote an article on the benefits of Friday Cafes and featured our local F5SMC-funded Friday Café Program! The article underscores the importance of the Cafes as a place for family-serving professionals to get peer support and a much-needed chance to decompress and rejuvenate. This is especially important for professionals who are at risk for vicarious trauma. Friday Cafés are one way F5SMC is meeting the demand for a professional learning/support network for family engagement providers. (Attachment 15.6)

Friday Café – Building Bridges and Overcoming Assumptions: On May 25<sup>th</sup>, the Friday Café's was held at Miramar Farms in Half Moon Bay and the conversation catalyst was Jose Luis Aguirre, Outreach Program Manager for Community Alliance to Revitalize Our Neighborhood (CARON). The theme for the morning was creating safe communities and partnership between law enforcement and communities. Over 50 providers participated and several law enforcement offices including the new Sheriff of Half Moon Bay attended.

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## **POLICY & ADVOCACY UPDATES**

Choose Children Gubernatorial Debate 2018 On May 8<sup>th</sup>, staff members Michelle Blakely and Emily Roberts attended the CA Gubernatorial debate hosted by the Silicon Valley Community Foundation-Center for Early Learning's- Choose Children education campaign held at the California Theatre in San Jose. The Debate was moderated by Chuck Todd of NBC's Meet the Press. The candidates were asked to comment on the importance of investing in young children 0-5. [Click this link to read the article from \*The Mercury News\* and](https://www.scpr.org/news/2018/05/30/83362/why-tiny-brains-are-getting-massive-attention-in-t/)

Early Edge: Investing In Children and Family Friendly Policies: On April 24<sup>th</sup>, staff member Jenifer Clark attended this talk at Children's Hospital Oakland Research Institute. Panelists included Sean Casey of First 5 Contra Costa County and Lynn Karoly of RAND. The presentation by the Bay Area Council Economic Institute focused on the interrelations between gender equity in the workplace, family-friendly workplace policies, and access to high quality early learning settings. The report is available online at: <http://www.bayareaeconomy.org/report/workplace-connections/>

Census 2020: California Complete Count: On June 1<sup>st</sup>, staff member Jenifer Clark attended a session convened by the Governor's Office of Planning and Research. Commissioner Canepa served as a panelist at the meeting. The goal of the organizers is to rally trusted partners to ensure that we achieve a full enumeration of traditionally hard to count populations, which



includes children 0-5, non-English-speaking individuals, homeless individuals, and low-income individuals. Having everyone counted is critical for two main reasons:

- The census is used to apportion representation in the House of Representatives. It is crucial that Californians are well-represented at the Federal level.
- The census is also used to determine funding amounts for federal dollars that flow to the States. It is estimated that each uncounted resident leads to a loss of \$1,800 of funding to the State per person per year. Over 800,000 Californians were uncounted in the 2010 census, which translates into more than \$14.4 billion of lost Federal funding over 10 years. The list of programs that are funded based on Census counts includes programs such as:
  - SNAP (food stamps)
  - National School Breakfast & Lunch Programs
  - TANF (welfare)
  - Section 8 housing programs
  - Head Start
  - Title 1 grants to schools
  - Special Education grants, including funding for infants & families and grants to preschools
  - Child Care & Development Block Grants
  - S-CHIP (Child Health Insurance)
  - Maternal & Child Health Services Block Grants
  - Child Welfare Services and grants to address abuse and neglect
  - Mental Health Services & Advocacy
  - Services addressing violence against women and family violence

#### Early Childhood Ballot Initiatives

An overview of local early childhood initiatives ballot measures and results that were on the June primary ballot. (See Attachment 15.7)

#### Statement by First 5 San Francisco Executive Director on Voter Approval of Local Measure C:

First 5 San Francisco Executive Director, Ingrid Mezquita, shared her pleasing statement on Voter approval of Local Measure C, which impose additional tax on commercial rents mostly to fund child care and education. (See Attachment 15.8)

#### Letter to Kirstjen M. Nielsen, Secretary, U.S. Department of Homeland Security

On June 7, 2018, experts in Child Welfare, Juvenile Justice and Child Development from 540 organizations from all 50 states including First 5 Association of California, submitted a letter to Secretary of U.S. Department of Homeland Security, Kirstjen M. Nielsen, appealing to halt the separation of children from parents at the border. The letter expresses concern that the formal implementation of practices to separate immigrant families is harming children and families who come to our border seeking protection. (See Attachment 15.9)

#### CalWORKs Home Visiting Initiative Support Letter

On June 1, 2018, First 5 San Mateo County and other organizations signed on a letter to Governor Jerry Brown urging to expand and enhance voluntary evidence-based home visiting in the final 2018 – 2019 State Budget by adopting and making permanent the *CalWORKs Home Visiting Initiative*, and further, utilizing the resources provided by the Administration for the first few years of the program, to extend its reach to CalWORKs families beyond first-time parents under age 25. (See Attachment 15.10)



### AB 11 (McCarty): Support Letter

On June 19, 2018, First 5 San Mateo County submitted a letter to Senate Health Committee Chair, Dr. Richard Pan, encouraging him to support AB 11: Early and Periodic Screening, Diagnosis, and Treatment Program: screening services as on amended June 18<sup>th</sup>, which will clarify that providers are required to adhere to the Bright Future's screening periodicity for children 0 – 3 and must use a validated screening tool for services. (See Attachment 15.11)

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### ACCOUNTABILITY, RESEARCH AND EVALUATION

On April 27<sup>th</sup>, staff member Jenifer Clark attended the Bay Area Regional Evaluators quarterly meeting held at First 5 Alameda County. Topics of conversation included local and regional School Readiness Assessments, the First 5 California Annual Report, and county efforts to secure additional funding for early childhood through marijuana tax streams and local "Children's Fund" initiatives.

Qualitative Study on Access to Child Care for Children with Special Needs: Jenifer Clark has begun interviews with Key Informants who work to ensure that children with special needs are able to enroll and thrive in early learning environments that meet their needs. In addition to the Key Informant interviews, the study will involve focus groups with parents and early learning providers, as well as tapping in to the expertise at the Child Care Partnership Council Inclusion Workgroup.

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### FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

#### First 5 CA 20<sup>th</sup> Anniversary Family Fun Day and First 5 Association Advocacy Day 2018

On May 2<sup>nd</sup>, Commissioner Chair Pam Frisella, Kitty Lopez and Michelle Blakely participated in the First 5 State Association Network and F5 CA 20<sup>th</sup> Anniversary Family Fun Day celebration festivities and Advocacy Day legislative visits. The anniversary celebration Family Fun Day was co-sponsored by F5CA and F5LA and scores of children and families attended from F5 Sacramento and other neighboring counties. Special recognition awards were given to Assembly members Aguiar-Curry (AB 2292) and Kevin McCarty (AB 11) for their leadership in authoring 2 key legislative bills. Legislative visits were held with State Senators: Scott Weiner, and Jerry Hill and Assembly members Kevin Mullin and Mark Berman.



On May 25<sup>th</sup> – 28<sup>th</sup>, Kitty Lopez attended the first Leadership Cohort of First 5 State Association Network in Los Angeles, California. This was the first 3 day leadership development session of the 9 day program. Kitty and seven other Executive Directors from across the state are working together to strengthen our role as leaders and advocates for change in each county and in the state.



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## COMMUNITY AND STATEWIDE EVENTS & UPDATES

F5SMC Strategic Planning Community Forum: On May 9<sup>th</sup> VIVA Strategies and Communications (VIVA) facilitated a Community Strategic Planning Forum to garner input on F5SMC's Strategic Plan for 2020 - 2025. VIVA will provide an update on the forum at the May 2018 Commission meeting and will lead the Commission in strategic planning discussion and planning.



# INSIGHT<sup>®</sup>

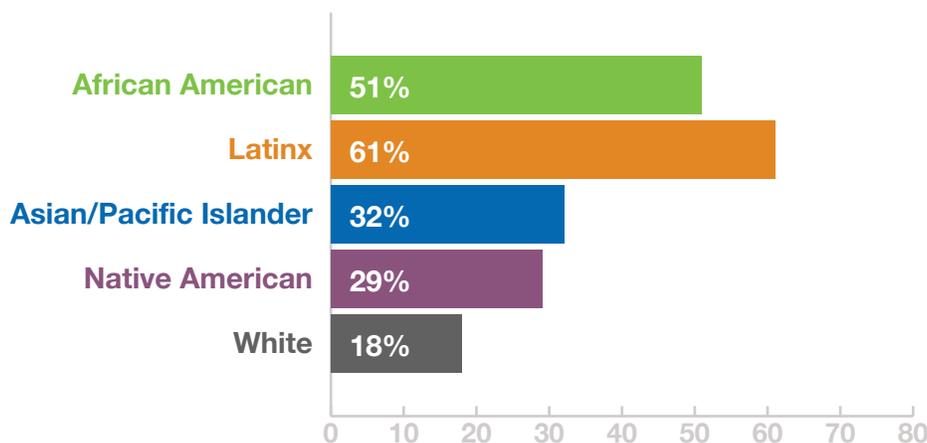
## CALIFORNIA SELF-SUFFICIENCY STANDARD FACT SHEET San Mateo County Key Facts

33% (63,713) of San Mateo County households live below the Standard.

### RACE/ETHNICITY

There are significant racial and ethnic inequities when looking at which groups fall below the Standard across the county.

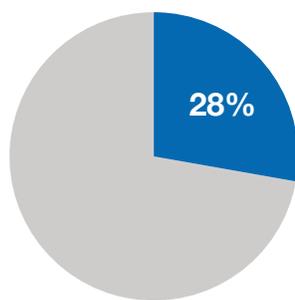
Households that Fall Below the Standard, by Race:



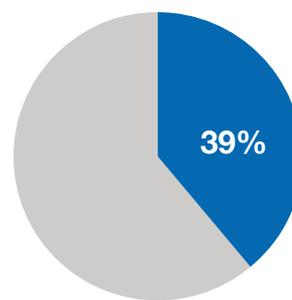
### HOUSEHOLDS WITH CHILDREN

Having a child deeply impacts your ability to reach the Standard. The presence of one child increases your chances of living below the Standard in San Mateo County.

Percentage of Households Below the Standard by Household Type:



Households with no children

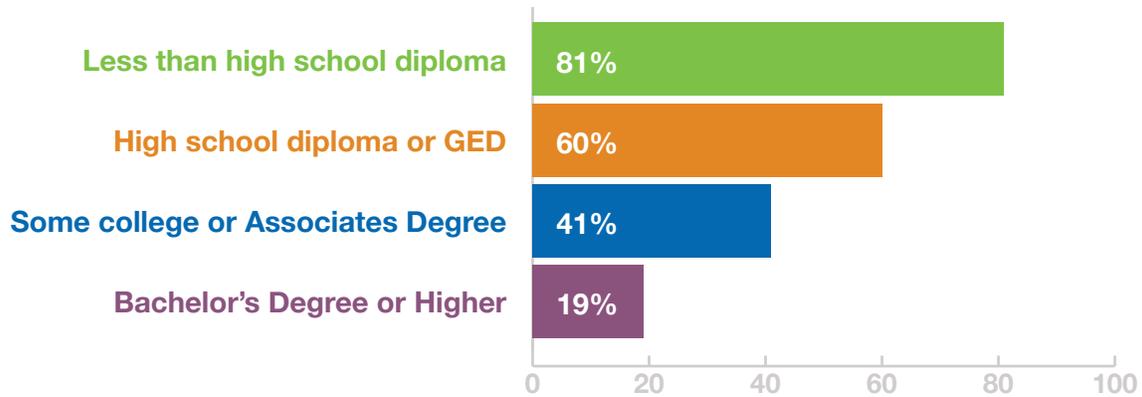


Households with 1 or more children

## EDUCATIONAL ATTAINMENT

The educational attainment of the head of household plays a major role in determining whether or not a household will fall below the Standard.

### Percentage Below Standard by Educational Attainment of Head of Household:

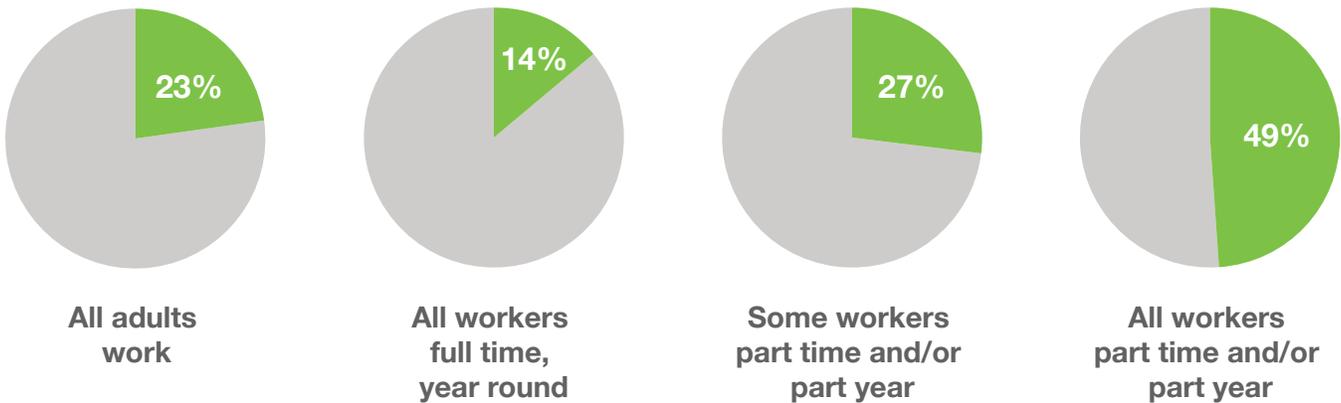


## WORKING ADULTS

Many Californian families have come to the conclusion that it is a near necessity to have two adults contributing to their families' economic well-being. However, **even with two working adults in the household, close to one in four households** in San Mateo County cannot make ends meet.

### Percentage of Households that Fall Below the Standard by Work Status of Adults:

Two or more adults in household...



## STANDARD BY SELECTED FAMILY TYPES

The Standard can be calculated for over 700 family types for each county. Below are selected family types to give you a picture of the differences. To learn more about the income needed for more family types, please visit: [insightcced.org/2018-self-sufficiency-standard/](http://insightcced.org/2018-self-sufficiency-standard/).

FAMILY TYPE	STANDARD
Single Adult	\$62,147
Single Adult, 1 preschooler	\$107,079
2 adults, 1 school aged child, 1 preschooler	\$125,995

## San Mateo County

### Monthly Family Budget

#### Expenses Per Month and as a Percentage of Budget

This budget represents the total income required to cover a family's basic needs in this county through earnings only, without government benefits or supports.

	Single Adult	Single-Parent Family	Two-Parent Family (One Working)	Two-Working-Parent Family
<b>Housing and Utilities</b>	<b>\$1,915</b> 52.5%	<b>\$3,018</b> 36.1%	<b>\$3,018</b> 42.6%	<b>\$3,018</b> 33.5%
<b>Food</b>	<b>\$268</b> 7.3%	<b>\$577</b> 6.9%	<b>\$773</b> 10.9%	<b>\$773</b> 8.6%
<b>Child Care</b>	<b>\$0</b> 0.0%	<b>\$1,800</b> 21.5%	<b>\$474</b> 6.7%	<b>\$1,800</b> 20.0%
<b>Health Care (Employer-Based)</b>	<b>\$150</b> 4.1%	<b>\$564</b> 6.7%	<b>\$589</b> 8.3%	<b>\$589</b> 6.5%
<b>Transportation</b>	<b>\$304</b> 8.3%	<b>\$437</b> 5.2%	<b>\$437</b> 6.2%	<b>\$567</b> 6.3%
<b>Miscellaneous</b>	<b>\$361</b> 9.9%	<b>\$463</b> 5.5%	<b>\$787</b> 11.1%	<b>\$787</b> 8.7%
<b>Taxes</b>	<b>\$648</b> 17.8%	<b>\$1,510</b> 18.0%	<b>\$1,007</b> 14.2%	<b>\$1,475</b> 16.4%
<b>MONTHLY TOTAL</b>	<b>\$3,645</b>	<b>\$8,370</b>	<b>\$7,085</b>	<b>\$9,009</b>
<b>ANNUAL TOTAL</b>	<b>\$43,745</b>	<b>\$100,440</b>	<b>\$85,020</b>	<b>\$108,109</b>
Monthly Total With Unsubsidized Marketplace Health Care	\$3,890	\$8,510	\$7,611	\$9,544
Annual Total With Unsubsidized Marketplace Health Care	\$46,683	\$102,123	\$91,334	\$114,526

Note: All family types except "single adult" are assumed to have two children, one preschool-aged and one school-aged. Main budget totals include health care costs with employer-based health insurance, while totals with unsubsidized marketplace health care include health care costs with unsubsidized health insurance purchased on the individual marketplace (Covered California). Amounts correspond to calendar year 2017. Numbers and percentages may not sum due to rounding.

## ***'I Don't Feel Superhuman. I Feel Like a Mom Who Has a Career.'***

**By Cecilia Kang**

May 31, 2018

WASHINGTON — Rebecca Slaughter's recent Monday morning started out in a pretty typical way for a working mother of a newborn. She woke at 2 a.m. to feed, burp and change the diaper on her then-7-week-old daughter, Pippa. She repeated the routine three hours later.

By 6:30 a.m., Ms. Slaughter checked her email and schedule while fixing breakfast for her two older children, ages 3 and 5. Her commute started at 8, driving her Honda minivan from her home in Bethesda, Md., a Washington suburb, while hooked up to a hands-free electric breast pump.

It was when she arrived at the office about a half-hour later that her day took an unusual turn. She checked into the neoclassical Federal Trade Commission Building in the nation's capital, with Pippa in tow, as one of the country's top business regulators — and the first to do the job with a baby in the office.

For the next several weeks, until Pippa goes to day care as a slightly older baby, she will join Ms. Slaughter on the fifth floor, either in a gray bouncy seat behind a desk or nestled in a wrap attached to her mother's chest. It was the imperfect but best solution for Ms. Slaughter, whose appointment in March to serve as an F.T.C. commissioner just happened to coincide with the birth of her third child.



Ms. Slaughter, with Pippa in tow, begins the 30-minute commute to her office in Washington as her son, Teddy, 5, heads to school, and her husband, Justin, a political and business consultant, looks on. Gabriella Demczuk for The New York Times

“I am tired,” Ms. Slaughter said as she put on a nursing cover for a late morning feeding. “I don’t feel superhuman. I feel like a mom who has a career about which she cares very much and a family about which she cares very much. And I’m trying to navigate the two.”

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Ms. Slaughter, a longtime legal adviser to Senator Chuck Schumer of New York, the top Democrat in the Senate, didn’t think about turning down the job offer. She did have some doubts about how she could pull off the schedule of raising three children and taking a senior position in government, but the opportunity was too good to pass up.

The work culture for families has been stubbornly slow to change in Washington. To take a position of leadership in federal agencies, on Capitol Hill or in the White House requires long and unpredictable hours. Modest pay, demanding travel and meager family leave benefits also deter many women from rising in the government ranks.

Such considerations have held back female representation in every corner of government. Women comprise 20 percent of Congress. They hold a quarter of the cabinet posts in the Trump administration.



Ms. Slaughter, with Pippa, Teddy and her three-year-old daughter, Eloise. The work culture for families has been stubbornly slow to change in Washington, where long and unpredictable hours are the norm.

Gabriella Demczuk for The New York Times

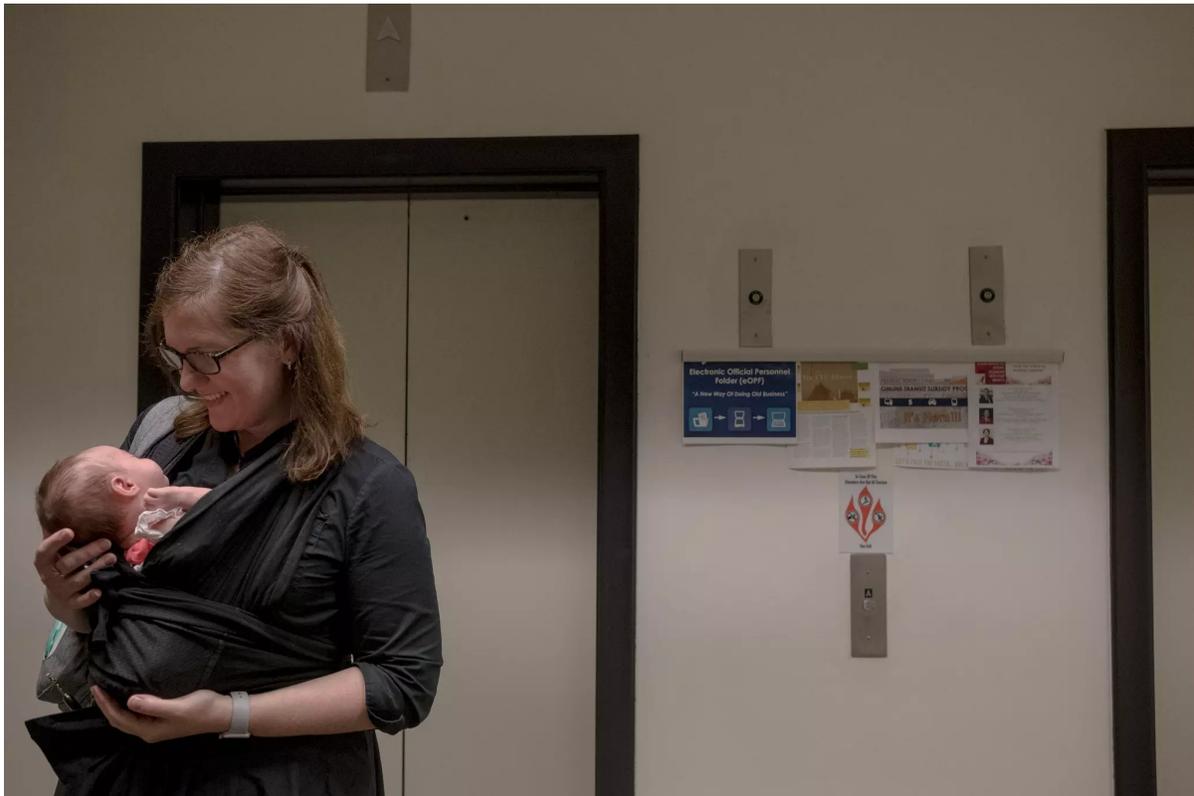
But recently, there have been signs of change. The federal government has slowly reconfigured buildings to accommodate new moms, with lactation rooms at most agencies and in Congress. In April, Senator Tammy Duckworth, a Democrat from Illinois, became the first member of the Senate to deliver a baby during her tenure. Shortly after, lawmakers changed the rules to allow children on the Senate floor.

Ms. Slaughter, 36, recognized that she was lucky to be in a position that allowed her to bring Pippa to work. She doesn't have the same luxuries as Marissa Mayer, the former Yahoo chief executive who built a nursery in her office and hired a full-time nanny to look after her infant son a few years ago. Nor does she have the luxuries available to Ivanka Trump, who is now

championing more favorable workplace policies for women. Ms. Trump flew to Miami for business eight days after giving birth to her daughter, Arabella, via the convenience of the family's jet.

But Ms. Slaughter does have an office that allows her to nurse the baby and pump in private, and for Pippa to nap in quiet. She divides most household duties with her husband, Justin Slaughter, a political and business consultant.

“Bringing a baby to work is not the right choice for every mom or dad, nor do many have that option,” Ms. Slaughter said.



As part of her nomination process, Ms. Slaughter testified before senators nine days after giving birth to Pippa. She made sure to feed the baby minutes before the hearing in case it ran long, while her husband held Pippa in the carrier during the hearing. Gabriella Demczuk for The New York Times

Three months ago, Ms. Slaughter, who goes by Becca, was working as the top lawyer for Mr. Schumer. After a decade working in his office, she was asked to consider filling an empty Democratic slot at the trade commission.

Pippa was born on April 2. Ideally, Ms. Slaughter would have had a longer maternity leave, like she did with her two older children when working for Mr. Schumer. Each day since her nomination in April has felt like a “confluence of high-intensity events” that she approaches day by day, she said.

As part of her nomination, she testified before senators nine days after giving birth to Pippa. She made sure to feed the baby minutes before the hearing in case it ran extra long. Her husband held Pippa in the carrier during the hearing.

“I kept telling myself the only way out is through. I have to get through it if I want to be on the other side of this,” Ms. Slaughter said of the two-hour hearing. “If I want to have this amazing baby and job then I need to put my head down and get through it.”



Ms. Slaughter’s office at the Federal Trade Commission allows her to nurse the baby in private and for Pippa to nap. “Bringing a baby to work is not the right choice for every mom or dad, nor do many have that option,” Ms. Slaughter said. Gabriella Demczuk for The New York Times

Before her first day, she informed the four other F.T.C. commissioners about her plan to bring Pippa to the office and received their unanimous support. She organizes her days accordingly, only accepting meetings and speaking engagements where she can take the baby. Two weeks ago, she appeared onstage at a privacy conference hosted by the Future of Privacy Forum for a question-and-answer session. Pippa shared the stage, asleep in her carrier.

“Both Becca and Pippa are wonderful additions to the F.T.C. family,” the agency’s chairman, Joe Simons, a Republican, said in an email. “I’m delighted that Becca made the decision to begin her tenure as a commissioner so soon after the birth of her daughter.”

The work itself is right in her sweet spot. Ms. Slaughter spent much of her time in Mr. Schumer's office working on consumer protection and antitrust issues, and is now on the F.T.C. amid an uproar of the practices of Silicon Valley giants. The agency is investigating Facebook's privacy practices and Equifax's massive data breach. Consumer groups and smaller tech rivals have called on the F.T.C. to break up Facebook, Google and Amazon amid growing antitrust concerns.

It is unclear whether Ms. Slaughter's decision to bring Pippa to the F.T.C. will pave the way for other high-level government officials to combine work and motherhood. Some — but not all — agencies have day care on-site, and government employees aren't guaranteed spots for their children.

But Ms. Slaughter's male colleagues say her decision helps all working parents. Noah Phillips, a Republican commissioner and parent of young children, said it was important for the F.T.C. staff to know that Pippa would be a daily fixture.

"It sends good signals in a lot of different ways," he said.

Three weeks into the job at the F.T.C., some of the adrenaline has begun to wear off. Sleep deprivation was setting in.

Ms. Slaughter is trying to spend more time with her older children as they adjust to her job change and their new younger sibling. She's determined to attend a baby and me yoga class at least once a week during the lunch hour. For now, she isn't planning to attend out-of-town speeches and conferences or the dinners and cocktail parties that typically attract government officials.

"It doesn't help anyone when you try to make it look easy," said Stephanie Martz, a former chief counsel for Mr. Schumer who is also a mother of three children and a close confidant of Ms. Slaughter's. "You don't have to go on that trip to Europe. And you need to conquer your doubts."

On the recent Monday morning, Ms. Slaughter walked with Pippa in the carrier to a nearby restaurant for a business lunch. Then mother and baby were back in the office for several meetings and a block of time to go over papers on cases pending before the F.T.C. She kept her promise to leave the office by 5 p.m. to have dinner with family at home. But she was online again after the two older children were asleep around 8 p.m.

By 10 p.m., she was in bed.

"It's like a marathon," she said of her day. The race would begin again in about four hours.

*Correction: May 30, 2018*

*An earlier version of this article misidentified Senator Tammy Duckworth as the first member of Congress to deliver a baby during her tenure. She was the first senator to do so.*



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California Assembly Blue Ribbon Commission on Early Childhood Education  
Sub-Committee to Improve Access

May 23, 2018

Dear Sub-Committee Members:

*Introduction*

**Build Up for San Mateo County's Children** is a new initiative being led by the Child Care Coordinating Council of San Mateo County (4Cs), First 5 San Mateo County, the San Mateo County Office of Education, the County of San Mateo, and the Center for Early Learning at the Silicon Valley Community Foundation. The initiative is designed to grow and improve the supply of early care and education facilities in the county; further details of the initiative can be found at <https://sites.google.com/view/buildupsmc>. The lead contacts for the initiative are David Fleishman, 4Cs Executive Director, [dlfeishman@sanmateo4cs.org](mailto:dlfeishman@sanmateo4cs.org), 650-517-1435, and Michelle Blakely, First 5 San Mateo County Program Director, [mblakely@smcgov.org](mailto:mblakely@smcgov.org), 650-372-9500. This large and diverse coalition came together to address the early care and education shortage crisis that is impacting children and families from across the income spectrum. In San Mateo County, close to 11,000 spaces are needed for children ages birth to four years old. This shortage crisis affects families' economic opportunities, and children's learning during their critical early developmental stages. Build Up seeks to increase early care and education spaces throughout San Mateo County, which is represented by the 19th, 22nd, and 24th Assembly Districts.

*Recommendations for statewide systemic change to improve access for children and families*

To ensure that all children have access to high quality, inclusive early learning environments within a diverse delivery system, we support strategies at the state level that improve and expand the public and private capital resources and technical expertise available to develop, finance, and maintain needed new and existing high-quality early care and education facilities, as well as remove barriers for facilities development. The lack of an adequate supply of appropriate early care and education facilities, and the complexity of developing new spaces, are creating substantial barriers to expanding early care and education services.

**We offer the following three recommendations for statewide systems-change designed to improve access:**

1. **SIMPLIFY THE PROCESS TO BUILD NEW FACILITIES:** Enact state policies that simplify zoning and building codes to encourage more early care and education facilities. For example, large family child care homes could be allowed in residential zones "by right" and child care centers could be allowed in all zones with a permit (as recommended by the American Planning Association).
2. **PROVIDE DEDICATED FACILITIES FUNDING AND TECHNICAL ASSISTANCE:** Provide increased, dedicated funding for early learning facilities in the form of grants, rather than loans. Grants should be flexible



enough to allow programs to make capital purchases and improvements that fit their site (not just purchase of portables). Ideally, the grants would be made available to all licensed programs that serve low-income or other high-need child populations. One mechanism for financing could be to include early learning in statewide school facilities bonds (recommended in the *California Comprehensive Early Learning Plan*, 2013). Grants should be complemented with funding for staff to provide capital planning/facilities development technical assistance and training. The early care and education field needs a statewide hub for materials and technical assistance on facilities planning, development and financing (such as the former CDE-funded Building Child Care project), and facilities quality assessment and improvement.

3. ENSURE ADEQUATE REIMBURSEMENT TO COVER MAINTENANCE/UPGRADE COSTS: The reimbursement rate should be increased to allow programs to address on-going facility maintenance and make quality upgrades. Currently, badly needed maintenance activities are often deferred, leading to a situation where health and safety issues in aging facilities may cause programs to close. Furthermore, children do not have equal access to healthy environments because state-funded programs that serve low-income children have inadequate resources to cover the high cost of repairs and renovations.

**Thank you for the work this sub-committee is doing to identify system improvements to increase access for children and families.** If you are interested in further discussion about our recommendations, please contact us at the phone or email provided above.

Sincerely,

A handwritten signature in blue ink, appearing to read 'David'.

David Fleishman  
Executive Director  
4Cs of San Mateo County

A handwritten signature in blue ink, appearing to read 'Michelle Blakely'.

Michelle Blakely  
Program and Planning Director  
First 5 San Mateo County



**FIRST 5**  
SAN MATEO COUNTY



SAN MATEO  
COUNTY  
OFFICE OF  
EDUCATION





San Mateo  
Child Care Partnership Council  
County

May 23, 2018.

To: CA Assembly Blue Ribbon Commission on ECE –Sub Committee to Improve Access

From: San Mateo County Superintendent Anne E. Campbell, 650-802-5550 [acampbell@smcoe.org](mailto:acampbell@smcoe.org)

San Mateo County Supervisor Dave Pine, (650) 363-4093 [dpine@smcgov.org](mailto:dpine@smcgov.org)

Co-Chairs of the San Mateo County Child Care Partnership Council (LPC)

Contact Person: Nirmala Dillman, Coordinator, (650) 802-5443 [ndillman@smcoe.org](mailto:ndillman@smcoe.org)

**Part 1: Information on the San Mateo County Child Care Partnership Council (CCPC)**

**Website:** <http://www.smcoe.org/learning-and-leadership/early-learning/child-care-partnership-council/>

**Mission and Purpose:** The San Mateo County Child Care Partnership Council (CCPC) takes the lead in planning and advocating for quality care and early education for all children, from birth to age fourteen, in San Mateo County. It is a state-mandated, local council that exists under the joint auspices of the San Mateo County Board of Supervisors and the San Mateo County Superintendent of Schools. It administers the 12-year old San Mateo County Individualized Subsidy Pilot Program, which includes all state-funded program types, to ensure that state dollars are used effectively at the local level to serve as many children as possible at higher levels of quality. The Council acts as the official Advisory Body to Quality Counts San Mateo County, our QRIS.

**Members:** Include **Parent Consumers of child care**, **Child Care and Preschool providers** (including State-contracted child development and state preschool programs, Head Start and Early Head Start Agencies, our County’s Resource and Referral and Alternative Payment Program Agency, Family Child Care, Private Non-profit and Private Proprietary centers serving infants through school-aged children), **Public Agencies** (including the San Mateo County Human Services Agency, First 5 San Mateo County, San Mateo County SELPA, Community College District, and **Community Based Agencies** (including Family Resource Centers, Early Childhood Mental Health, Violence Prevention Agencies, the Silicon Valley Community Foundation, League of Women Voters, Temple Beth Am, and the Full Circle Fund). Many more community members representing other constituencies are regular attendees and participants.

**Jurisdiction:** County of San Mateo County which is served by the 19<sup>th</sup>, 22<sup>nd</sup>, 24<sup>th</sup> Assembly Districts.

**Demographics:** San Mateo County families struggle to afford quality child care in a high cost county. 45% of families in San Mateo County earn below the self-sufficiency level required for their family size and composition. Over 12,000 children aged 0-5 live in families whose incomes are below 70% of State Median income. The 2017 San Mateo County Child Care Needs Assessment found that there is a gap of 5,000 subsidized spaces for children ages 0-5 from low-income families



### Part 2. Recommendations

**Question 1:** *What one to three recommendations would you make for state action to increase access to early care and education for children and families facing particular barriers?*

- 1. Paid Family Leave and other family friendly policies.** It is critical to establish policies such as Paid Family Leave, particularly for children and families facing the stress of poverty, special learning or health needs, and the isolation of immigration. Paid Family leave provides an opportunity for ALL parents to care for and bond with their newborns in this critical time important for future development. Currently mothers are required to return to work when their babies are only 4 months of age, and few can afford to remain out of the workforce even that long without severe strain on family finances and peace of mind. Paid Family Leave is provided as a matter of course in the vast majority developed countries because it directly leads to healthier children and families, reduced infant care costs, and reduced long term social service and special education costs.
- 2. Universal Developmental Screening and Referral.** Developmental screenings provide a gauge of whether a child is on a trajectory to achieve optimal development. The state should ensure that every child receives developmental screening during their early years that incorporates family input on their child's physical, emotional and mental well-being for the early identification and support of children with special needs. In addition to screening during the infant and toddler years, policy recommendations need to include at least one developmental screening between 3-5 years of age prior to kindergarten enrollment. Screening is just the beginning- providing specialized training for ECE teachers and providers would increase access, improve the quality of care and promote better outcomes for children with special needs.

**Question 2:** *What one to three recommendations would you make for state action to ensure families have access to a variety of high quality early care and education options? Recommendations:*

- 1. Strengthen and streamline the Mixed Delivery System, QRIS and Tier Reimbursement.** California has a mixed delivery system for subsidized ECE, involving directly contracted centers, family child care home networks and voucher systems. Unfortunately, it is not yet a true system, because of unstable, fragmented, sometimes competitive funding and governance. There are real opportunities to continue a mixed delivery system, while streamlining their administration and improving the quality of their services. We, and others, can offer detailed suggestions for these. We believe that investing in the new, more inclusive, Quality Rating and Improvement System currently being developed and linking it to a tiered reimbursement system, will lead to improved quality in the full variety of settings and ensure that the state invests more in settings that provide better services and outcomes for children and families.
- 2. Strengthen Local Coordination.** CA's mixed delivery system also suffers from a lack of consistent coordination at the local county level. In San Mateo County, we have been able to sustain a strong Local Child Care Planning Council because we have had local elected leaders that understand and support its role to coordinate the state, federal and local investments in subsidized early care and education. Not every county has such local support and understanding. We recommend that Local Planning Councils be strengthened through legislation and funding to ensure that they are mandated to include the full spectrum of early



care and education settings and institutions at the table and empowered to convene and coordinate local delivery systems under joint auspices of Boards of Supervisors and County Superintendents. We support the recommendation of the Learning Policy Institute with regard to Local Planning Councils. Likewise, the local Resource and Referral Agencies need to be strengthened to fulfill their vital role in educating and connecting families to the best early care and education settings to meet their needs, providing critical support to all types of early care and education providers, particularly licensed and license-exempt family child care providers and hosting a robust, fully functioning Centralized Waiting List and referral database.

- 3. Expand services that connect to ECE and focus needs of the whole child.** We support expansion of family resource centers, home visiting programs or services that promote health and family resiliency and provide referrals and linkages to connect families to needed services. Investing in designated family and community engagement staff at schools, preschools and local programs can have a significant impact on families' access to quality programs.

**Question 3:** *What one to three recommendations would you make for statewide systemic change to improve access for children and families? Recommendations:*

- 1. Increased funding for early learning and early care.** We support the recommendations contained in "Financing an Early Learning System in California" presented at the Blue Ribbon Commission's May 3<sup>rd</sup> 2018 meeting. It is imperative to increase CA's spending on children 0-5 and, in particular, on children 0-3. Spending in the US is not on par with other developed countries; is not even close to K-12 spending; and CA is far behind other states in funding for children 0-5. Present funding for early care and education is fragmented, unstable and needlessly complicated. We strongly recommend that increases in funding not simply increase "slots," but increase the quality of the early care and education settings. As mentioned above, a comprehensive system, including a truly accessible QRIS and a tiered reimbursement system should be part of a new financing system.
- 2. Address the critical shortage of the Early Care and Education teachers and providers.** For a quality early learning system to succeed in California, we must invest in this workforce through adequate pay and incentives, and excellent, affordable, and accessible teacher preparation. Currently the low pay and increasing education and classroom responsibilities do not encourage prospective early learning teachers to join this industry. Current teachers leave due to low wages and demanding, underfunded work environments. In San Mateo County, as in California generally, the teacher shortage affects Access to Quality Care because classrooms cannot open due to a lack of qualified teachers and children suffer in classrooms with constant teacher turnover. It is a crisis in our County. To build this workforce, reimbursement rates need to be sufficient to provide starting salaries for similarly qualified ECE teachers that are comparable to those for new K-12 teachers. A state higher education scholarship program and student loan forgiveness program for early childhood teachers is needed. The Teacher Retention and Training Program, AB 212, or something similar, might be expanded to provide incentives to new and continuing teachers and family child care providers at key points in their preparation. In addition, resources such as classroom coaching, tied to participation in California's QRIS, are



greatly needed to ensure teachers and providers develop skills to support of children that have highly varied abilities, are dual language learners and or have experienced trauma.

3. **Address the early learning facilities shortage.** Enact state policies and new regulations that **simplify zoning and building codes** to encourage more early learning facilities. For example, large family child care homes could be allowed in residential zones “by right,” and child care centers could be allowed in all zones with a permit (recommended by American Planning Association) provide dedicated funding for early learning facilities in the form of grants, rather than loans. Grants should be flexible enough to allow programs to make capital purchases and improvements that fit their site (not just purchases of portables) and need to be complemented with funding for staff to provide capital planning technical assistance. The reimbursement rates should also be increased to allow programs to address on-going facility maintenance. Currently, badly needed maintenance activities are often deferred.

Thank you for the opportunity to provide recommendations on early care and education.

Sincerely,



Dave Pine  
San Mateo County Supervisor, District 1  
Co-chair, Child Care Partnership Council



Anne E. Campbell  
San Mateo County Superintendent of Schools  
Co-chair, Child Care Partnership Council



**Attachment 15.6**

« Articles (/Articles)

# Family Engagement Professionals Find Support at Friday Café

May 7, 2018

When Judy Carson, program manager for School-Family-Community Partnerships at the Connecticut State Department of Education, was describing the work that parent coordinators do in their schools, she was asked: “Who are they and what do they do?” It was that question that prompted her to bring some 25 to 30 of these professionals together to see how she might support them. “The thing that came out the strongest was how much they liked being together,” Carson says.

Parent engagement coordinators, liaisons, specialists, and those who hold similar titles can be somewhat isolated because they are typically the only person in that role in their schools or organizations. Carson began developing a structure to allow them to continue meeting, inspired by an artist-run network called CreativeMornings, which began in Brooklyn and has now spread to over 170 sites throughout the world.



The first official Friday Café (<http://fridaycafe.org>) gathering in Connecticut was in the fall of 2014. The concept was developed in partnership with the Capitol Region Education Council, the State Education Resource Center, and the state’s Parent Information and Resource Center. Carson planned for about 12 participants, but at least 50 people attended and there weren’t enough chairs for everyone. She thought, “We’re on to something here.”

The meetings are based on a few key values, such as modeling good practices, that family engagement professionals can use with families, making information available in multiple ways and taking a strength-based approach. At one of the early gatherings, one attendee commented, “Now I know I’m not alone.”

## Attachment 15.6

With eight meetings a year, each event is a peer-to-peer exchange with a practitioner who gives a TED Talk–style presentation on a theme chosen for that meeting. Trust was the topic for the first gathering. Other areas for discussion have included mindfulness, parent voice, community organizing, and using music as a bridge across cultures and languages. An upcoming event will focus on comedy improv, “because a lot of this work is improvisational,” Carson says.

The sessions are held in different parts of Connecticut and typically take place in non-governmental sites, such as museums,

historic venues, and even a carousel room at the zoo, sparking ideas for participants on where they could hold events for parents, Carson says.

The program runs on a “shoestring budget,” she says, adding that some events have been sponsored and 21st Century Community Learning Center program funds have also been used to cover the cost of activities.

### ‘Creating a restorative experience’

In addition to schools, Friday Café participants represent community-based agencies, higher education, and increasingly, libraries. The meetings also attract those who might not hold a family engagement position but are equally interested in the topic, such as principals, superintendents, other central-office personnel, social workers, and even curriculum specialists.



“Being new in my position it has been wonderful to network with other people from all areas across the state,” says Patricia Moran, who became the supervisor of family and community engagement for the Waterbury Public Schools last August and previously was supervisor of early childhood education for the district. “Topics for each session have been very informative, relevant, and timely. I can take information away, tailor it to my district’s needs, and implement it the next day.”

A recent report

(<https://www.ccsso.org/sites/default/files/2018-02/States%20Leading%20for%20Equity%20Online.pdf>) from the Council of Chief State School Officers highlighted Friday Café as a promising practice for creating greater educational equity. Outside of Connecticut, Friday Café networks have spread to San Diego and San Mateo, California, where Soodie Ansari, the coordinator of early-learning dual-language support for the San Mateo County Office of Education works in partnership with the Peninsula Conflict Resolution Center to coordinate the monthly gatherings. San Mateo’s Friday Café also received a two-year family engagement grant from First 5 San Mateo, which supports renting the venues, refreshments, marketing efforts, and resources for the meetings.

“We have worked hard on creating a restorative experience for the participants and we continue to hear feedback that indicates we’ve hit the mark on this goal,” Ansari says. “In the words of one of our attendees: ‘Arrived feeling stressed and felt relief and release once here!’ The

## Attachment 15.6

participants clearly get a lot from peer support during the cafés as well as self-care—both of which will support them in refueling before going back to their jobs, which can be intense and oftentimes lonely.”

Friday Café spread to San Mateo and San Diego after professional colleagues heard about the model during a session Carson led at the National Family and Community Engagement Conference, organized by the Institute for Educational Leadership (IEL).

“We were drawn to the idea of connecting family engagement professionals to each other,” says Eyal Bergman, the family and community engagement officer for the Cajon Valley Union School District in San Diego County. “It fills an important gap.”

Those who work in schools, he adds, are often surrounded by educators and leaders who participate in professional learning communities and talk about the importance of collaboration, but “don’t have their own network.”

Instead of Bergman planning all of the gatherings, San Diego’s Friday Café has a steering committee with members who rotate the responsibility for choosing the venue, inviting speakers, and ordering food. Locations for meetings have

included the shores of Mission Bay; Olivewood Gardens and Learning Center, which teaches healthy eating through organic gardening; and Bread & Salt, an experimental art center.

### Tips for Creating a Peer Learning Network

- ✓ Schedule regular meetings
- ✓ Hold meetings in different community spaces
- ✓ Energize with a TED Talk-style presentation
- ✓ Model communication practices that can be used with families
- ✓ Spend time on peer-to-peer information exchange
- ✓ Combine peer support with self-care
- ✓ Continue the networking through online platforms

### Connecting in person and virtually

This spring, Carson has added another feature—a monthly webinar series (<https://mailchi.mp/7c93755fcc5e/friday-cafe-news-learn-more-about-parent-teacher-home-visit-project-hartford-may-2679045?e=a5c2818fe0>) on high-impact family engagement practices, such as home visiting and Academic Parent-Teacher Teams—especially since the Every Student Succeeds Act requires schools to use evidence-based practices. While the in-person meetings focus on “shifting mindsets and connecting” with each other, Carson says, the webinars are intended to be more informative.

## Attachment 15.6

The theme of the April 20 was “How Welcoming Is Your School? Creating a School Culture That Invites Family Engagement.” And beginning with the March 23 webinar, the meetings are accessible online as well. The May topic is “Family-Friendly First Impressions: Front Office, Safety, and Support Staff as Partners in Family Engagement,” and June’s subject is “Linking to Learning: Bringing Families into the Learning Process and Launch of Summer Book Club.”

Friday Café is “a really unique and innovative way to bring together folks from a variety of vantage points committed to improving family engagement,” says S. Kwesi Rollins, the director of leadership programs at IEL. “The more Friday Cafés, the better.”



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**June 2018 Early Childhood Ballot Initiatives**

*Updated: June 11, 2018*

<b>Ballot Measure</b>	<b>Description</b>	<b>Vote Results</b>
<b>Measure A</b> (County of Alameda)	<p><b>1/2 cent sales tax for 30 years</b> to fund childcare and pre-school programs, programs for homeless and at-risk children, programs to prevent child abuse, and efforts to add childcare locations and employees (through recruitment and higher wages).</p> <p><i>Required 2/3 vote for passage.</i></p>	<p><b>Results still pending</b></p> <p>65.33% in favor, just shy of the 66.67% required.</p>
<b>Measure K</b> (County of Yolo)	<p><b>Marijuana tax</b> - variable tax rate between 1-15% of gross receipts, with a 4% initial rate on cultivation, and 5% for any other marijuana businesses, to help fund services such as criminal enforcement of illegal cultivation, early childhood intervention and prevention, youth development, rural infrastructure or any other general governmental purpose, for an indefinite duration.</p> <p><i>Required 50+1 vote for passage.</i></p>	<p><b>Passed</b> - 79.14% in favor</p>
<b>Measure C</b> (City and County of San Francisco)	<p><b>Business Tax:</b></p> <ul style="list-style-type: none"> <li>• 1% on the amounts a business receives from the lease of warehouse;</li> <li>• 3.5% on the amounts a business receives from the lease of other commercial spaces.</li> </ul> <p>85% of the revenues the City collects from this additional tax would fund:</p> <ul style="list-style-type: none"> <li>• child care and education for children 0-5 whose parents earn 85% or less of the SMI;</li> <li>• child care and education for children from newborns through age three whose parents earn 200% or less of the Area Median Income;</li> <li>• investment in services that support the physical, emotional and cognitive development of children from children 0-5.</li> <li>• increased compensation for child care providers.</li> </ul> <p>The City could use the remaining 15% of funds for any public purpose.</p> <p><i>Required 50+1 vote for passage.</i></p>	<p><b>Result still pending</b> – 50.46%</p> <p><i>Note, if passes will likely face lawsuit challenging whether 2/3 majority is needed for passage.</i></p>
<b>Measure E</b> (City of Richmond)	<p><b>General Fund Carve Out</b> -- dedicate a portion of the city's general funds for <b>youth programs and services</b>. Would gradually increase in the portion of city funds set aside for youth, including youth from birth to age 18, transitional youth, and caretakers.</p>	<p><b>Passed</b> – 75.89% in favor</p>

## Attachment 15.7

Non-Early Childhood Measures		
Measure Y (City of Merced)	<p><b>Marijuana Tax</b> (no ECE carve out) -- tax on commercial marijuana businesses \$25 per square foot of cultivation space or 10 percent of gross receipts, whichever is greater, until the tax is ended by voters.</p> <p>Generating approximately \$1 M annually locally to fund Merced Police, Fire, Parks, Recreation services such as 911 emergency response; neighborhood-based policing; fire/gang prevention services; skilled police officers and firefighters; and safe, clean parks.</p>	<p><b>Passed – 77.55%</b></p> <p><i>While note early childhood-focused, we are interested to see how well this and Measure K (Yolo) passed.</i></p>

## Statement by First 5 San Francisco Executive Director Ingrid Mezquita on Voter Approval of Local Measure C

With most votes counted and approval of Local Measure C likely, we truly have cause to celebrate. San Francisco has shown, once again, we lead the nation in our commitment to babies, young children, and their families. The passage of Measure C brings with it the promise of universal, affordable, high-quality child care in San Francisco.

As the leader of a City department whose sole purpose is to improve the lives of children ages birth through five and their families, I am overjoyed for the opportunity Measure C represents. The law provides significant new funding to tackle pressing challenges for our city: high-quality early care and education that was out of reach for vast segments of our community, inadequate wages for early educators far below livable levels, and the lack of services and supports to help all children realize their full potential.

As we venture forth into this new era for children in the city, we must put, as Measure C states, “babies and families first.” The Our Children Our Families Council, led by our Mayor and Superintendent, recently approved a five-year goal to ensure all children enter kindergarten with the academic and social skills needed to succeed in school. As nearly four in ten entering kindergartners currently lack this preparation, we must act quickly and do everything in our power to meet this goal. Measure C provides us with a way forward: resources dedicated to expanding opportunity for high-quality early care and education, vital support for early childhood professionals, and comprehensive services to address the myriad challenges of our young children and their families face.

I wish to express my heartfelt gratitude to Supervisors Jane Kim and Norman Yee, who quite literally put babies and children first and led the charge to pass Measure C.

First 5 San Francisco and I stand ready to partner with our Mayor-elect, London Breed (a heartfelt congratulations to her as well), the Board of Supervisors and the Office of Early Care and Education to make the implementation of Measure C a monumental success – a beacon for the rest of our state and nation when it comes to the care and education of our babies and youngest children.

A handwritten signature in black ink, appearing to be "IM", written in a cursive style.

 <https://www.facebook.com/first5sf/>

 <https://twitter.com/First5SF>

*via electronic mail*

June 7, 2018

The Honorable Kirstjen M. Nielsen  
Secretary  
U.S. Department of Homeland Security  
3801 Nebraska Avenue, NW  
Washington, DC 20016

**Renewed Appeal from Experts in Child Welfare, Juvenile Justice and Child Development  
to Halt the Separation of Children from Parents at the Border**

Dear Secretary Nielsen:

We represent 540 organizations from all 50 states, the District of Columbia and Puerto Rico that have well-recognized expertise in the fields of child welfare, juvenile justice and child health, development and safety. We first sent this letter to you on January 16, 2018 and resubmitted the letter on January 23, 2018 to include additional organizations. Since then, DHS implemented a systematic practice of separating children from their parents—as many as 658 children in just two weeks in May 2018<sup>1</sup>—and our ranks grew by more than 300 organizations.

**We write again today, after the formal implementation of practices to separate immigrant families, to renew our shared concern that your agency is harming children by taking them from their parents to deter or punish parents and children who come to our border seeking protection.** The separation of children from their parents to deter migration, or to punish migration, will have significant and long-lasting consequences for the safety, health, development, and well-being of children. We therefore urgently request that the Administration reverse course on its practice of separating families at the border.

Countless reports have documented that these families are fleeing persecution and violence in their countries, and come here seeking protection. While many come from Central American countries, the parents and children arrive at our border from all over the world, including countries in Africa, the Caribbean, South America, Asia, the Middle East and Europe.

Since early May, DHS in collaboration with the Department of Justice has routinely separated immigrant children from their parents and families. Parents may be placed in adult immigration detention centers and/or summarily deported, while their children are transferred to the custody of the Department of Health and Human Services (HHS) in facilities across the country—as far away as Illinois, Washington, New York, Florida, and Michigan. HHS bears the responsibility of caring for the traumatized children and finding suitable, alternative caregivers.

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<sup>1</sup> See Testimony of Richard Hudson, Deputy Chief of Operations Program for Customs and Border Protection (CBP) before Senate Judiciary Committee, May 23 (2018), available at <https://www.judiciary.senate.gov/meetings/tvpra-and-exploited-loopholes-affecting-unaccompanied-alien-children>.

The children could remain in government care for months or more than a year, during which time the continued separation from their parents would compound their trauma and the time it would take them to recover and return to a trajectory of good health and normal development. Nor does it make any sense to require the children to participate in a formal legal proceeding about their immigration case while separated from the parent who brought them here, who may have critical information—or the only information—about the child’s claim for protection.

There is overwhelming evidence that children need to be cared for by their parents to be safe and healthy, to grow and develop.<sup>2</sup> Likewise, there is ample evidence that separating children from their mothers or fathers leads to serious, negative consequences to children’s health and development.<sup>3</sup> Forced separation disrupts the parent-child relationship and puts children at increased risk for both physical and mental illness. Adverse childhood experiences—including the incarceration of a family member—are well-recognized precursors of negative health outcomes later in life.<sup>4</sup> And the psychological distress, anxiety, and depression associated with separation from a parent would follow the children well after the immediate period of separation—even after eventual reunification with a parent or other family. We are deeply concerned that recent agency actions institutionalize such harm by taking children from their parents as a matter of policy.

Family unity is a foundational principle of child welfare law. In order to grow and develop, children need to remain in the care of their parents where they are loved, nurtured and feel safe. Thus parents’ rights to the care and custody of their children are afforded particularly strong protection under the U.S. Constitution.<sup>5</sup> While parent-child relationships are generally the province of state law, federal law also recognizes the principle of family unity by providing strong incentives for states to keep children with their parents and to provide services to families to prevent separation and maintain family unity.<sup>6</sup> The administration’s current policies and practices eviscerate that principle.

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<sup>2</sup> See, e.g., American Psychological Assn, *Parents and Caregivers are Essential to Children’s Healthy Development*, available at <http://www.apa.org/pi/families/resources/parents-caregivers.aspx>.

<sup>3</sup> See, e.g., Sankaran, Vivek, Church, Christopher, “Easy Come, Easy Go: The Plight of Children Who Spend Less than 30 Days in Foster Care,” 19 U. Pa. J. L. Soc. Change 207 (2017) (identifying harms to children arising from even short-term separation from a parent’s custody as a result of state action); and Zayas LH, Aguilar-Gaxiola S, Yoon H, Rey GN, “The Distress of Citizen-Children with Detained and Deported Parents,” J. Child & Fam. Studies, 2015; 24(11):3213-3223 (the arrest and separation of parents “serve[s] only to complete the trauma, and the certain detrimental impact on the children’s mental health.”).

<sup>4</sup> See, e.g., Dube SR, Cook ML, Edwards VJ, Health-related Outcomes of Adverse Childhood Experiences in Texas, 2002, *Prev Chronic Dis.*, 2010; 7(3):A52, available at [http://www.cdc.gov/pcd/issues/2010/may/09\\_0158.htm](http://www.cdc.gov/pcd/issues/2010/may/09_0158.htm).

<sup>5</sup> See, e.g., *Santosky v. Kramer*, 455 U.S. 745, 753 (1982) (a parent’s right to the care and custody of her child is a fundamental liberty interest).

<sup>6</sup> See U.S. Dep’t of Health and Human Services, Children’s Bureau, *Child Welfare Information Gateway, Reasonable Efforts to Preserve or Reunify Families and Achieve Permanency for Children*, (March 2016), available at <https://www.childwelfare.gov/pubPDFs/reunify.pdf> (“Federal law has long required State agencies to demonstrate that reasonable efforts have been made to provide assistance and services to prevent the removal of a child from his or her home.”).

For all of these reasons, we urge you to abandon current policies and practices that systematically separate children from their families absent evidence that a specific parent posed a threat to the safety and well-being of his or her child, as required by the laws of all 50 states. Should you have any questions about the serious concerns raised in this letter, or wish to respond to us directly, please contact MaryLee Allen, Director of Policy, Children's Defense Fund at [mallen@childrensdefense.org](mailto:mallen@childrensdefense.org).

Sincerely,

**National Organizations**

Academic Pediatric Association  
Adopt America Network  
Adoption Exchange Association  
Alliance for Early Success  
Alliance for Strong Families and Communities  
American Academy of Pediatrics  
American College of Physicians  
American Pediatric Society  
American Psychological Association  
Association of Children's Residential Centers  
Association of Medical School Pediatric Department Chairs  
Boys Town  
BUILD Initiative  
Campaign for Youth Justice  
Casa de Esperanza: National Latin@ Network for Healthy Families and Communities  
Center for Children's Law and Policy  
Center for Law and Social Policy (CLASP)  
Center for the Study of Social Policy  
Center on the Developing Child at Harvard University  
Child Care Aware of America  
Child First, Inc.  
Child Welfare League of America  
Children and Family Futures  
Children's Advocacy Institute  
Children's Defense Fund  
Children's Law Center  
Children's Home Society of America  
Coalition for Juvenile Justice  
Community Catalyst  
Dave Thomas Foundation for Adoption  
Division for Early Childhood of the Council for Exceptional Children  
Disability Rights Education & Defense Fund  
Dorothy Day Catholic Worker  
Every Child Matters  
Every Mother is a Working Mother Network  
Family Focused Treatment Association

Family Voices  
Field Center for Children's Policy, Practice & Research  
First Focus  
First Star Institute  
Foster Care Alumni of America  
FosterClub  
Futures Without Violence  
Generations United  
Georgetown University Center for Children and Families  
Girls, Inc.  
HEAL Trafficking  
Healthy Teen Network  
Institute for Child Success  
Jim Casey Youth Opportunities Initiative  
Justice Policy Institute  
Juvenile Law Center  
MomsRising  
National Alliance of Children's Trust Funds  
National Asian Pacific American Women's Forum  
National Association for Children's Behavioral Health  
National Association for the Education of Young Children  
(NAEYC)  
National Association of Counsel for Children  
National Association of Pediatric Nurse Practitioners  
National Association of Social Workers  
National Center for Child Abuse Statistics & Policy  
National Center for Housing and Child Welfare  
National Center for Parent Leadership, Advocacy, and Community  
Empowerment National Center for Youth Law  
National Center on Adoption and Permanency  
National Coalition Against Domestic Violence  
National Crittenton Foundation  
National Domestic Violence Hotline  
National Family Preservation Network (NFPN)  
National Indian Child Welfare Association  
National Juvenile Defender Center  
National Juvenile Justice Network  
National Migrant Seasonal Head Start Association (NMSHSA)  
National Network for Youth (NN4Y)  
National Respite Coalition  
National Scientific Council on the Developing Child  
National Youth Advocate Program (NYAP)  
New America Education Policy Program  
North American Council on Adoptable Children  
PACER Center  
Partnership for America's Children  
Pediatric Policy Council

Ray E. Helfer Society  
RISE  
Robert F Kennedy Children's Action Corps  
School Social Work Association of America  
SchoolHouse Connection (SHC)  
Society for Adolescent Health and Medicine  
Society for Pediatric Research (SPR)  
The Children's Village  
The Sentencing Project  
UNICEF USA  
Voice for Adoption  
W. Haywood Burns Institute  
Within Our Reach  
Year Up  
Youth Advocate Programs (YAP)  
Youth Catalytics  
Youth Law Center  
ZERO TO THREE

**State and Local Organizations**

Alabama

- Alabama Chapter of the American Academy of Pediatrics
- Alabama Institute for Social Justice
- First 5 Alabama
- VOICES for Alabama Children

Alaska

- Alaska Children's Trust
- Northern and Interior Alaska Association for the Education of Young Children (NIAAEYC)
- Northwest Resource Associates
- Presbyterian Hospitality House

Arizona

- A New Leaf
- American Academy of Pediatrics – Arizona Chapter
- Arizona Association for the Education of Young Children (AzAEYC)
- Arizona Coalition to End Sexual and Domestic Violence
- Arizona Council of Human Service Providers

(Arizona continued)

- Arizona Legal Women and Youth Services (ALWAYS)
- Child and Family Resources
- Children's Action Alliance
- Lutheran Social Services of the Southwest
- National Association of Pediatric Nurse Practitioners – Arizona Chapter
- National Council on Alcoholism and Drug Dependence – Phoenix
- Prevent Child Abuse Arizona
- Southern Arizona Association for the Education of Young Children (SAZAEYC)
- Southwest Key Programs

Arkansas

- Arkansas Advocates for Children and Families (AACF)
- Arkansas Association for Infant Mental Health (AAIMH)
- National Association of Pediatric Nurse Practitioners – Arkansas Chapter

California

- American Academy of Pediatrics – California Chapter
- California Association for the Education of Young Children (CAAEYC)
- California Child Care Resource & Referral Network
- California Department of Social Services
- Casa Pacifica Centers for Children & Families
- Children Now
- Children’s Defense Fund – California (CDF-CA)
- Children’s Law Center of California
- Consortium for Children
- County Welfare Directors Association of California
- Family Violence Appellate Project
- Family Voices of California
- First 5 Association of California
- First 5 LA
- Harriet Buhai Center for Family Law
- Hillside
- Interfaith Movement for Human Integrity
- Kids in Common, a program of Planned Parenthood Mar Monte
- Legal Services for Children
- National Association of Pediatric Nurse Practitioners – San Francisco Bay Area Chapter
- OneJustice
- Parent Voices
- San Diego Volunteer Lawyer Program
- Southwest Key Programs
- Sunny Hills Services
- The Children’s Partnership
- The Law Foundation of Silicon Valley
- University of California, Berkeley Center for the Study of Child Care Employment
- VOICES Youth Centers
- Wayfinder Family Services
- Youth Justice Coalition

Colorado

- American Academy of Pediatrics – Colorado Chapter
- Clayton Early Learning
- Colorado Association for Infant Mental Health (COAIMH)
- Colorado Children’s Campaign
- Colorado Office of the Alternate Defense Counsel
- Colorado Office of the Child’s Representative
- Colorado Juvenile Defender Center (CJDC)
- Rocky Mountain Children’s Law Center
- The Adoption Exchange

Connecticut

- All Our Kin
- Center for Children’s Advocacy, Inc.
- Children in Placement – CT, Inc.
- Connecticut Alliance of Foster and Adoptive Families, Inc
- Connecticut Association for Human Services
- Connecticut Early Childhood Alliance
- Connecticut Voices for Children
- National Association of Pediatric Nurse Practitioners – Connecticut Chapter
- National Association of Social Workers (NASW) Connecticut Chapter

Delaware

- American Academy of Pediatrics – Delaware Chapter
- Girls Incorporated of Delaware

Florida

- American Academy of Pediatrics – Florida Chapter
- Florida Health Justice Project
- Florida Policy Institute
- Florida’s Children First
- Heartland for Children
- Legal Aid Society of Palm Beach County, Inc.
- One Hope United
- Sant La Haitian Neighborhood Center
- Southwest Key Programs
- University of Miami School of Law Children and Youth Law Clinic

Georgia

- CHRIS 180
- Families First
- Georgia Early Education Alliance for Ready Students (GEARS)
- Quality Care for Children
- Voices for Georgia's Children

Hawaii

- EPIC ‘Ohana
- Hawaii Association for the Education of Young Children (HIAEYC)
- Hawaii Children’s Action Network (HCAN)

Idaho

- Idaho Association for Infant & Early Childhood Mental Health (AIM Early Idaho)
- Idaho Parents Unlimited, Inc.

Illinois

- A Safe Place
- AIDS Foundation of Chicago
- Allendale Association
- Alternatives, Inc.
- American Academy of Pediatrics - Illinois Chapter
- Arden Shore Child and Family Services
- Bethany for Children & Families
- Beyond the Baby Blues

(Illinois continued)

- Center on Halsted
- Chicago Children's Advocacy Center
- Chicago Survivors
- Children’s Place Association
- Community Behavioral Healthcare Association of Illinois
- Community Crisis Center, Inc.
- Connections for Abused Women and their Children (CAWC)
- Duane Dean Behavioral Health Services
- East Side Aligned
- Elgin Partnership of Early Learning
- Erickson Institute
- Erie Neighborhood House
- Esperanza Health Centers
- EverThrive Illinois
- Family Focus
- Forefront
- Foster Care Alumni of America-Illinois Chapter
- Heartland Human Care Services
- HOPE of Ogle County
- Hoyleton Youth & Family Services
- Illinois Action for Children
- Illinois AfterSchool Network
- Illinois Association for Infant Mental Health (ILAIMH)
- Illinois Association for the Education of Young Children (Illinois AEYC)
- Illinois Association of Early Childhood Teacher Educators (ILAECTE)
- Illinois Association of Rehabilitation Facilities
- Illinois Childhood Trauma Coalition
- Illinois Coalition Against Domestic Violence
- Illinois Collaboration on Youth
- Illinois Head Start
- Illinois Partners for Human Service
- Illinois PTA
- Illinois Public Health Association
- Illinois Public Health Institute
- Instituto del Progreso Latino
- Jewish Child and Family Services
- Juvenile Justice Initiative of Illinois

(Illinois continued)

- Juvenile Protective Association
- Kaleidoscope
- Legal Council for Health Justice
- Leslie Bates Davis Neighborhood House, Inc.
- Loyola University Chicago Civitas Childlaw Center
- Mano a Mano Family Resource Center
- Maryville Academy
- Metropolitan Family Services
- Mid Central Community Action, Inc.
- National Alliance on Mental Illness Chicago (NAMI Chicago)
- National Association of Social Workers (NASW) Illinois Chapter
- One Hope United
- Ounce of Prevention Fund
- Puentes de Esperanza
- Rincon Family Services
- Safe Passage
- Starfish Family Homes
- Stopping Woman Abuse Now (SWAN)
- The Baby Fold
- Thresholds
- Treatment Alternatives for Safe Communities
- Voices for Illinois Children
- Youth Employment Coalition
- YMCA Sauk Valley
- YWCA of Elgin

Indiana

- Family Voices Indiana
- Indiana Association for the Education of Young Children (Indiana AEYC)
- Indiana Division for Early Childhood of the Council for Exceptional Children
- Marion County Commission on Youth, Inc.
- The Villages of Indiana, Inc.

Iowa

- Bethany for Children & Families
- Child and Family Policy Center
- Iowa Association for the Education of Young Children (Iowa AEYC)
- Iowa Coalition Against Domestic Violence (ICADV)
- National Association of Pediatric Nurse Practitioners – Iowa Chapter
- YSS

Kansas

- Alliance for Childhood Education
- Children’s Alliance of Kansas
- El Centro
- Foster Adopt Connect
- Kansas Action for Children
- Kansas Appleseed
- Kansas Association for the Education of Young Children
- Kansas Head Start Association
- Saint Francis Community Services
- United Community Services of Johnson County

Kentucky

- Juvenile Restorative Justice, Inc.
- Kentucky Coalition Against Domestic Violence
- National Association of Social Workers (NASW) Kentucky Chapter
- Omni Visions

Louisiana

- Agenda for Children
- American Academy of Pediatrics - Louisiana Chapter
- Families and Friends of Louisiana’s Incarcerated Children
- Kingsley House
- Louisiana Policy Institute for Children

Maine

- American Academy of Pediatrics - Maine Chapter
- Community Concepts, Inc.
- Helping Hands with Heart
- Maine Association of Psychiatric Physicians
- Maine Children's Alliance
- Maine Community Action Association
- Maine Council of Child and Adolescent Psychiatrists
- Maine Resilience Building Network (MRBN)
- Tri-County Mental Health Services

Maryland

- Advocates for Children and Youth
- Identity, Inc.
- Maryland Family Network
- Montgomery County Department of Health and Human Services

Massachusetts

- Association for Behavioral Health Care
- Children's Law Center of Massachusetts
- Children's Mental Health Campaign
- Citizens for Juvenile Justice
- Committee for Public Counsel Services
- Communities for People (CFP)
- Health Law Advocates
- Lower Roxbury Coalition
- Massachusetts Adoption Resource Exchange
- Massachusetts Association for the Education of Young Children (MassAEYC)
- Massachusetts Law Reform Institute (MLRI)
- Massachusetts Society for the Prevention of Cruelty to Children
- National Association of Pediatric Nurse Practitioners – Massachusetts Chapter
- National Association of Social Workers (NASW) Massachusetts Chapter
- Parent/Professional Advocacy League (PPAL)

Massachusetts

- Strategies for Children (SFC)
- The Children's League of Massachusetts
- Whittier Street Health Center

Michigan

- Heartland Human Care Services
- Methodist Children's Home Society
- Michigan DEC
- Michigan's Children
- National Association of Social Workers (NASW) Michigan Chapter

Minnesota

- AspireMN
- Center for Advanced Studies in Child Welfare at the University of Minnesota
- Children's Law Center of Minnesota
- Minnesota Association for the Education of Young Children & MN School-Age Care Alliance
- Minnesota CEC/DEC
- National Association of Social Workers (NASW) Minnesota Chapter
- North Homes Children and Family Services

Mississippi

- American Academy of Pediatrics - Mississippi Chapter
- Mississippi Coalition Against Domestic Violence (MCADV)
- Mississippi Low Income Child Care Initiative

Missouri

- Alliance for Childhood Education
- American Academy of Pediatrics - Missouri Chapter
- Foster Adopt Connect
- One Hope United

Montana

- Child Care Resources

Nebraska

- National Association of Pediatric Nurse Practitioners – Midwest Chapter (Nebraska)
- PromiseShip
- Saint Francis Community Services
- Voices for Children in Nebraska

Nevada

- ACTIONN
- Children’s Advocacy Alliance
- Community Chest, Inc
- Family to Family Connection, ISD 13
- Foster Change
- Foster Kinship
- Hispanic Caucus
- Make it Work Nevada
- Make the Road Nevada
- Nevada Coalition to End Domestic and Sexual Violence
- Progressive Leadership Alliance of Nevada (PLAN)
- The Foster and Adoption Coalition of Nevada
- The Gay and Lesbian Community Center of Southern Nevada
- The Adoption Exchange
- The Hills Preschool

New Hampshire

- American Academy of Pediatrics - New Hampshire Chapter
- Girls Incorporated of New Hampshire
- New Hampshire Association for the Education of Young Children (NHAEYC)

New Jersey

- Advocates for Children of New Jersey
- Bridges to Learning
- Family Voices New Jersey
- National Association of Social Workers (NASW) New Jersey Chapter
- New Jersey Association for the Education of Young Children (NJAEYC)

New Jersey

- New Jersey Parents Caucus, Inc
- NMCAN
- SPAN Parent Advocacy Network
- The Children 's Home Society of New Jersey

New Mexico

- All Faiths Children’s Advocacy Center
- American Academy of Pediatrics – New Mexico Chapter
- Brindle Foundation
- National Association of Social Workers (NASW) New Mexico Chapter
- New Mexico Voices for Children

New York

- All Our Kin
- American Academy of Pediatrics – New York Chapter 3
- ANDRUS
- Association to Benefit Children
- Bronx Defenders
- Brooklyn Defender Services
- Catholic Charities Community Maternity Services
- Center for Children’s Initiatives
- Center for Family Representation
- Child and Family Services
- Child Welfare Organizing Project
- Children’s Aid
- Children’s Defense Fund – New York
- Citizens' Committee for Children of New York, Inc.
- Coalition for Asian American Children and Families
- Council of Family and Child Caring Agencies
- Forestdale, Inc.
- JCCA
- Jewish Board
- Martin de Porres Group Homes
- MercyFirst
- National Association of Pediatric Nurse Practitioners – Greater New York Chapter

(New York continued)

- New York Association for the Education of Young Children (NYAEYC)
- New York City Administration for Children's Services
- New York State Association for Infant Mental Health
- Northern River Family of Services
- NYCOAC
- Sanctuary for Families
- Schuyler Center for Analysis & Advocacy Southwest Key Programs
- Society for the Care and Protection of Children
- The Children's Agenda
- Women's Housing and Economic Development Corporation

North Carolina

- Alexander Youth Network
- Children First/Communities in Schools of Buncombe County
- Children's Homes of Iredell County, Inc.
- Child Care Services Association
- Monarch
- National Association of Pediatric Nurse Practitioners – North Carolina Chapter
- NC Child
- North Carolina Association for the Education of Young Children (NCAEYC)
- North Carolina Pediatric Society
- Omni Visions
- Southlight HealthCare
- Timber Ridge Treatment Center, Inc.
- YWCA of Asheville

North Dakota

- Family Voices of North Dakota
- Pride Inc., Pride Manchester, Inc., Pride Wilton, Inc.

Ohio

- Advocates for Basic Legal Equality, Inc. (ABLE)
- Children's Defense Fund – Ohio
- Justice for Children Project, Moritz College of Law
- Ohio Association for the Education of Young Children (Ohio AEYC)
- Ohio Domestic Violence Network
- National Association of Pediatric Nurse Practitioners – Ohio Chapter
- The Ohio Division for Early Childhood

Oklahoma

- American Academy of Pediatrics - Oklahoma Chapter
- Oklahoma Association for the Education of Young Children
- Oklahoma Institute for Child Advocacy
- Saint Francis Community Services

Oregon

- Children First for Oregon
- Oregon Pediatric Society
- National Association of Pediatric Nurse Practitioners – Oregon Chapter
- Northwest Resource Associates
- Youth, Rights and Justice

Pennsylvania

- Pennsylvania Association for the Education of Young Children (PennAEYC)
- Pennsylvania Chapter of DEC
- Public Citizens for Children and Youth (PCCY)
- National Association of Pediatric Nurse Practitioners – Pennsylvania/Delaware Valley Chapter
- National Association of Pediatric Nurse Practitioners – Pennsylvania/Three Rivers Chapter
- Support Center for Child Advocates
- Three Rivers Adoption Council
- Trying Together
- Youth Service, Inc.

Rhode Island

- Adoption Rhode Island
- Communities for People
- Rhode Island Association for the Education of Young Children (Rhode Island AEYC)
- Rhode Island Coalition for Children and Families
- Rhode Island KIDS COUNT
- St. Mary's Home for Children

South Carolina

- American Academy of Pediatrics - South Carolina Chapter
- National Association of Pediatric Nurse Practitioners – South Carolina Chapter
- South Carolina Appleseed Legal Justice Center
- South Carolina Association for the Education of Young Children (SCAEYC)
- South Carolina Infant Mental Health Association

South Dakota

- American Academy of Pediatrics - South Dakota Chapter
- South Dakota Association for the Education of Young Children (SDAEYC)
- South Dakota Parent Connection

Tennessee

- Black Children's Institute of Tennessee
- Harmony Family Center
- Nashville Area Association for the Education of Young Children (NAAEYC)
- National Association of Social Workers (NASW) Tennessee Chapter
- Omni Visions
- Tennessee Alliance for Children and Families
- Tennessee Commission on Children and Youth
- Tennessee Justice Center

Texas

- Center for Public Policy Priorities
- CHILDREN AT RISK
- Children's Defense Fund - Texas
- Clarity Child Guidance Center
- National Association of Pediatric Nurse Practitioners – Austin, Texas Chapter
- National Association of Pediatric Nurse Practitioners – Greater Texas Chapter
- National Association of Social Workers (NASW) Texas Chapter
- Saint Francis Community Services
- Southwest Key Programs
- Texans Care for Children
- Texas Association for the Education of Young Children (Texas AEYC)
- Voices for Children of San Antonio

Utah

- Children's Service Society
- The Adoption Exchange
- Utah Association for the Education of Young Children (UAEYC)
- Voices for Utah Children

Vermont

- Let's Grow Kids
- Voices for Vermont's Children

Virginia

- American Academy of Pediatrics - Virginia Chapter
- Legal Aid Justice Center
- Northern Virginia Association for the Education of Young Children (NVAEYC)
- Virginia Association for the Education of Young Children (VAAEYC)
- Virginia Poverty Law Center
- Virginia Sexual and Domestic Violence Action Alliance

Washington

- American Academy of Pediatrics – Washington Chapter
- Children’s Alliance
- Legal Counsel for Youth and Children
- National Association of Pediatric Nurse Practitioners – Washington Chapter
- Northwest Resource Associates
- Partners for our Children
- Treehouse
- Washington State Association of Head Start and ECEAP

West Virginia

- American Academy of Pediatrics – West Virginia Chapter
- TEAM for West Virginia Children
- West Virginia Child Care Association
- West Virginia Coalition Against Domestic Violence

Wisconsin

- American Academy of Pediatrics – Wisconsin Chapter
- AVAIL, Inc.
- Community Referral Agency
- Embrace Services, Inc.
- End Domestic Abuse Wisconsin
- Family Advocates, Inc.
- Haven Inc.
- Kids Forward
- Lutheran Social Services of Wisconsin
- Milwaukee Center for Children and Youth (MCCY)
- One Hope United
- People Against a Violent Environment, Inc. (PAVE)
- Rainbow House Domestic Abuse Services
- Southwest Key Programs
- Stepping Stones, Inc.
- Wisconsin Association of Family & Children's Agencies
- Wisconsin Early Childhood Association

Wyoming

- American Academy of Pediatrics – Wyoming Chapter
- UPLIFT
- Wyoming Afterschool Alliance
- Wyoming Community Foundation

Washington, D.C.

- Children's Law Center
- DC Association for the Education of Young Children (DCAEYC)
- Mary’s Center

Puerto Rico

- Centro Pediátrico de Lactancia y Crianza
- Puerto Rico Association for the Education of Young Children
- Youth Development Institute of Puerto Rico

**Attachment 15.10**

# SUPPORT BABIES AND STRENGTHEN FAMILIES!

## Add your Organization to the Letter Below

*If you are already in The Children's Movement, begin typing your organization's name in the box. Select your organization, then hit the blue button at the bottom of the page.*

*If you are new, welcome! Hit the blue button at the bottom of the page to continue and enter your organization's information.*

June 1, 2018

**RE: CalWORKs Home Visiting Initiative – SUPPORT**

Dear Governor Brown, Legislative Leadership, and Budget Committee Conferees:

**We urge you to expand and enhance voluntary evidence-based home visiting in the final 2018-19 State Budget by adopting and making permanent the *CalWORKs Home Visiting Initiative*, and further, utilizing the resources provided by the Administration for the first few years of the program, to extend its reach to CalWORKs families beyond first-time parents under age 25.**

We thank the Administration for putting forward the proposed *CalWORKs Home Visiting Initiative*, which will cost-effectively strengthen the youngest Californians and their families, while also enhancing the impacts of the California Work Opportunity and Responsibility to Kids (CalWORKs) program. Although unmet basic needs, adverse experiences, and circumstances of economic hardship can undermine the health and well-being of families, voluntary evidence-based home visiting programs (such as Healthy Families America, Nurse-Family Partnership, Parents as Teachers, SafeCare and Early Head Start Home-Based Option) are backed by decades of research demonstrating that they improve outcomes for both parents and children in myriad ways. When implemented with fidelity to their model

**Attachment 15.10**

standards, these programs can generate public savings by increasing healthy births, boosting positive parenting practices, reducing child maltreatment, and increasing family self-sufficiency in the forms of adult educational attainment, career training and employment.

The *CalWORKs Home Visiting Initiative*, as proposed by the Administration, would enable County Human Services Agencies to partner with other public agencies and community providers to offer evidence-based home visiting programs on a voluntary basis to first-time parents under age 25 participating in CalWORKs who are pregnant or parenting a child under two years of age.

**We urge you to adopt the enhanced *CalWORKs Home Visiting Initiative*, that includes the following:**

**Making the *CalWORKs Home Visiting Initiative* a permanent feature of the CalWORKs program, and allow for open and continuous enrollment of eligible, interested families.**

**Extending the reach of these services to CalWORKs families beyond first-time parents under age 25.**

**Ensuring the addition of the new parent support grant (approximately \$500 per participating family) for the purpose of assisting families on an as-needed basis with one-time costs related to the health and safety of the baby and family, such as cribs, car seats, childproofing supplies for the home, etc.**

Voluntary, evidence-based home visiting programs are one of the best investments California can make to ensure children and families living in poverty have the opportunity to succeed. California can and should join the 30+ states that are already investing General Funds and/or federal TANF dollars in voluntary, evidence-based home visiting programs to strengthen and support children and families.

**We thank you for your work on these important issues and urge your support for the permanent and enhanced *CalWORKs Home Visiting Initiative*.**

Sincerely,

The Undersigned Organizations

cc: Members and Staff of the Senate Budget Committee and Subcommittee No. 3  
Members and Staff of the Assembly Budget Committee and Subcommittee No. 1  
Department of Finance

**Next**

**Attachment 15.11**

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

T 650.372.9500

F 650.372.9588

June 19, 2018

The Honorable Richard Pan, M.D.  
Senate Health Committee, Chair  
State Capitol, Room 5114  
Sacramento, CA 95814

**RE: Support - AB 11 (McCarty): Early and Periodic Screening, Diagnosis, and Treatment Program: screening services (as amended 6/18/18)**

Dear Dr. Pan,

On behalf of First 5 San Mateo County, I'm writing in support of AB 11 (McCarty), as amended on June 18<sup>th</sup>, which will clarify that providers are required to adhere to the Bright Future's screening periodicity for children 0-3 and must use a validated screening tool for services made available under the EPSDT benefit.

Currently, pediatricians are relying on surveillance rather than using a validated screening tool to identify children at-risk for developmental delays. When they do screen, pediatricians are not consistent in their use of validated tools. For example, many do not use the entire tool or follow its intended directions. Subsequently, pediatricians believe they are properly implementing developmental screening and following the AAP recommendations, when in fact they are not.

Because there is no explicit language *requiring* how and when pediatricians conduct developmental screening and since California does not have a recommended list of validated screening tools or require the use of one, there is confusion in the medical field about developmental screening practices. As a result, 70% of children with delays go undetected until kindergarten, putting additional demands on California's special education system and putting our children at a serious disadvantage.

We believe AB 11 is necessary to clarify that developmental screenings are, in fact, mandatory and must adhere to a specific periodicity, with a validated screening tool, to be most effective. AB 11 is the first critical step to ensuring that *every* California child, especially those who are low-income, has the opportunity to achieve their greatest potential. For these reasons, we strongly urge your "aye" vote.

Sincerely,

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

Kitty Lopez  
Executive Director  
First 5 San Mateo County

**DATE:** June 25, 2018  
**TO:** First 5 San Mateo County Commission  
**FROM:** Kitty Lopez, Executive Director  
**RE:** Committee Updates

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**Finance & Administration Committee, Meeting June 11, 2018**

Commissioners Present: Michael Garb, Pam Frisella  
 Commissioner Absent: Rosanne Foust  
 Staff: Kitty Lopez, Khanh Chau

**Review Budget Monitoring Report as of April 30, 2018 (Attachments 16A and 16B)**

Kitty Lopez briefly highlighted key points of the Budget Monitoring Report as of April 30, 2018. Revenues produce net projections with 4% lower than YTD benchmark due to timing issues in grant execution of the F5CA IMPACT Grant and the Help Me Grow Grant. Total Appropriations produce net projections with 16% lower than YTD benchmark in both Program Appropriations and Administrative Appropriations.

Committee members reviewed the Budget Monitoring Report and had no further questions.

**Review and Recommend Approval of F5SMC's FY2018-2019 Draft Budget and the Use of Ending Fund Balance (Reserves\*) to Fund F5SMC's FY2018-2019 Adopted Budget**

Kitty Lopez briefly highlighted key points of the FY2018-2019 Draft Budget and the accompanying Budget memo. F5SMC will receive back-fill in FY2018-2019 for the drop of Prop 10 Tax Revenue in FY2017-2018 due to the implementation of various Tobacco Tax laws.

Committee members reviewed the FY2018-2019 Draft Budget; asked about the size of back-fill from Prop 10 monies and the update of A87 adjustment by the County. Staff Khanh Chau responded that the back-fill will be approximately \$800K in FY2018-2019; there was an A87 adjustment of \$30K in FY2017-2018 to F5SMC and it would be an one-time adjustment.

The FY 2018-2019 Draft Budget includes moving the Administrative Secretary from an Agile Term Position to Regular, Full time position starting in September, 2018. Myra Cruz, in addition to fulfilling the many administrative duties of the agency, also fulfills the role of communications coordination and website maintenance; all are critical components to the agency's infrastructure and operations. The Committee supported the change in position and the increase in the Administrative Salaries and Benefits line item in the budget.

Committee members suggested reallocating the \$4K budget as the under spending fund carried-over to FY2018-2019 for one-time purchase of smaller office furniture from the Annual Facilities Lease budget line to the General Office Supplies budget line; Committee members also suggested staff to review for any possible budget reduction in the Membership Dues, Meeting and Conference Expenses, and All Other Services Charges. Kitty Lopez instructed staff to take action on Committee members' suggestions for the budget presentation at the Commission Meeting. Committee members endorsed the approval of the modified FY18-19 Draft Budget reflecting the changes that Committee members' suggested above.

**Review and Recommend Approval to Present Long-Term Financial Plan (LTFP) from FY2018-2019 through FY2024-2025 (FY17/18 Update)**

Kitty Lopez briefly highlighted key points of the F5SMC's Long-Term Financial Plan (LTFP) as presented in the fiscal memo and accompanying charts. Kitty Lopez cited that the proposed SPIP investment reduction during period FY2020-2025 represents a step down of 39% with an even investment of \$3.79 million each year across said 5-year span.

Committee members commended that given the continuing declining trend of Prop 10 Tax Revenue, the new additional revenue sources that have been added make the overall financial picture look better than previously projected.

Committee members commended the LTFP memo and accompanying charts are clean and good documents. Committee members endorsed the presented LTFP.

**Review and Recommend Approval of Communication Consultation Services Agreement to Runyon Saltzamn Inc. (RSE) in the Amount of \$99,396, Contract Term effective July 1, 2018 through June 30, 2019**

Kitty Lopez cited that agency received 2 proposals out of 3 RFQs. Kitty Lopez made recommendation for contracting the Communication Consultation Services to Runyon Saltzman, Inc. (RSE), F5SMC's current contractor, who has delivered good communication services during the last two years; RSE was selected also for its good and thorough proposal of Communication Consultation Services to F5SMC.

Committee members reviewed and endorsed the Communication Consultation Services Agreement to RSE.

**Review and Recommend Approval of Amendments to Agreements for the First 5 California IMPACT Grant to San Mateo Office of Education in the Amount of \$1,327,526, and to Child Care Coordinating Council of San Mateo County, Inc., Contract Term effective May 1, 2016 through June 30, 2020**

Kitty Lopez cited these Amendments to Agreements for the First 5 California IMPACT Grant to San Mateo County Office of Education (SMCOE) and Child Care Coordinating Council of San Mateo County, Inc., (4Cs) are for contract term extension to align with 5-year F5CA IMPACT Grant

Committee members reviewed and endorsed the Amendment to Agreement to SMCOE and 4Cs.

The next Finance and Administration Committee Meeting is scheduled on Monday August 13, 2018.

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**Early Childhood Evaluation Advisory Committee, June 18, 2018**

Commissioners Present: Louise Rogers, David Canepa (via phone)

Commissioner Absent: Neel Patel

Grantee Representatives: Heather Cleary, Carol Elliot

Staff: Jenifer Clark, Michelle Blakely, Kitty Lopez

The group reviewed the Persimmony contract for Fiscal Years 2018-2020, which was approved by the Commission for development and execution in August 2017 as part of its continuation funding for the final two years of the current Strategic Plan. The services provided by Persimmony in the upcoming contract will remain the same.

The group discussed the use of the PARTNER Tool (developed and supported by the University of Colorado at Boulder) to administer the Systems Change and Network Analysis. This tool is available for a nominal fee. The group felt that this was a good tool to move forward with, and discussed the various collaboratives that may be interesting to survey. Issues considered included:

- How tightly focused the agency groupings are around specific activities or desired outcomes (e.g. Watch Me Grow or EQ+IP are more tightly focused than the F5SMC funding portfolio as a whole)
- How the mix of F5SMC grantees and unfunded partners that exists within a given collaborative or group of agencies may impact response rates
- The importance of providing potential respondents with information about the goals of the survey, and of sharing the data and analysis with them once it becomes available
- How collaboratives at different stages of development might look, and how the network maps might change over time as the collaboration matures

Jenifer Clark provided an updated on the Qualitative Study of Access to Child Care for Children with Special Needs. She updated the Key Informant Interview Protocol based on feedback at the last Committee meeting, and has conducted the first two interviews. Two more interviews have been scheduled, and one is pending. She will be meeting with the Child Care Partnership Council (CCPC) next week to facilitate a discussion on this topic. She is also planning to field focus groups of parents and early learning providers.

Committee members also talked about how to support a full enumeration of all California residents during the next federal Census in 2020. Jenifer Clark and Commissioner Canepa recently attended a regional convening on this topic hosted by the Governor's Office of Population and Research. All committee members agreed that an accurate count is important, both to ensure appropriate representation for Californians at the Federal level, and to ensure that Federal funds are fully allocated to programs such as SNAP (food stamps), Head Start, and Child Care & Development Block Grants. The census is likely to be more challenging due to the political climate around immigration and citizenship, the housing crisis in our region, and the move to an online data-collection method. All agreed that F5SMC can work with the County government and other local organizations to educate San Mateo residents about the importance of the census, provide accurate information about the legal and technological protections for census data, and support residents' ability to respond to the online administration.

The next Evaluation Committee meeting is scheduled for Monday, August 20<sup>th</sup> at 3:30pm.

DATE: June 25, 2018  
 TO: First 5 San Mateo County Commission  
 FROM: Kitty Lopez, Executive Director  
 RE: Budget Monitoring Report as of April 30, 2018

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## BUDGET MONITORING REPORT as of April 30, 2018 HIGHLIGHTS

### County's Budget Terminologies

At the March 26, 2018 Commission Meeting, Commission reviewed and approved the use of Reserves\* to fund the approved FY17-18 Revised Budget. At the same time moving forward, F5SMC will add Budget terminologies used by the County to F5SMC Budget for a comparable reading with County internal budget system. See attachment 8 of March 26, 2018 Commission Meeting packet for further details.

*\*Total Sources, Net Appropriations, Reserves, Total Requirements are terminologies used by the County of San Mateo.*

### Budget Monitoring Report as of April 30, 2018 Highlights

The Budget Monitoring Report as of April 30, 2018 is presented in summary as **Attachment 16B**. Key Budget Monitoring Report highlights are as following:

**YTD Benchmark: 83.3%**

#### REVENUES

- YTD Interest Revenue projection is \$127K or 102%, representing a positive variance or 19% higher than YTD Benchmark due to higher interest earning rate in the County investment pool.
- YTD Prop 10 Tax Revenue projections are \$4.176 million or 82%, representing 1% negative variance below YTD Benchmark.
- YTD IMPACT Grant Revenue projection is \$414K or 61%, representing 22% below YTD Benchmark due to slow grant administration by executing partner.
- Help Me Grow Grant Revenue is partially recognized by \$15K in FY17-18. Total grant award is \$300K with execution timeline through FY18-19.
- The San Bruno Community Foundation grant revenue is partially recognized by \$5K in FY17-18.
- YTD Total Revenues projections are \$4.738 million or 79%, representing a negative variance or 4% lower than YTD Benchmark. Major attributable factors to this negative variance are associated with slow execution of the IMPACT grant and delayed execution of the Help Me Grow grant in FY17-18.

#### APPROPRIATIONS

- YTD Program Expenditures projections are \$6.027 million or 66%, representing a positive variance or 17% below YTD Benchmark. Major contributions to this positive variance are attributable to pending planning and rolling out of the Policy Advocacy, Communications and System Changes-unallocated fund; slow execution of the IMPACT grant and delayed execution of the Help Me Grow grant in FY17-18. However, most grants awarded under F5SMC Strategic Plan Implementation Plan are expected to be fully executed in this FY17-18 as the last year of the contract terms.

## Attachment 16A

- YTD Administrative Expenditures projections of \$808K or 75%, representing a positive variance or 8% below YTD Benchmark. Major contributions to this positive variance are attributable to underspending in various administrative areas and saving from delayed hiring of Extra-Help staff.
- **YTD Total Appropriations (Total Net Appropriations\*)** projections are \$6.835 million or 67%, representing a positive variance or 16% below YTD Benchmark. Major contributions to this positive variance are attributable to under spending in both Program and Administrative Appropriations and savings in various Administrative budget lines.

### **ENDING FUND BALANCE (RESERVES\*)**

- At this time, we are projecting Ending Fund balance (**Reserves\***) of \$12.825 million or 119%, representing a positive variance of 19% or \$2.085 million higher than the planned budget.

Major contributions to this positive variance are attributable to higher Interest Revenue, lower IMPACT grant revenue projection and under spending in both Program and Administrative Appropriations at the beginning of the fiscal year.

### **CHALLENGES:**

- None at this time.

YTD Benchmark Percentage : 83.3%

	FY17-18 Revised Budget	YTD Actuals	YTD Accruals *	YTD Combined	YTD Combined versus Planned Budget ( % )	NOTES
<b>REVENUE</b>						
<b>BEGINNING FUND BALANCE BEGINNING (BEGINNING RESERVES*)</b>	\$ 14,922,527	\$ 14,922,527	\$ -	\$ 14,922,527		0
Interest	125,002	116,617	10,417	127,034	102%	\$10K is April'18 Interest Revenue estimate. Positive variance due to higher interest earning rate from the county investment pool in recent months.
Tobacco Tax - Prop 10	5,086,486	3,761,905	413,917	4,175,822	82%	
IMPACT grant	673,815	189,780	224,605	414,385	61%	\$224K are Q3 and April' 18 revenue estimates. Slow grant administration by executing partner.
Help Me Grow Grant	100,000	-	15,000	15,000	15%	Will bill staff time for the Help Me Grow Grant in FY17-18; contract starts execution in FY18-19
San Bruno Community Foundation Grant		-		5,000		
Wellness Grant	-	774	-	774		-
Miscellaneous Reimbursements	-	-	-	-		-
<b>TOTAL REVENUE</b>	<b>5,985,303</b>	<b>4,069,076</b>	<b>663,939</b>	<b>4,738,014</b>	<b>79%</b>	<b>Negative variance is due to slow execution of the IMPACT grant and delayed execution of the Help Me Grow grant .</b>
<b>TOTAL AVAILABLE FUND (TOTAL SOURCES*)</b>	<b>20,907,830</b>	<b>18,991,603</b>	<b>663,939</b>	<b>19,660,541</b>		
<b>APPROPRIATIONS</b>						
<b>1. PROGRAMS</b>						
Family Engagement	2,428,341	1,085,146	730,338	1,815,484	75%	\$527K are Q3'18 expenditure accruals and \$202K is April'18 expenditure estimates..
Kit for New Parent KNP (KNP)	41,000	22,250	18,750	41,000	100%	Part of FY16-17 KNP order is delivered in FY17-18. \$18K are expenditure accruals for pending Kit being built
Child Health & Development	1,808,352	734,569	504,603	1,239,172	69%	\$267K are Q3'18 expenditure accruals and \$236K are April'18 expenditure estimates.
Early Learning	2,351,935	842,375	777,862	1,620,237	69%	\$580K are Q3'18 expenditure accruals and \$196K are April'18 expenditure estimates.
Early Learning - Regional Cost Sharing	30,000	0	0	0	0%	No regional cost sharing project with other F5s at this time.
Help Me Grow grant	85,000	0	0	0	0%	Delayed executed grant in this fiscal year due to grant is in early planning process.
IMPACT Grant	623,815	150,248	155,966	306,214	49%	\$103K are Q3'18 expenditure accruals and \$52K are April'18 expenditure estimates. Slow grant administration by executing partner.
Policy Advocacy, Communications & Systems Change	505,959	207,277	131,491	338,768	67%	\$89K are Q3'18 expenditure accruals and \$42K are April'18 expenditure estimates.
Unallocated Fund - Policy Advocacy, Communications & Systems Changes (PAC)	371,500	36,581	15,000	54,581	15%	Pending planning and rolling out the PAC - Unallocated fund.
Other Communications	10,000	0	0	0	0%	-
<b>Program Salary &amp; Benefits</b>	<b>538,098</b>	<b>385,791</b>	<b>-</b>	<b>385,791</b>	<b>72%</b>	Saving due to delayed hiring of Extra Help staff.
Evaluation	-	-	-	-	#DIV/0!	-
Grant Management and Big Data	147,850	67,520	35,613	103,133	70%	\$23K are Q3'18 expenditure accruals and \$12K is April '18 expenditure estimate.
<b>Evaluation - Salaries &amp; Benefits</b>	<b>154,057</b>	<b>122,971</b>	<b>-</b>	<b>122,971</b>	<b>80%</b>	Delayed posting of Retirement Health expenses by the County
<b>TOTAL PROGRAM APPROPRIATIONS</b>	<b>9,095,907</b>	<b>3,654,728</b>	<b>2,369,623</b>	<b>6,027,351</b>	<b>66%</b>	<b>Positive variance due to slow execution of the IMPACT grant, delayed execution of the Help Me Grow grant to FY18-19, and pending planning and rolling out the PAC-Unallocated fund.</b>

	FY17-18 Revised Budget	YTD Actuals	YTD Accruals *	YTD Combined	YTD Combined versus Planned Budget ( % )	NOTES
<b>2. ADMINISTRATIVE</b>						
Salaries and Benefits	660,222	513,311	-	513,311	78%	
Sub Total - Services & Supply	122,400	65,500	18,500	84,000	69%	Positive variance due to underspending in Other Professional Services and various administrative budget lines.
Sub Total - Other Charges	289,650	199,038	11,333	210,371	73%	Major savings are associated with the audit service cost saving, the reduction of A87 Allocation, and no employee training activities at this time.
			-	-		
<b>TOTAL ADMINISTRATIVE APPROPRIATIONS</b>	<b>1,072,272</b>	<b>777,849</b>	<b>29,833</b>	<b>807,682</b>	<b>75%</b>	<b>Positive variances due to underspending and savings in various Administrative budget lines.</b>
Administrative Cost %	11%	18%		12%		
<b>TOTAL APPROPRIATIONS (NET APPROPRIATIONS*)</b>	<b>10,168,179</b>	<b>4,432,577</b>	<b>2,399,457</b>	<b>6,835,033</b>	<b>67%</b>	<b>Positive variances due to underspending in both Program and Administrative Budgets.</b>
<b>ENDING FUND BALANCE ( ENDING RESERVES*)</b>	<b>10,739,651</b>	<b>14,559,026</b>	<b>-1,735,518</b>	<b>12,825,508</b>	<b>119%</b>	<b>Positive variances are associated with underspending in both Program and Administrative Appropriations.</b>
<b>Total Salaries and Benefits</b>	<b>1,352,377</b>	<b>1,022,073</b>	<b>1</b>	<b>1,022,074</b>	<b>76%</b>	<b>Positive variances due to delayed hiring of Extra-Help staff.</b>

**Note 1:**

At the March 26, 2018 Commission Meeting, Commission reviewed and approved the use of Reserves\* to fund the approved FY17-18 Revised Budget. At the same time moving forward, F5SMC will add Budget terminologies used by the County to F5SMC Budget for a comparable reading with County internal budget system. See attachment 8 of March 26, 2018 Commission Meeting packet for further details.

\*Total Sources, Net Appropriations, Reserves, Total Requirements are terminologies used by the County of San Mateo.

**Note 2:**

This Budget Monitoring Report is presented in a Hybrid Format as per suggestion of Finance and Administration Committee members.

The YTD Actuals column reflects Actual Revenues and Actual Expenditures reported in Countywide OFAS Accounting System.

The YTD Accruals\* (with an asterisk) column is a hybrid presentation using Modified Accrual Accounting or Projections. When Revenue and Expenditures are not measurable in monetary terms or are not available, Committee members suggest to make a Projection for the reporting month.

**Technical Terms**

1. Modified Accrual

Under Modified Accrual, Revenue is recognized and recorded when measurable and available to finance the expenditures of the current period; Available, under Modified Accrual, means collectible within the current period or soon enough to be used to pay liabilities of the current period; Measurable means quantifiable in monetary terms. Per F5CA, Prop 10 Tax Revenue is recorded when the Prop 10 Tax Revenue is posted on the F5CA website.

Expenditures are recognized and recorded when the related liability incurred with some exceptions.

2. Internal Reporting

The Budget Monitoring Report is an internal report, typically is designed to accomplish two goals:

- (a) allows management to monitor compliance with legal and contractual provisions applicable to the management of public funds; and
- (b) provides management with the information on current performance that it needs to make future financial plans.

Because internal reports are designed to serve the needs of management, management is free to select the format and content it believes is most relevant, with timeliness being a key consideration for their use as monitoring or planning documents.

**References**

- 1. Modified Accrual: Becker CPA Review, Financial, 2009 Edition Textbook, page F8-12
- 2. Internal Reporting: First 5 Association of California - Financial Management Guide - Fifth Edition, 2015, Updated 12/15/15, page 51