

*** PUBLIC HEARING MEETING NOTICE***

FIRST 5 SAN MATEO COUNTY COMMISSION MEETING

DATE: Monday, March 26, 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	
<p>Call to Order and Preliminary Business</p> <ol style="list-style-type: none"> 1. Roll Call 2. Public Comment 3. Action to Set Agenda for March 26, 2018 Meeting and Approve Consent Agenda Items <i>(This item is to set the final consent and regular agenda, and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.)</i> 4. Commission Announcements 5. Storytelling: First 5 Work / Impact 	4:00 PM
<p>Discussion Items</p> <ol style="list-style-type: none"> 6. Work Force Wage Benefit Survey Presentation by Donna Yurar, Nirmala Dilman, Francesca Wright (Phone) 7. Review F5CA Annual Report by Jenifer Clark 	4:10 PM
<p>Action Item</p> <ol style="list-style-type: none"> 8. Review and Approval of the Use of Reserves to Fund the Approved FY 2017 – 2018 Revised Budget 9. Approval of Strategic Plan Ad Hoc Committee 	5:15 PM
<p>Informational Items</p> <ol style="list-style-type: none"> 10. Communications Update <i>(See Attachments 10)</i> 11. Report of the Executive Director <i>(See Attachments 11)</i> 12. Committee Updates <i>(See Attachments 12)</i> 	5:30 PM

*** 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.

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

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

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

March 26, 2018

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

- 3.1 Approval of the February 26, 2018 Commission Meeting Minutes
(See Attachment 3.1)

**First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
February 26, 2018
San Mateo County Office of Education**

Call to Order & Roll Call

1. Roll Call

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

Staff: Kitty Lopez, Michelle Blakely, Khan Chau, Emily Roberts, Myra Cruz

County Counsel: Monali Sheth

A quorum was present. Commissioner Chair Frisella called the meeting to order at 4:05 PM; roll call was taken.

Public comments on items not included in the agenda: none.

2. Action to Set Agenda for February 26, 2018 Meeting and Approve Consent Agenda

Garb motioned to accept the agenda with a correction on item #3 to indicate February 26, 2018 not January 22, 2018.

MOTION: GARB / SECOND: ROGERS

AYES: CANEPA, FRISELLA, PHILLIPS/SVED, POLLACK, PATEL

NOES: NONE

ABSTAIN: NONE

Motion approved.

3. Commission Announcements

No announcements.

4. Presentation of Grant from San Bruno Community Foundation for Build Up for San Mateo Kids

F5SMC Executive Director, Kitty Lopez, introduced San Bruno Community Foundation (SBCF) Board Member, John McGlothlin. Lopez informed that F5SMC applied and received a \$15,740 grant for Build Up for San Mateo Kids. He delivered a brief background history, mission, and values of SBCF. McGlothlin commented that as a one of the Board Members, he had a task of designating grants and scholarships to local agencies who are making an impact to our community such as First 5 San Mateo County. He commended the works of F5SMC on addressing the issues of childcare facilities shortage and early childhood education.

5. Storytelling: First 5 Work/Impact

F5SMC, Executive Director, Kitty Lopez presented a New Parent Kit for Commissioner Canepa. Commissioner Canepa thanked F5SMC for the New Parent Kit. Canepa informed that he and his wife had received a Spanish version of the kit at the Pediatric Clinic.

Commissioner Canepa shared the issues that affect many children such as gun violence and childcare. He informed the Commission that last night two children died in Daly City due to gun violence. Canepa also stated that the cost of childcare creates a huge impact on family's financial income. He thanked the Commissioners for all their work and asked what else they can do to keep the children safe.

Discussion Items

6. Federal Children Health Initiative (CHI)

Commissioner Rogers provided an update on Children Health Initiative (CHI).

- CHI was created in 2003 with the goal of achieving 100% health insurance coverage for every child in San Mateo County. In 2016, with the efforts of CHI, the health insurance coverage rate is a little more than 98% in San Mateo County which leaves 2,600 children uninsured. The funding partners of CHI such as F5SMC, Peninsula Health Care District, and Sequoia Health Care District made the coverage for these children possible. In the same year, the State took action to expand the coverage of Medi-Cal to include a huge additional number of uninsured children regardless of immigration status.
- A few weeks ago, Congress agreed to re-authorize State Children's Health Insurance Program (SCHIP) for 10 years. (SCHIP is a program administered by the US Department of Health and Human Services that provides matching funds to states for health insurance to families with children. The program was designed to cover uninsured children in families with incomes that are modest but too high to qualify for Medicaid)
- The CHI Oversight Committee, an advisory committee of Health Plan of San Mateo, is charged with making recommendations about local coverage decisions. The Health Plan of San Mateo provides coverage now for 1,400 children, of which 300 of them are ages 0 -5 years old, who do not qualify under Medi-Cal or do not have private insurance.

Public Comments:

- Kitty Lopez added that F5SMC contribution over the last decade was about \$300,000 annually.
- Emily Roberts commented that prior to Medi-Cal reauthorization, San Mateo County was one of 2 -3 counties in the state that had continuously funded those children who were not qualified under Medi-Cal or do not have private insurance.
- Commissioner Patel shared a patient story and acknowledged the Health System for their leadership. He asked why 1,400 children did not qualify. Commissioner Rogers answered because of the Medicaid authorization can only cover kids at certain family income level.
- Michelle Blakely commented that CHI is utilized at the State level, with legislators, as an example of advocacy and collaboration and continues to remain a stellar example of how First 5 investments in the work has decreased over the years because of the collective work of its partners.

7. First 5 Association Network Strategy

Kitty Lopez presented the work that the First 5 Association and First 5's Executive Directors, and she have been involved with for the past year. The First 5 Association embarked on a Strategic Planning Process envisioning and revising its statewide plan as First 5 will be celebrating 20 years since Proposition 10 was enacted.

The First 5 Network strategy will ensure that all First Fives have a unified voice and strategy. She explained the goals of the F5 Network.

Lopez PowerPoint Presentation, *The Building a Network Strategy for First 5*, can be found on the [February 26, 2018 Commission Meeting Presentation website](#).

Public Comments:

- Commissioner Rogers asked if the 2 billion is a total need for children or low income family. Lopez will update the Commission with the information.
- Commissioner Frisella asked about the plan to get more funding. Lopez then informed that they were working on getting other possible sources such as a cannabis tax. Discussion ensued regarding local cannabis policies.

- Commissioner Patel asked a question about the amount being spent on local children in SMC from various agencies. Lopez answered that information will be retrieved from the SMC Children's Budget. Lopez will update the Commission with the information.
- Commissioner Phillips-Sved suggested placing the presentation slide deck on the F5SMC website and for Commissioner Patel asked to have the presentation slide deck emailed to the Commissioners as well.
- Commissioner Foust commented that as F5SMC provides funding to its partners, the grantee's responsibilities would include communicating that information to their constituents. F5SMC's Program, Operations and Planning Director, Michelle Blakely, replied that F5SMC was developing stronger communication guidelines when grantees receive a grant.

Informational Items

8. Deputy County Counsel, Monali Sheth, introduced Deputy County Counsel Jennifer Stalzer Kraske. Sheth informed that Kraske would be temporarily sitting-in as a Counsel for First 5 San Mateo County as she will be going on a maternity leave beginning March 2nd, 2018, until the end of September 2018. Kraske commented that she's looking forward working with F5SMC Commission, and she mentioned that her clients also include San Mateo Medical Center and Children and Family Health Services.

9. Communication Update

Lopez shared that F5SMC hosted a Grantee Communications Workgroup on February 12th, 2018. The Spanish website is expected to launch early March 2018. A social media report from Runyon, Saltzman, Eihorn LLC (RSE) was attached.

Public Comments:

- Commissioner Garb commented that the website looks great.

10. Executive Director's Report

Kitty Lopez's written report was included in the [February 26, 2018 Commission Meeting Packet](#). She highlighted the following:

- Suggested to read the *2018 California Children's Report Card* by Children Now. Lopez informed that Ted Lempert, President of Children Now, has presented the California Children's Report from previous years at the Commission Meeting, and she asked the Commission if they would like him to present again. The Commission agreed.
- Penned a letter submitted to Governor Brown, SB 607 Protects the Learning Environment.
- Noted an article published in the *Daily Journal* about Commissioner Anne Campbell's departure as County Superintendent.
- Encouraged the Commission to complete the survey regarding Build Up for San Mateo County's Children.
- Suggested to read the *Building an Early Learning System That Works: Next Steps for California* report. San Mateo County was one of ten counties in the state interviewed for this report.
- F5SMC received a \$25,000 grant from the Peninsula Healthcare District for Help Me Grow Call Center. More information to follow regarding Help Me Grow in the coming months.
- Penned a Silicon Valley Children's Advocacy Network Letter addressed to State Legislators in response to Governor Brown's Budget proposal.
- First 5 Network Advocacy Day and 20th Anniversary, May 2nd, 2018. She encouraged the Commissioners to attend.
- On March 2nd, 2018, the Federal Reserve Bank of San Francisco, the Center for Early Learning at the Silicon Valley Community Foundation and the Santa Clara County Office of Education are hosting a half-day convening to discuss policy, planning, and financing solutions that can address the shortage childcare facilities in the region. A link to rsvp is in the report for anyone who's interested in attending.

11. Committee Updates

○ Finance and Administration:

Committee Chair, Commissioner Garb reported that the Committee met and reviewed the budget monitoring report, and everything is in order. The Committee also discussed obtaining audit proposals for this year and asked the staff to get an update on the Persimmony (F5SMC's Grant Management Software).

○ Early Childhood Evaluation Advisory Committee:

Committee Chair, Commissioner Rogers reported that F5SMC's Evaluation Specialist, Jenifer Clark, informed them on how the First 5 California Annual Report requirements are changing with the goal of clear communication about the use of Proposition 10 funds. The Committee also discussed F5SMC Scope of Work and Workplan documents.

The written Committee Reports were included in the [February 26, 2018 Commission Meeting Packet](#).

Commissioner Frisella asked for a moment of silence in honor of the victims, children, and families who were affected by the shooting at the Douglas High School in Parkland, Florida.

Commissioner Pam Frisella adjourned the meeting at 5:24 PM.

DATE: March 26, 2018
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of the use of Reserves* (Ending Fund Balance) to fund the approved FY 2017-18 Revised Budget by the Commission at its January 22, 2018 meeting

ACTION REQUESTED

Approval of the use of Reserves* (Ending Fund Balance) to fund the FY2017-18 Revised Budget approved by the Commission at its January 22, 2018 meeting.

I. BACKGROUND

At the January 22, 2018 Commission Meeting, the Commission voted its approval of F5SMC's FY 2017-18 Revised Budget as per Attachments 8A and 8B.

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.

As per F5SMC's Strategic Plan FY 2015-20 and LTFP FY 2016-17 approved by the Commission, the Commission approved higher Community Investments than its fiscal revenues by drawing down the Reserves* (Ending Fund Balance) to fund strategic initiatives. As a reminder, F5SMC has continued to draw down \$3-4 million per year, per the Strategic Plan and per Long-Term Financial Plan.

II. TERMINOLOGIES

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.

III. F5SMC'S FY17-18 REVISED BUDGET SUMMARY

There is no change to F5SMC's FY 2017-18 Revised Budget that was approved by the Commission at its January 22, 2018 meeting. However, the below summary presents the FY 2017-18 Revised Budget in a different format:

	FY17-18 Initial Budget	FY17-18 Revised Budget	Increase / (Decrease) \$
Beginning Fund Balance	13,125,202	14,922,527	1,797,325
Total Revenues	5,708,792	5,985,303	276,511
Total Sources* (Total Available Fund)	18,833,994	20,907,830	2,073,836
Net Appropriations* (Total Appropriations)	9,682,170	10,168,179	486,009
Reserves* (Ending Fund Balance)	9,151,824	10,739,651	1,587,827
Total Requirements* (Net Appropriations* + Reserves*)	18,833,994	20,907,830	2,073,836
Surplus / (Deficit) (Total Revenues – Net Appropriations*)	(3,973,378)	(4,182,876)	209,498

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

IV. FISCAL IMPACTS

FY 2017-18 Revised Budget changes result in the drawdown of Reserves* (Ending Fund Balance) by \$209,498.

The net change of Reserves* (Ending Fund Balance) as a result of these budget adjustments will be an increase of \$1,587,827 in the FY 2017-18 Revised Budget. Beginning Fund Balance will increase \$1,797,325 and this will be adjusted downward with the use of Reserves* (Ending Fund Balance) of \$209,498.

The Administrative Percentage remains below 14% as per the approved Administrative Cost Policy for FY 2017-18.

V. ACTION

Approval of the use of Reserves* (Ending Fund Balance) to fund the FY 2017-18 Revised Budget approved by the Commission at its January 22, 2018 meeting.

DATE: January 22, 2018
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of First 5 San Mateo County's FY17-18 Revised Budget

ACTION REQUESTED

Approval of First 5 San Mateo County's FY17-18 Revised Budget

BACKGROUND

The proposal of First 5 San Mateo County's FY17-18 Revised Budget is based on the following assumptions:

- FY17-18 Budget revision was anticipated after FY16-17 Financial Audit was completed.
- Under spending funds of various contracts became available after FY16-17 Financial Audit Completion.
- Balance obligations of FY15-18 executed contracts.
- Pending planning of Strategic Planning Implementation Plan (SPIP) in Policy Advocacy, Communications, and System Changes PAC – unallocated fund and Comprehensive Evaluation.
- SPIP fund carried over to FY2018-2020

Finance and Administration Committee reviewed the FY17-18 Revised Budget at the Finance and Administration Committee Meeting on January 8, 2018.

FY2017-2018 REVISED BUDGET (See Attachment 8B)

A. REVENUE

Total Available Funds produce a net increase of \$2,073,836 that includes:

- \$1,797,325 reflects an adjustment of the Beginning Fund Balance as per the outcome of the FY16-17 Audit Report.
- \$20,000 reflects an increase of Interest Revenue projection.
- \$156,511 reflects an increase in the IMPACT grant revenue due to increasing activities in the year 3 of the 5-year grant.
- \$100,000 reflects partial new revenue of the Help Me Grow grant awarded by David Lucile Packard Foundation in December 2017.

B. PROGRAM APPROPRIATIONS

Total Program Appropriations produce a net increase of 496,709 that includes:

Increases by \$803,031

- \$517,962 reflects net increases in program appropriations associated with underspending fund carried over and balance contract obligations across 3 investment areas:
 - \$231,674 Family Engagement contracts;
 - \$286,288 Early Learning contracts;
- \$200,069 reflects the IMPACT grant revised budget and underspending fund carried over;

- \$85,000 additional program appropriations for the new Help Me Grow Initiative grant that is anticipated to be rolled out in early 2018.

Decreases by \$306,322

- \$41,320 reflects the decrease in Persimmony and Big Data appropriations as a result of balance contract obligations.
- \$265,000 reflects the reduction in Evaluation budget associated with SPIP funding carry over to FY2018-2020.

C. ADMINISTRATIVE APPROPRIATIONS

Total Administrative Appropriations produce a net decrease by \$10,700 that includes:

Increase by \$19,300

- \$2,000 increase in Commission Meeting Expenses Budget due to under budget of this line.
- \$10,000 increase in Other Professional Services associated with new Strategic Plan consultation for the period FY2018-2020 and beyond.
- \$7,000 increase in Facility Lease associated with underspending fund carried over for the pending purchases of smaller size office furniture due to the new office reconstruction.
- \$300 increase in Official Bond Insurance.

Decrease by \$30,000

- \$30,000 decrease in A87 Indirect Cost Allocation to the allocated level of FY2016-2017.

SUMMARY OF FY17-18 REVISED BUDGET

REVENUE	
▪ Increase Beginning Fund Balance FY2017-18	1,797,325
▪ Net projected revenues, increase by	276,511
Total Available Fund, increase by	\$2,073,836
PROGRAM APPROPRIATIONS	
Total Program Appropriations projections, increase by	496,709
ADMINISTRATIVE APPROPRIATIONS	
Total Administrative Appropriations, increase by	(10,700)
TOTAL APPROPRIATIONS	
Total Appropriations, increase by	486,009
NET OF CHANGES, Ending Fund Balance FY17-18, increase by	\$1,587,827

D. FISCAL IMPACTS

Net of Changes of Ending Fund Balance of FY 2017-2018 Revised Budget increase by \$1,587,827

The Administrative Percentage remains below 14% as per the approved Administrative Cost Policy for the FY17-18

RECOMMENDATION

Approval of First 5 San Mateo County's FY17-18 Revised Budget

F5SMC - FY17-18 REVISED BUDGET

	ORG/ACCT#	FY17-18 Initial Budget	Increase (\$)	(Decrease) \$	FY17-18 Revised Budget	Increase (Decrease) FY17-18 Revised Budget versus FY17-18 Initial Budget (%)	Notes to FY17-18 Revised Budget
A. REVENUE							
FUND BALANCE (BEGINNING)		13,125,202	1,797,325	-	14,922,527	14%	Beginning Fund Balance is adjusted as per the outcome of the FY16-17 Audit Report
Interest	19510-1521	105,002	20,000	-	125,002	19%	Higher Beginning Fund Balance and higher Interest Earning rate.
Tobacco Tax - Prop 10	19510-1861	5,086,486	-	-	5,086,486		Conservative approach to revenue projections due to full impacts of Prop 56 implementation is unknown at this time.
IMPACT Grant	19510-1861	517,304	156,511	-	673,815	30%	Increase IMPACT grant execution in the 3rd year as a result of underspending in FY16-17.
Help me Grow Grant	19510-2643		100,000		100,000		Partial revenue projection for the Help Me Grow grant awarded by David Lucile Packard Foundation (\$300K grant with grant term from December 2017 to December 31 2018)
Wellness Grant	19510-2545		-	-	0		
Miscellaneous Reimbursements	19510-2647		-	-	-		
Total Revenue		5,708,792	276,511	-	5,985,303	5%	
Total Available Funds		18,833,994	2,073,836	-	20,907,830	11%	Major increases are associated with Beginning Fund Balance adjustment, higher revenue projections in IMPACT grant and new revenue source from the Help Me Grow grant.
B. APPROPRIATIONS							
1. Programs							
Family Engagement	19540-6125	2,196,667	231,674	-	2,428,341	11%	Last year contract obligations
Kit for New Parent (KNP)	19540-6266	41,000	-		41,000		
Child Health & Development	19540-6156	1,808,352	-		1,808,352		Last year contract obligations
Early Learning	19540-6263	2,065,647	286,288		2,351,935	14%	Last year contract obligations

	ORG/ACCT#	FY17-18 Initial Budget	Increase (\$)	(Decrease) \$	FY17-18 Revised Budget	Increase (Decrease) FY17-18 Revised Budget versus FY17-18 Initial Budget (%)	Notes to FY17-18 Revised Budget
Early Learning - Regional Cost Sharing Project	19540-6263	30,000	-		30,000		
Help Me Grow Grant	19540-6131		85,000		85,000		Help Me Grow grant
IMPACT Grant	19540-6126	423,746	200,069		623,815	47%	Increase IMPACT grant execution in the 3rd year.
Policy, Advocacy, Communications & Systems Changes	19540-6814	505,959			505,959		
Policy Advocacy, Communications & Systems Changes - Unallocated Fund	19540-6814	371,500			371,500		
Other Communications	19540-6814	10,000	-		10,000		Sponsorships
Program Salary & Benefits		538,098	-		538,098		
Evaluation	19540-6265	265,002	-	-265,002	0	-100%	\$265K Evaluation reduction is part of SPIP carry over to FY18-20
Grant Management and Big Data	19540-6265	189,170		-41,320	147,850	-22%	Last year contract obligations
Evaluation - Salaries & Benefits		154,057	-		154,057		
Total Program Appropriations		8,599,198	803,031	(306,322)	9,095,907	6%	Major increases are associated with the underspending fund carried over to the last year contract terms.
2. Administration							
Salaries and Benefits		660,222	0	0	660,222		
Services and Supplies			-	-	0		
Outside Printing & Copy Svc	19510-5191	4,000	-	-	4,000		
General Office Supplies	19510-5193	11,400	-	-	11,400		
Photocopy Lease & Usage	19510-5196	2,500	-	-	2,500		
Computer Supplies	19510-5211	10,000	-	-	10,000		
County Memberships - (e.g. F5 Assn Dues)	19510-5331	17,500	-	-	17,500		
Auto Allowance	19510-5712	11,000	-	-	11,000		
Meetings & Conference Expense	19510-5721	13,000	-	-	13,000		

	ORG/ACCT#	FY17-18 Initial Budget	Increase (\$)	(Decrease) \$	FY17-18 Revised Budget	Increase (Decrease) FY17-18 Revised Budget versus FY17-18 Initial Budget (%)	Notes to FY17-18 Revised Budget
Commissioners Meetings & Conference Exp	19510-5723	1,000	2,000	-	3,000	200%	This line is under budgeted. \$2K additional budget is for irregular Commission Meeting expenses (such as farewell reception or Commission Meeting Retreat Meeting)
Other Business Travel expense	19510-5724	5,000	-	-	5,000		
Dept. Employee Training Expense	19510-5731	5,000	-	-	5,000		
Wellness grant	19510-5856		-	-	0		
Other Professional Services	19510-5858	30,000	10,000	-	40,000	33%	\$30K is for the new strategic planning consultation and \$10K is for ongoing MAA consultation.
Total - Services & Supplies		110,400	12,000	0	122,400	11%	Major increases are associated with increase budgets in Commission Meeting Expenses and Other Professional Services.
Other Charges			-				
Telephone Service Charges	19510-6712	4,000	-	-	4,000		
Automation Services - ISD	19510-6713	48,000	-	-	48,000		
Annual Facilities Lease	19510-6716	89,000	7,000	-	96,000	8%	\$7K is FY16-17 underspending fund carried over to FY17-18 for the pending purchases of smaller size office furniture due to new office reconstruction.
General Liability Insurance	19510-6725	7,500	-	-	7,500		
Official Bond Insurance	19510-6727	300	300	-	600	100%	Increase bond insurance
Human Resources Services	19510-6733	5,350	-	-	5,350		
Countywide Security Services	19510-6738	500	-	-	500		
All Other Service Charges	19510-6739	60,000	-	-	60,000		
A-87 Expense	19510-6821	97,700	-	(30,000)	67,700	-31%	As per F5SMC claim, County reduces FY17-18 A87 allocation to the allocation level of FY16-17
Total - Other Charges		312,350	7,300	(30,000)	289,650	-7%	Major reduction is associated with lower A87 allocation to F5SMC.
Total Administrative Appropriations		1,082,972	19,300	(30,000)	1,072,272	-1%	

	ORG/ACCT#	FY17-18 Initial Budget	Increase (\$)	(Decrease) \$	FY17-18 Revised Budget	Increase (Decrease) FY17-18 Revised Budget versus FY17-18 Initial Budget (%)	Notes to FY17-18 Revised Budget
Administrative Cost %		11%			11%		
Total Appropriations		9,682,170	822,331	(336,322)	10,168,179	5%	
C. FUND BALANCE (ENDING)		9,151,824	1,251,505	(336,322)	10,739,651	10%	Major increases are associated with Beginning Fund Balance Adjustment and net increase in Program Appropriations.
Program		538,098	-	-	538,098		
Evaluation		154,057	-	-	154,057		
Admin		660,222	-	-	660,222		
Total Salaries and Benefits		1,352,377	-	-	1,352,377		

DATE: March 26, 2018

TO: First 5 San Mateo County Commission

FROM: Kitty Lopez, Executive Director

RE: Approval of the formation of a First 5 Commission Strategic Planning Ad Hoc Committee to assist the 2020+ Strategic Planning Revision Process, March – December, 2018

ACTION REQUESTED

Approval of the formation of a First 5 Commission Strategic Planning Ad Hoc Committee to assist the Strategic Planning Revision Process, March – December, 2018

BACKGROUND

Strategic Planning Revision:

On December 11, 2017 the Commission approved a 2018 Strategic Plan revision rather than embark on a completely new planning process to guide the work of the Strategic Plan from 2020-2025. This means the Commission and stakeholders will be guided through focused areas of conversation rather than an end-to-end process. Specifically, the Commission will be asked to review the existing Strategic Plan and not be asked to reconsider First 5 Commission's vision, mission, overarching desired outcomes, values, guiding principles, community roles, and primary focus areas. The existing strategies also continue to be strongly rooted in research. At the same time, the Commission's financial outlook requires us to think about in the ways we positively impact the community, including funding levels.

Strategic Planning: Input, Discussion and Approval

The groups below will convene to provide their unique perspective to the revision process. All work of the Community Input sessions, the Ad Hoc Committee meetings, and the full Commission Meetings will culminate in a First 5 San Mateo County Commission Proposed Strategic Plan for 2020-2025 to be approved and adopted at the October 2018 meeting.

The discussions and deliberations will be facilitated by the consulting firm VIVA Strategies & Communications.

Community Input: Comprised of the following:

- Public Forum
- Systems Executive Partnership meeting
- Input at three Commission meetings

F5SMC Strategic Planning Adhoc Committee: to be comprised of Chair, Pam Frisella, Vice Chair, Louise Rogers, Long-term Commissioner, Michael Garb, and New Commissioner, Nicole Pollack

- Three in-person meetings
- Two conference calls

F5SMC Commission Meeting:

- Two regular commission meetings will require a significant portion of the agenda to be focused on strategic planning
- At a third meeting, the plan will be considered for adoption

F5SMC Staff

- Work regularly with the strategic planning consultant, Christina Bath Collosi, and all input groups to develop the revised plan.

Questions we anticipate the groups above will discuss include:

- How can F5SMC create and maximize partnerships to increase outcomes for children zero to five years old in light of declining Proposition 10 funding?
- Which of our investments are yielding significant and unique benefits?
- What is the desired legacy of the Commission regardless of community funding level?

FISCAL IMPACT

The consulting costs are part of the F5SMC's FY2017-18, FY2018-19 Budgets.

RECOMMENDATION

Approval of the formation of a First 5 Commission Strategic Planning Ad Hoc Committee to assist the 2020+ Strategic Planning Revision Process, March – December, 2018

DATE: March 26, 2018
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Communications Update

ACTION REQUESTED

None; this agenda item is for information only.

COMMUNICATIONS

Request for Quotation (RFQ) – Communications Consultation Services

On March 14th, 2018, First 5 San Mateo County sent out letters to firms requesting quotations (bids) for communication consultation services for fiscal year 2018 – 2019. The selected firm will continue implementing the F5SMC Strategic Communication Plan for 2018 – 2020. They 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. The RFQ is also posted on the F5SMC website.

Brand Campaign

F5SMC is working with Runyon, Saltzman, Eihorn Inc. (RSE) to develop impact stories that will be used for F5SMC newsletter, website, and First 5 Association’s Advocacy Day on May 2nd, 2018.

WEBSITE

F5SMC is working with RSE, 4C’s and F5SMC’s Consultant, Sara Kinahan to develop a Build Up for San Mateo County Children website. The website will contain information addressing the childcare facilities shortage in San Mateo County.

SOCIAL MEDIA

- See February Social Media Report Attachment 10.2



First 5 San Mateo County February 2018

Overview

This month Facebook saw the highest follower growth, although all the accounts grew in the number of fans and we continue to see positive interaction and engagement on all First 5 San Mateo social media platforms. Engagement was also the highest on Twitter with more than 4K impressions in February.

RSE continued to incorporate a paid social effort on Facebook. The paid social campaigns will run through the end of May. RSE we will continue to post relevant content, participate in Twitter chats, find new ways to engage fans on Facebook and Instagram, and will work with F5SMC to promote the LinkedIn page.

Activity by Platform

The following report provides engagement statistics by social media platform.



Facebook

- 943** Followers (+58 from last month)
- 239** Total Engagements – Likes and Comments
- 4.9K** Highest Paid Post Reach (in Feb)
- 11%** Highest Engagement Percentage (in Feb)

Facebook saw the most growth during the month February. Engagement for the month consisted of 239 comments, likes, and shares. The increase is attributed to the Facebook paid efforts to continue through the month. The paid effort included one Facebook ad and one promoted post. The promoted post reached over 2K people and the post with the highest engagement consisted of 11%. Below are the posts with the highest reach and engagement.

Highlights:

First 5 San Mateo County
Published by Leslie Valdivia Fuentes [?] · February 11 at 6:43pm · 🌐

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.

Baby Sign Language: 21 Words and Signs to Know
Open up the lines of communication with your infant with signs for "more", "done", "eat", "change" and other signs for everyday items.
PARENTING.COM

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

👤 2,006 people reached 🌐 [Boost Post](#)

👍❤️ Yaira Herrera, Ruby Huerta and 27 others 1 Comment 15 Shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post

2,006 People Reached

68 Reactions, Comments & Shares 🌐

44 Like	27 On Post	17 On Shares
3 Love	2 On Post	1 On Shares
6 Comments	1 On Post	5 On Shares
15 Shares	15 On Post	0 On Shares

114 Post Clicks

0 Photo Views	84 Link Clicks	30 Other Clicks 🌐
---------------	----------------	-------------------

NEGATIVE FEEDBACK

1 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page


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



First 5 San Mateo County February 2018

First 5 San Mateo County
Published by Leslie Valdivia Fuentes (?) · February 26 at 5:11pm · 🌐

Make Tuesdays "Storytime at the Library" days San Mateo Public Library! There's Baby & Me Lapsit in the morning and Bilingual English/Spanish Storytime for older children at 4pm. Come check it out:
<https://www.cityofsanmateo.org/521/Storytimes>



San Mateo Main Library

<p>Baby & Me Lap Sit Infants - 12 months 10:15am OR 11:15am</p>	<p>Tuesday</p>	<p>Bilingual Story Time (English/Spanish) 4:00pm</p>
<p>Toddler Time Ages 2-4 10:15am OR 11:15am</p>	<p>Wednesday</p>	<p>Crafternoon Story Time Ages 4-8 4:00pm</p>
<p>Walkin' Tots Ages 12 - 24 months 10:15am OR 11:15am</p>	<p>Thursday</p>	<p>Family Story Time Ages 3 and Under 10:30am</p>
	<p>Saturday</p>	

👍 **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

👤 134 people reached Boost Post

👤 Carlo Anthony Manglicmot, Shannon Guzzetta and 4 others 2 Comments

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post

134 People Reached

8 Likes, Comments & Shares 🌐

6 Likes	6 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

0 Post Clicks

5 Photo Views	0 Link Clicks	1 Other Clicks 🌐
------------------	------------------	---------------------

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts



272 Followers (to date) (+14 from last month)
35 Total Engagements- Retweets/Likes/Mentions
4.7K Tweet Impressions

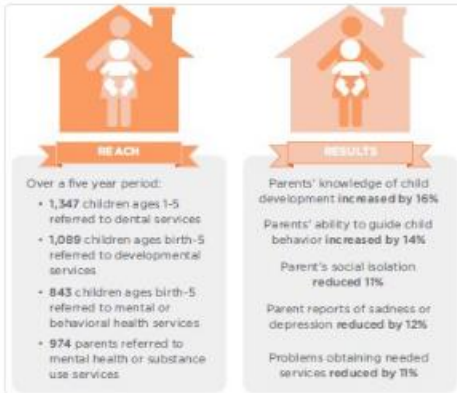
Twitter continues to see significant engagement and a high number of impressions. The account remains to be mentioned in content and tweets from other influencers in the early childhood space. The most popular tweet was about the home visitation results. The top mention of the month came from County Supervisor Dave Pine.

Some highlighted tweets from the month are shown below:

First 5 San Mateo County February 2018



As a targeted, evidence-based support that strengthens #families for the long term, First 5 San Mateo County funds #homevisiting as a means to achieve its goals and objectives. However, a wide gap between available home visiting program capacity and demand for services remains.



12:54 PM - 12 Feb 2018

1 Retweet 8 Likes

Retweet icon: 1, Like icon: 8



We're glad much-needed conversations about maternal mental health are taking place @2020Mom @MaternalMentalHealthNow. Research highlighted by @childtrends shows quality child care could help mitigate the effects maternal depression has on young children.

Quality Childcare Combats Maternal Depression
 Research paper:
<http://onlinelibrary.wiley.com/doi/10.1111/jcpp.12764/full>
youtube.com

12:47 PM - 9 Feb 2018

1 Retweet 4 Likes

Retweet icon: 1, Like icon: 4



First 5 San Mateo County February 2018



Instagram

164
71
60

Followers (+2 from last month)
Total Engagements- Likes and Comments
Following

The Instagram account saw growth in followers besides not having paid social running during the month. Followers continue to include parents, teachers, early education and health community organizations, other First 5's and public officials. We published seven posts this month, and engagement stayed consistent with 71 likes and comments. The two most popular posts are shown below:



first5sanmateo

first5sanmateo It's February and love is in the air! We're counting down Valentines with all the things babies love. #First5BabyLove #EarlyChildhood

17 likes
FEBRUARY 13

Add a comment...



first5sanmateo

first5sanmateo It's February and love is in the air! We're counting down Valentines with all the things babies love. #First5BabyLove #EarlyChildhood

11 likes
FEBRUARY 10

Add a comment...

First 5 San Mateo County February 2018



LinkedIn

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



First 5 San Mateo County
4w

"Technology allows us to connect to our friends and family around the world, but what is it doing to our relationships at home? A new study is suggesting that our devices are creating a disconnect between parents and kids, something I ...see more

Parents and Cells
youtube.com

Like Comment

Organic Reach: 20 Impressions Show stats



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

OVERVIEW

Building a Quality Early Childhood System Together

The First 5 San Mateo County and other First 5's were highlighted in the 2016 – 2017 First 5 California Annual Report, *Building a Quality Early Childhood System Together* (See Attachment 11.1).

Click the link to read the entire report:

http://www.cafc.ca.gov/pdf/about/budget_perf/annual_report_pdfs/Annual_Report_16-17.pdf

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

Early Learning

Transforming the Financing of Early Care and Education: On February 22nd, Jenifer Clark attended a webinar on the findings of a new report on financing for the early learning sector. Prepared by a committee of the National Academy of Sciences, Engineering, and Medicine, the report says that an ideal financing structure should support high quality standards, a professional workforce, and equitable access for families from all socio-economic, racial, ethnic, ability, and geographic backgrounds. The committee estimates that such a system would cost \$140 billion annually, and suggest that \$82 billion be funded through the public sector (a substantial increase over the current \$5 billion annual public expenditure in this area), and the remaining \$58 billion be borne by private payers such as families, employers, and philanthropy.

Build Up for SMCs Children: Build Up partners 4Cs, Silicon Valley Community Foundation's Center for Early Learning and First 5 SMC are developing a communications strategy to announce a major donation and public funding for a new staff position to manage Build Up day to day. Other communications efforts will include an updated Op-ed from Supervisor Dave Pine and Kitty Lopez; a presentation to the Board of Supervisors and alignment & coordination with SMCOE and First 5, 4Cs and County communications staff. Build Up has a new logo (see below) and will have an enhanced web-site launch within the coming months.



Child Health and Development

Trauma-Informed System Planning Committee Meeting: The newly-formed Trauma-Informed Systems Planning Committee met for their first meeting on February 28th. The Committee, comprised of key stakeholders from various disciplines including mental health, early education, medical, nonprofit and policy sectors. The Committee reviewed a draft landscape scan,



provided feedback, and spent much of the meeting discussing definitions of terms, bounds of the desired project, and ideas about what additional resources would be helpful to infuse in process going forward. This Committee will meet monthly for three months to plan for the launch of the initiative.

March Daly City Partnership Meeting: On March 15th, First 5 SMC with staff members, Michelle Blakely and Emily Roberts, hosted a Daly City Partnership meeting “Early Childhood Development & the Effects of Trauma”. The meeting featured a presentation and training by Julie Kurtz, Co-Director, Trauma Informed Care in ECE and Regional Director, Center for Family & Child Studies at WestEd. Over 75 early childhood education providers, clinicians, parents, and others attended the training, which provided a rich opportunity to understand trauma, its impacts and provide suggestions for how to support children with traumatic histories to promote resilience.

POLICY & ADVOCACY UPDATES

2018 First 5 Association Bill Tracker

Each year, the First 5 Network (First 5 Association of all First 5 Counties and First 5 California) track legislative bills that affect young children and their families throughout the state. The legislative bills (See Attachment 11.2) are ones we are supporting; one bill we are opposing. There are several other pending bills we are watching as they move through the legislative process; we will bring any new bills to support in the coming year to the Commission.

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

First 5 Advocacy Day & 20th Anniversary

On Wednesday, May 2, 2018, First 5 Commissions from across the state will join with partners and families to celebrate First 5’s 20th Anniversary and highlight ongoing work to ensure California’s youngest children are healthy, happy, and ready for school and life in Sacramento. (See Attachment 11.3) Legislative visits are also slated for May 2nd. Runyon, Saltzman, Eihorn, Inc. (RSE) is working with F5SMC grantees and partners to develop impact stories to share with legislators. Commission Chair, Pam Frisella, Kitty Lopez and Michelle Blakely will be attending Advocacy Day on May 2nd.

COMMUNITY AND STATEWIDE EVENTS & UPDATES

Overlooked in the Crisis

On Mach 2, 2018, the Center for Early Learning (CEL) at the Silicon Valley Community Foundation, hosted a convening with Santa Clara County Office of Education and the Federal Reserve Bank of San Francisco: “Overlooked in the Crisis: The Childcare Facilities Shortage in Silicon Valley.” Commissioner Rosanne Foust, Kitty Lopez and Michelle Blakely attended. The session focused on the childcare facilities shortage in both San Mateo and Santa Clara Counties, promising solutions, including San Mateo County Build Up and Redwood City activities, and ways to stay engaged in the topic.



Special Partner Award

On March 23, 2018, First 5 San Mateo County will be recognized at StarVista's 26th Annual Starting Line Breakfast at the Crowne Plaza Hotel in Foster City. F5SMC will be receiving a Special Partner Award for its commitment of StarVista's Early Childhood Programs. (See Attachment 11.4)

2016 -2017 First 5 California Annual Report

- 2017 marked a new chapter in F5SLO County's celebratory tradition honoring local "Hands-on Heroes" who dedicate themselves to improving the lives of children, this year linking the program directly with the Children's Bill of Rights for San Luis Obispo County and broadening the reach of these two signature programs. Each monthly Hero embodied the essence of one of the Rights statements, and was featured in a multi-platform media campaign that included monthly print and video profiles plus social media.
- F5SLO mobilized community conversations and advocacy in two issue areas critical to young children's health and well-being. This Commission is one of the first in California to issue a Statement on the Impact of Climate Change on Young Children. Business and policy leaders teamed up with First 5 to begin crafting an outreach agenda on the subject of family-friendly workplaces.
- The events of 2016–17 that have contributed to an air of uncertainty and division across the nation have been met by F5SLO and local partners with a commitment to fostering communities of shared respect and care for all of our children. In this spirit, F5SLO County offered a workshop series called "Caring for Immigrant Families in Turbulent Times," and coordinated local participation in a national Multicultural Children's Book Day.
- A multi-agency planning dialogue began this year that has generated widespread enthusiasm for the launch of *Help Me Grow* in San Luis Obispo County.

San Mateo County

First 5 San Mateo County (F5SMC) promotes positive outcomes for young children and their families through strategic investments, community leadership, and effective partnerships. F5SMC maintained its multifaceted investments in programs supporting all aspects of a child's early years, including Early Learning, Child Health and

Development, Family Engagement, and Policy, Advocacy, and Communications. Supported by \$6.3 million in community investments, funded partners provided over 14,453 services to children, parents, and providers, and distributed 2,934 *Kits for New Parents*.

Highlights of the year included:

- F5SMC's ongoing partnership with the Human Services Agency, County Office of Education, and Silicon Valley Community Foundation supporting a comprehensive look the role that a shortage of facilities plays in the county's child care gap. F5SMC has funded an Early Learning Facilities Task Force to explore policy approaches, propose funding mechanisms to support facilities, and build relationships across sectors that facilitate a common understanding and sense of purpose around this issue. This year, the fiscal forecasting and analysis aspect of the project was completed. Not including the price of land, costs for creating one child care space ranged from \$25,000 (for portables) to \$53,800 (for repurposing existing commercial space), with an average cost per space of \$40,717. This is comparable to the cost of creating a new parking space in Silicon Valley and San Francisco, which runs anywhere from \$25,000 to \$48,000. With a shortage of over 10,000 spaces as of 2015, this cost estimate suggests that it would take over \$400 million to meet the current need for child care in San Mateo County.
- Implementation of "Friday Cafés:" These monthly professional development events for service providers working in family support and engagement emphasize the principles of authentic family engagement. They incorporate invited speakers, small group activities, networking, and self-care. Because family support service providers work in a sector that is frequently less systematized than those of health or early learning, they may lack formal professional developmental opportunities and

local peer support networks. The Friday Cafés are an important step toward meeting this critical need.

- Continued expansion of the Quality Rating and Improvement System: By the end of this fiscal year, approximately 10 percent of the early learning programs in San Mateo County had enrolled in IMPACT and been rated. Of rated programs, 10 percent received a 5; 47 percent received a 4; 28 percent received a 3; and 15 percent received a 2.
- Establishing the only center-based parent-participation early learning program for toddlers in the South Coast region: This area of the county is home to a population of Spanish-speaking agricultural workers who are often linguistically and geographically isolated. This year, F5SMC funded two agencies to start a parent participation program for toddlers. Family Connections, an F5SMC grantee that runs a similar program in an urban area, provided training and technical assistance to Puente de la Costa Sur, a family resource center in the South Coast. The new program is called Sueños Unidos, and provides full-time care for toddlers as well as resource and referral services, parent workshops, support groups, and family social activities.

Santa Barbara County

First 5 Santa Barbara County (F5SBC) devotes its funding and organizational capacity in the following two primary areas: 1) Family Support; and 2) Early Care and Education. This past fiscal year within Early Care and Education, F5SBC achieved several noteworthy results in improving the quality of child care setting for children:

- In FY 2016-17, 144 sites participated in the Santa Barbara County Quality Rating and Improvement System (QRIS), which included 95 childcare centers and 49 family childcare homes. Baseline and post-assessment information was available for 92 of the participating centers and 29 of the participating family childcare homes. For both



2018 First 5 Association Bill Tracker

Updated: March 12, 2018

Questions? Contact Margot Grant Gould at margot@first5association.org or 510.227.6968.

Family Resiliency			
Bill Number	Author	Description	Position
AB 992	Arambula (D-Fresno)	<p><i>CalWORKs: Baby Wellness and Family Support Home Visiting Program</i> This bill would establish the Baby Wellness and Family Support Home Visiting Program that would require the State Department of Social Services to award funds to counties for the purpose of implementing or contracting with specified early home visiting programs to provide voluntary maternal, infant, and early childhood home visiting programs approved by the department and would authorize the funds to be used to coordinate early home visiting services with, among others, diaper bank services.</p> <p><i>Sponsored by the Western Center on Law & Poverty & Children Now</i></p>	Support
AB 11	McCarty (D-Sacramento)	<p><i>Relating to Medi-Cal: Developmental screenings</i> This bill adds language to existing law, requiring the administration of developmental screenings, in alignment with the Bright Futures periodicity schedule, for all children, zero to three, who are enrolled in Medi-Cal. The bill also requires the use of a validated screening tool.</p> <p><i>Sponsored by First 5 Association & Children Now</i></p>	Support
AB 605	Mullin (D-South San Francisco)	<p><i>Day Care Centers: Birth to first grade license option</i> This bill would require the Dept of Social Services to adopt regulations on or before January 1, 2019, to develop and implement a birth to entering first grade license option for day care centers. The bill would require the regulations to include age-appropriate transition times, a requirement that a single integrated license option list the age groups of children being served at the day care center, and a requirement that all other licensing regulations that apply to a day care center shall also apply to a birth to entering first grade license option. Until a day care center has the new integrated license, current standards for inspection licensure are required.</p>	Support

		<i>Sponsored by the Child Care Resource Center of Greater Los Angeles. Community Care Licensing also contributed to writing the bill.</i>	
AB 1754	McCarty (D–Sacramento), Friedman, Eduardo Garcia, Bonta	<i>Pre-K For All Act of 2018</i> This bill, the Pre-K for All Act of 2018, would require the state to provide all 4-year-old children who meet those eligibility requirements with access to early care and education programs. The bill also emphasizes the role of quality early learning and care for children aged 0-5 in narrowing the achievement gap.	Support
AB 2292	Aguiar-Curry (D–Winters)	<i>Child Care: Reimbursement Rates; start-up cost; grants:</i> This bill would increase access to infant-toddler care for 0-3 year-olds by: 1) Increasing the adjustment factor for infants who are 0 to 18 months of age, and toddlers who are 18 to 36 months of age, and are served in a child day care center, and for infants and toddlers who are 0 to 36 months of age and are served in a family child care home. 2) Creating the Classroom Planning and Implementation Grant Program at CDE to support general child care and development centers or CSPP programs wanting to open new facilities or convert existing facilities to serve a different age group. 3) Rebuilding family child care by dedicating \$6 million to the “Family Child Care Recruitment and Training Fund” to targeted outreach, recruitment, training, supplies, and resources for startup costs to recruit a new generation of family child care providers. <i>Co-sponsored by: First 5 CA, Child Care Resource Center (CCRC), and Child Care Development Administrators Associations (CCDAA)</i>	Support
AB 2398	Mullin (D-South San Francisco)	<i>Child Care Facilities: funding</i> The Child Care Facilities Revolving Fund in the State Treasury provides loans for the renovation, repair, or improvement of an existing building to make the building suitable for licensure for child care and development services, and for the purchase of new relocatable child care facilities. These loans are required to be repaid within 10 years. This bill would extend that timeline to 20 years. Also, the bill would expand CDE’s reporting requirements on the loan fund program to also include loans made for renovations and repairs. Currently reporting is required on the number of funding requests received. <i>This bill is a spot bill, however, the Association appreciates the author’s intend to tackle facilities issues.</i>	Support

AB 2626	Mullin (D–South San Francisco)	<p><i>Child Care and Development Services Act</i></p> <p>This bill would make a number of changes to family eligibility, contracting, and professional supports to help counties capture more funding allocated to child care each year. These changes include:</p> <ul style="list-style-type: none"> • Allow 2.9 year olds to enroll in CSPP. • Eliminate requirement in CSPP that a minimum of 50% of children served are 4 years old. • Change initial income eligibility to 80% of SMI, adjusted for family size. • Authorize 12-month eligibility for families certified with seeking employment, homelessness, or incapacitation as the only need. • Authorize 6.5 hours per day for no more than 5 days per week of service for families certified as seeking employment, homelessness, or incapacitation. • Authorize paid professional development days for profession staff. Professional staff are defined as aides, teachers, site supervisors, and directors. • Include families approved for low income housing as an eligibility criteria for child care and ensure child care is part of the housing plan. • Allow CSPP and CCTR contractors to transfer funds between their CSPP and CCTR contracts <p><i>Bill drafted with a number of child care advocates convened by CDE.</i></p>	Support
Bill Number	Author	Description	Position
AB 1250	Jones-Sawyer (D-LA)	<p><i>Counties: contracts for personal services</i></p> <p>This bill would establish specific standards for the use of personal services contracts by counties. Beginning January 1, 2018, the bill would allow a county or county agency to contract for personal services currently or customarily performed by employees, as applicable, when specified conditions are met. Among other things, the bill would require the county to clearly demonstrate that the proposed contract will result in actual overall costs savings to the county or city and also to show that the contract does not cause the displacement of county or city workers.</p> <p><i>Sponsored by SEIU</i></p>	Oppose

PLEASE JOIN US

FIRST 5 20th Anniversary & Family Fun Day

WEDNESDAY, MAY 2, 2018



California voters passed Proposition 10 twenty years ago, creating First 5 Commissions in all 58 counties to support the healthy development of children from birth to age five and strengthen families. With our partners, we've come a long way — and much work remains to guarantee all kids get the best start in life.

First 5 Commissions from across the state will join with partners and families to celebrate First 5's 20th anniversary and highlight our ongoing work to ensure California's youngest children are healthy, happy, and ready for school and life.

**First 5 20th Anniversary
Family Fun Day Celebration 11am-1pm**
CAPITOL LAWN NORTH, SACRAMENTO

FEATURING

- Kids' Games
- Food
- Giveaways
- The First 5 Express
- Special Guests — including Rosita from Sesame Street!

Families and kids are encouraged to attend!

REGISTER AT:

<http://conta.cc/2HIBbsw>

QUESTIONS? CONTACT:

MARGOT GRANT GOULD AT 510-227-6968
OR MARGOT@FIRST5ASSOCIATION.ORG



StarVista
610 Elm Street, Suite 212
San Carlos, California 94070
ph: 650-591-9623
fax: 650-591-9750
www.star-vista.org

Board of Directors

March 9, 2018

Steve Shray
Chairperson

First 5 San Mateo County
ATTN: Kitty Lopez

Kristin Sun
Vice Chair

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

Alison Proctor
Treasurer

Dear Kitty,

David Rosenbaum
Secretary

I am honored to invite First 5 San Mateo County to receive a special partner award at StarVista's 26th Annual Starting Line Breakfast. We cannot thank you and your team enough for the incredible commitment you have shown StarVista over our many years working together and hope you will join us on March 23rd to accept this special recognition.

Sanjay Aggarwal

Carlos Bolanos

Elaine Cummings

As you know, each year, through counseling, skill development, and crisis intervention, StarVista transforms the lives of San Mateo County residents, offering them the resources, guidance, and inspiration they need to embrace stronger, healthier futures. With our recent merger with Pyramid Alternatives, we now serve over 41,000 children, youth, and adults throughout San Mateo County each year. This work has only been possible because of committed supporters like you.

Jeneé Littrell

Alina Lloyd

Ken Pesso

Through your funding of our Early Childhood Programs, you have been a true partner in assuring that our community's youngest members receive the support and services they need to succeed academically, emotionally, and socially. Your thought-leadership and generous philanthropic support have enabled StarVista to expand the reach of our Early Childhood programs. Now, the StarVista community would like to thank you for your generosity, and we hope you will join us at the breakfast as our honoree.

Charley Scandlyn

Seth Schalet

Elise Shelley

Roger Toguchi

The Starting Line Breakfast will be held on Friday, March 23, 2018, at 7am, at the Crowne Plaza Hotel in Foster City and will include over 200 local business, community, and political leaders who collaboratively enable StarVista's important work to succeed.

Eric Wollman

Howard Yang

Please let me know if you will be able to attend: smitchell@star-vista.org, or at (650) 591-9623 ext. 112. I look forward to hearing from you!

Erick Young

Thank you again for all that you do for StarVista and our Bay Area neighbors!

Sincerely,

A handwritten signature in blue ink that reads "Sara Mitchell".

Sara Larios Mitchell, PhD, MACP
Chief Executive Officer

DATE: March 26, 2018
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Committee Updates

Finance & Administration Committee, No Meeting in February 2018.

1. Budget Monitoring Report as of February 28, 2018

The Budget Monitoring Report as of February 28, 2018 presents in Attachment 12A and 12B for updating F5SMC financial position.

Next Meeting on Monday April 16, 2018 from 9:00am -10:00am at the F5SMC office.

Program, Operations and Planning Committee, March 5, 2018.

Commissioners Present: Sandra Phillips-Sved (Chair), Anne Campbell, Nicole Pollack,
Harvey Kaplan (Public Member)
Staff: Kitty Lopez, Michelle Blakely, Myra Cruz

1. Elect POP Committee Chair

Public Member Kaplan nominated Commissioner Phillips-Sved as POP Chair; Seconded by Commissioner Campbell. The Committee voted and approved the nomination. Public Member Kaplan acknowledged and thanked Commissioner Campbell for being POP Chair for the past few years.

2. Strategic Planning Update

First 5 San Mateo County (F5SMC), Executive Director, Kitty Lopez reminded the Committee that rather than embarking a completely new planning process, the Commission approved the revision of the Strategic Plan which means the current mission, vision, values and desired outcomes will continue to be in effect. Lopez distributed and explained the following 2018 Strategic Plan Revision documents prepared by VIVA Strategy and Communications:

- **Strategic Planning Process 2018:** A summary of the process consists of getting input from the community and San Mateo County Executive Partners (i.e. Head of Health System, Housing, etc.), forming a Strategic Planning Ad Hoc Committee, working with F5SMC Staff, and obtaining input and approval from the F5SMC Commission. Lopez will ask the following Commissioners to be part of the Strategic Planning Ad Hoc Committee: Commission Officers – Pam Frisella and Louise Rogers, longtime member, Michael Garb and new member Nicole Pollack. Commissioner Pollack agreed to be part of the Strategic Planning Ad Hoc Committee.
- **Strategic Planning Notes – February 5, 2018:** Notes recapped discussion points and outcomes from Michelle Blakely, Kitty Lopez and the consultant from VIVA Strategy and Communications, Christina Collosi meeting. They discussed the Strategic Planning framework and ideas.

Commissioner Campbell asked about the possible funding from cannabis taxes if it would require a ballot measure or legislative action. Lopez informed that from her understanding, in

the County it would require a vote from the public. Discussion ensued. Lopez will bring to the next meeting what other Counties have done regarding cannabis tax.

Commissioner Pollack asked who gets invited in the community input session. F5SMC Director of Program and Planning, Michelle Blakely, replied that in the past we invited the public and the grantees. Commissioner Pollack suggested to invite core agencies such as Job Train and Daly City Partnership.

- **Strategic Planning Scope of Work** – VIVA’s activities, timeline and budget were provided.

3. First 5 Branding Campaign

Kitty Lopez informed that F5SMC is working with Runyon, Saltzman, Eihorn, Inc. (RSE) to develop some additional branding materials for communication. She showed several concepts. The F5SMC Staff preferred the F5SMC “handmade” concept. The Committee agreed. Public Member Kaplan suggested creating an emoji version of the F5SMC “handmade” logo.

4. Marijuana Education Initiative Campaign

Lopez informed that F5SMC will have a collaboration with the Health System on a county-wide marijuana education campaign. First 5 Association already has materials and a PowerPoint slide deck regarding effects of marijuana on young children and pregnant women. The Health System is receiving \$250,000 that the County Manager and Board of Supervisors approved for the marijuana education campaign. The Committee asked to have shared learning about this topic. Discussion ensued about marijuana packaging.

5. Program Highlights

F5SMC Program and Planning Director, Michelle Blakely distributed her written report, and talked about the Medi-Cal Administration Activities, CalWORKs Home Visiting Initiative and Rise Power of 9 Regional Policy and Communications Platform.

Commissioner Pollack informed the Committee about the Cal-Learn (a statewide program to help pregnant and parenting teens who are receiving CalWORKs). She informed that CalWORKs in San Mateo County has had a 30% decline over the last year due to the minimum wage increase and people moving out of the County for many reasons. There are 865 families on CalWORKs in San Mateo County which is less than 1% of the County population, and undocumented families do not qualify.

Blakely’s written report can be found on [the website March 5, 2018 POP Meeting Packet](#).

The next POP Meeting is April 2, 2018 from 4:00 – 5:00 PM.

DATE: March 26, 2018
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Budget Monitoring Report as of February 28, 2018

BUDGET MONITORING REPORT as of February 28 HIGHLIGHTS

The Budget Monitoring Report as of February 28, 2018 is presented in **Attachment 12B**. Key Budget Monitoring Report highlights are as following:

YTD Benchmark: 66.67%

REVENUES

- YTD Interest Revenue projection is \$96K or 77%, representing a positive variance or 10% higher than YTD Benchmark due to higher interest earning rate in the County investment pool.
- YTD Prop 10 Tax Revenue projections are \$3.362 million or 66%, which is in line of YTD Benchmark.

If you remember in May 2017, we discussed the following:

- In anticipation from various new Tobacco tax regulation impacts, First 5 Association of California makes unofficial revenue projections based on the Governor's Proposal Budget and the best available information about the increase in the smoking age to 21, the projected revenue from E-cigarette taxation, and Proposition 56.*
- First 5 Association of California's projection reveals that Prop 10 Tax Revenues to F5 Commissions will decrease 17% in FY2017-2018 because of the new \$2 tobacco tax (Proposition 56). However, First 5 Commissions will receive a back-fill in FY2018-19 to compensate for the drop in revenue associating with new tobacco tax laws.*

However, new Prop 10 Tax Revenue Projections released by First 5 California on January 25, 2018 reveal an additional drop of 2.3% or \$120K in Prop 10 Tax revenue allocated to F5SMC in FY17-18, the drop is associated with negative impact of the Proposition 56 implementation.

F5SMC's Prop 10 Tax Revenue projections for FY17-18 is now \$4,967,854 from \$5,086,486.

- YTD IMPACT Grant Revenue projection is \$302K or 45%, representing 22% below YTD Benchmark due to slow grant execution by executing partner.
- Help Me Grow Grant Revenue is partially recognized by \$100K in FY17-18. Total grant award is \$300K with execution timeline through FY18-19.
- San Bruno Community Foundation Grant Revenue of \$15.7K was received in February 2018.
- YTD Total Revenues projections are \$3.876 million or 65%, representing a negative variance or 2% lower than YTD Benchmark. Major attributable factors to this negative variance are associated with slow IMPACT grant administration by executing partner.

APPROPRIATIONS

- YTD Program Expenditures projections are \$4.894 million or 54%, representing a positive variance or 12% below YTD Benchmark. Major contributions to this positive variance are attributable to slow spending across grants, slow IMPACT grant execution by executing partner, and pending planning and rolling out of the Policy Advocacy, Communications and System Changes-unallocated fund.

However, most grants are expected to be fully executed in this FY17-18 as the last year of the contract terms.

- YTD Administrative Expenditures projections of \$602K or 56%, representing a positive variance or 10% 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 projections are \$5.497 million or 54%, representing a positive variance or 12% 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

- At this time, we are projecting Ending Fund Balance of \$13.302 million or 124%, representing a positive variance of 24% or \$2.562 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 : 66.66%

	FY17-18 Revised Budget	YTD Actuals	YTD Accruals *	YTD Combined	YTD Combined versus Planned Budget (%)	NOTES
REVENUE						
FUND BALANCE (Beginning)	\$ 14,922,527	\$ 14,922,527	\$ -	\$ 14,922,527		
Interest	125,002	64,534	31,251	95,785	77%	\$31K are Jan and Feb'18 Interest Revenue estimates. Positive variance due to higher interest earning rate from the county investment pool in recent months.
Tobacco Tax - Prop 10	5,086,486	2,514,600	847,748	3,362,348	66%	\$847K are Jan and Feb 18 revenue estimates. Due to the impact of Prop 56, new Prop 10 revenue projections indicate an additional 2.3% revenue drop or \$120K revenue reduction to F5SMC in FY17-18. F5SMC Prop 10 Revenue is now \$4.967 Mio from \$5.086 Mio.
IMPACT grant	673,815	-	302,166	302,166	45%	\$190K are Q1 and Q2 Revenue accruals and \$112K are Jan and Feb '18 revenue estimates. Slow grant administration by executing partner.
Help Me Grow Grant	100,000	-	100,000	100,000	100%	Partial revenue recognition of the Help Me Grow Grant in FY17-18
San Bruno Community Foundation Grant			15,740	15,740		New grant award
Wellness Grant	-	774	-	774		FY17-18 Wellness grant
Miscellaneous Reimbursements	-	-	-	-		-
TOTAL REVENUE	5,985,303	2,579,908	1,296,904	3,876,812	65%	Slightly negative variance due to slow IMPACT grant execution by executing partner.
TOTAL AVAILABLE FUNDS	20,907,830	17,502,435	1,296,904	18,799,339		
APPROPRIATIONS						
1. PROGRAMS						
Family Engagement	2,428,341	1,085,147	404,724	1,489,871	61%	\$404K are Jan and Feb'18 expenditure estimates.
Kit for New Parent KNP (KNP)	41,000	15,182	0	15,182	37%	Part of FY16-17 KNP order is delivered in FY17-18. Pending planning for new KNP building.
Child Health & Development	1,808,352	734,570	301,392	1,035,962	57%	\$301K are Jan & Feb'18 expenditure estimates.
Early Learning	2,351,935	842,375	391,989	1,234,364	52%	\$391K are Jan & Feb'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%	-
IMPACT Grant	623,815	145,824	103,969	249,793	40%	\$104K are Jan & Feb'18 expenditure estimates. Slow grant administration by executing partner.
Policy Advocacy, Communications & Systems Change	505,959	207,279	84,327	291,606	58%	\$84K are Jan & Feb'18 expenditure estimates.
Unallocated Fund - Policy Advocacy, Communications & Systems Changes (PAC)	371,500	27,192	61,917	89,109	24%	\$61K are Jan & Feb'18 expenditure estimates. Underspending is associated with pending planning and rolling out the PAC - Unallocated fund.
Other Communications	10,000	0	0	0	0%	-
Program Salary & Benefits	538,098	307,682	-	307,682	57%	Saving due to delayed hiring of Extra Help staff.
Evaluation	-	-	-	0		This fund will reduce to zero in the FY17-18 Revised Budget due to the full amount is part of SPIP carried over to FY18-20
Grant Management and Big Data	147,850	57,053	24,642	81,695	55%	\$24K are Jan & Feb '18 expenditure estimates.
Evaluation - Salaries & Benefits	154,057	98,797	-	98,797	64%	Delayed posting of Retirement Health expenses by the County

	FY17-18 Revised Budget	YTD Actuals	YTD Accruals *	YTD Combined	YTD Combined versus Planned Budget (%)	NOTES
TOTAL PROGRAM APPROPRIATIONS	9,095,907	3,521,101	1,372,959	4,894,060	54%	Positive variance due to slow execution in IMPACT grant and pending planning and rolling out the PAC-Unallocated fund.

	FY17-18 Revised Budget	YTD Actuals	YTD Accruals *	YTD Combined	YTD Combined versus Planned Budget (%)	NOTES
2. ADMINISTRATIVE						
Salaries and Benefits	660,222	403,053	-	403,053	61%	
Sub Total - Services & Supply	122,400	42,857		48,657	40%	Positive variance due to Other Professional Services contract starts its execution in March 18 and underspending in various administrative budget lines.
Sub Total - Other Charges	289,650	150,955	5,800	150,955	52%	Major savings are associated with the audit service cost saving, the reduction of A87 Allocation, and no employee training activities at this time.
			-	-		
TOTAL ADMINISTRATIVE APPROPRIATIONS	1,072,272	596,865	5,800	602,665	56%	Positive variances due to underspending and savings in various Administrative budget lines.
Administrative Cost %	11%	22%		11%		
TOTAL APPROPRIATIONS	10,168,179	4,117,966	1,378,759	5,496,725	54%	Positive variances due to underspending in both Program and Administrative Budgets.
FUND BALANCE (ENDING)	10,739,651	13,384,469	-81,855	13,302,615	124%	Positive variances are associated with underspending in both Program and Administrative Appropriations.
Total Salaries and Benefits	1,352,377	809,532	0	809,532	60%	Positive variances due to delayed hiring of Extra-Help staff.

Note:

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