

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

DATE: Monday, December 16, 2019

TIME: 4:00 PM – 6:00 PM

ADDRESS: San Mateo County Office of Education (SMCOE)
101 Twin Dolphin Drive, 1st Floor Conference Room
Redwood City, CA 94065

AGENDA		
Call to Order and Preliminary Business		
1	Roll Call	4:00 PM
2	Public Comment	
3	Action to Set Agenda for December 16, 2019 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: Commissioners Alexis Becerra and Nancy Magee	
Action Items		
6	Approval of First 5 San Mateo County 2020 Meetings Calendar <i>(See Attachment 6)</i>	4:15 PM
7	Approval of 2020 Committee Members for Finance and Administration Committee, Program, Operations, and Planning Committee, and Early Childhood Evaluation Advisory Committee <i>(See Attachment 7)</i>	4:18 PM
8	Nomination and Election of Chairperson and Vice Chairperson to Commission for 2020 <i>(See Attachment 8)</i>	4:20 PM
Discussion Items		
9	Medical-Dental Integration Pilot Project Presentation by Pat Curran, Deputy Chief Executive Officer, Health Plan of San Mateo	4:25 PM
10	Presentation of the First 5 San Mateo County Procurement Process: Funding Mechanisms for the Strategic Plan Implementation Plan 2025 by Michelle Blakely, Program and Planning Director, First 5 San Mateo County <i>(See Attachment 10)</i>	4:45 PM
11	First 5 San Mateo County Future Commission Topics <i>(See Attachment 11)</i>	5:05 PM

Informational Items		
12	Communications Update (See Attachment 12)	5:10 PM
13	Report of the Executive Director (See Attachment 13)	
14	Adjournment	
15	First 5 SMC Commission Holiday Reception in Atrium	

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

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

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

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

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

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

December 16, 2019

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 October 28, 2019 Commission Meeting Minutes
(See Attachment 3.1)

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**First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
October 28, 2019
San Mateo County Office of Education**

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

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

Absent: Iliana Rodriguez, Interim HSA Director, Commissioner

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

County Counsel: Monali Sheth

A quorum was present. Commissioner Frisella called the meeting to order at 4:00 PM; roll call was taken.

2. Public Comments: None**3. Action to Set Agenda for October 28, 2019 Meeting and Approve Consent Agenda Items**

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

4. Commission Announcement: None**5. Storytelling: First 5 Work/Impact**

F5SMC's Executive Director, Kitty Lopez, introduced Nirmala Dillman, Coordinator, San Mateo County (SMC) Child Care Partnership Council and Quality Ratings & Improvement System, SMC Office of Education (SMCOE). Dillman shared her view on the work and said the partnership of F5SMC and SMCOE on early childhood learning has been amazing; the quality of care in SMC is better compared to many years ago because of the partnership; and while we have made a lot of progress, we still have more work to do. Kitty Lopez shared Nirmala's background and roles. Lopez acknowledged Dillman for all her work and the impact she has made on many families in SMC and presented her with a gift.

6. Presentation of First 5 San Mateo County Audit Report FY 2018 - 2019

Kitty Lopez introduced R.J. Ricciardi's Audit Director, Heip Pham, an independent auditor, who presented the 2018-2019 audit results. The 2018-2019 audit report was included in the October 28, 2019 Commission Meeting Packet. Pham highlighted the following:

Audit Opinions: All were clean opinions

- Independent Auditor's Report, unmodified
- Government Auditing Standards, no significant deficiencies or material weaknesses
- State Compliance Standards, there were no current year findings

Financial Statement Variances/Trends:

- Explained the figures on Statement of Net Position, Statement of Activities, and Revenue Trends from the last five years
- Budget to Actual, \$1.8 million under-budgeted deficit
- Acknowledged the staff for their cooperation and assistance during the audit

Approval of First 5 San Mateo County's Financial Audit for the Year Ending June 30, 2019, and Submission to the California State Controller's Office and First 5 California

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

Public Comment: None

The PowerPoint Presentation and the full 2018- 2019 Audit Report can be found on F5SMC's website, [October 28, 2019 Commission Meeting Presentation](#).

7. Approval of First 5 San Mateo County FY 18-19 Budget Close Out

Kitty Lopez shared that the Finance Committee reviewed the F5SMC FY 18-19 Budget Close Out as of June 30, 2019. Lopez highlighted that the actual total revenue of \$6.854 million is approximately in line with the planned budget, the total expenditures of \$1.831 million is below the planned budget, and the ending fund balance of \$1.827 million is higher than the ending fund balanced of the planned budget. She asked for approval of this agenda item. The detailed budget is in the packet.

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

Public Comment: None

8. Presentation of First 5 San Mateo County FY 18-19 Annual Program Report and Submission to First 5 California

F5SMC's Research and Evaluation Specialist, Jenifer Clark, presented the report. Clark shared that the annual report is presented each year to the F5SMC Commission for approval and submission to First 5 California (F5CA). It is a required annual reporting and must be presented at a public meeting. The report provides information about local expenditures, client demographics, services, and numbers served in the format required by F5CA. Clark mentioned that the report was restructured this year to focus on program categories and expenditures by organization type. She presented and explained the following:

- Fiscal data
- Client data (duplicated count – which means a client may receive services in different program categories)
- F5SMC distributed 2,802 Kits for New Parents
- Clients served: F5SMC-funded programs served about 1000 more unduplicated clients compared to last year
- F5CCA determines family demographics categories

Commission asked questions and made comments.

The full report is included in the Commission Packet, and the PowerPoint Presentations can be found on F5SMC's website, [October 28, 2019, Commission Meeting Presentation](#).

Approval of First 5 San Mateo County FY 18-19 Annual Program Report and Submission to First 5 California

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

Public Comment: None

9. Presentation of FY 20-21, 21-22 and 22-23 Allocations for Strategic Plan Strategies and Development and Release of Funding Mechanisms for Strategic Plan Strategies in the Focus Areas of Resilient Families, Health Children and Quality Care and Education

Kitty Lopez reminded the Commission that the budget allocation for each focus area, Resilient Families, Healthy Children, and Early Care and Education, have already been approved. This approval is for strategy budget allocation starting from July 2020 to June 2023. She highlighted the following:

- Considerations for 2020- 2025 Strategic Plan
- Strategic Plan Implementation Plan (SPIP) Timeline
- Funding Mechanisms
- Strategies and Allocations for Resilient Families, Healthy Children, and Quality Care and Education
- Issues to Consider
- Next Steps: SPIP Implementation and Commission Subcommittee and Calendaring thru June 2020

Commission asked questions and made comments

Approval of FY 20-21, 21-22 and 22-23 Allocations for Strategic Plan Strategies and Development and Release of Funding Mechanisms for Strategic Plan Strategies in the Focus Areas of Resilient Families, Health Children and Quality Care and Education

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

Public Comment: None

10. Watch Me Grow San Mateo County Clinic Services Presentation

F5SMC's Early Childhood Health and Program Specialist, Emily Roberts, gave a brief background about the community partnership with Gatepath on the Watch Me Grow (WMG) Program and acknowledged Commissioner Dr. Neel Patel and Dr. Janet Chaikind for their collaboration on this effort. She introduced presenters from Gatepath, Carol Elliott, Director, Family Support Services, Carolina Balladares, Manager, Watch Me Grow and Family Resource Center, and also Dr. Janet Chaikind, Pediatrician, San Mateo Medical Center. They highlighted the following:

- Vision and mission of WMG
- Partnership history
- 2018 – 2019 County Clinic System Services Overview
- Data: screenings by clinics, age of children at referral and referral outcomes
- Clinic pediatric patients identified through universal screening at preschools and parent self-referral

- Other ways the partnership supports integration
- Takeaways and new opportunities

Commission asked questions and made comments.

11. **Communications Update**

Kitty Lopez informed the Commission that the Communications written report was included in the [October 28, 2019, Commission Meeting Packet](#). She highlighted the following:

- F5SMC's Impact Story on Puente de la Costa Sur
- *Think Bigger* Online Newsletter went out in October 2019

Public Comments: None

12. **Executive Director's Report**

The Executive Director's written report was included in the [October 28, 2019, Commission Meeting Packet](#). She highlighted the following:

- On October 5th, Quality Counts held a Garden Party Celebration to acknowledge early learning providers for their commitment and dedication to improving the quality of early learning.
- On October 9th, the Sequoia Health Care District approved F5SMC's funding requests for \$1.19 million over 2.5 years for Integrated Systems for Children with Special Needs and Early Childhood Mental Health System. Lopez acknowledged Emily Roberts and Michelle Blakely for their diligent work on this initiative.
- Press release from First 5 California regarding their excitement about the signing of AB 1004.
- Culture of Care Convening will be held on November 18, 2019. Please sign up.
- Michelle Blakely received a Wellness Leadership Recognition (WLR) from the Board of Supervisors. WLR Program recognizes supervisors and managers who create healthy, thriving work environments and a culture that promotes employee health, safety, and well-being.

Commission asked questions and made comments.

13. **Committee Updates**

Kitty Lopez informed the Commission that the written report was included in the [October 28, 2019, Commission Meeting Packet](#).

Finance Committee: Commissioner Foust reported that the Committee met and approved the recommendations that were presented in the Commission Meeting.

Early Childhood Evaluation Advisory Committee: Commissioner Canepa highlighted the following:

- Reviewed the process for selecting grantee representatives to serve on the ECEA Committee.
- Received updates on Trauma- and Resiliency-Informed Systems Initiative (TRISI) Organizational Assessments, and Qualitative Study on Access to Child Care for Children with Special Needs and Challenging Behaviors.

The meeting was adjourned at 5:43 PM.

Date: December 16, 2019
To: First 5 San Mateo County Commissioners
From: Kitty Lopez, Executive Director
Re: Approval of First 5 San Mateo County 2020 Meetings Calendar

ACTION REQUESTED

Approval of First 5 San Mateo County 2020 Meetings Calendar

BACKGROUND

As stated in the First 5 San Mateo County Commission Bylaws adopted on May 2019:

- Article VIII, Section 1, Regular and Special Meetings, the Commission shall meet regularly at times and places to be determined by the Commission. There shall be at least 4 meetings each calendar year, generally on the fourth (4th) Monday of the month. Special meetings may be called at a time and place designated by the Chair. The Commission staff shall give notices of regular and special meetings in accordance with the Brown Act.
- Article IX, Section 5, Committee Meetings, regular meetings of standing committees shall be held at times and places determined by the Commission. Special meetings may be held at any time and places as designated by the Chair of the Commission or the Chair of the Committee. A majority of the members of the committee shall constitute a quorum for that committee.

The following 2020 Commission and Committee schedule was developed based on meeting dates and times that have been established by the Commission members:

Commission Meetings:	4 th Monday of each month / 4:00 pm - 6:00 pm
Finance & Administration:	2 nd Monday of each month / 9:00 am – 10:00 am
Program, Operations & Planning:	1 st Monday of each month / 4:00 pm - 5:00 pm
Early Childhood Evaluation:	3 rd Monday (bi-monthly) / 3:30 pm - 4:30 pm

Meeting dates that deviate from the schedule above are due to holiday conflicts (**See Attachment 6.1**).

RECOMMENDATION

Approval of First 5 San Mateo County 2020 Meetings Calendar



2020 Commission and Committee Calendar - Draft

	Commission Meeting	Program, Operations & Planning	Finance & Administration	Early Childhood Evaluation Advisory
	SMC Office of Education 101 Twin Dolphin Drive 1st Floor Conf. Room Redwood City, CA 94065	SMC Office of Education 101 Twin Dolphin Drive 2nd Floor Conf. Room Redwood City, CA 94065	First 5 San Mateo 1700 S. El Camino Real, Ste. 405 San Mateo, CA 94402	First 5 San Mateo County 1700 S. El Camino Real, Ste. 405 San Mateo, CA 94402
	4th Monday 4:00pm - 6:00pm	1st Monday 4:00pm – 5:00pm	2nd Monday 9:00am – 10:00am	3rd Monday 3:30pm – 4:30pm
January	1-27	1-6	1-13	No Meeting
February	2-24	2-3	2-10	2-10 (2-17, Presidents Day)
March	3-23	3-2	No Meeting	No Meeting
April	4-27	4-6	4-13	4-20
May	5-18 (5-25, Memorial Day)	5-4	5-11	No Meeting
June	6-22	6-1	6-8	6-15
July	7-27	7-6	7-13	No Meeting
August	No Meeting	No Meeting	No Meeting	No Meeting
September	9-28	9-14 (9-7 Labor Day)	9-14	No Meeting
October	10-26	10-5	10-19 (10-12, Columbus Day)	10-19
November	No Meeting	No Meeting	No Meeting	No Meeting
December	12-14	12-7	No Meeting	No Meeting

Date: December 16, 2019
To: First 5 San Mateo County Commissioners
From: Kitty Lopez, Executive Director
Re: Approval of First 5 San Mateo County 2020 Committee Members

ACTION REQUESTED

Approval of First 5 San Mateo County 2020 Committee Members

BACKGROUND

The Committees provide technical assistance and professional expertise by reviewing materials and making recommendations for consideration by the full Commission. Members are appointed by a majority vote of the Commission and consist of a minimum of 2 Commissioners and a maximum of 4, which is less than a quorum of the members of the Commission (In compliance with The Brown Act: California's Open Meeting Law). Each Committee elects the Committee Chair and appoints public members as appropriate.

The following are appointment recommendations for the 2020 Committees:

First 5 San Mateo County Subcommittees

Committee	Committee Description	Members for 2020
Finance and Administration	Reviews the Commission's financial operations including but not limited to the: annual budget, annual audit, long term financial planning, and investment strategies.	Pam Frisella Rosanne Foust Alexis Becerra
Program, Operations and Planning <i>(also referred to as POP)</i>	Reviews program specific content areas and helps facilitate the successful implementation of the Commission's Strategic Plan.	Nancy Magee Sandra Phillips-Sved
Early Childhood Evaluation Advisory	Reviews the implementation of First 5 San Mateo County's outcome-based evaluation framework and helps the Commission use evaluation results to inform strategic decision making.	Louise Rogers Neel Patel David Canepa

RECOMMENDATION

Approval of First 5 San Mateo County 2020 Committee Members

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Date: December 16, 2019
To: First 5 San Mateo County Commissioners
From: Pam Frisella, Commission Chair
Re: Nomination and Election of Chairperson and Vice-Chairperson for 2020

ACTION REQUESTED

Nominate and Elect Chairperson and Vice-Chairperson for 2020

BACKGROUND

Each year the Commission takes action to appoint the Chairperson and Vice-Chairperson for First 5 San Mateo County. The following is taken from the approved Bylaws of the First 5 San Mateo County Commission, Article VI (Officers):

1. Officers:
 - a. The Chair shall preside over all business and meetings of the Commission, appoint chairs of standing and ad hoc committees, and exercise such other powers and perform such other duties as may be prescribed by the Commission.
 - b. The Vice Chair shall be a Commissioner, and in the Chair's absence or inability to act, shall preside at the meetings of the Commission. If both the Chair and Vice-Chair will be absent or unable to act at a meeting at which a quorum of the Commission will be present, the Chair may in advance of said meeting appoint a Commissioner to preside at said meeting over all business of the Commission, appoint chairs of standing and ad hoc committees, and exercise such powers and perform such other duties of the Chair as may be prescribed by the Commission.

2. Terms and Removal:

Officers of the Commission shall be chosen annually through an election to be held at the last scheduled meeting of each calendar year, unless an earlier election is necessary because of a vacancy or vacancies on the Commission. Officers shall serve from the date of their election until a successor is selected, or until an earlier removal or resignation.

Currently Pam Frisella serves as Commission Chair and Louise Rogers as Commission Vice-Chair.

FISCAL IMPACT

None.

RECOMMENDATION

Nominate and Elect Chairperson and Vice-Chairperson for 2020

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DATE: December 16, 2019
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Presentation of the First 5 San Mateo County Procurement Process: Funding Mechanisms for the Strategic Plan Implementation Plan 2025

ACTION REQUESTED

None. For informational purposes only.

BACKGROUND

All First 5 County Commissions are required by the Proposition 10 Children and Families Statute to adopt a strategic plan that guides its investments and activities. On October 22, 2018, the Commission approved Revised Strategic Plan 2020 - 2025 and community investments for the Strategic Plan Implementation Plan (SPIP) after 5 - 6 months of planning by staff and community members. The Revised Strategic Plan 2020 – 2025 meets the requirements of the Proposition 10 statute.

First 5 San Mateo County (F5SMC) directs its investments in 4 core Focus Areas: Quality Care and Education, Healthy Children, Resilient Families and Policy, Advocacy and Communications. Evaluation and Research supports the focus areas with data collection & analysis, monitoring trends, identifying emerging issues, and informing program and policy development. The SPIP will direct community investments for 3 years FY's 20-23 beginning on July 1, 2020 totaling \$11,340,000. This is on average a 39% reduction from community investments in FY15 - 18. These investment amounts were presented and approved in the Long-Term Financial Plan in June 2019.

On October 28, 2019, the Commission approved budget allocations and the development and release of procurement process/funding mechanisms for 3-year community investments totaling \$9,540,000 as outlined/numbered 1-8 on the Strategic Plan Implementation (SPIP) Table. Contract start dates begin July 1, 2020. (See *Attachment 10.1, Strategic Plan Implementation FY 20-25*)

The purpose of today's presentation is to provide an overview and refresher of the procurement/funding mechanism process to implement the strategic plan. F5SMC's procurement process is based on the F5CA Association Financial Management Guidelines 2015, San Mateo County Contract/Procurement Handbook 2016 and F5SMC's Contracting and Procurement Policy 2019. F5SMC reviews the procurement process regularly with staff, County Counsel and Commission as needed. (See *Attachment 10.2, F5SMC Procurement Process for Community Investment Chart 2019*)

Attached are the following supporting documents:

- Attachment 10.1: Strategic Plan Implementation Plan Table 2020 - 2025
- Attachment 10.2: Procurement Process for Community Investment

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STRATEGIC PLAN IMPLEMENTATION PLAN (SPIP) FY 2020-2025

Strategic Plan Commission Approved on October 22, 2018

Strategies	Language in the Strategic Plan	Sub-Strategies	FY 20-21 Allocation (Year 1)	FY 21-22 Allocation (Year 2)	FY 22-23 Allocation (Year 3)	Total Allocation	Funding Mechanism	Projected Release Date	Funding streams other than local (potential or actual)	Notes and Rationale
Resilient Families	#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, as well as wrap-around services such as parent support/parent education groups.	\$ 636,000	\$ 636,000	\$ 636,000	\$ 1,908,000	RFP rolled out with Strategy 2 with allocation flexibility between the two strategies	Nov/Dec 2019	MAA Reimbursement TBD. (P) F5CA Family Engagement RFP TBD (P)	*Given that FE Strategy 1 is the main investment in direct intensive services this line item is the largest. *F5SMC is releasing a FE survey targeted to child & family serving organizations.
	#2 Parent Connectivity	Support informal or semi-formal social networks to promote parental resilience and reduce social isolation. Activities may include: mothers' or fathers' groups; paraprofessional- or peer-led support groups; social media networking opportunities; father involvement efforts; family cafés; father cafés; developmental playgroups; and partnering with parents to identify parent leaders who understand and share knowledge about attachment and early child development among their peers.	\$ 212,000	\$ 212,000	\$ 212,000	\$ 636,000	RFP rolled out with Strategy 1 with allocation flexibility between the two strategies	Nov/Dec 2019	F5CA Family Engagement RFP TBD. (P)	These wrap around services often go hand in-hand with intensive services and in some cases are part of a best-practice or evidence based approach.
	#3 Family Engagement Capacity Building	Increase the understanding of early brain development, the parent-child relationship and culturally responsive practices among service providers from sectors whose decisions affect family functioning, and to promote the appropriate application of that knowledge within their work. Activities may include: training and learning communities (Friday Cafés) to create a culture of awareness, learning and sharing; building the capacity of both service sector leaders and direct service staff on early childhood development, adverse early childhood experiences, the 5 Protective Factors, and related subjects; systematized data sharing; and promotion of family-centric practices. Target service sectors include: child- and family-serving organizations.	\$ 212,000	\$ 212,000	\$ 212,000	\$ 636,000	RFP rolled out after strategies 1 & 2 OR potentially RFQ for best "hub" for systems work	Jan 2020		\$212,00 represents 20% of annual allocation and an increase of 7% over the last funding cycle (13% was allocated for systems change in 18/19 - 19/20). Increasing systems allocation is in line with trajectory of Commission funding more systems work and less direct service. Capping at 20% b/c FE strategies #1 and #2 are still the primary vehicle through which direct services are funded.
		TOTAL ALLOCATION	\$ 1,060,000	\$ 1,060,000	\$ 1,060,000	\$ 3,180,000				

STRATEGIC PLAN IMPLEMENTATION PLAN (SPIP) FY 2020-2025

Strategic Plan Commission Approved on October 22, 2018

Strategies	Language in the Strategic Plan	Sub-Strategies	FY 20-21 Allocation (Year 1)	FY 21-22 Allocation (Year 2)	FY 22-23 Allocation (Year 3)	Total	Funding Mechanism	Projected Release Date	Funding streams other than local (Potential or Actual)	Notes and Rationale	
Healthy Children	#4 Oral Health Access & Utilization	Partnerships to improve young children’s utilization of preventive oral health care and advocating for policies and practices that increases dental utilization for children on Medi-Cal.	Services and Systems	\$ 125,000	\$ 125,000	\$ 125,000	\$ 375,000	Sole Source and/or Bid	Jan 2020	Children's Health Initiative-CHI Trust (P)	
	#5 Integrated Systems for Children with Special Needs and their Families	Bolster the continuum of care to identify and treat children with special needs, and the ongoing efforts to address systemic issues that impact access to and quality of these services. Activities may include: promoting universal social-emotional and developmental screening services for children 0-5; embedding screenings, assessments, and care coordination into pediatric clinics, early learning settings, or family support services; and supporting linkages and timely access to care coordination, assessment, and services for children and families requiring additional assistance.	WMG/ HMG Continuum of Care (name will likely will become Help Me Grow ultimately)	\$ 860,000	\$ 860,000	\$ 860,000	\$ 2,580,000	RFQ/Sole Source combo	Dec 2019/ Jan 2020	David & Lucile Packard Foundation (P), Sequoia Health Care District (A), Peninsula Health Care System (P), MAA (A)	Committed Funds include approximately \$400,000 per year for Years 1 & 2
	#6 Early Mental Health Systems & Infrastructure Enhancements	Partnerships to support trauma- and resiliency-informed practices and policies in child- and family-serving organizations.	TRISI	\$ 75,000	\$ 75,000	\$ 75,000	\$ 225,000	RFQ	Feb/Mar 2020	MHSA (A), Sequoia Health Care District (A)	Committed funds include \$150,000 from MHSA for Year 1, \$75,000 from SHCD per year for Years 1 & 2
			TOTAL ALLOCATION	\$ 1,060,000	\$ 1,060,000	\$ 1,060,000	\$ 3,180,000				

STRATEGIC PLAN IMPLEMENTATION PLAN (SPIP) FY 2020-2025

Strategic Plan Commission Approved on October 22, 2018

	Strategies	Language in the Strategic Plan	Sub-Strategies	FY 20-21 Allocation (Year 1)	FY 21-22 Allocation (Year 2)	FY 22-23 Allocation (Year 3)	Total Allocation	Funding Mechanism	Projected Release Date	Funding streams other than local (potential or actual)	Notes and Rationale
Quality Care and Education	#7 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: coaching/consultation, including reflective practice and consultation to support children with social-emotional needs or who are at risk for expulsion and/or reduced hours; peer mentoring; program quality assessments; facility enhancements; early learning provider training; and technical assistance. Recruiting, retaining, and educating the early learning workforce is vital to creating and sustaining high-quality early learning programs.		\$ 900,000	\$ 900,000	\$ 900,000	\$ 2,700,000	All strategies released together as a mostly collaborative process; an ITP (TBD).	Jan/Feb 2020	IMPACT funds from F5CA for FY 1 (A); Big Lift funding from the County (A); ECMHC adjustment factor for CSPP programs/CA Dept. of Education state contracted infant-toddler and pre-school programs (A)	This strategy (7) is the main investment supporting the CA Quality Rating and Improvement System. An average of 39 % reduction from SPIP 15-18.
	#8 Expand Access to Early Learning Settings for Children with Special Needs	Support families' ability to access appropriate early learning experiences for their children with special needs. Such efforts may include: enhanced referrals matching children with appropriate placements, training and technical assistance to providers who enroll children with special needs, and/or policy approaches supporting inclusion.	Enhanced Referrals/ Inclusion coaching	\$ 135,000	\$ 135,000	\$ 135,000	\$ 405,000				Strategy 8 included in collaborative process with Strategy 7 (Quality Improvement).
			Professional Learning Community/ Peer-to-Peer support	\$ 25,000	\$ 25,000	\$ 25,000	\$ 75,000				Strategy 8 included in collaborative process with Strategy 7 (Quality Improvement).
				TOTAL ALLOCATION	\$ 1,060,000	\$ 1,060,000	\$ 1,060,000	\$ 3,180,000			
		GRAND SUBTOTAL FOR FAMILY ENGAGEMENT, CHILD HEALTH & DEVELOPMENT, AND EARLY LEARNING FOCUS AREAS		\$ 3,180,000	\$ 3,180,000	\$ 3,180,000	\$ 9,540,000				

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**FSSMC PROCUREMENT PROCESS FOR COMMUNITY INVESTMENTS
DECEMBER 16, 2019**

This is an overview of the procurement process or funding mechanism to implement the Strategic Plan 2020- 2025. FSSMC’s procurement process and procedures are aligned with and based on the **F5CA Association Financial Management Guidelines (2015), San Mateo County Contract/Procurement Handbook (2016), and FSSMC Approved Contracting and Procurement Policy (2019).**

1. COMMUNITY INVESTMENT SELECTION PRINCIPLES	FSSMC Process and Documentation
<p>Create strategic impact. Fund programs and activities that:</p> <ul style="list-style-type: none"> • Support the goals in the strategic plan • Show evidence of effectiveness • Need Proposition 10 funding in order to meet goals <p>Promote inclusion. Fund programs and activities that:</p> <ul style="list-style-type: none"> • Are responsive to the diverse needs of members of the community • Have been shaped by community input <p>Move toward service integration. Fund programs and activities that:</p> <ul style="list-style-type: none"> • Reduce the fragmentation of existing services • Make services more accessible and comprehensive • Support shared decision making and shared resources among partners who need others to succeed <p>Strategic Plan Trends:</p> <ul style="list-style-type: none"> • Endorse practices with evidence of effectiveness • Focus on prevention and early identification • Target populations most at risk • Shift the balance from funding primarily direct services to efforts that contribute to broader systems change • Consider the contextual landscape at the local, state, and federal level by examining the policy and budget landscape, partnership opportunities, and other funding and sustainability considerations <p>Research and Evaluation context-- Population based indicators, FSSMC client data, local research, etc.</p>	<p>The Procurement and Contracting Process are guided by:</p> <ul style="list-style-type: none"> • FSSMC Contracting and Procurement Policy • The Procurement Release Documents (Request for Proposals-RFP, Request for Application-RFA, Request for Qualifications-RFQ, Intention to Negotiate-ITN, Bids, Sole Source • Strategic Plan • Strategic Plan Implementation Plan • FSSMC staff Planning, Recommendation and Execution • Commission Approval
2. POLICY APPROACH	FSSMC Process Documentation
<ul style="list-style-type: none"> • The distribution of Proposition 10 funds shall be conducted economically and expeditiously, under fair, open, and well-documented procedures, and in accordance with best procurement practices. • Commissions enter into formal contracts with providers or vendors for purchases or agreements above a specific dollar threshold. The threshold should be determined by individual commissions. • Contracts link the performance of providers to the objectives of the strategic plan through the use of indicators of performance (outputs and/or outcomes), interagency linkages, or progress on sustainability to be achieved. • Commissions should take the necessary measures to ensure that providers comply with the terms of their contracts and deliver desired results. 	<ul style="list-style-type: none"> • FSSMC’s procurement and contract templates and final documents aligned with F5CA Association Financial Management Guidelines, FSSMC’s approved policy and SMC Contract & Procurement Handbook • County Counsel reviews and approves agreements and contact language • Grants management for technical assistance, monitoring and compliance (program, fiscal, evaluation FSSMC staff)
3. CONTRACTING AND PROCUREMENT POLICIES	FSSMC Process Documentation
<ul style="list-style-type: none"> • State code requires Commissions to adopt contracting and procurement policies in a public hearing. • Contracting and procurement policies must contain provisions to ensure that the grants and contracts are consistent with the County Commission’s Strategic Plan. [Health and Safety Code sections 130140(d) (4) and 130151(b) (1)]. 	<ul style="list-style-type: none"> • FSSMC Commission reviews and approves the Procurement and Contracting Policy annually in a public hearing (Commission Meeting). • Last review and approval was on June 2019. • FSSMC Contracting and Procurement Policy contains information included in the F5CA Association Financial Management Guidelines.
4. PROVIDER SELECTION PROCUREMENT THRESHOLD GREATER THAN \$50K	FSSMC Process Documentation
<p>3 ways to select providers:</p> <p>1) Conduct a formal request for proposals process: (RFP, RFA, RFQ, ITN)</p>	<ul style="list-style-type: none"> • FSSMC utilizes all procurement and funding mechanisms. • Procurement Strategies Comparison document (VIVA

<p>2) Select a "Sole Source" provider through an alternate process that is publicly disclosed. A Request for Qualifications and/or Request for Information can also be issued as a pre-contract step and or utilized for the "Sole Source" process.</p> <p>3) Conduct a bid/3 Firm Quotes request process</p>	<p>approved 2015)</p> <ul style="list-style-type: none"> • Commission approves funding mechanisms per Strategic Plan Implementation Plan • SMC Contract/Procurement Threshold: Above \$100K, formal request for proposal process required. Below \$100k is discretionary • Historically most of the F5SMC direct service funding is awarded through a competitive proposal process regardless of funding amount (RFP, RFA, RFQ, ITN). • Sole Source and 3 Firm Quotes funding for direct services has been awarded to a lesser extent. • ITNs utilized to a lesser extent than request for proposal process. • Adequate records related to procurement process are maintained
<p>5. PROVIDER SELECTION PROCUREMENT THRESHOLD LESS THAN \$50K</p>	<p>F5SMC Process Documentation</p>
<p>3 ways to select providers:</p> <p>1) Conduct a formal request for proposals process: (RFP, RFA, RFQ, ITN)</p> <p>2) Select a "Sole Source" provider through an alternate process that is publicly disclosed. A Request for Qualifications and/or Request for Information can also be issued as a pre-contract step and or utilized for the "Sole Source" process.</p> <p>3) Conduct a bid/3 Firm Quotes request process</p>	<ul style="list-style-type: none"> • F5SMC Commission approves funding amounts and execution of service delivery agreements, memoranda of understanding and/or contracts above \$50k. • F5SMC Commission Chair has signature authority for memorandum of understandings, serviced delivery agreements/contracts. • After receiving direction to proceed from the Commission Chair, the Executive Director has signature authority to approve all service agreements, memoranda of understanding, and/or contracts up to \$50,000 on behalf of the Commission per the Contracting & Procurement Policy.
<p>6. REQUEST FOR PROPOSALS (RFP) PROCESS OVERVIEW</p>	<p>F5SMC Process Documentation</p>
<p>F5SMC issues RFPs, RFQs, RFAs, ITNs and Sole Source</p>	<p>F5SMC issues RFPs, RFQs, RFAs, ITNs and Sole Source based on F5SMC staff recommendations and Commission approval of Strategic Plan and Strategic Plan Implementation Plan.</p>
<p>Process:</p> <ul style="list-style-type: none"> • F5SMC staff develop the RFP with general policy direction from Strategic Plan, Strategic Plan Implementation Plan and Commission. • All RFPs are approved by the Executive Director and reviewed by County Counsel. 	<ul style="list-style-type: none"> • F5SMC utilizes a formal process, for awarding funds to qualified providers. The award process is clearly stated in the RFP, RFQ, RFA and ITN templates. • Commission approves the Strategic Plan Implementation Plan general policy direction for RFPs, RFQs, RFAs ITNs & Sole Source such as: Strategic Plan Strategies, funding allocations for strategic plan strategies, contract terms and F5SMC staff execution of contracts. • F5SMC utilizes a recusal process for Commissioners during awarding and voting on contract/agreements for services. • Commission approves F5SMC staff to execute agreement/contracts • F5SMC staff develops specifics of the procurement docs including service request, provider qualifications, evaluation criteria and timeline, etc. • RFP, RFQ, RFA and ITN templates have been approved by the Commission in prior years. • County Counsel reviews all Procurement Documents prior to release to the public. • F5SMC uses an extremely long County RFP template
<p>RFPs are appropriately advertised</p>	<p>Procurement Docs are advertised via listserv, F5SMC web-site, networks, newsletter, F5SMC constant contact announcement, etc.</p>
<p>Communication with F5SMC staff and Commission during the RFP Process</p>	<p>Communication with F5SMC staff, Commissioners and</p>

	<p>Review Panel members during the RFP Process</p> <ul style="list-style-type: none"> At the issue date of the RFP and continuing through the Commission vote(s) to award grant(s), all F5SMC personnel, Commissioners, and Review Panel members have been specifically directed not to hold meetings, conferences, or technical discussions regarding this RFP with prospective Proposers/service providers unless otherwise indicated in the RFP timeline. ITN process will have some exceptions prior to Commission votes and award given F5SMC staff facilitation; these exceptions will be noted in the ITN documents.
<p>RFP Proposal Selection and Review Process</p> <ul style="list-style-type: none"> Evaluation proposals using some variation of the process in #13 below. 	<ul style="list-style-type: none"> The evaluation and review process are explained in the RFP/Procurement Document and includes steps mentioned in the F5CA Association Financial Management Guidelines.
<p>Review Panel Committee formed of persons with knowledge or expertise in the field, community members, F5 staff internal/external and may include Commissioners</p>	<ul style="list-style-type: none"> Review Panel/Committee participants are experts within designated fields and have affiliation within and outside SMC Names of Review Panel/Committee participants are available upon request but, are not released at large to the public.
<p>May choose to pre-screen proposals and eliminate those that do not meet basic requirements for eligibility or failed to complete the proposal package.</p>	<ul style="list-style-type: none"> F5SMC staff pre-screen proposals for basic requirements for eligibility or failure to submit a complete proposal package F5SMC has required an LOI in some competitive process
<p>Reviewers are asked to sign a standard Conflict of Interest Form and to remove themselves from the review panel committee if a conflict arises.</p>	<p>Consistent with F5SMC Conflict of Interest procedures and form.</p>
<p>F5SMC staff utilizes a rating matrix for each proposal that will provide consistency and guidance for rating responses (based on model evaluation plan). The following are examples of some factors to consider when evaluating proposed program or activity. Does the proposed program or activity:</p> <ul style="list-style-type: none"> Fulfill the purposes of the Strategic Plan? Respond to the known needs of the community's Proposition 10 population, as established in the RFP What is the evidence that the program is or will be effective in meeting established goals? Program based on current research? Has it been evaluated? If new to the community, has it been implemented in a similar community? 	<ul style="list-style-type: none"> F5SMC's Rating Form for Qualitative Responses is not numerical. Rating Form Matrix includes more criteria than listed in the left column. Evaluation Criteria is listed in the RFP document.
<p>The RFP review panel makes final recommendation to the Commission based on the rating matrix results.</p>	<ul style="list-style-type: none"> Review Panel makes recommendations to F5SMC staff F5SMC staff reviews recommendation and RFP process with F5SMC Executive Director. F5SMC staff, on behalf of the Review Panel. Makes a recommendation to the Commission.
<p>Final approval of the award rests with the Commission.</p>	<p>Final approval rests with the Commission in a twofold process:</p> <ol style="list-style-type: none"> Approval of F5SMC staff recommendation from Review Panel signals commencing contract negotiations contract execution with successful applicants; and Approval of a final contract/procurement document.
<p>7. RFP CONTENT</p>	<p>F5SMC Process Documentation</p>
<p>A statement of work that contains:</p> <ul style="list-style-type: none"> Child outcomes and/or interagency linkages to be achieved and the performance measures to be used to evaluate progress toward those outcomes Technological requirements or specifications, and legal limitations, if any 	<p>F5SMC RFP, RFA and RFQ Procurement Documents, SOW and Budget Forms include all of the information in the left column and additional elements.</p>

<ul style="list-style-type: none"> • Required quality control standards to be met, if applicable • The format and number of copies of the completed progress reports and final report, if applicable • The extent and nature of the assistance and cooperation from the commission that will be available to the bidder • A description of the system that will be used to evaluate the provider’s performance • Performance timelines and/or completion dates • Standards the Commission will use in evaluating proposals • Information on how the Commission will select the winning proposal. 	
<p>8. REQUEST FOR QUALIFICATIONS (RFQ) PROCESS OVERVIEW</p>	<p>F5SMC Process Documentation</p>
<ul style="list-style-type: none"> • RFQ is used when a Commission has specific requirements as to how services are to be delivered. • Applicant demonstrates their qualifications to provide those services according to the model that the commission has specified. • Applicants are asked to demonstrate their knowledge of, and commitment to, the specified model. 	<p>F5SMC issues RFP, RFA and RFQ Procurement Documents, SOW and Budget Forms include all of the information in the left column and additional elements.</p>
<p>9. SOLE SOURCE PROCUREMENT PROCESS OVERVIEW</p>	<p>F5SMC Process Documentation</p>
<p>Used when competitive procurement procedures are deemed infeasible for at least one of the following reasons:</p> <ul style="list-style-type: none"> • There is only one viable provider of the required service in the community. • A sole source provider is one in which no other providers can offer the services requested, or in those instances in which the request for services results in only one qualified contractor responding. • Competition is determined to be inadequate. • Commission is contemplating an effort that has not previously been done in the community and is therefore unable to either develop an RFP with enough specificity or to identify potential providers. • Contract is below a specified dollar threshold, as established by the commission. 	<p>F5SMC utilizes Sole Source procurement sparingly for direct service grants. The grant awards are recommended for agencies with extensive history, unique capabilities, and experience providing distinct requested services and or who have the capability of being a Lead Agency for a large complex initiative.</p>
<p>Rationale must be fully justified in writing and approved by the Commission or designated agent (e.g., Executive Director) before a contract is signed.</p>	<p>Rationale is provided to the Commission via memo and supporting documentation.</p>
<ul style="list-style-type: none"> • Effort made to solicit competitive bids or proposals, if any. • Cost information in sufficient detail to support and justify the cost of the contract as reasonable and fair. • An explanation of why the Commission believes the cost is appropriate. 	<p>Rationale is provided to the Commission via memo and supporting documentation.</p>
<p>10. INTENT TO NEGOTIATE (ITN)</p>	<p>F5SMC Process Documentation</p>
<ul style="list-style-type: none"> • Commissions may select providers by engaging in community-based planning efforts in which stakeholders come together for the purpose of identifying specific needs and the providers best able to meet those needs. • Meetings may result in “Intent to Negotiate” with potential service providers. • Dates and times of these meetings should be advertised well in advance and all potential providers must be invited to participate. 	<p>F5SMC has issued five ITNs in its history including two planned this year to address the SPIP 2025.</p>
<p>11. REQUEST FOR INFORMATION (RFI)</p>	<p>F5SMC Process Documentation</p>
<ul style="list-style-type: none"> • New effort is initiated, and no apparent service providers exist, or where a Commission is not able to prepare an RFP • Contains a description of the need to be met and/or results to be achieved and invite responders to provide approaches to meeting needs or achieving results. • Two methods for proceeding: <ol style="list-style-type: none"> 1) Once a recommended approach is selected as the process for sole source contracting, if more than one provider has submitted substantially the same approach, parallel negotiations on price and other conditions may be used. 	<p>RFI may be proposed for SPIP 20025 for policy and systems/capacity building emerging projects.</p>

<p>2) Proceed with an RFP process to select a provider; providing a fee to the selected approach is advisable.</p>	
<p>12. EVALUATION OF PROPOSALS</p>	<p>F5SMC Process Documentation</p>
<p>Does the program or activity:</p> <ul style="list-style-type: none"> • Target the particular group or groups identified as needing it the most? • Fill a gap in existing resources within the county, or supplement and strengthen existing resources, as opposed to creating duplication or fragmentation? • Support shared accountability among those responsible for the well- being of children in your community? • Support service providers and F5SMC staff functions in a more flexible and multidisciplinary way? • Help to build capacity in an underserved area by bringing in new providers or by working with providers already there to increase their effectiveness? 	<p>Rating Forms/Scoring Matrix includes more criteria than listed in the F5CA Association Financial Management Guidelines</p>
<p>13. NOTIFICATION AND APPEALS FOR ALL FUNDING MECHANISMS</p>	<p>F5SMC Process Documentation</p>
<ul style="list-style-type: none"> • Once a decision has been made, the Commission should notify all proposers in writing of the intent to award the contract. • Offer unsuccessful proposers the opportunity for a de-briefing after the contract has been awarded. F5SMC staff explain to the unsuccessful bidder the rationale for the decision. 	<p>Appeal Process is delineated and include in the RFP (or funding mechanism document. F5SMC notifies proposers in writing, email and call of intent to award a contract.</p>
<p>Recommended appeals procedure:</p> <ul style="list-style-type: none"> • Filed within a timeframe to F5SMC Executive Director • Must be in writing and sent by certified or registered mail or delivered personally 	<p>F5SMC has a clearly stated Appeals process included in the Procurement Docs (RFP, RFQ, RFA and ITNs) and is aligned with the F5CA Association Financial Management Guidelines in the left column.</p>
<p>The appeal shall include:</p> <ul style="list-style-type: none"> • Name, address, telephone, and facsimile numbers of the party appealing or its representative. • Detailed description of the specific legal and factual grounds of appeal and any supporting documentation shall be included. The appeals process may only be used to contest a procedural aspect of the review process (i.e., fair and consistent application of rules and standards), not the merits of the proposal. • Specific ruling or relief requested must be stated. 	<p>F5SMC has a clearly stated Appeals process included in the Procurement Docs (RFP, RFQ, RFA and ITN) and is aligned with the F5CA Association Financial Management Guidelines in the left column.</p>
<ul style="list-style-type: none"> • The Executive Director, at their discretion, may decide regarding the appeal without requesting further documents. • Initial appeal must include all grounds for the appeal and all evidence available at the time the appeal is submitted. • Upon receipt of a timely and proper appeal, the Executive Director will investigate the appeal and provide a written response to the bidder within a reasonable time. • The Executive Director may elect to take any of the following actions: <ol style="list-style-type: none"> 1) Refer the results of the appeal back to the proposal review committee and direct it to review its decision and then make a selection. 2) Conduct interviews with each of the bidders and then make a selection. 3) Re-open the RFP process. 	<p>The final decision regarding appeals and any subsequent actions rests with the Executive Director, in accordance with F5SMC procedures.</p>

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DATE: December 16, 2019
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: First 5 San Mateo County Future Commission Topics

ACTION REQUESTED

None; this agenda item is for information only.

BACKGROUND

First 5 San Mateo County and community partners had presented several subjects that relate and impact San Mateo County's children 0 – 5 years old and their families. Below is list of the topics that had been presented at the Commission Meeting for the last two years: 2017-2019

- Watch Me Grow San Mateo County Clinic Services Presentation
- F5SMC Accomplishments FY18 – 19; Strong Start Index; Strategic Plan 20 – 25 Presentation and SPIP Process
- Shame and Blame: How Stigma Impacts Parents Seeking Help for Young Children with Mental, Behavioral and Developmental Challenges
- Overview 19-20 California State Budget
- First 5 SMC Grantees Readiness Survey Presentation
- Build Up for SMC's Children – San Bruno GIS Mapping
- Promoting Healthy Families with Evidence-Based Practice in the First 5 Years
- Strategic Plan Population Level Indicators Presentation
- 2019 California Children's Report Card, Data for SMC
- Census 2020 Everyone Counts Presentation
- Community Collaborative for Children's Success Presentation
- Building for SMC's Children Update
- Spotlight on Excellence Awards
- Proposition 64 – Cannabis/Marijuana Presentation
- Strategic Planning Indicators and Outcome Presentation
- School Readiness Presentation
- Presentation on Persimmony, F5SMC Grant Management Software
- Trauma – and Resiliency-Informed Systems Initiative Presentation
- Help Me Grow Presentation and Update
- Watch Me Grow – System Barriers
- Proposition 64 and Early Childhood
- 2018 California, Data for San Mateo County
- Work Force Wage Benefit Survey Presentation
- Federal Children Health Update; First 5 Association Network Strategy
- Early Childhood Mental Health Systems Initiative Presentation

We would be entertaining any topic suggestions that you would like to be presented in the future Commission meetings.

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DATE: December 16, 2019
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

First 5 San Mateo County (F5SMC) and its communication firm, RSE, are developing the following informational materials:

- **Think Bigger Newsletter** – The F5SMC online newsletter will go out in January 2020. Highlights include Build Up California, Culture of Care Convening recap, and Help Me Grow website launch.
- **Marijuana/Cannabis Brochure** –F5SMC approved the concept of this educational brochure, and the next steps would include having providers review the content of the brochure and finalizing the resource information section.
- **Help Me Grow Website** – RSE and Help Me Grow partners are finalizing web-site content and Spanish translations. We are planning to launch the website on January 2020.
- **Build Up for SMC’s Children Initiative Op-Ed** – *The Daily Journal* posted an op-ed on Build Up which authored by Commissioner Foust. (See Attachment 12.1)

ACEs Connections, San Mateo: Check out this community page website managed by F5SMC’s Program Associate, Mai Le. It is an online hub for news, research, and events related to ACEs science and trauma-informed, resilience-building practices. <https://www.acesconnection.com/g/san-mateo-county-ca> (See Attachment 12.2)

SOCIAL MEDIA

- See November 2019 Social Media Report and Website Analytics Report (Attachment 12.3)

https://www.smdailyjournal.com/opinion/guest_perspectives/solving-the-county-s-child-care-and-preschool-shortage/article_54a1bba8-04b0-11ea-be49-07bf22da5f05.html

THE DAILY JOURNAL

The Peninsula's home page

Solving the county's child care and preschool shortage

November 11, 2019

By Rosanne Foust



Rosanne Foust

San Mateo County is experiencing a critical shortage of approximately 19,000 child care, preschool and after-school facilities. The impact of this crisis is felt everywhere and by everyone; not just for parents and families. As CEO of the San Mateo County Economic Development Association, or SAMCEDA, I know this is particularly true for our local workforce. From growing traffic to employees needing to miss work unexpectedly — or even worse, being forced to relocate to another city — businesses are hurting.

Rarely acknowledged in our community is how critical the need is for affordable, high quality child care to recruit and retain families. A 2017 report showed that sixteen of our 27 zip codes are now considered “child care deserts.” Gaps between supply and demand persist because of numerous barriers, including the high cost of real estate and construction, lack of availability of qualified staff, and the planning, zoning and permitting process. Before programs can be built or expanded upon, these barriers need to be addressed.

https://www.smdailyjournal.com/opinion/guest_perspectives/solving-the-county-s-child-care-and-preschool-shortage/article_54a1bba8-04b0-11ea-be49-07bf22da5f05.html

So, what's next — who is responsible for solving this crisis? An early learning facilities needs assessment report conducted by Brion Economics found that the shortage of early care and education facilities is a multisector issue requiring multiple types of stakeholders, such as school districts, faith-based organizations, corporations, nonprofits, cities and real estate developers.

The responsibility is on all of us to work collaboratively and support children's learning and development while creating sustainable systems for our local economy to thrive. Fortunately, leaders in the community put their heads together in 2018 to develop "Build Up for San Mateo County's Children."

With an ambitious goal of increasing the child care supply by 3,000 spaces in 2020, Build Up is engaging local companies to encourage them to create child care facilities for their employees, track local real estate and identify resources to build new facilities, and generate funding to renovate existing facilities. Build Up is also working with cities and the county to improve policies for child care development and provide technical assistance to child care operators.

Gilead Sciences, Inc. has become Build Up's first corporate donor with a \$50,000 grant for its Child Care and Preschool Capital Fund. As a leading employer in the county, Gilead is well-positioned to understand the challenges working families face and model employer best practices in contributing solutions to this shortage.

Beyond Build Up, other members of SAMCEDA serve as prime examples of how to create more sustainable systems. Each year, Oracle provides funding to reserve enrollment priority spaces for their employees at Shores Child Care Center in Redwood City, and Genentech has contracted with Bright Horizons since 1989 to operate two large employee centers in South San Francisco. The County of San Mateo also contracts with Bright Horizons to operate a 92-space child center that prioritizes county employees at reduced rates. Funding from these partnerships in turn helps expand existing operations, as evidenced by the recent 100+ space expansion of Shores Child Care Center.

https://www.smdailyjournal.com/opinion/guest_perspectives/solving-the-county-s-child-care-and-preschool-shortage/article_54a1bba8-04b0-11ea-be49-07bf22da5f05.html

A recent study estimated a need for \$420 million in capital funding to fill the gap of early care and education spaces. Build Up is seeking additional philanthropic contributions at any level from individual and corporate donors to grow the Child Care and Preschool Capital Fund and meet the full capital needs. Donors can support specific projects or contribute to the general fund.

Build Up's leadership is provided by First 5 San Mateo County, the Child Care Coordinating Council (4Cs) of San Mateo County, the County of San Mateo, the San Mateo County Office of Education and the Center for Early Learning at Silicon Valley Community Foundation. For more information visit buildupsmc.com.

Rosanne Foust is president and CEO of the San Mateo County Economic Development Association. Ms. Foust serves on the boards for First 5 San Mateo County and Build Up Advisory.



Let's continue today's conversation... online!
Join the San Mateo County Page on ACEs Connection

ACES Connection is an active online hub for news, research, and events related to ACEs science and trauma-informed, resilience-building practices. It connects members from all over the world, across sectors, and in diverse settings and communities.

The **San Mateo County community page** is a platform for all who are invested in creating a trauma-informed and resilient San Mateo County. It is a space to share resources, ideas, successes, and challenges related to addressing trauma and building resiliency, particularly in young children and their families.

On this page you can:

- Read and post articles and resources
- Ask questions and share ideas
- Share and see events, trainings, and meeting

The ACEs Connection main site also shares the features listed above, on a global scale. You will also find a robust resource center, and helpful how-to guides for making the most the site.

www.acesconnection.com/g/SAN-MATEO-COUNTY-CA

Questions on how to get started? Contact our community manager:



Mai Le, MPH
Program Associate
mle@smcgov.org



First 5 San Mateo County November 2019


Overview

During the month of November, the First 5 San Mateo County (F5SMC) social media platforms displayed growth across all platforms, showing improvement in comparison to October. During the month of November, strategic and relevant organic posts allowed us to generate more than 4.8K Facebook impressions, 7.77K Twitter impressions, and 23 new followers on Instagram.

When looking at F5SMC's on-site analytics for the month of November, the website had a total of 315 users from within California, creating a total of 385 website sessions. Similarly to the previous month, the top sources of traffic were Google organic search, direct search, and First 5 California. The top cities in California that drove website traffic were San Francisco, San Mateo, Redwood City, Daly City and Los Angeles. The top pages that were visited in November were the Home page, Families page and About page. 64.9% of users accessed the site from a desktop computer, 33% did so from a mobile device, and the remaining 2.1% of visitors used a tablet device. Detailed website analytics can be found on the attached F5SMC November 2019 Analytics Report.

Social Activity by Platform

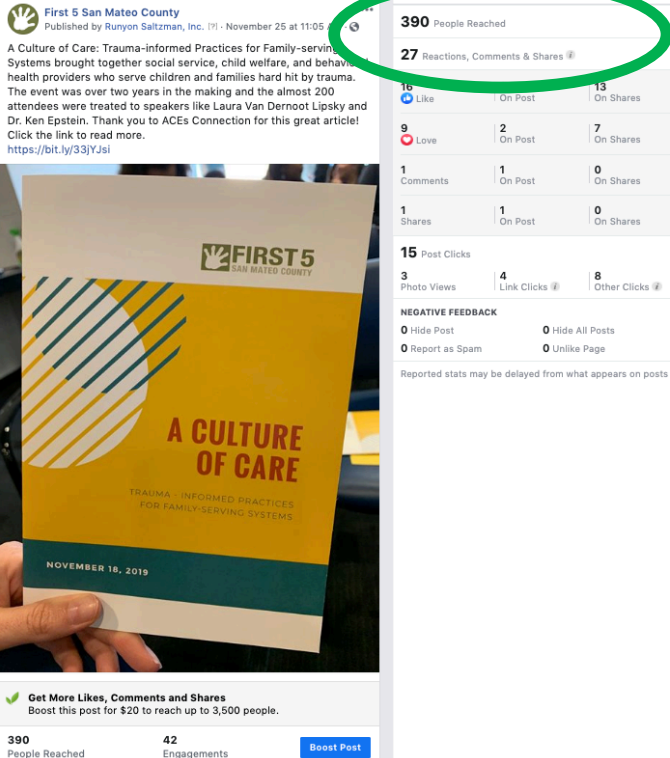
The following report provides engagement statistics by social media platform.

	1,472 Followers
	175 Total Engagement (Likes and Comments)
	3.7K Facebook Post Impressions

Facebook

Throughout the month of November, First 5 San Mateo's Facebook page acquired 16 new followers and generated 175 engagements and more than 4.8K impressions utilizing 21 organic posts. However, we believe that the incorporation of paid social efforts will allow us to dramatically increase our overall performance. Below you can see some of the stand out posts from November.

Highlights:



First 5 San Mateo County
Published by Runyon Saltzman, Inc. [?] · November 25 at 11:05

A Culture of Care: Trauma-informed Practices for Family-serving Systems brought together social service, child welfare, and behavioral health providers who serve children and families hard hit by trauma. The event was over two years in the making and the almost 200 attendees were treated to speakers like Laura Van Dernoort Lipsky and Dr. Ken Epstein. Thank you to ACEs Connection for this great article! Click the link to read more.
<https://bit.ly/33jYJsl>

390 People Reached
27 Reactions, Comments & Shares

16 Like	2 On Post	13 On Shares
9 Love	2 On Post	7 On Shares
1 Comments	1 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

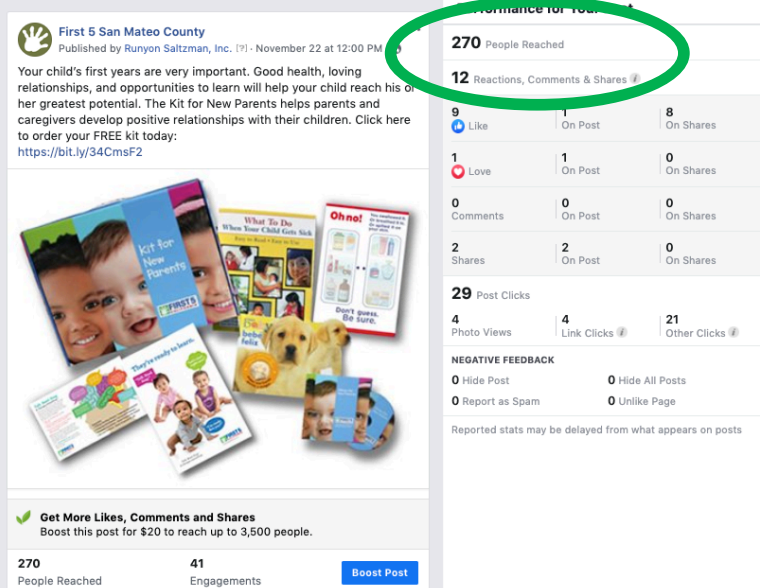
15 Post Clicks
3 Photo Views 4 Link Clicks 8 Other Clicks

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

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 3,500 people.

390 People Reached 42 Engagements [Boost Post](#)



First 5 San Mateo County
Published by Runyon Saltzman, Inc. [?] · November 22 at 12:00 PM

Your child's first years are very important. Good health, loving relationships, and opportunities to learn will help your child reach his or her greatest potential. The Kit for New Parents helps parents and caregivers develop positive relationships with their children. Click here to order your FREE kit today:
<https://bit.ly/34CmsF2>

270 People Reached
12 Reactions, Comments & Shares

9 Like	1 On Post	8 On Shares
1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

29 Post Clicks
4 Photo Views 4 Link Clicks 21 Other Clicks

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

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 3,500 people.

270 People Reached 41 Engagements [Boost Post](#)



First 5 San Mateo County November 2019



553 Followers
34 Total Engagements- Retweets/Likes/Mentions
7.77K Tweet Impressions

Twitter

During the month of November, the account added 5 new followers, bringing the total followers to 553. In addition, 22 organic Twitter posts produced more than 7.77K impressions. The increase in tweet impressions was largely due to the live tweeting of posts from the “A Culture of Care: Trauma-Informed Practices for Family-Serving Systems” conference. Going forward, we will continue to find opportunities to provide more updates from live events with engaging photos.

See some of the month’s stand out tweets below:

First 5 San Mateo Co @first5sanmateo
 First 5 San Mateo County and its Trauma- and Resiliency-Informed Systems Initiative partners are proud to host "A Culture of Care: Trauma-Informed Practices for Family-Serving Systems". Follow along as we tweet live from the conference. pic.twitter.com/kZk3kI346H

Impressions	839
Total engagements	22
Detail expands	7
Media engagements	6
Likes	4
Profile clicks	3
Replies	1
Retweets	1

Promote your Tweet
 Your Tweet has **839** total impressions so far.
 Get more impressions on this Tweet!

First 5 San Mateo Co @first5sanmateo
 Taking your child to the dentist following Halloween can help prevent cavities. For a Medi-Cal/Denti-Cal dentist, call San Mateo County Health, Family Health Services at (650) 573-2501 or (888) 840-0889 or find more information online at <https://bit.ly/2NnATaj> .
pic.twitter.com/dMBzK6Cs7x

Impressions	391
Total engagements	2
Retweets	1
Media engagements	1

First 5 San Mateo County November 2019

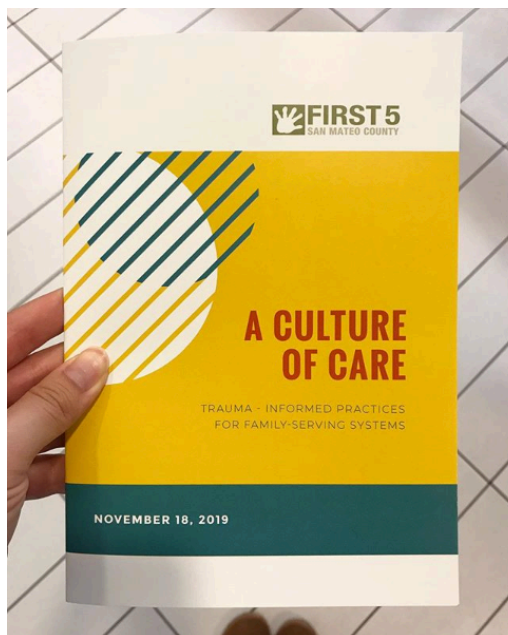


597 Followers
151 Total Engagements (Likes and Comments)

Instagram

During the month of November, the Instagram account continued to increase its following with the addition of 26 new followers. The 16 organic posts that were published generated a total of 151 engagements. New followers are comprised primarily of local residents and parents, early education and health community organizations, and government agencies.

The two most popular posts are shown below:



first5sanmateo ...

first5sanmateo WOW, what a day! Thank you to everyone who attended today's conference. We learned so much and we are excited to continue this work on trauma-informed practices with you all! 🙌

2w

first5sanmateo #first5sanmateo #trauma #resiliency #healing #conference #traumatransformed

2w Reply

Liked by sancarloslibrary and others

NOVEMBER 18

Add a comment... Post



first5sanmateo San Mateo Marriott San Francisco Airport ...

first5sanmateo Powerhouse group of leaders here! Today we joined @siliconvalleycft, as well as First 5s and County Offices of Education from across the region to discuss the future of early education. #svcfP3

2w

first5sanmateo #first5 #earlyeducation #prek #schoolreadiness

2w 1 like Reply

Liked by childrennow and others

NOVEMBER 20

Add a comment... Post



First 5 San Mateo County November 2019



LinkedIn

RSE continued to post content during the month of November to the F5SMC LinkedIn business page. F5SMC's LinkedIn business page added 2 new followers, bringing its total number of followers up to 58. The November post generated 4 organic impressions. The content on LinkedIn continues to be aimed at funded and unfunded partners, business leaders, and professional organizations.

First 5 San Mateo County

58 followers

4d

[+ Follow](#) ⋮

A Culture of Care: Trauma-informed Practices for Family-serving Systems brought together social service, child welfare, and behavioral health providers who serve children and families hard hit by trauma. The event was over two years in the making and the almost 200 attendees were treated to speakers like Laura Van Dernoot Lipsky and Dr. Ken Epstein. Thank you to ACES Connection for this great article! Get the story here: <https://bit.ly/33jYJsi>

[#First5SMC](#) [#First5](#) [#SanMateo](#) [#County](#) [#ACES](#) [#trauma](#) [#health](#) [#children](#) [#bayarea](#) [#southbay](#) [#family](#)

San Mateo (CA) launches county initiative to tackle ACEs and build resilience

acesconnection.com

Organic impressions: 4 Impressions			Hide stats ^
Organic stats ⓘ			
Targeted to: All followers			
4	0	0%	0
Impressions	Reactions	Click-through rate	Comments
0	0	0%	
Shares	Clicks	Engagement rate	

First 5 San Mateo County November 2019



Spanish Website:

During the month of November, F5SMC's Spanish site had a total of 6 sessions with 5 of those sessions coming from within California. The top sources of traffic were from Google search and Instagram. The top cities that drove traffic to the site were Sacramento, San Mateo, South San Francisco, and Half Moon Bay. The most visited pages were the <https://espanol.first5sanmateo.org/> (Home), Nuestras Inversiones (Our Investments) page, Familias (Families) page, and the Aprendizaje Temprano (Early Learning) page. 60% of site traffic was accessed by users from a desktop device, while the remaining 40% came from mobile users. Detailed website analytics can be found on the attached F5SMC November 2019 Analytics Report.



First 5 San Mateo County - November 2019 - English Analytics Report



Nov 1, 2019 - Nov 30, 2019

On-Site Performance - November 2019

Website Traffic Overview

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
555	633	67.61%	2.25	00:01:27

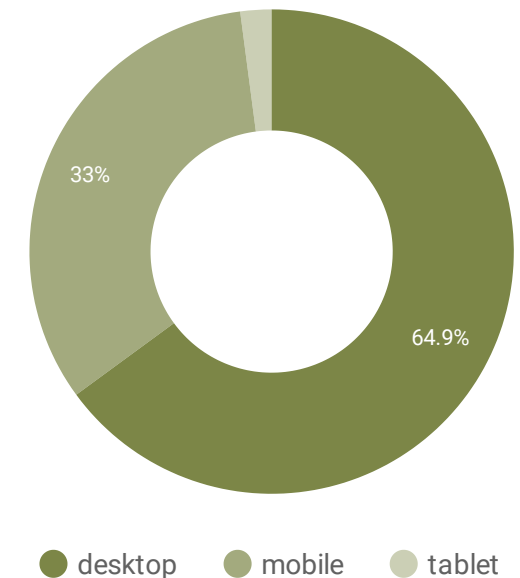
Website Traffic Overview - California

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
315	385	52.47%	2.7	00:02:11

Website Traffic by Source - California

Source	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. google	221	263	53.99%	2.59	00:02:06
2. (direct)	32	38	60.53%	2.47	00:02:09
3. first5california.com	19	20	35%	2.25	00:00:57
4. m.facebook.com	13	13	38.46%	4.38	00:03:03
5. bing	8	12	41.67%	2.25	00:02:03

Website Traffic by Device (Sessions)



Website Traffic by City - California

City	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. San Francisco	62	71	49.3%	3.66	00:02:40
2. San Mateo	39	42	66.67%	1.52	00:01:43
3. Redwood City	31	34	41.18%	2.65	00:01:53
4. Daly City	14	17	29.41%	2.59	00:02:18
5. Los Angeles	13	14	42.86%	2.93	00:03:40

Website Traffic by Page - California

Page	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. /	105	118	28.81%	1.42	00:04:25
2. /about/	41	7	57.14%	9.57	00:00:38
3. /families/	35	6	83.33%	10	00:00:00
4. /about/first-5-staff/	31	12	66.67%	3.42	00:01:29
5. /families/healthy-and-happy/car-seat/	27	26	80.77%	1.46	00:00:32

First 5 San Mateo County - November 2019 - Spanish Analytics Report

ATTACHMENT 12.3



Nov 1, 2019 - Nov 30, 2019

On-Site Performance - November 2019

Website Traffic Overview

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
6	6	66.67%	2.17	00:00:14

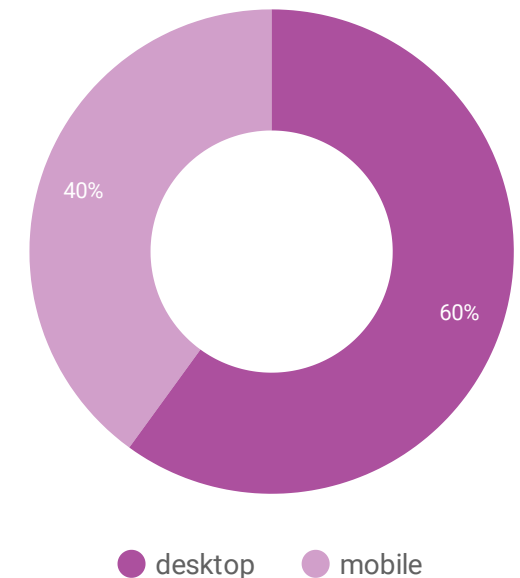
Website Traffic Overview - California

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
5	5	60%	2.4	00:00:17

Website Traffic by Source - California

Source	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. google	2	2	100%	1	00:00:00
2. l.instagram.com	1	1	0%	3	00:00:15
3. business.facebook.com	1	1	0%	6	00:01:14
4. first5california.com	1	1	100%	1	00:00:00

Website Traffic by Device (Sessions)



Website Traffic by City - California

City	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. Sacramento	2	2	0%	4.5	00:00:44
2. San Mateo	1	1	100%	1	00:00:00
3. South San Francisco	1	1	100%	1	00:00:00
4. Half Moon Bay	1	1	100%	1	00:00:00

Website Traffic by Page - California

Page	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. /	3	3	33.33%	1	00:00:29
2. /familias/aprendizaje-temprano/	2	0	null	null	null
3. /acerca-de/nuestras-inversiones/apre...	2	2	100%	1	00:00:00
4. /familias/	2	0	null	null	null
5. /familias/conexiones-familiares/	1	0	null	null	null

**FIRST 5 SAN MATEO COUNTY (F5SMC)
REPORT OF THE EXECUTIVE DIRECTOR
DECEMBER 2019**

OVERVIEW

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

EARLY LEARNING

Build Up for San Mateo County’s Children: On November 14, 2019, Build Up Director Christine Padilla was quoted in the San Mateo Daily Journal on the supply and demand for child care in Belmont, CA. Following a presentation by Padilla at the November 12th Belmont City Council meeting, the Belmont City Council will explore ways to expand child care facilities within the city. In Belmont, 45% of infant demand, 66% of preschool demand and 72% of school-age demand was met this year, according to the report. “[Belmont] has a shortfall, but it’s not too bad. It’s actually manageable,” Padilla said. “This is something if you really looked at closely, we could probably get you into the black.” (See *Attachment 13.1*)

The US Chamber Foundation just released this excellent report on how to communicate on ECE issues with businesses. The report includes a case study on Build Up. Click the link:

<https://www.uschamberfoundation.org/reports/building-bridges-creating-strong-partnerships-early-childhood-education>

EQ+IP Partner’s Meeting: On November 15th, Jenifer Clark attended the twice-yearly convening of EQ+IP partners. Staff at lead and partner agencies came together to share their successes and challenges. The group also reviewed the likely timeframe and funding levels for the upcoming Early Learning Procurement Process in support of the F5SMC 2020 - 2025 Strategic Plan.

CHILD HEALTH AND DEVELOPMENT

Oral Health Coalition Meeting: On November 5th, the Oral Health Coalition (OHC) met for their last quarterly meeting of the year. The meeting featured an update on the Medical-Dental Pilot Project from the Health Plan of San Mateo, a presentation from the San Mateo County (SMC) Healthcare for the Homeless/Farm Worker Health Program, and the election of OHC officers for the upcoming two-year term. Current Chair and First 5 SMC staff member, Emily Roberts, and Vice-Chair and Ravenswood Family Health Center Dental Director, Dr. Yogita Thakur, have completed their two-year terms at these posts. Therefore, the membership has elected Dr. Thakur as Chair and Dr. Bonnie June of Sonrisas, UCSF and UOP School of Dentistry, Vice Chair as incoming officers for the next two-year term.

Children’s Oral Health Workgroup: The Children’s Oral Health Workgroup met on November 6th. Two topics of primary focus included a policy/legislative update from co-chair Eileen Espejo of Children Now and a deeper discussion of activities focused on pregnant women. The group will meet again in January 2020.

David and Lucile Packard Foundation Grant: First 5 SMC was notified in November that our grant proposal to help support the Help Me Grow System was awarded. The award will provide \$150,000 total over a two-year period from January 2020 - December 2021. We appreciate the ongoing support from the David and Lucile Packard Foundation for our work over the years.

FAMILY ENGAGEMENT

Public Charge Update: As you may recall, in the Spring of 2018 the Trump Administration issued a change the Public Charge Rule. The "Public Charge" test is used by immigration officials to decide which immigrants can enter the U.S. or get a green card (LPR or Legal Permanent Residence). In this test, officials look at the probability of whether or not the person is likely to need federal assistance after entry by examining their circumstances, from housing to employment to health status, etc. Officials can also look at whether or not the person has used certain public benefit programs in the past. The proposed change to the Public Charge Rule broadened the category of public benefit usage that could be held against someone. The prior iteration of the Public Charge Rule only included cash assistance and long-term care benefits. The new rule includes the following public benefits utilization that can be held against an someone:

- CalFresh (AKA "food stamps")
- Federal Public Housing and Section 8 Assistance
- Medi-Cal (except for ER services, children under 21, pregnant women, new mothers, state-funded Medi-Cal expansion for DACA, and undocumented children as young adults).

The Public Charge Rule change was strongly opposed, including by F5SMC via a letter submitted last December 2018, yet in August of 2019 was made official and published in the Federal Register. However, there is still good news to report. Largely because of the public comments provided by First 5 Commissions across the state, as well as other advocates, the Medi-Cal usage by small children and pregnant women will not be held against an immigrant seeking entry/permanent legal residence. Additionally, the new changes have been blocked by a nationwide preliminary injunction. The new rule is not in effect and families should remain in the public benefit programs they are currently using without fear of negative impact on their immigration petitions. Attached is a helpful handout explaining the status of the Public Charge Rule. (*See Attachment 13.2*)

Resilient Families RFP: Family Support Program Specialist, Karen Pisani, is currently writing the Request for Funding Proposals document (RFP). The RFP will ask for proposals addressing all three strategies within the Resilient Families Focus Area of the Strategic Plan: Intensive Supports for Families with Multiple Risk Factors, Parent Connectivity, and Family Engagement Capacity Building. The benefit of rolling out all three strategies in one RFP is not only a streamlined procurement process, but receiving proposals that more fully integrate systems-improvement/change elements with direct service strategies. The RFP will be released late December/early January and we anticipate bringing funding recommendation to the Commission in early Spring of 2020.

POLICY & ADVOCACY UPDATES

“California Launches “ACEs Aware” Initiative to Address the Public Health Crisis of Toxic Stress from Childhood Trauma” December 4, 2019. A press release by the Department of Health Care Services (DHCS) and the Office of the California Surgeon General informing health care providers about training and materials on how to screen patients for Adverse Childhood Experiences (ACEs). (See Attachment 13.3)

Home Visiting to Reduce Maternal Mortality and Morbidity Act or H.R. 4768 Letter of Support

On November 1, 2019, F5SMC submitted a letter support to Representative Danny K. Davis, Chairman of House Committee on Ways and Means to address the maternal mortality crisis in the United States. (See Attachment 13.4)

ACCOUNTABILITY, RESEARCH AND EVALUATION

Community Collaboration for Children & Youth Success, RWC/NFO: F5SMC’s Research and Evaluation Specialist, Jenifer Clark, has joined two workgroups for this collaboration, Children and Youth Mental Health, and Peer Support for Families. Each workgroup has met once, with conversations focused on existing efforts and resources in these areas and opportunities for expansion.

Sheriff’s Activity League Partnership: Michelle Blakely and Jenifer Clark met last month with Barbara Bonilla, Executive Director of the Sheriff’s Activity League (SAL). The SAL provides out of school time services and activities to school-aged children in the North Fair Oaks neighborhood, and are interested in expanding their support to children ages 0-5 and their families. F5SMC and SAL are exploring how they can partner in this work.

California Early Childhood Integrated Data System Workgroup: Along with Diana Harlick at SMCOE, Jenifer Clark has been representing San Mateo County on the State workgroup tasked with providing recommendations on the development of a longitudinal data system capturing California’s young children prior to TK/kindergarten entry. The group has met three times, with conversations focused on current data systems used across the State by organizations working in the early childhood sector, data linkage and data sharing practices, and data elements that would be helpful to include.

Oral Health Coalition Data Workgroup: On November 7th, Jenifer Clark attended the Oral Health Coalition Data Workgroup meeting. The meeting focused on reviewing oral health indicators associated with our local Oral Health Strategic Plan as well as the oral health indicators tracked for the State of California.

San Mateo County Complete Count Meeting: Jenifer Clark participated in the local Complete Count Committee meeting on November 14th. Representatives from the Census Bureau, the United Way Bay Area, and organizations active in community mobilization shared updates on resources and activities designed to overcome barriers to census participation among hard to count populations.

Trauma- and Resiliency-Informed Systems Initiative Assessment Workgroup: On November 12th, Jenifer Clark, Mai Le, Emily Roberts, and Michelle Blakely met with the Assessment Workgroup to review the revised Trauma-Informed Organizational Assessment. The assessment is undergoing final revisions, and will be ready for launch in early 2020.

Bay Area Regional 0-5 Census Workgroup: On November 20th, Jenifer Clark participated in a call hosted by the F5 Association with Bay Area counties focused on sharing the success and challenges of our outreach and education strategies, and identifying how the association can best support local efforts.

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

Annual First 5 Network Association Summit: December 9 – 11, 2019 Palm Springs, CA Kitty Lopez, Michelle Blakely, Jenifer Clark, and Emily Roberts attended the 2.5-day Annual Summit Conference along with 50 other F5 County Staff to discuss and explore ways to improve services for young children and families locally and statewide. We also explored utilizing Design Thinking tools, taken from Stanford's Design Thinking School, D-School, as we try to scale positive impact for children and families. Finally, we discussed ways to strengthen our statewide network and work collaboratively with the Governor's office to implement child and family friendly policies and practices throughout the State.

COMMUNITY AND STATEWIDE EVENTS & UPDATES

A Culture of Care: Trauma-Informed Practices for Family-Serving Systems

On November 18th, F5SMC and our Trauma and Resiliency Informed Systems Initiative (TRISI) partners hosted a countywide convening on building trauma- and resiliency- informed practices within systems that serve young children and their families. About 180 community partners across sectors participated in this day of learning and reflection. Laura van Dernoot Lipsky, author of *Trauma Stewardship*, and Dr. Ken Epstein, regional systems and leadership expert, gave inspiring keynotes. Local systems leaders from education, behavioral health, law enforcement, child welfare, and afterschool care, shared their perspectives on becoming trauma-informed. Breakout session topics included transgenerational trauma, centering racial equity, relational leadership, art of healing, and more. The website ACEs Connection profiled our event. (See Attachment 13.5)

Intersections for Early School Success: Policy, Partnerships, and Practice

On November 20th, Michelle Blakely, Myra Cruz, Mai Le, and Kitty Lopez attended a one-day conference on early education hosted by Silicon Valley Community Foundation's Center for Early Learning. School administrators, government officials and nonprofit leaders from across the region and state joined to explore how we can use policy, partnership and practice to create successful preschool through third grade programs. F5SMC was a co-sponsor of the conference, and Michelle Blakely served on the planning committee.

THE DAILY JOURNAL

The Peninsula's home page

Belmont looks to expand child care

City Council seeks partnership to meet growing need

- By Zachary Clark Daily Journal staff
- Nov 14, 2019

To meet a growing need, the Belmont City Council wants to explore new ways to help expand child care facilities in the city.

“Beyond affordability, child care should be at the top of our mind,” Mayor Davina Hurt said during a meeting Tuesday. “We need to make sure we don’t leave anyone behind in that respect.”

Hurt’s comments followed a presentation by Christine Padilla, director of Build Up for San Mateo County’s Children, a new initiative to grow and improve the supply of child care and preschool facilities in the county.



Davina Hurt

Citing studies completed within the last several years, Padilla said the county needs nearly 14,000 new spaces for children ages 0 to 4 by 2025, requiring about \$428 million in capital funding. Those studies found that more than half of local child care providers want to expand, but the number one obstacle they face is finding space. Child care providers also regularly cite retention of employees as a major challenge.

Retrieved from: https://www.smdailyjournal.com/news/local/belmont-looks-to-expand-child-care/article_64e83dd8-0696-11ea-b248-cf8e01b80811.html

According to 2017 statistics, only 60% of the county's infant child care needs were met, while for low-income families, just 13% of infant and toddler care needs were satisfied, according to a staff report.

In Belmont, 45% of infant demand, 66% of preschool demand and 72% of school-age demand was met that year, according to the report.

"[Belmont] has a shortfall, but it's not too bad. It's actually manageable," Padilla said. "This is something if you really looked at closely we could probably get you into the black."

Councilwoman Julia Mates said it'd be "fairly easy" to implement development impact fees to help fund child care and also relax zoning in the city to streamline the construction and permitting of such facilities.

Councilman Charles Stone said he or one of his council colleagues will soon propose new rules for incentivizing child care centers in the city. He also suggested he'd be interested in simply redirecting city funds to Build Up to assist with its efforts.

"We haven't been asked that question," Padilla said in response. "We'd love to partner with Belmont."

Padilla said cities can also pass local tax measures to fund child care, construct such facilities on underused city-owned properties and also work with religious institutions to expand their child care offerings or lease property for them.

Vice Mayor Warren Lieberman said the city will do what it can to address the child care shortage, but expects the private sector to have a greater impact.

"I suspect the greatest opportunity is to get local corporations, the tech companies on board with helping out and doing things — they've got the resources and the need," he said. "Whatever we

can do as a city I think you'll find a receptive group, but I suspect in terms of what can be offered it's going to be a lot more from the private sector."

Councilman Thomas McCune said some large tech companies he's worked with in the past invested heavily in on-site child care while others didn't because of liability concerns.

Padilla responded that Build Up is working with the business community to alleviate those concerns and promote success stories.

"There are many companies that have done child care and it's actually helped them retain and get new hires," she said.

During the meeting, it was also said that new housing developments in the city will further inflate demand for child care, but Stone said he's more concerned about turnover in homeownership.

"The growth that we need to worry about when it comes to child care needs probably isn't going to come in a city like Belmont from the housing we're building, it's going to come in the turnover of single-family homes from childless homes to families who move in with young children," he said. "That's what we've seen in the school district and that's the impact that concerns me even more."

Insufficient child care facilities is by no means confined to the region and is a challenge across the country, according to the aforementioned studies, which found that 51% of Americans live in "child care deserts" where licensed programs can accommodate fewer than a third of the children in the community.

zachary@smdailyjournal.com

(650) 344-5200 ext. 102



PUBLIC CHARGE: GETTING THE HELP YOU NEED

UPDATED AUGUST 2019

WHAT IS PUBLIC CHARGE?

“Public charge” or the “public charge test” is used by immigration officials to decide whether a person can enter the U.S. or get a green card (lawful permanent resident or “LPR” status). In this test, officials look at all of a person’s circumstances, including income, employment, health, education or skills, family situation and whether a sponsor signed a contract (“affidavit of support”) promising to support the person. Officials can also look at whether a person has used certain benefit programs (in the past, only cash assistance and long-term care were counted).

CHANGES TO PUBLIC CHARGE

The government is changing how it makes public charge decisions. Immigration officials will look more closely at factors like health, age, income, skills (including English language skills), and use of more public programs, including:

- Supplemental Nutrition Assistance Program (SNAP, “EBT” or “Food Stamps”)
- Federal Public Housing and Section 8 assistance
- Medicaid (except for emergency services, children under 21 years, pregnant women, and new mothers)
- Cash assistance programs (like SSI, TANF, General Assistance)

***Services that are not listed above will not be counted in the new public charge test. This includes WIC, CHIP, school lunches, food banks, shelters, and many more - these programs are safe to get if you are eligible.

MAKING THE RIGHT CHOICE FOR YOUR FAMILY

Every family is different, and the programs that help your family might not even be part of the new changes. We know that you are worried given our current political climate -- but the more we know about our rights, the harder it is for Trump to intimidate us. There are lots of people and organizations that can help you. An immigration attorney familiar with this issue can give you advice based on your specific situation. Local non-profits may also be able to provide help and legal advice. For free or low cost options visit: <https://www.immigrationadvocates.org/nonprofit/legaldirectory/>.

CHANGES ARE NOT IN EFFECT YET

The new changes will not be used by immigration officials until October 15, and will apply only to applications that are postmarked or submitted electronically on or after October 15. If you are applying for a green card in the U.S. right now, use of the non-cash benefits listed above will not be counted in a public charge test. And, it’s possible that the rule will be blocked or delayed further with legal challenges.

- The rule will also not count any programs (other than cash or long-term care) used before October 15, 2019. You still have time to make a decision about whether or not to stay enrolled in critical public programs.
- Programs used by your U.S. citizen children will not be used against you.

AUGUST 14, 2019

Final rule published in the Federal Register

AUGUST 14, 2019 – October 15, 2019 (60 DAY PERIOD)

Legal challenges are being put forward to stop the rule. You also have time to speak to an expert about your situation. Fight fear with facts – KNOW YOUR RIGHTS!

OCTOBER 15, 2019

Effective date of the new changes



PUBLIC CHARGE: DOES THIS APPLY TO ME?

Do you and your family members already have green cards?

Public charge and any changes under this rule **WILL NOT** impact you. However, if you plan to leave the country for more than 6 months, it is a good idea to talk with an immigration attorney.



Are you applying for or have one of the following statuses?

U.S. Citizenship, Green card renewal, DACA renewal or TPS, U or T Visa, Asylum or Refugee status, or Special Immigrant Juvenile Status

The public charge test does **NOT** apply to some immigrants, including the categories listed here. If you already have or are in the process of applying for one of these immigration statuses, you can continue to use any government programs that you qualify for. Benefits received while you are in this status will not be counted against you in the future, even if you apply for a green card on another basis.



Does your family plan to apply for a green card or visa from inside the United States?

If you aren't sure whether or not this policy applies to you, we recommend that you seek advice from an attorney who understands the new changes. If you are not subject to the public charge inadmissibility test, we recommend that you continue to get the assistance that you and your family need.



Does your family plan to apply for a green card or visa from outside the United States?

U.S. consular offices abroad use different rules in making this decision. You should talk with an expert for advice on your case before making any decisions. For free or low-cost options near you please visit:

<https://www.immigrationadvocates.org/nonprofit/legaldirectory/>





FOR IMMEDIATE RELEASE:
December 4, 2019

Contact: Norman Williams
(916) 440-7660
dhcspress@dhcs.ca.gov

CALIFORNIA LAUNCHES “ACEs AWARE” INITIATIVE TO ADDRESS THE PUBLIC HEALTH CRISIS OF TOXIC STRESS FROM CHILDHOOD TRAUMA

Health care providers can now access training materials, clinical protocols and receive CME and MOC credits in advance of Jan. 1 Medi-Cal provider payments for ACEs screenings

SACRAMENTO (Dec. 4, 2019) – California Surgeon General Dr. Nadine Burke Harris and Dr. Karen Mark, Medical Director at the state Department of Health Care Services (DHCS), today unveiled phase one of the ACEs Aware initiative, a first-of-its-kind statewide effort for California health care providers to screen patients for Adverse Childhood Experiences (ACEs) that increase the likelihood of ACE-Associated Health Conditions due to toxic stress.

Beginning today, California is offering provider training to screen pediatric and adult patients for ten categories of ACEs, which include abuse, neglect, and household dysfunction. The two-hour online curriculum will be easy to access for a wide range of health care professionals and will provide continuing medical education (CME) and maintenance of certification (MOC) credits. Beginning January 1, 2020, Medi-Cal providers can be paid for ACEs screenings for Medi-Cal patients.

Through the ACEs Aware initiative, Medi-Cal providers can receive training, clinical protocols, and payment for screening children and adults for ACEs and additional resources. Detecting ACEs early and connecting patients to interventions, resources, and other support can significantly improve the health and well-being of individuals and families.

“The ACEs Aware initiative is harnessing and building upon the momentum and expertise that has been growing in the scientific community for more than a decade now. We have set a bold goal to cut ACEs in half in a generation and this initiative represents an historic step in tackling one of the greatest public health threats of our time,” said Dr. Burke Harris, California’s first Surgeon General.

Providers and health leaders from throughout California participated in an online event, where Dr. Burke Harris and Dr. Mark shared the broader strategy of the ACEs Aware initiative and how screening for ACEs and trauma informed care can significantly improve physical and mental health across the state. They also offered insight into the curriculum and training, now available at www.ACEsAware.org.



ACEs are stressful or traumatic events experienced by age 18. A consensus of scientific research demonstrates that cumulative adversity, especially when experienced during critical periods of early development, is a root cause to some of the most harmful, persistent, and expensive health challenges facing our state and nation.

Last month, the U.S. Centers for Disease Control and Prevention issued a special report on Adverse Childhood Experiences and suggested that prevention of ACEs may lead to reduction in a large number of health conditions including heart disease, stroke, cancer and diabetes, as well as depression, unemployment, and substance dependence.

According to the most recent California Department of Public Health data reporting from the Behavioral Risk Factor Surveillance System (BRFSS, 2017), 63.5 percent of Californians have experienced at least one of the ACEs and 17.6 percent of Californians have experienced four or more. Nationally, the prevalence rate is similar.

Additionally, research shows that individuals who experienced ACEs are at greater risk of numerous ACE-Associated Health Conditions, including nine of the 10 leading causes of death in the United States, and that early detection, early intervention and trauma-informed care can improve outcomes.

“I am proud that California is leading the way on this important work,” said Dr. Mark. “Identifying a history of trauma in children and adults and providing treatment can lower long-term health costs and support individual and family wellness and healing.”

All providers are encouraged to receive training on how to screen patients for ACEs and respond with trauma-informed care. By screening for ACEs, providers can better determine the likelihood a patient is at increased health risk due to a toxic stress response, which can inform patient treatment. Trauma-informed care recognizes and responds to the signs, symptoms and risks of trauma to better support the health needs of patients who have experienced ACEs and toxic stress.

Funding for the ACEs Aware initiative comes from Proposition 56 and is part of Gov. Gavin Newsom’s “California for All” initiative, which aims to improve health and bolster early interventions for the state’s youngest Californians. In the 2019-20 budget, Gov. Newsom provided \$40.8 million to DHCS for ACEs screenings for children and adults enrolled in Medi-Cal, California’s Medicaid program.

Additional details about the ACEs Aware initiative are available at www.ACEsAware.org.

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ABOUT THE OFFICE OF THE CALIFORNIA SURGEON GENERAL

The role of California Surgeon General was created in 2019 by Governor Gavin Newsom to advise the Governor, serve as a leading spokesperson on matters of public health, and drive solutions to our most pressing public health challenges. As California's first Surgeon General, Dr. Nadine Burke Harris has established early childhood, health equity and ACEs and toxic stress as key priorities. Dr. Burke Harris has set a bold goal to reduce ACEs and toxic stress by half in one generation.

ABOUT DHCS

The mission of DHCS is to provide Californians with access to affordable, integrated, high-quality health care, including medical, dental, mental health, substance use treatment services and long-term care. The DHCS vision is to preserve and improve the overall health and well-being of all Californians. DHCS funds health care services for nearly 13 million Medi-Cal beneficiaries.

November 1, 2019

Representative Danny K. Davis
Chairman
House Committee on Ways and Means
Subcommittee on Worker and Family Support

Dear Chairman Davis:

As state and local organizations at the forefront of improving outcomes for women and their families, we write in strong support of H.R. 4768, the *Home Visiting to Reduce Maternal Mortality and Morbidity Act*. Thank you for your work to address the maternal mortality crisis in the United States, and for your recognition of the urgency of this matter.

Pregnancy, childbirth, and the postpartum period are critical and fragile times for mothers and infants. Proper prenatal care, early maternal support, and planning to care for a new baby are essential to healthy births and positive maternal and infant outcomes. Unfortunately, for a growing number of women, particularly women of color and Native women, persistent barriers during the prenatal and postpartum periods lead to significant negative health outcomes and, in the most extreme cases, death.

During your committee's May 16 hearing, *Overcoming Racial Disparities and Social Determinants in the Maternal Mortality Crisis*, members reflected the growing recognition that home visiting is an important part of a continuum of evidence-based services for families at risk of maternal mortality and/or morbidity. Many members recognized that the impact of voluntary home visiting in rural and urban communities alike has been well documented through research for over three decades.

Your bill to expand funding for the Maternal, Infant, and Early Childhood Home Visiting Program (MIECHV) makes critical steps to expand the reach of home visiting to address the causes of maternal mortality and morbidity. As states and localities seek to deliver proven programs to improve outcomes in this area, your bill allows for the targeting of additional dollars to high-needs communities.

Home visiting programs impact maternal mortality and morbidity in myriad ways, including:

- Creating human-to-human relationships that enable home visitors to provide supports based on the very specific needs of each family;
- Reducing pregnancy induced hypertensive disorders, pre-term birth, and maternal depression;
- Creating connections between mothers and health practitioners in the community, breaking down barriers to care and strengthening the link between healthcare resources and the families who need them;
- Providing screening in maternal depression both prenatally and postpartum, and connecting mothers in need with appropriate community-based behavioral health care;
- Providing referrals for mothers when certain risk factors, including trauma or domestic violence, are present in the home;

- Providing resources to children who experience trauma and toxic stress, which research has shown to lead to poor health outcomes for those children in adulthood¹;
- Targeting the social determinants of health affecting families, such as social support, parental stress, access to health care, income and poverty status, and environmental conditions.²

The Centers for Disease Control and Prevention has reported that approximately three in five pregnancy-related deaths were preventable, and that “every death reflects a web of missed opportunities.” Contributing factors can be categorized at the community, health facility, patient, provider, and system levels, and evidence-based home visiting plays a unique role at the intersection of all these areas. But in 2017, a report found that 18 million pregnant women and families could benefit from home visiting programs but were not being reached. These numbers have held steady since 2015.³

The *Home Visiting to Reduce Maternal Mortality and Morbidity Act* recognizes that a meaningful increase to MIECHV could make a significant impact on the maternal mortality and morbidity crisis. Home visiting empowers, educates, and builds resiliency in mothers facing a variety of adverse circumstances that affect their health in the perinatal period and into their child’s early years, thus creating opportunities to impact positive changes for families.

Our organizations were grateful for bipartisan support to reauthorize MIECHV in early 2018. That reauthorization meant certainty for states and local programs, who work each day to deliver home visiting programs to families that need them. Because of that reauthorization, we also know that home visiting is already doing work in communities today to address this crisis of poor maternal health outcomes, disparate access to care, and gaps in connections to services. It is vital that we devote additional resources now to improve the lives of women who are at-risk and their families.

Thank you again for your leadership.

Sincerely,

¹ Center for Disease Control and Prevention. (2014). *Injury prevention and control: Adverse Childhood Experiences (ACE) Study*. Retrieved July 7, 2014, from www.cdc.gov/violenceprevention/acestudy/

² Artiga, S., Hinton, E., (2018). *Beyond Health Care: The Role of Social Determinants in Promoting Health and Health Equity*.

³ https://www.nhvrc.org/wp-content/uploads/NHVRC_Yearbook_2018_FINAL.pdf



San Mateo (CA) launches county initiative to tackle ACEs and build resilience



Laurie Udesky (ACES Connection Staff) 11/19/2019

[Attendees at the San Mateo event participate in ice-breaking exercise](#)

When you're working with people who've had a lot of childhood and adult adversity, it's hard for you to believe that anyone else can have a bad day, says Laura van Dernoot Lipsky. "Your neighbor or your best friend says: 'I've had a bad day.' And you think, 'Oh, I'm sorry you had a bad day; were you sex trafficked today? No, you were not!'"



Laura van Dernoot Lipsky

Van Dernoot Lipsky, the author of [Trauma Stewardship: An Everyday Guide to Caring for Yourself While Caring for Others](#), was driving home one of several points of how working in a job that serves severely traumatized people can harm people who help them, too.

Van Dernoot Lipsky was speaking to about 180 people on Monday at "A Culture of Care: Trauma-informed Practices for Family-serving Systems", an event organized by First 5 of San Mateo. The

<https://www.acesconnection.com/blog/san-mateo-launches-county-initiative-to-tackle-aces-and-build-resilience>

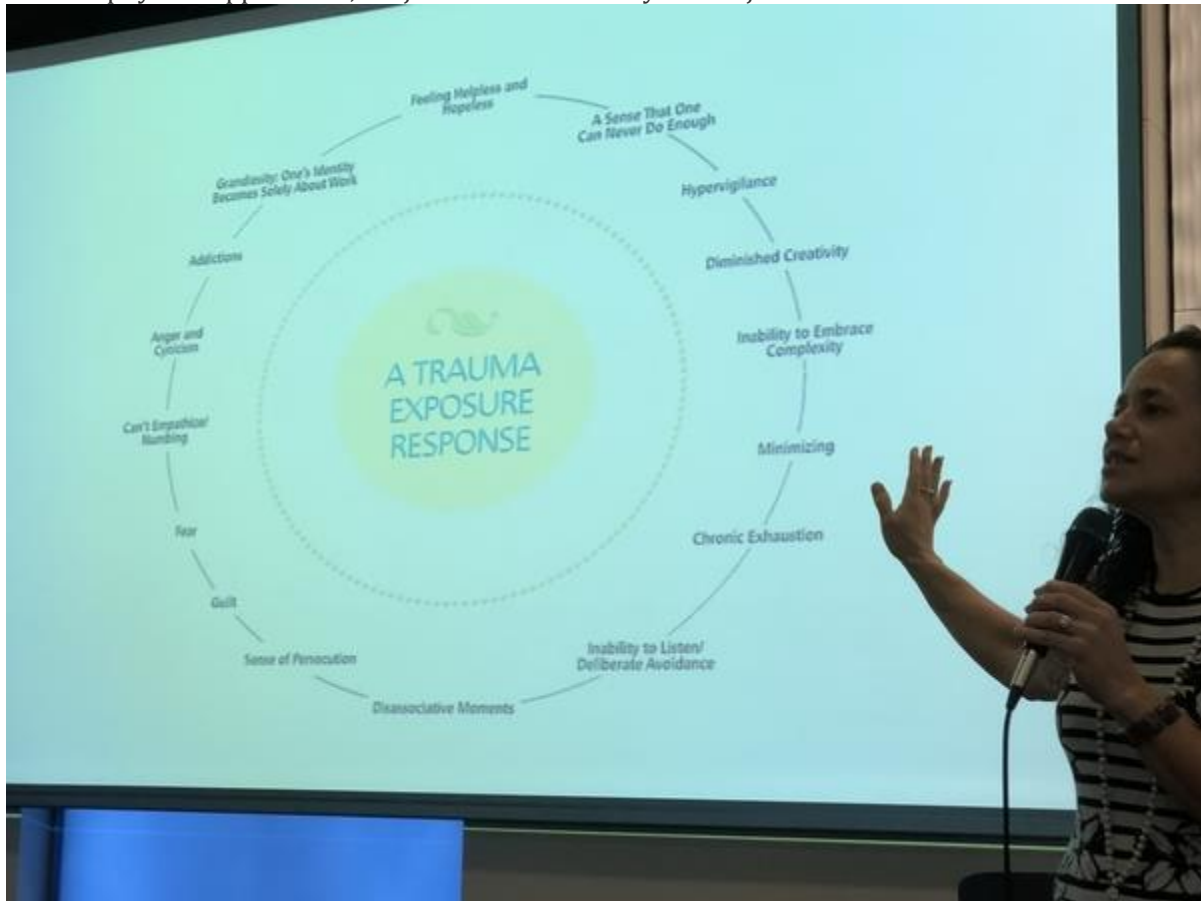
audience included mostly social service, child welfare, and behavioral health providers who serve children and families hard hit by trauma.

The event — the first big meeting organized by San Mateo’s ACEs initiative — was two years in the making. It began with surveying leaders in San Mateo County from across the sectors of pre-school through high school, social services, child welfare, behavioral health, health care, and probation to see what they wanted to do to support early child mental health. With \$450,000 in funding from First 5 and the Mental Health Services Act, the long-term goal of the effort is to embed trauma and resiliency-informed policies and practices at every level of the system, according to the event organizers.

Van Dernoot Lipsky asked the crowd for ways that trauma exposure can show up on the job.

“Exhaustion!” said one person.

“The feeling of exhaustion,” repeated van Dernoot Lipsky. “You’re tired in spirit, tired in your bones, you come from tired ancestors,” she said as a wave of laughter circled the room. “One of my colleagues in Colorado said, ‘It’s gotten so bad on my team that if anybody looks like they showered or put in any time on their physical appearance, we just assume that they have a job interview.’”



She reviewed a constellation of other ways of trauma-exposure at work: Addiction, feeling hopeless and helpless, a sense that we can never do enough, anger, fear, guilt and the inability to listen or empathize. And then she pivoted to strategies for dealing personally and professionally with trauma on the job. Van Dernoot Lipsky reads the caption from a slide of a psychiatrist asking a chicken lying on a couch, *Why do you think you crossed the road?* and said: “I would encourage you every single day to ask yourself: ‘Why am I doing what I’m doing?’ Unless you’re being persecuted on the job, you really want to remember, ‘I can choose to do the work differently. I can choose to not do it.’” said van Dernoot Lipsky. “And honestly it’s the least you can do for the folks you are serving to have you there because you are electing to be there, not because you can’t find your resume on your hard drive.”



And, she explained, asking yourself daily why you do what you do helps buffer other distractions that cause on-the-job stress, “because it will help you turn down [the volume] of the politics in your workplace, the noise in your work place and the other B.S. you have to deal with.”

While van Dernoot Lipsky shared a number of practical tips for people to use in their work life, some local leaders explained how they’re trying to embed changes in the work environment that will buck the status quo.

One example came from San Bruno Chief of Police Ed Barberini who was on the Leadership panel. When Barberini became chief of police for the San Bruno Police Department in San Bruno, Calif., five years ago, the department had programs to help police officers deal with traumatic events they experienced on the job. But Barberini wanted to tackle the issue of trauma from another perspective.



Ed Barberini

"My focus was more on the cumulative effect that trauma can have on a daily basis of going from one negative situation to another," he told attendees. "If you begin doing that when you're 22 years old and you do it for the next 30 years, it's going to have a pretty significant impact on your life."

When he first talked to the force about a program that focused on wellness, resilience and meditation, he said, "It was an out-of-the box approach to law enforcement, and I caught a lot of interesting looks. But my personal belief is if you make an individual healthier and more resilient as an individual, they'll be better prepared to serve others."

Today, the meditation program known as the Officer Resiliency and Mindfulness program, which started as a 2.5-day immersion program with training provided by the [Mindful Badge Initiative](#), has made some unexpected inroads, said Barberini. "I did get a lot of pushback, a lot of cops saying, 'Oh this is B.S., a lot of touchy-feely stuff.' But the ironic part was that the folks who were most resistant to the training were the ones who benefited the most. I got comments, like: 'I'm sleeping better. Me and my spouse, we have date night now once a week. I have better interaction with my kids. I have better balance.'"



Toni DeMarco

All of the leaders who spoke on the Leadership Panel with Barberini were adamant that shifting a workplace to an environment that's responsive to its own workforce's needs and trauma-informed to its clients' needs is an ongoing effort. "I spent years getting eye-rolls whenever I would bring up the need for trauma-informed work," recounted Toni DeMarco, the deputy director of Child and Youth Services, Behavioral Health and Recovery Services, San Mateo County Health, noting that county agencies in general move at "glacial speed."

And DeMarco said that committing to systems change often means diving into situations that may be uncomfortable, but they are crucial. "We do a lot of anti-stigma work around our clients. But we are some of the worst folks around our internalized stigma," she said, recounting a leadership training where everyone was encouraged to talk about their own experiences of trauma.

"And telling my story to some of my colleagues, knowing that some of them might think differently about me afterwards, but knowing that that was really important, because there is no us and them. And when we do trauma-informed work, there is no us and them. We are all on the continuum. And the only reason I'm here is because somebody bothered to turn around and give me their hand when I needed it in my own recovery, and that's what my work is about — the person that's coming up behind me."

For more information about next steps you can contact First5 San Mateo, and [join the San Mateo Community on ACEs Connection](#), which is managed by Mai Le, who is a program associate with First 5 San Mateo.