

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

DATE: Monday, February 25, 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 February 25, 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: Commissioner Nancy Magee	
Discussion Items		
6	Community Collaborative for Children’s Success Presentation by Shireen Malekafzali, Senior Manager, and Maeve Johnston, Management Analyst, Health Policy, Planning and Equity	4:15 PM
Action Items		
7	Approval of First 5 San Mateo County’s FY2018-19 Revised Budget and the Use of Ending Fund Balance (Ending Reserves) to fund FY2018-19 Revised Budget <i>(See Attachments 7)</i>	4:45 PM
8	Approval of First Amendment to Agreement for First California IMPACT HUB Region 4 Technical Assistance to San Mateo County Office of Education in the Amount of \$65,236.60, Contract Term effective July 1, 2018 through June 30, 2019 <i>(See Attachments 8)</i>	
9	Approval of First Amendment to Agreement for Communications Consultation Services to Runyon Saltzman Inc. (RSE) in the Amount of \$305,336 Contract Term effective July 1, 2018 through June 30, 2020 <i>(See Attachments 9)</i>	
10	Approval of Recommendation to Board of Supervisors for Public Member Commissioner to Replace Retiring Commissioner Michael Garb: Ms. Alexis Becerra, Mental Health Therapist with the San Mateo Union High School District <i>(See Attachments 10)</i>	
Informational Items		

11	Communications Update <i>(See Attachments 11)</i>	5:25 PM
12	Report of the Executive Director <i>(See Attachments 12)</i>	
13	Budget Monitoring Report as of December 31, 2018 <i>(See Attachments 13)</i>	

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

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

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

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

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

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

February 25, 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 January 28, 2019 Commission Meeting Minutes
(See Attachment 3.1)

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

Call to Order & Roll Call

1. Roll Call

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

Absent: Nancy Magee

Staff: Michelle Blakely, Khanh Chau, Emily Roberts, Myra Cruz

County Counsel: Brian Kulich

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 January 29, 2019 Meeting and Approve Consent Agenda Items

MOTION: ROGERS/ SECOND: CANEPA

AYES: FRISELLA, PHILLIPS-SVED, POLLACK, ROGERS

NOES: NONE

ABSTAIN: NONE

Commissioner Patel was not present during roll call.

Motion approved.

4. Commission Announcement

- Commissioner Frisella informed that Brian Kulich will be filling in for Monali Sheth as our Counsel for this meeting. She also reminded everyone that Kitty Lopez is ~~at~~ attending the First 5 Network Association Leadership Cohort Meeting in San Diego and is not present for this meeting.

5. Storytelling: First 5 Work/Impact

Commissioner Phillips-Sved shared her recent work as Director of the Transformative Leadership for Equity and Excellence (TLEE) Program of San Francisco Unified School District (SFUSD). TLEE is a new program at SFUSD for program leaders/early childhood directors through high school leadership. The program helps leaders to understand SFUSD's core values such as social justice and racial justice, defines a vision for student-centered equity, and drives the district toward more intentional diversity. Commissioner Phillips-Sved provided examples on the impact of this program, and distributed the [Racial Equity Impact Assessment handout](#), a tool used for the decision-making process and prior to enacting new proposals. Commissioners made comments and asked questions.

The Racial Equity Impact Assessment handout can be found on the [January 28, 2019 Commission Meeting Presentation and Handout](#).

6. Build Up for San Mateo Children's Initiative Update

Christine Padilla, new Director of Build Up for San Mateo County's Children Initiative, and Sarah Kinahan, Build Up Consultant, provided an update on this initiative. They highlighted the following:

- Explained Build Up is new initiative designed to grow and improve the supply of child care and preschool facilities in San Mateo County.

- Build Up's Goals for 2017 – 2020 which were mapped to the SVCF Child Care and Preschool Facilities Task Force recommendations.
- Build Up staff and partners are working with and engaging various sectors such as school districts, city & county government, faith-based communities, developers, employers and philanthropy for solutions.
- Explained the Build Up City & County outreach plan.
- Provided examples of Build Up communications and advocacy activities such as meetings with new City Councilmembers & City Managers and community presentations i.e. SAMCEDA, and Chambers.
- Explained Employer Engagement Work Plan by F5SMC's consultant Eileen Monahan.
- Has a goal of creating 3,000 new spaces by 2020. 536 existing spaces preserved in the community. Currently has 188 completed spaces, 798 confirmed spaces and 337 are in the pipeline.
- Listed at least 13 active projects that need 12 million funding to proceed which will result to approximately 500 new spaces.
- Acknowledged seed funders for capital grants: Gilead Sciences, Inc. for \$50,000 grant and an anonymous donor from Silicon Valley Community Foundation for \$250,000 grant.
- Encouraged interested parties to check out Build Up website: www.buildupsmc.com and social media, @BuildUpSMC, @TheBuildUpInitiative
-

Commissioners asked questions and provided comments.

The Power Point Presentation can be found on the [January 28, 2019 Commission Meeting Presentation](#).

Public Comments: None

7. **Approval of Recommendation for Help Me Grow SMC Child Health Care Provider Liaison and Authorization for Staff to Negotiate and Approve Contract**

Public Comment:

Sherri Sager, Chief Government and Community Relations Officer for Lucille Packard's Children Hospital thanked the Commission and shared her appreciation for the partnership with San Mateo County and F5SMC.

MOTION: CANEPA/ SECOND: FOUST

AYES (Roll Call): CANEPA, FOUST, FRISELLA, POLLACK, PHILLIPS-SVED, ROGERS

NOES: NONE

ABSTAIN: NONE

Commissioner Patel was recused for this agenda item.

Motion approved.

8. **Communications Update**

The Communication's written report was included in the [January 28, 2019 Commission Meeting Packet](#). F5SMC's Director of Program and Planning, Michelle Blakely, informed that the social media report and analytics were included in the packet.

Public Comments: None

9. **Executive Director's Report**

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

- Commissioner Neel Patel is leading the Physician Champion Group for Help Me Grow Initiative.
- San Mateo County is getting ready for Census 2020. F5SMC will work with grantees to make sure the undercounted populations such as children 0-5 are included.
- Articles on Government Newsom Budget Proposal.

- Nomination of California Surgeon General, Dr. Nadine Burke and the appointment of former F5SMC's Executive Director, Kris Perry, as Deputy Secretary of the California Health and Human Services Agency for Early Childhood Development.

10. Committee Updates

Program, Operation and Planning Committee:

Commissioner Phillips-Sved reported that the Committee met on January 7, 2019 and reported the following:

- She was reelected as Chair of this Committee.
- The Committee reviewed the marijuana/cannabis draft brochure and provided feedback.
- The Committee had pre discussion on Build Up and Help Me Grow Initiatives updates.

The Committee's written report was included in the [January 28, 2019 Commission Meeting Packet](#).

Commissioner Canepa motioned to adjourn the meeting and seconded by Commissioner Rogers. The meeting was adjourned at 5:00 PM.

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DATE: February 25, 2019
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of First 5 San Mateo County's FY2018-19 Revised Budget and the Use of Ending Fund Balance (Ending Reserves*) to fund FY2018-19 Revised Budget

ACTION REQUESTED

Approval of First 5 San Mateo County's FY2018-19 Revised Budget and the Use of Ending Fund Balance (Ending Reserves*) to fund FY2018-19 Revised Budget.

BACKGROUND

1. Per the County Budget Act (Government Code §§ 29000-29144, 30200 and 53065), the County Manager's Office and the County Controller's Office have requested F5SMC include the language of the use of Fund Balance (Reserves*) in its Budget memo to the Commission.
2. Since its inception, F5SMC has used different terminologies in its audit reports, budget documents, and Long-Term Financial Plan than those used by the County of San Mateo. The rationales are for (1) comparable terminologies used across F5SMC's audit reports, budget documents, and Long-Term Financial Plan; (2) for the usefulness of the general public; and (3) for consistent language used by First 5 California and by other First 5 Commissions throughout the State. Since March 2018, F5SMC added budgetary terminologies used by the County to F5SMC Budget.
3. As per F5SMC's Strategic Plan FY 2015-20 and LTFP FY 2017-18 approved by the Commission, the Commission approved higher Community Investments than its fiscal revenues by drawing down the Ending Fund Balance (Ending Reserves*) to fund strategic initiatives. As a reminder, F5SMC has continued to draw down \$3-4 million per year, per the Strategic Plan and per Long-Term Financial Plan.

FY2018-19 REVISED BUDGET ASSUMPTIONS

The proposal of First 5 San Mateo County's FY2018-19 Revised Budget is based on the following assumptions:

- FY18-19 Budget Revision was anticipated after FY17-18 Financial Audit completion.
- Under spending funds of various contracts became available after FY17-18 Financial Audit completion.
- FY18-19 Initial Adopted Program Budget was based on the SPIP 2018-20 Funding Allocations approved by the Commission while contract negotiations were ongoing; these contract budgets for FY2018-19 become available generally after the FY2018-19 Initial Budget was adopted in June 2018.
- Updated Tobacco Tax Projections were released on January 29, 2019.
- New grant awards and new contract executions become available recently.

FY2018-19 REVISED BUDGET (See Attachment 7A)**A. BEGINNING FUND BALANCE (BEGINNING RESERVES*)**

Beginning Fund Balance (Beginning Reserves*) produce a net increase of \$1,069,480 as a result of an adjustment of the Beginning Fund Balance (Beginning Reserves*) associated with FY17-18 Audit Report outcome.

B. TOTAL REVENUES

Total Revenues produce a net increase of \$118,517:

- \$120,000 : increase of Interest Revenue projection.
- (\$438,515) : decrease revenue in Tobacco Tax Revenue projections due to recent Prop 56 disbursement being lower than previously projected in May 2018.
- \$70,903 : revenue increase for the new FY18-19 IMPACT HUB Technical Assistance grant.
- \$3,969 : revenue increase for the grant no cost extension allowing grant full execution.
- \$181,383 : revenue increase for the Watch Me Grow-Clinic Based Services grant, a new award from San Mateo County Health System.
- \$130,000 : revenue increase for the new Build Up Kids Facilities grant, a new award from San Mateo County Human Services Agency.
- \$50,000 : revenue increase for the new Build Up Kids Facilities grant, a new award from Gilead Science, Inc., a private entity.

C. TOTAL AVAILABLE FUND (TOTAL SOURCES*)

Total Available Funds (Total Sources*) produce a net increase of \$1,187,997

D. PROGRAM APPROPRIATIONS

Total Program Appropriations produce a net increase of 476,724:

Net Decreases by (\$23,125) from various SPIP funding budget lines

- \$40,000 : carry-over of an underspending contract of SPIP 15-18, said contract ended, to fund another contract for the Build Up Kids program continuation.
- \$20,000 : carry-over of FY2017-18 KNP underspending budget to accommodate the KNP built in FY17-18 but were shipped in FY2018-19.
- (\$83,125) : net decreases from various SPIP18-20 program budget lines.

Net Increases by \$499,849 funded from various funding sources grants

- \$3,969 : pass-through grant program appropriation for the Build-Up Kids Mapping Project funded from the San Bruno Community Foundation grant.
- \$25,000 : pass-through grant program appropriation for the new Help Me Grow Call Center funded from Peninsula Health Care District grant.
- \$181,383 : pass-through grant program appropriation for the Watch Me Grow-Clinic Based Services program funded from the San Mateo County Health System grant.
- \$50,000 : pass-through grant program appropriation for the Build Up Kids Facilities program funded from Gilead Science, Inc. grant.
- \$130,000 : pass-through grant program appropriation for the Build Up Kids Facilities program funded from San Mateo County Human Services Agency grant.
- \$44,266 : pass-through grant program appropriation funded from the F5CA IMPACT grant.

- \$65,231 : pass-through grant program appropriation funded from the new IMPACT HUB Technical Assistance grant.

E. ADMINISTRATIVE APPROPRIATIONS

Total Administrative Appropriations produce a net increase by \$8,777:

- \$5,000 : appropriation increase in Commission Meeting Expenses Budget due to under budget of this line.
- \$3,000 : appropriation increase in Dept Employee Training Expense to accommodate staff attendance to F5CA Association Leadership Cohort Training.
- \$777 : appropriation increase in Wellness grant budget line.

F. TOTAL APPROPRIATIONS

Total Appropriations (Net Appropriations*) produce a net increase of \$485,501

G. ENDING FUND BALANCE

Ending Fund Balance (Ending Reserves*) produce a net increase of \$702,496

H. SUMMARY OF FY2018-19 REVISED BUDGET

	FY18-19 Initial Adopted Budget	FY18-19 Revised Budget	Increase / (Decrease) \$	Increase / (Decrease) %
Beginning Fund Balance (Beginning Reserves*)	11,195,788	12,265,268	1,069,480	10%
Total Revenues	6,740,017	6,858,534	118,517	2%
Total Available Fund (Total Sources*)	17,935,805	19,123,802	1,187,997	7%
Total Appropriations (Net Appropriations*)	8,776,540	9,262,041	485,501	6%
Ending Fund Balance (Ending Reserves*)	9,159,265	9,861,761	702,496	8%
Total Requirements* (Net Appropriations* + Ending Reserves*)	17,935,805	19,123,802	1,187,997	7%
Surplus / (Deficit) (Total Revenues – Net Appropriations*)	(2,036,523)	(2,403,507)	(366,984)	

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

I. FISCAL IMPACTS

FY2018-19 Revised Budget changes result in the drawdown of Ending Fund Balance (Ending Reserves*) by \$366,984.

The net change of Ending Fund Balance (Ending Reserves*) as a result of these budget adjustments will be an increase of \$702,496 in the FY2018-19 Revised Budget. Beginning Fund Balance will increase by \$1,069,480 and this will be adjusted downward with the use of Ending Fund Balance (Ending Reserves*) of \$366,984.

For the purposes of the Appropriations Transfer Request (ATR) for the F5SMC's FY18-19 Revised Budget in the County Budget System, the Fund Balance has not been adjusted.

The Administrative Cost Rate is 12% which remains below 15% of the approved Administrative Cost Policy for the FY2018-19.

RECOMMENDATION

Approval of First 5 San Mateo County's FY2018-19 Revised Budget and the Use of Ending Fund Balance (Ending Reserves*) to fund FY2018-19 Revised Budget.

FIRST 5 SAN MATEO COUNTY

FY18-19 REVISED BUDGET

	ORG/ACCT#	FY18-19 Initial Adopted Budget	Increase (\$)	(Decrease) \$	FY18-19 Revised Budget	Increase (Decrease) FY18-19 Revised Budget versus FY18-19 Initial Adopted Budget (%)	Notes of the FY18-19 Revised Budget
REVENUE							
BEGINNING FUND BALANCE (BEGINNING RESERVES*)		11,195,788	1,069,480		12,265,268	10%	Beginning Fund Balance is adjusted as per the outcome of the FY17-18 Audit Report.
Interest Revenue	19510-1521	111,958	120,000		231,958	107%	Higher Interest Revenue projections
Tobacco Tax Revenue (Prop 10 & Prop 56)	19510-1861	5,783,319		(438,515)	5,344,804	-8%	Tobacco Tax Revenue Revised Budget (with the inclusion of Prop 56 disbursement) reflects the January 29, 2019 Tobacco Tax Projections as a result of lower Prop 56 revenue than previously projected.
F5CA IMPACT Grant	19510-1861	524,000			524,000	0%	
F5SF IMPACT HUB 2 FY18-19	19510-2643	-	70,903		70,903		New IMPACT HUB Technical Assistant grant FY18-19
David Lucile Packard Foundation - Help Me Grow Grant	19510-2643	285,000			285,000	0%	
San Bruno Community Foundation - Build-Up Kids Grant	19510-2643	10,740	3,969		14,709	37%	Expect to have no cost extension for the grant full execution.
Peninsula Healthcare District - Help Me Grow Call Center Grant	19510-2643	25,000			25,000	0%	New leverage funding grant with cost sharing contribution from F5SMC
San Mateo County Health System- WMG Clinic Based Services Grant	19510-2643		181,383		181,383		MOU with County Health System is signed for a new leverage funding grant with cost sharing contribution from F5SMC
GILEAD - Build Up Kids Facilities Grant	19510-2643		50,000		50,000		New private grant for the Build-Up Kids Facilities initiative.
San Mateo County Human Services Agency - Build Up Kids Facilities grant	19510-2643		130,000		130,000		MOU with County Human Services Agency is signed for a new leverage funding grant with cost sharing contribution from F5SMC
F5SMC Wellness Grant	19510-2658		777		777		
Miscellaneous Reimbursements	19510-2647				-		
TOTAL REVENUES		6,740,017	557,032	(438,515)	6,858,534	2%	Positive variances associated with Beginning Fund Balance adjustments, higher Interest Revenue, and new leverage funding grants.
TOTAL AVAILABLE FUND (TOTAL SOURCES*)		17,935,805	1,626,512	(438,515)	19,123,802	7%	

	ORG/ACCT#	FY18-19 Initial Adopted Budget	Increase (\$)	(Decrease) \$	FY18-19 Revised Budget	Increase (Decrease) FY18-19 Revised Budget versus FY18-19 Initial Adopted Budget (%)	Notes of the FY18-19 Revised Budget
APPROPRIATIONS							
1. PROGRAM							
Family Engagement	19540-6125	1,769,527	6,014		1,775,541	0%	
Child Health & Development	19540-6156	1,635,000		(71,330)	1,563,670	-4%	
SPIP 15-18 carry-over	19540-6156	100,000			100,000	0%	Reclass from previously recoded in 19540-6814
Early Learning	19540-6263	1,615,000	13,259		1,628,259	1%	
Policy Advocacy, Communications & Systems Change	19540-6814	528,973	30,932		559,905	6%	We use \$15K out of \$25K of SPIP Line 30 Allocation in FY19-20 for the F5SMC's 20 Year Investment Celebration Event.
SPIP 15-18 carry-over	19540-6814		40,000		40,000		Carry over \$40K underspending contract of SPIP 15-18 (said contract ended), to fund another contract for the Build-Up Kids program as part of F5SMC's cost sharing contribution.
Other Communications - Sponsorship	19540-6814	10,000			10,000	0%	
Emerging Projects		200,000			200,000	0%	
Kit for New Parent KNP (KNP)	19540-6814	42,000	20,000		62,000	48%	Carry over \$20K underspending KNP FY17-18 Budget to FY18-19 to accommodate KNP built in FY17-18 that were shipped in FY18-19
Regional Cost Sharing	19540-6263	45,000			45,000	0%	
Program Salary & Benefits		591,149			591,149	0%	
Grant Management and Big Data	19540-6265	162,000		(62,000)	100,000	-38%	Delayed contracting of the Big Data projects.
Other Evaluation Projects	19540-6265	145,000			145,000	0%	Pending planing of evaluation population-based researches (i.e Parent Survey or supporting a countywide sample Kindergarten Readiness Assessment)
Evaluation - Salaries & Benefits		161,632			161,632	0%	
David Lucile Packard Foundation - Help Me Grow Grant	19540-6131	255,000			255,000	0%	
San Bruno Community Foundation - Build-Up Kids Mapping Grant	19540-6131	10,740	3,969		14,709	37%	Grant will be fully executed in FY18-19
Peninsula Healthcare District - Help Me Grow Call Center Grant	19540-6131		25,000		25,000		Pass-through grant in a shared funding project
San Mateo County Health System- WMG Clinic Based Services Grant	19540-6131		181,383		181,383		Pass-through grant in a shared funding project
GILEAD - Build Up Kids Facilities Grant	19540-6131		50,000		50,000		Pass-through 100% of the grant for the Build-Up Kids Facilities program

	ORG/ACCT#	FY18-19 Initial Adopted Budget	Increase (\$)	(Decrease) \$	FY18-19 Revised Budget	Increase (Decrease) FY18-19 Revised Budget versus FY18-19 Initial Adopted Budget (%)	Notes of the FY18-19 Revised Budget
San Mateo County Human Services Agency - Build Up Kids Facilities Grant	19540-6131		130,000		130,000		Pass-through 100% of the grant for the Build-Up Kids Facilities program
F5SF IMPACT HUB TA FY18-19	19540-6126		65,231		65,231		New IMPACT HUB TA in FY18-19
F5CA IMPACT Grant	19540-6126	417,000	44,266		461,266	11%	Engagement Professional Development contract (SPIP \$368K+IMPACT \$60K)
TOTAL PROGRAM APPROPRIATIONS		7,688,021	610,054	(133,330)	8,164,745	6%	Increase to accommodate pass-through funding contracts associated with new grant awards.
2. ADMINISTRATIVE							
Salaries and Benefits		672,719			672,719	0%	
Services and Supplies							
Outside Printing & Copy Svc	19510-5191	2,000			2,000	0%	
General Office Supplies	19510-5193	12,500			12,500	0%	
Photocopy Lease & Usage	19510-5196	2,000			2,000	0%	
Computer Supplies	19510-5211	13,000			13,000	0%	
County Memberships - (e.g. F5 Assn Dues)	19510-5331	15,000			15,000	0%	
Auto Allowance	19510-5712	11,000			11,000	0%	
Meetings & Conference Expense	19510-5721	12,000			12,000	0%	
Commissioners Meetings & Conference Exp	19510-5723	3,000	5,000		8,000	167%	Increase budget line to accommodate the 20 Years Investment Celebration and Commissioner's farewell.
Other Business Travel Expense	19510-5724	5,000			5,000	0%	
Dept. Employee Training Expense	19510-5731	5,000	3,000		8,000	60%	Management staff attends F5CA Association Leadership Cohort training
Wellness grant	19510-5856		777		777		
Other Professional Services	19510-5858	60,000			60,000	0%	
Sub Total - Services & Supplies		140,500	8,777	-	149,277	6%	

	ORG/ACCT#	FY18-19 Initial Adopted Budget	Increase (\$)	(Decrease) \$	FY18-19 Revised Budget	Increase (Decrease) FY18-19 Revised Budget versus FY18-19 Initial Adopted Budget (%)	Notes of the FY18-19 Revised Budget
Other Charges							
Telephone Service Charges	19510-6712	4,000			4,000	0%	
Automation Services - ISD	19510-6713	48,000			48,000	0%	
Annual Facilities Lease	19510-6716	92,000			92,000	0%	
General Liability Insurance	19510-6725	7,500			7,500	0%	
Official Bond Insurance	19510-6727	600			600	0%	
Human Resources Services	19510-6733	2,000			2,000	0%	
Countywide Security Services	19510-6738	500			500	0%	
All Other Service Charges	19510-6739	53,000			53,000	0%	
A-87 Expense	19510-6821	67,700			67,700	0%	
Sub Total - Other Charges		275,300	-	-	275,300	0%	
TOTAL ADMINISTRATIVE APPROPRIATIONS		1,088,519	8,777	0	1,097,296	1%	
Administrative Cost Rate %		12%			12%		
TOTAL APPROPRIATIONS (NET APPROPRIATIONS*)		8,776,540	618,831	(133,330)	9,262,041	6%	Increase to accommodate pass-through funding contracts of new grant awards.
ENDING FUND BALANCE (ENDING RESERVES*)		9,159,265	1,007,681	(305,185)	9,861,761	8%	Positive variances due to Beginning Fund Balance adjustment, higher Interest Revenue, various new grant awards from different funding sources.
Program Staff		591,149		-	591,149	0%	
Evaluation Staff		161,632		-	161,632	0%	
Admin Staff		672,719		-	672,719	0%	
Total Salaries and Benefits		1,425,500	0	0	1,425,500	0%	

Date: February 25, 2019

To: First 5 San Mateo County Commission

From: Kitty Lopez, Executive Director

Re: Approval of First Amendment to Agreement for First California IMPACT HUB Region 4 Technical Assistance to San Mateo County Office of Education in the Amount of \$65,236.60, Contract Term effective July 1, 2018 through June 30, 2019

ACTION REQUESTED

Approval of First Amendment to Agreement for First 5 California (F5CA) IMPACT HUB Region 4 Technical Assistance to San Mateo County Office of Education (SMCOE) in the Amount of \$65,236.60 Contract Term effective July 1, 2018 through June 30, 2019.

BACKGROUND

- Since July 2017, F5CA has provided funding for regional training and technical assistance activities to support counties' implementation of CA's Quality Rating and Improvement System (QRIS) - CA Quality Counts. The CA QRIS, a partnership between F5CA and CA Department of Education, helps early care and education programs improve their quality, uses evidence-based standards, helps parents make informed choices about quality child care and recognizes and promotes programs that participate.
- San Mateo County's QRIS (Quality Counts SMC) serves 4,709 children annually in high quality programs: 3,832 Preschoolers, 591 Toddlers and 281 Infants. A link to a presentation of QC SMC provided at the October 2018 Commission Meeting is included here for reference: <https://www.first5sanmateo.org/about/commission/commission-meeting>.
- F5CA IMPACT HUB funding supporting SMC QRIS training and technical assistance activities are set by F5CA and designates First 5 San Francisco as the fiscal agent for Region 4. F5SMC has an existing MOU with First 5 San Francisco for a secured funding of training and technical assistance activities in the amount of \$46,936.51 for FY18-19.

However, in Jan 2019, F5SMC was awarded additional funding increasing the training and technical assistance budget to \$70,902.83 from \$46,936.51.

- F5SMC contracts with SMCOE to coordinate and provide training and technical assistance activities for the IMPACT HUB

AMENDMENT TO AGREEMENT FOR THE F5CA IMPACT HUB REGION 4 TA TO SMCOE

- Upon receiving additional funding for the F5CA IMPACT HUB Region 4 TA from First 5 San Francisco, we increase the initial Agreement Amount to SMCOE from \$41,264.28 to \$65,236.60 for the grant continuation execution as the First Amendment to Agreement (**Attachment 8A**). The following is an overview of the proposed project budgets and scopes of work for SMCOE

IMPACT HUB REGION 4 TECHNICAL ASSISTANCE
Contractor: San Mateo County Office of Education
<ul style="list-style-type: none"> • Budget Period: July 1, 2018-June 30, 2019 • Amount of Request: \$65,236.60

Scope of Services

The San Mateo County Office of Education will work with First 5 San Mateo County, First 5 San Francisco, and the other IMPACT Region 4 local lead agencies, in collaboration to coordinate Quality Counts California activities and resources of the T&TA Hub, leverage other local and state resources to help the consortia integrate best practices; create efficiencies; and increase the regional and local capacity for Quality Counts California implementation.

This work will include, but not be limited to:

- a. Implementation costs for activities related directly to the performance of First 5 IMPACT Hub activities in areas prioritized by the Hub for quality improvement, capacity building (including competencies and certifications) per Attachment A.2, Item 1.
- b. Quality Counts California Certification Grant costs, per Agreement listed in Attachment A.2, Item 2.
- c. Data system costs, per Agreement listed in Attachment A.2, Item 3.

FISCAL IMPACT

No fiscal impact to F5SMC. The F5CA IMPACT HUB Region 4 Technical Assistance is pass through funding to SMCOE.

ACTION REQUESTED

Approval of First Amendment to Agreement for First California IMPACT HUB Region 4 Technical Assistance to San Mateo County Office of Education in the Amount of \$65,236.60, Contract Term effective July 1, 2018 through June 30, 2019

**FIRST AMENDMENT TO AGREEMENT
BETWEEN
FIRST 5 SAN MATEO COUNTY
AND
SAN MATEO COUNTY OFFICE OF EDUCATION
(SMCOE IMPACT HUB Region 4 Technical Assistance)**

THIS AMENDMENT (the “Amendment”), is entered into this 15th day of January, 2019, by and between **First 5 San Mateo County** (“F5SMC” or the “Commission”) and **San Mateo County Office of Education** (the “Grantee”) (collectively, the “Parties”);

RECITALS

A. **Whereas**, Commission and Grantee wish to amend as follows:

Section # 1 – Exhibits and Attachments of the Original Agreement is replaced in its entirety with the following:

1. Exhibits and Attachments

The following exhibits and attachments are included hereto and incorporated by reference herein:

Exhibit A.1 – Amended Scope of Work

Exhibit B.1 – Amended Payments

Attachment A.2 - Amended Detailed Scope of Work and Budget Allocation

Section # 2 – Services to be Performed of the Original Agreement is replaced in its entirety with the following:

2. Services to be Performed

In consideration of the payments hereinafter set forth in Exhibit B.1, the Grantee, under the general direction of the Executive Director of the Commission, or his/her authorized representative, with respect to the product or result of the Grantee’s services, shall perform services as described in Exhibit A.1 and Attachment A.2 (the “Services”).

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

Section # 4.A – Payments - Maximum Amount of the Original Agreement is replaced in its entirety with the following:

4.A Maximum Amount. In full consideration of the Grantee's performance of the Services, the amount that the Commission shall be obligated to pay under this Agreement shall not exceed SIXTY FIVE THOUSAND TWO HUNDRED THIRTY DOLLARS AND SIXTY CENTS (\$65,230.60).

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

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

SAN MATEO COUNTY OFFICE OF EDUCATION
101 Twin Dolphin Drive
Redwood City, CA 94065

FIRST 5 SAN MATEO COUNTY
1700 S. El Camino Real, Suite 405
San Mateo , CA 94402

_____	_____
Print Name and Title	Commission Chair
_____	_____
Signature	Date
_____	19540-6126
Date	Budget Unit

Grantee's Tax ID Number	

**FIRST AMENDMENT TO AGREEMENT
BETWEEN
FIRST 5 SAN MATEO COUNTY
AND
SAN MATEO COUNTY OFFICE OF EDUCATION
(SMCOE IMPACT HUB Region 4 Technical Assistance)**

EXHIBIT A.1

AMENDED SCOPE OF WORK

I. Introduction

Pursuant to the Agreement for services between First 5 San Mateo County and San Mateo County Office of Education effective **July 1, 2018**, the Grantee shall provide the services as described in this Exhibit and detailed more fully in Attachment A.2 over the term of this Agreement from **July 1, 2018 to June 30, 2019**.

II. Supplantation

Funds provided pursuant to this Agreement are provided pursuant to Propositions 10 and are intended to supplement, expand upon, and enhance activities funded from existing sources. Grantee shall not use funds under this contract to supplant existing resources or services for children and families in San Mateo County.

III. Description of Services to be Performed by the Contractor

The San Mateo County Office of Education will work with First 5 San Mateo County, First 5 San Francisco, and the other IMPACT Region 4 local lead agencies, in collaboration to coordinate Quality Counts California activities and resources of the T&TA Hub, leverage other local and state resources to help the consortia integrate best practices; create efficiencies; and increase the regional and local capacity for Quality Counts California implementation.

This work will include, but not be limited to:

1. Implementation costs for activities related directly to the performance of First 5 IMPACT Hub activities in areas prioritized by the Hub for quality improvement, capacity building (including competencies and certifications) per Attachment A.2, Item 1.
2. Quality Counts California Certification Grant costs, per Agreement listed in Attachment A.2, Item 2.
3. Data system costs, per Agreement listed in Attachment A.2, Item 3.

**FIRST AMENDMENT TO AGREEMENT
BETWEEN
FIRST 5 SAN MATEO COUNTY
AND
SAN MATEO COUNTY OFFICE OF EDUCATION
(SMCOE IMPACT HUB Region 4 Technical Assistance)**

EXHIBIT B.1

AMENDED PAYMENTS

Pursuant to the Agreement for Services between First 5 San Mateo County and San Mateo County Office of Education, effective as of July 1, 2018, the Commission shall pay the Grantee, as described in this Exhibit B.1 over the term of this Agreement.

Exhibit B.1 and its attachments reflect the budget for the Agreement term.

1. The Commission shall reimburse the Grantee for services provided not to exceed the maximum award set forth below in paragraph 3 ("Maximum Amount"), contingent upon the Grantee submitting a Reimbursement Request Form to the Commission. After review and approval of the Grantee's Reimbursement Request Form, the Grantee shall be reimbursed for reasonable costs incurred in providing services required by the Agreement.

At the end of the Agreement term, the Commission will conduct an 'Agreement closeout' which includes a reconciliation of all Commission payments and the Grantee expenditures. Any balance due to the Grantee will be paid by the Commission upon completion of the Agreement closeout process. In the event the reconciliation reveals that the Grantee was paid an amount in excess of the amount owed by the Commission, the Grantee will refund this amount upon notification from the Commission.

Under no circumstances shall total payments from the Commission to the Grantee exceed the Maximum Amount of the Agreement.

Guidelines for progress reports, program expenditure reporting, and reimbursement for services are contained in the Grantee Handbook and the Grantee's reporting shall include a descriptive narrative, tracking of the approved timeline and work plan (scope of work), and a detailed financial accounting of all grant funds spent in comparison with the approved budget.

2. Payment is contingent on the performance of the services described in Exhibit A.1 to the full satisfaction of the Executive Director, on behalf of the Commission.
3. The amount that the Commission shall be obligated to pay for services rendered under this Agreement shall not exceed SIXTY FIVE THOUSAND TWO HUNDRED THIRTY DOLLARS AND SIXTY CENTS (\$65,230.60), the Maximum Amount for the Agreement term.
4. Payment is contingent upon satisfactory performance, appropriate grant management, and timely reporting.
5. The Grantee shall expend funds received, in accordance with the budget as described in Attachment A.2 attached hereto and incorporated by reference herein, or as approved later by the Executive Director or his/her designee.

**FIRST AMENDMENT TO AGREEMENT
BETWEEN
FIRST 5 SAN MATEO COUNTY
AND
SAN MATEO COUNTY OFFICE OF EDUCATION
(SMCOE IMPACT HUB Region 4 Technical Assistance)**

THIS AMENDMENT (the “Amendment”), is entered into this 15th day of January, 2019, by and between **First 5 San Mateo County** (“F5SMC” or the “Commission”) and **San Mateo County Office of Education** (the “Grantee”) (collectively, the “Parties”);

RECITALS

A. **Whereas**, Commission and Grantee wish to amend as follows:

Section # 1 – Exhibits and Attachments of the Original Agreement is replaced in its entirety with the following:

1. Exhibits and Attachments

The following exhibits and attachments are included hereto and incorporated by reference herein:

Exhibit A.1 – Amended Scope of Work

Exhibit B.1 – Amended Payments

Attachment A.2 - Amended Detailed Scope of Work and Budget Allocation

Section # 2 – Services to be Performed of the Original Agreement is replaced in its entirety with the following:

2. Services to be Performed

In consideration of the payments hereinafter set forth in Exhibit B.1, the Grantee, under the general direction of the Executive Director of the Commission, or his/her authorized representative, with respect to the product or result of the Grantee’s services, shall perform services as described in Exhibit A.1 and Attachment A.2 (the “Services”).

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

Section # 4.A – Payments - Maximum Amount of the Original Agreement is replaced in its entirety with the following:

4.A Maximum Amount. In full consideration of the Grantee's performance of the Services, the amount that the Commission shall be obligated to pay under this Agreement shall not exceed SIXTY FIVE THOUSAND TWO HUNDRED THIRTY DOLLARS AND SIXTY CENTS (\$65,230.60).

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

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

**SAN MATEO COUNTY OFFICE OF
EDUCATION**
101 Twin Dolphin Drive
Redwood City, CA 94065

FIRST 5 SAN MATEO COUNTY
1700 S. El Camino Real, Suite 405
San Mateo , CA 94402

_____	_____
Print Name and Title	Commission Chair
_____	_____
Signature	Date
_____	19540-6126
Date	Budget Unit

Grantee's Tax ID Number	

**FIRST AMENDMENT TO AGREEMENT
BETWEEN
FIRST 5 SAN MATEO COUNTY
AND
SAN MATEO COUNTY OFFICE OF EDUCATION
(SMCOE IMPACT HUB Region 4 Technical Assistance)**

EXHIBIT A.1

AMENDED SCOPE OF WORK

I. Introduction

Pursuant to the Agreement for services between First 5 San Mateo County and San Mateo County Office of Education effective **July 1, 2018**, the Grantee shall provide the services as described in this Exhibit and detailed more fully in Attachment A.2 over the term of this Agreement from **July 1, 2018 to June 30, 2019**.

II. Supplantation

Funds provided pursuant to this Agreement are provided pursuant to Propositions 10 and are intended to supplement, expand upon, and enhance activities funded from existing sources. Grantee shall not use funds under this contract to supplant existing resources or services for children and families in San Mateo County.

III. Description of Services to be Performed by the Contractor

The San Mateo County Office of Education will work with First 5 San Mateo County, First 5 San Francisco, and the other IMPACT Region 4 local lead agencies, in collaboration to coordinate Quality Counts California activities and resources of the T&TA Hub, leverage other local and state resources to help the consortia integrate best practices; create efficiencies; and increase the regional and local capacity for Quality Counts California implementation.

This work will include, but not be limited to:

1. Implementation costs for activities related directly to the performance of First 5 IMPACT Hub activities in areas prioritized by the Hub for quality improvement, capacity building (including competencies and certifications) per Attachment A.2, Item 1.
2. Quality Counts California Certification Grant costs, per Agreement listed in Attachment A.2, Item 2.
3. Data system costs, per Agreement listed in Attachment A.2, Item 3.

**FIRST AMENDMENT TO AGREEMENT
BETWEEN
FIRST 5 SAN MATEO COUNTY
AND
SAN MATEO COUNTY OFFICE OF EDUCATION
(SMCOE IMPACT HUB Region 4 Technical Assistance)**

EXHIBIT B.1

AMENDED PAYMENTS

Pursuant to the Agreement for Services between First 5 San Mateo County and San Mateo County Office of Education, effective as of July 1, 2018, the Commission shall pay the Grantee, as described in this Exhibit B.1 over the term of this Agreement.

Exhibit B.1 and its attachments reflect the budget for the Agreement term.

1. The Commission shall reimburse the Grantee for services provided not to exceed the maximum award set forth below in paragraph 3 ("Maximum Amount"), contingent upon the Grantee submitting a Reimbursement Request Form to the Commission. After review and approval of the Grantee's Reimbursement Request Form, the Grantee shall be reimbursed for reasonable costs incurred in providing services required by the Agreement.

At the end of the Agreement term, the Commission will conduct an 'Agreement closeout' which includes a reconciliation of all Commission payments and the Grantee expenditures. Any balance due to the Grantee will be paid by the Commission upon completion of the Agreement closeout process. In the event the reconciliation reveals that the Grantee was paid an amount in excess of the amount owed by the Commission, the Grantee will refund this amount upon notification from the Commission.

Under no circumstances shall total payments from the Commission to the Grantee exceed the Maximum Amount of the Agreement.

Guidelines for progress reports, program expenditure reporting, and reimbursement for services are contained in the Grantee Handbook and the Grantee's reporting shall include a descriptive narrative, tracking of the approved timeline and work plan (scope of work), and a detailed financial accounting of all grant funds spent in comparison with the approved budget.

2. Payment is contingent on the performance of the services described in Exhibit A.1 to the full satisfaction of the Executive Director, on behalf of the Commission.
3. The amount that the Commission shall be obligated to pay for services rendered under this Agreement shall not exceed SIXTY FIVE THOUSAND TWO HUNDRED THIRTY DOLLARS AND SIXTY CENTS (\$65,230.60), the Maximum Amount for the Agreement term.
4. Payment is contingent upon satisfactory performance, appropriate grant management, and timely reporting.
5. The Grantee shall expend funds received, in accordance with the budget as described in Attachment A.2 attached hereto and incorporated by reference herein, or as approved later by the Executive Director or his/her designee.

AMENDED DETAILED SCOPE OF WORK AND BUDGET ALLOCATION

Scope of Work and Budget allocation for SMCOE to implement Region 4 IMPACT HUB Training and Technical Assistance Activities as outlined in MOU Agreement between First 5 San Mateo County and First 5 San Francisco / Children’s Council of San Francisco.

SMCOE will follow the Guidelines for expenditures, invoicing and tracking outlined in the MOU and Templates provided by F5 SMC or the Regional HUB Lead, F5SF.

Item 1. First 5 IMPACT T & TA Regional Budget - Available Funds	
Implementation costs for regional QRIS strategies	
<p>Implementation costs for activities related directly to performance of activities in areas prioritized by the HUB Region 4 for quality improvement, capacity building (including competencies and certifications) including but not limited to, the following:</p> <ul style="list-style-type: none"> • Data collection and storage (including QRIS data systems) • QI (stipends, curricula, etc.) • Rating and Monitoring • Communications and outreach • Materials and supplies • Meetings and conferences (excluding meals, snacks and beverages) • Hosting costs for planning and governance meetings, and other events as required for regional coordination, data collection, and systems development • Training related specifically to areas prioritized by the HUB (Social & Emotional Development, Interactions, Family Engagement), including professional development, technical skill development, and certification fees • In-State travel related specifically to HUB implementation-reimbursed at the rates and terms determined by the CA Department of Human Resources • Out-of-State Travel with prior approval from F5CA 	<p>SMCOE DELIVERABLES AND BUDGET</p> <p>Costs to build trainer and coach competencies and certification in areas approved by the HUB 4 Region Lead Agency. Fees for San Mateo county-based trainers and coaches will be paid for certification in:</p> <ul style="list-style-type: none"> • CSEFEL (Social Emotional Development) Trainer Certification. Certification Fees, at rates negotiated by HUB Region 4 • Region-approved Practice-Based Coaching Training • Teacher-Child Interactions (CLASS) certification costs for trainers and coaches • Facilitation of a Family Child Care Coach Community of Practice • In-state travel expenses for training and certification and regional meetings, if needed, according to state requirements <p style="text-align: right;">\$23,264.28</p>

Item 2 Quality Counts California Certification Grant Available Funds	
Certification costs for regional QRIS Strategies	
<p>I. Regional Certifications</p> <p>A. Funds may be used to cover registration, in state travel costs, materials, or books related to certification or re-certification costs for approved training and coaching systems.</p> <p>B. Approved list of certifications:</p> <ol style="list-style-type: none"> 1. Classroom Assessment Scoring System (CLASS) tools 2. Environment Rating Scale (ERS) tools 3. Desired Results Developmental Profile (DRDP) 4. CA Preschool Instructional Network (CPIN) 5. Program for Infant Toddler Care (PITC) 6. CA Collaborative for the Social Emotional Foundations for Early Learning (CSEFEL) Teaching Pyramid: Trainer or Coach 7. Ages & Stages Questionnaire (ASQ) 8. Ages & Stages Questionnaire: Social Emotional (ASQ-SE) 9. Strengthening Families – Resource and Referral staff only 10. Program Administration Scale (PAS) and Business Administration Scale (BAS): Director Mentors only 11. Practice-based Coaching: specific model must be identified in the application 12. Community of Practice – Shared Learning Opportunity (June 6-8, 2018) <p>II. Regional coordination- allowable services include:</p> <ol style="list-style-type: none"> A. Convening consortia within the region for planning B. Determining regional assessor, coaching and training needs C. Deploying regional assessors, coaches and trainers to local consortia D. Managing reliability of regional assessors 	<p>SMCOE DELIVERABLES AND BUDGET Costs to build trainer and coach competencies and certification in areas approved by the HUB 4 Region Lead Agency, for example:</p> <ul style="list-style-type: none"> • CSEFEL (Social Emotional Development) Trainer Certification Fees and Coach Certification Fees, at rates negotiated by HUB Region 4, for San Mateo county trainers <p style="text-align: right;">\$23,966.32</p>

<ul style="list-style-type: none"> E. Convening consortia Partners for planning F. Coordinating with the ELCD Quality Improvement professional development systems III. Regional Communities of Practice, allowable services include: <ul style="list-style-type: none"> A. Convening Communities of Practice for consortia-to-consortia learning regarding Quality Rating and Improvement System (QRIS) administration within the region, including staff time. B. Examples include: fiscal-to-fiscal, PD administrator-to-PD Administrator IV. Regional Training – allowable services include: <ul style="list-style-type: none"> A. Regionally coordinated training for regional or local consortia staff B. Regional training for entities engaged in local QRIS support, such as, but not limited to: <ul style="list-style-type: none"> 1. Local Institutions of Higher Ed 2. Local Resource and Referral Agencies 3. Local Planning Council Coordinators 	
Item 3. First 5 IMPACT HUB Data System Reimbursement	
Data System Reimbursement	
San Mateo County share of the reimbursement for our San Mateo county database system, Vertical Change	SMCOE DELIVERABLES AND BUDGET Database costs for Vertical Change <p style="text-align: right;">\$18,000</p>
Total - \$ 65,230.60	

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Date: February 25, 2019
To: First 5 San Mateo County Commission
From: Kitty Lopez, Executive Director
Re: Approval of First Amendment to Agreement for Communications Consultation Services to Runyon Saltzman Inc. (RSE) in the Amount of \$305,336 Contract Term effective July 1, 2018 through June 30, 2020

ACTION REQUESTED

Approval of First Amendment to Agreement for Communications Consultation Services to Runyon Saltzman Inc. (RSE) in the Amount of \$305,336 Contract Term effective July 1, 2018 through June 30, 2020.

BACKGROUND

- On June 25, 2018 the Commission approved a contract for Communications Consultation Services to Runyon Saltzman Inc. (RSE), in the amount of \$99,396.000, to implement the Strategic Communications Plan and Implementation Plan term effective July 1, 2018, through June 30, 2019.
- RSE has successfully met contract deliverables and has provided monthly updates to the Commission on communications activities including web-site redesign, social media, advocacy impact stories and Influencer engagement strategies. (See Attachment 9A)
- F5SMC staff is recommending maintaining RSE as Communications contractor to continue alignment with communication efforts and deliverables with current grantees and emerging initiatives, to not have interruption in service/project deliverables, and to align with the termination of current grantee contracts in June 2020.

F5SMC STRATEGIC COMMUNICATIONS PLAN AND IMPLEMENTATION PLAN OBJECTIVES

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

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

- Communicate the impact of F5SMC's strategic investments
- Position F5SMC as a thought leader in issues related to young children Prenatal to 5
- Leverage partnerships as a key communications channel
- Increase families access to information, resources and programs

AMENDMENT TO AGREEMENT FOR THE COMMUNICATIONS CONSULTATION SERVICES

The proposed First Amendment to Agreement for the Communication Consultation Services to RSE (**Attachment 9B**) with an overview of the proposed Amended Budgets and Amended Scopes of Work are as following:

Amended Budget Contractor:
<ul style="list-style-type: none"> • Budget Period: July 1, 2018-June 30,2020 • Amount of Request: \$305,336.00

SCOPE OF WORK

- **Communication with F5SMC staff**
- **Impact Stories:** Collect and write up to 5 key impact stories that exemplify the important work F5SMC makes possible
- **Website:** Develop quarterly newsletter for F5SMC dissemination and manage blog (coordinate authors, edit posts, post content). Make minor content updates to website, as needed.
- **Social Media:** Draft monthly content calendars, schedule and post, with approval from the F5SMC team. Manage paid social efforts.
- **Media Relations:** Support specific initiatives (i.e. Build Up, Quality Counts San Mateo County, Oral Health, etc.) with targeted media relations efforts. This includes drafting or editing press materials, developing pitches and disseminating them, and gaining earned media.
- **Influencer Engagement:** In close collaboration with F5SMC team, identify specific influencer audiences to target with F5SMC messages. Develop plan and craft communications materials to reach these influencers, as needed. Examples of the audiences could include elected officials, key business leaders, school boards, etc.
- **Brand Campaign:** Continue placing “Think Bigger” Handmade brand campaign to position F5SMC as a thought leader and significant influencer in the mission to ensure success for every child in the county. Resize, finalize and place existing assets, as appropriate.
- **Metrics and Reporting:** Provide monthly report of social media, website analytics and communication activities. Following specific communications campaigns (brand campaign) RSE will provide recap reports with success metrics.
- **Cannabis Cessation:** Develop and design cannabis cessation brochure for parents of children ages 0 to 5 with an emphasis on cannabis use while pregnant and breastfeeding and edible cannabis products. Develop a website layout landing page
- **Help Me Grow:** Develop and execute communication plan to promote new Help Me Grow line. Deliverables include communications plan, messaging, brand guidelines and tagline, website landing page, full website, social media set-up, media relations and paid media.
- **Trauma Informed Care:** Develop website to act as resource hub on subject of early

FISCAL IMPACT

The Amendment to Agreement for the Communications Consultation Services to Runyon Saltzman Einhorn, Inc. (RSE) with Total Amended Amount of \$305,336.00 are funded from Policy Advocacy, Communication and System Changes (PAC) and Emerging Project budget lines of the F5SMC’s Strategic Plan Implementation Plan (SPIP) FY18-20. Funding Allocations were approved at the August 27, 2017 Commission Meeting. Budget allocation is as follows:

- F5SMC SPIP 18-20 - PAC General Communication: \$199,936
- F5SMC SPIP 18-20 - Emerging Project line - Help Me Grow project: \$75,400
- F5SMC SPIP 18-20 - Emerging Project line - Trauma and Resiliency Project: \$30,000

ACTION REQUESTED

Approval of First Amendment to Agreement for Communications Consultation Services to Runyon Saltzman Inc. (RSE) in the Amount of \$305,336 Contract Term effective July 1, 2018 through June 30, 2020.



Date: February 12, 2019
To: Michelle Blakely
First 5 San Mateo (F5SMC)
From: Alicia Leupp Hanley
Subject: Contract Amendment

In 2016, RSE worked with First 5 San Mateo County to develop a communications plan that prioritized the goals of communicating the impact of First 5 San Mateo's strategic investments, positioning the organization as a thought leader, and leveraging partnership as a key communications channel. Since finalizing the implementation plan, RSE has worked hand in hand with First 5 San Mateo County staff to execute strategies and tactics to support each goal:

- We developed an updated set of brand guidelines complete with an energized brand palette.
- We worked with F5SMC staff through a collaborative process to develop a new message map to empower F5SMC to tell its authentic story and then trained key spokespeople in message delivery through a half-day brand bootcamp.
- We created a new First 5 San Mateo County website and established an online blog with posts authored by staff and community stakeholders.
- We took over social media management, growing F5SMC's Facebook page by over 1,000 followers, building a presence amongst parents on Instagram, and establishing a voice on Twitter that speaks directly to and regularly earns engagement from influencers and elected officials.
- We gathered success narratives and created impact stories that were used as part of Advocacy Day efforts, as well as for online content.
- We drafted and successfully placed op-eds.
- We engaged funded partners and other stakeholders for communications workgroups in order to engage them as ambassadors for First 5 San Mateo's strategic investments.
- We developed a new "Think Bigger" brand campaign and placed outdoor boards in key, highly visible locations.
- And, we started development of a new cannabis cessation brochure to be used throughout the county.

We look forward to continuing work with F5SMC staff in the months to come to maintain the strong momentum we have created and further communications goals.

**FIRST AMENDMENT TO THE AGREEMENT
BETWEEN
FIRST 5 SAN MATEO COUNTY
AND
RUNYON SALTZMAN, INC.
(COMMUNICATIONS CONSULTATION SERVICES)**

This Amendment is entered on the 1st day of January 2019, by and between First 5 San Mateo County ("F5SMC" or the "Commission") and Runyon Saltzman, Inc. ("RSE") (the "Contractor").

RECITALS

- A. Whereas, Commission and Contractor wish to amend the Exhibits and Attachments, Term and Termination, Payment, and Notices of the Original Agreement.

Now therefore, the parties agree to amend the Agreement as follows:

1. **Section # 1 – Exhibits and Attachments** of the Original Agreement is replaced in its entirety with the following:

Exhibits and Attachments

The following exhibits and attachments are included hereto and incorporated by reference herein:

Attachment A.2 - Amended Detailed Scope of Work FY 2018-2020
Attachment B-2 - Amended Budget Request and Narrative FY 2018-2020

2. **Section # 3 – Contract Term and Termination** of the Original Agreement is replaced in its entirety with the following:

Agreement Term and Termination

Notwithstanding Paragraph 3 and Paragraph 4 each of which may require performance after the Agreement term is completed or the Agreement is terminated, the term of this Agreement shall be from July 1, 2018 to June 30, 2020. The Grantee further agrees that the requirements of this Agreement pertaining to indemnity in Paragraph 9, Confidentiality in Paragraph 10, Records in Paragraph 14, and Intellectual Property in Paragraph 5, and Governing Law in Paragraph 16, shall survive the termination of this Agreement.

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

In the event of termination, the Grantee shall be paid for all work satisfactorily performed until termination. In the event that the Commission makes any advance payments, the Grantee agrees to refund any amounts in excess of the amount owed by the Commission at the time the Agreement is terminated.

Such payment shall be that portion of the full payment, which is determined by comparing the work/services completed satisfactorily to the work/services required by the Agreement.

- 3. Section # 4 – Payments of the Original Agreement is replaced in its entirety with the following:

Payments

In consideration of the services rendered in accordance with all terms, conditions and specifications set forth herein and in Exhibit A, the Commission shall make payment to the Contractor in the manner specified herein and in Exhibit B. The Commission reserves the right to withhold payment if the Commission determines that the quantity or quality of the Services performed is unacceptable. In no event shall total payment for services under this Agreement exceed **THREE HUNDRED FIVE THOUSAND THREE HUNDRED THIRTY SIX DOLLARS (\$305,336)**.

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

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

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

FIRST 5 SAN MATEO COUNTY
1700 S. El Camino Real, Suite 405
San Mateo, CA 94402

Print Name

Commission Chair

Signature

Signature

Date

Date

19540-6814

Tax ID #

Budget Unit



Amended Detailed Scope of Work: Communications Consultation Services

Term: July 1, 2018 – June 30, 2020

Exhibit A is Amended. RSE is being maintained as communications contractor to continue alignment with communication efforts and deliverable with current grantees and emerging initiatives, to not have interruption in service/project deliverables and to align with the termination of current grantee contracts in June 2020.

Tasks, Activities, and Deliverables	Timeframe or Date	Key Staff Responsible
1. Communicating with F5SMC Commission and Staff		
1. F5SMC/RSE regular bi-weekly meetings following official contract kick off meeting to stay informed and on track. Provide notes of bi-weekly meetings.	Bi-Weekly	Alicia Leupp Hanley, TBD account manager, Carlota Trevino
2. Attend and participate in Commission and Committee meetings as needed	As Needed	Scott Rose, Alicia Leupp Hanley
2. Continue Implementing Strategic Communications Plan		
1. Impact Stories: Collect and write up to 5 key impact stories that exemplify the important work F5SMC makes possible.	July 2018- June 2020	Alicia Leupp Hanley, TBD account manager, Carlota Trevino
2. Website: Develop quarterly newsletter for F5SMC dissemination and manage blog (coordinate authors, edit posts, post content). Make minor content updates to website, as needed.	July 2018- June 2020	Jonathan Bolivar, Alicia Leupp Hanley, TBD account manager, Carlota Trevino
3. Social Media: Draft monthly content calendars, schedule and post, with approval from the F5SMC team. Manage paid social efforts.	July 2018- June 2020	Jonathan Bolivar, Alicia Leupp Hanley, TBD account manager, Carlota Trevino
4. Media Relations: Support specific initiatives (i.e. Build Up, Quality Counts San Mateo County, Oral Health, etc.) with targeted media relations efforts. This includes drafting or editing press materials, developing pitches and disseminating them, and gaining earned media.	July 2018- June 2020	Koula Gianulias, Allie Delehant, Alicia Leupp Hanley, TBD account manager
5. Influencer Engagement: In close collaboration with F5SMC team, identify specific influencer audiences to target with F5SMC messages. Develop plan and craft communications materials to reach these influencers, as needed. Examples of the audiences could include elected officials, key business leaders, school boards, etc.	July 2018- June 2020	Scott Rose, Alicia Leupp Hanley, TBD account manager, Carlota Trevino
6. Brand Campaign: Continue placing “Think Bigger”	July 2018-	Kelley Kent, Laura

Handmade brand campaign to position F5SMC as a thought leader and significant influencer in the mission to ensure success for every child in the county. Resize, finalize and place existing assets, as appropriate.	June 2020	Berruezo, Alicia Leupp Hanley, TBD account manager, Carlota Trevino
7. Metrics and Reporting: Provide monthly report of social media, website analytics and communication activities. Following specific communications campaigns (brand campaign) RSE will provide recap reports with success metrics.	Monthly, July 2018- June 2020	Alicia Leupp Hanley, TBD account manager, Carlota Trevino
8. Cannabis Cessation: Develop and design cannabis cessation brochure for parents of children ages 0 to 5 with an emphasis on cannabis use while pregnant and breastfeeding and edible cannabis products. Develop a website layout landing page	December 2018- June 2020	Alicia Leupp Hanley, TBD account manager, Carlota Trevino
9. Help Me Grow: Develop and execute communication plan to promote new Help Me Grow line. Deliverables include communications plan, messaging, brand guidelines and tagline, website landing page, full website, social media set-up, media relations and paid media.	December 2018- June 2020	Sandra Levy, Alicia Leupp Hanley, TBD account manager, Carlota Trevino
10. Trauma Informed Care: Develop website to act as resource hub on subject of early childhood trauma.	January 2019- June 2020	Alicia Leupp Hanley, TBD account manager, Carlota Trevino



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

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

Agency Name:	Runyon Saltzman, Inc. (RSE)
Program/Project Name:	Communications Consultation Services
Amount of Request:	\$305,336
Budget Period:	July 1, 2018 - June 30, 2020
Submission Date:	2/15/2019

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
Position Title	Hourly Wages	# Hours			
A. Scott Rose, RSE Principle-in-Charge and Director of Public Affairs	\$ 260.00	1	\$ 130.00		\$ 130.00
B. Steve Fong, RSE Creative Director	\$ 232.00	9	\$ 2,088.00	\$ -	\$ 2,088.00
C. Darcey Self, RSE Associate Creative Director	\$ 220.00	13	\$ 2,915.00		\$ 2,915.00
D. Kelley Kent, RSE Media Director	\$ 224.00	4	\$ 896.00	\$ -	\$ 896.00
E. Norma Rivera, RSE Social Marketing Director	\$ 224.00	2	\$ 448.00		\$ 448.00
F. [Currently Vacant], RSE Associate Social Marketing Director	\$ 220.00	34	\$ 7,535.00	\$ -	\$ 7,535.00
G. Jonathan Bolivar, RSE Digital Strategist	\$ 212.00	32	\$ 6,784.00	\$ -	\$ 6,784.00
H. Alicia Leupp Hanley, Sandra Levy, RSE Account Supervisor	\$ 212.00	276	\$ 58,512.00	\$ -	\$ 58,512.00
I. Koula Gianulias, Allie Delehant, TBD Account Manager, RSE Account Manager(s)	\$ 168.00	174	\$ 29,232.00	\$ -	\$ 29,232.00
J. Laura Berrueto, RSE Art Director	\$ 160.00	195	\$ 31,200.00	\$ -	\$ 31,200.00
K. Digna Roque and Josh Chilton, RSE Copywriters	\$ 160.00	62	\$ 9,920.00	\$ -	\$ 9,920.00
L. [Currently Vacant], RSE Senior Account Coordinator	\$ 132.00	52	\$ 6,864.00	\$ -	\$ 6,864.00
M. Daniel Tsering, Carlota Trevino, RSE Account Coordinator(s)	\$ 104.00	598	\$ 62,140.00		\$ 62,140.00
N. Stephanie Holzman and Katelyn Gange, RSE Media Buyer(s)	\$ 172.00	11	\$ 1,892.00		\$ 1,892.00
O. Dominique Beilke, RSE Production Artist	\$ 128.00	35	\$ 4,480.00	\$ -	\$ 4,480.00
P. Brianna Redmond, RSE Production Manager	\$ 120.00	58	\$ 6,900.00		\$ 6,900.00
Benefits @ ___%			\$ -	\$ -	\$ -
Subtotal - Personnel			\$ 231,936.00	\$ -	\$ 231,936.00

II. OPERATING EXPENSES	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities	\$ -	\$ -	\$ -
B. Office Supplies and Materials	\$ -	\$ -	\$ -
C. Telephone/Communications	\$ 1,000.00	\$ -	\$ 1,000.00
D. Postage/Mailing	\$ -	\$ -	\$ -
E. Printing/Copying	\$ 1,000.00	\$ -	\$ 1,000.00
F. Equipment Lease	\$ -	\$ -	\$ -
G. Travel Using Personal Vehicle	\$ 4,000.00	\$ -	\$ 4,000.00
H. Travel Using Company Vehicle	\$ -	\$ -	\$ -
I. Consultants (itemize): Marguerite Cueto, Latino Expert Consultant	\$ 3,500.00	\$ -	\$ 3,500.00
J. Subcontractors (itemize):	\$ -	\$ -	\$ -
Marguerite Cueto, Latino Expert Consultant @ \$200 per hour	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -

K. Other (itemize):	\$	-	\$	-	\$	-
K1. Media Buy (Pending F5SMC Approval)	\$	17,500.00	\$	-	\$	17,500.00
K2. Social Media Advertising (Pending F5SMC Approval)	\$	20,000.00	\$	-	\$	20,000.00
K3. Production (Pending F5SMC Approval)	\$	500.00				
K4. Website Updates (Pending F5SMC Approval)	\$	25,900.00				
Subtotal - Operating Expenses	\$	73,400.00	\$	-	\$	73,400.00

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

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

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Total of sections I - IV	\$	305,336.00	\$

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

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

Date Prepared:		Prepared By:	
-----------------------	--	---------------------	--

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



First 5 San Mateo County
AMENDED BUDGET NARRATIVE FORM

Agency Name:	Runyon Saltzman, Inc. (RSE)
Program/Project Name:	Communications Consultation Services
Amount of Request:	\$305,336
Budget period:	July 1, 2018 - June 30, 2020
Submission Date:	

I. PERSONNEL	A. Amount Requested	Description / Explanation
Position Title		
A. Scott Rose, RSE Principle-in-Charge and Director of Public Affairs	\$ 130.00	Scott Rose's reduced social marketing billing rate is \$260 per hour, however the majority of his time will be pro bono. Scott will provide strategic counsel and assist with media relations and influencer engagement strategy.
B. Steve Fong, RSE Creative Director	\$ 2,088.00	Steve Fong's billing rate is \$232 per hour. Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect costs and profit. Steve will oversee all creative projects.
C. Darcey Self, RSE Associate Creative Director	\$ 2,915.00	Darcey Self's billing rate is \$220 per hour. Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect costs and profit. Darcey will work with Steve to oversee all creative projects.
D. Kelley Kent, RSE Media Director	\$ 896.00	Kelley Kent's billing rate is \$224 per hour. Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect costs and profit. Kelley will oversee all media planning and buying projects.
E. Norma Rivera, RSE Social Marketing Director	\$ 448.00	Norma Rivera's billing rate is \$224 per hour. Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect costs and profit. Norma will provide strategic counsel and will assist with social marketing strategy.
F. [Currently Vacant], RSE Associate Social Marketing Director	\$ 7,535.00	The Assoc. Social Marketing Director billing rate is \$220 per hour. Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect costs and profit. The Assoc. Social Marketing Director provides strategic guidance, and oversees account work and staff assigned to the project.
G. Jonathan Bolivar, RSE Digital Strategist	\$ 6,784.00	Jonathan Bolivar's billing rate is \$212 per hour. Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect costs and profit. Jonathan will assist the team in the continuing digital strategy, social media and website projects.
H. Alicia Leupp Hanley and Sandra Levy, RSE Account Supervisor	\$ 58,512.00	Alicia Leupp Hanley's billing rate is \$212 per hour. Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect costs and profit. Alicia will be the day-to-day contact, leading the account team in ensuring the most effective communications work is being done on strategy, on time and on budget.
I. Koula Gianulias, Allie Delehant and TBD Account Manager, RSE Public Relations Account Manager(s)	\$ 29,232.00	The Account Manager billing rate is \$168 per hour. Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect costs and profit. The account managers and will assist any and all media relations assignments for F5SMC.
J. Laura Berruezo, RSE Art Director	\$ 31,200.00	Laura Berruezo's billing rate is \$160 per hour. Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect costs and profit. Laura will lead all design elements of implementing F5SMC's strategic communications plan.
K. Digna Roque and Josh Chilton, RSE Copywriters	\$ 9,920.00	The Copywriter billing rate is \$160 per hour. Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect costs and profit. Digna will lead all Spanish-language writing and design elements of implementing F5SMC's strategic communications plan. Josh will lead all English-language writing.
L. [Currently Vacant], RSE Senior Account Coordinator	\$ 6,864.00	The Senior Account Coordinator billing rate is \$132 per hour. Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect costs and profit. The Senior Account Coordinator assists the account team in coordinating all implementation activities.
M. Daniel Tsering, Carlota Trevino, RSE Account Coordinator(s)	\$ 62,140.00	The Account Coordinator billing rate is \$132 per hour. Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect costs and profit. Account Coordinators will assist the account team in coordinating all implementation activities for F5SMC.
N. Stephanie Holzman and Katelyn Gange, RSE Media Buyer(s)	\$ 1,892.00	The Media Buyer billing rate is \$174 per hour. Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect costs and profit. Media Buyers will help manage media planning and buying projects.
O. Dominique Beilke, RSE Production Artist	\$ 4,480.00	Dominique Beilke's billing rate is \$128 per hour. Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect costs and profit. Dominique will assist with the production of design elements.
P. Brianna Redmond, RSE Production Manager	\$ 6,900.00	Brianna Redmond's billing rate is \$120 per hour. Hourly billing rates include employee salary, fringe benefits, operating expense allocations, indirect costs and profit. Brianna will plan and manage the production of all design elements.

Benefits @ %	\$ -	
Subtotal - Personnel	\$ 231,936.00	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation
A. Rent and Utilities	\$ -	
B. Office Supplies and Materials	\$ -	
C. Telephone/Communications	\$ 1,000.00	RSE staff will provide services through Start Meeting
D. Postage/Mailing	\$ -	
E. Printing/Copying	\$ 1,000.00	RSE staff will provide services using in house printing capabilities
F. Equipment Lease	\$ -	
G. Travel Using Personal Vehicle	\$ 4,000.00	RSE staff to drive from Sacramento to San Mateo based on 0.565 IRS mileage rate
H. Travel Using Company Vehicle	\$ -	
I. Consultants (itemize):	\$ -	
Marguerite Cueto, Latino Expert Consultant @ \$200 per hour	\$ 3,500.00	
	\$ -	
J. Subcontractors (itemize):	\$ -	

	\$ -	
K. Other (Itemize)	\$ -	
K1. Media Buy (Pending F5SMC Approval)	\$ 17,500.00	
K2. Social Media Advertising (Pending F5SMC Approval)	\$ 20,000.00	
K3. Production (Pending F5SMC Approval)	\$ 500.00	
K4. Website Updates (Pending F5SMC Approval)	\$ 25,900.00	
Subtotal - Operating Expenses	\$ 73,400.00	

III. CAPITAL EXPENDITURES	A. Amount Requested	Description / Explanation
Subtotal - Capital Expenditures		

IV. INDIRECT COSTS	A. Amount Requested	Allocation Method / Formula Used
%	\$ -	
Subtotal - Indirect Costs	\$ -	

V. TOTAL PROGRAM COSTS	A. Amount Requested	
Total of sections I - IV	\$	305,336.00

VI. IN KIND SUPPORT: Please identify any in-kind support that is available to this project (example: volunteer hours, donated office space or equipment). If volunteer hours are listed, please indicate the role(s) of volunteers in the project.

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

Note: In some instances, staffing(individual names) may change. F5SMC will be notified if any positions remain vacant for extended period as multiple people may complete some deliverables.

Mail signed First 5 San Mateo County Budget Request and Budget Narrative Forms to :

First 5 San Mateo County
Attn: F5SMC Communications & Operations Liaison
1700 S. El Camino Real, Suite 405
San Mateo, CA 94402 – 3050

Electronic copy must also be submitted to:
F5SMC Communication & Operations Liaison

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Date: February 25, 2019
To: First 5 San Mateo County Commissioners
From: Kitty Lopez, Executive Director
Re: Approval of Recommendation to Board of Supervisors for Public Member Commissioner to Replace Retiring Commissioner Michael Garb: Ms. Alexis Becerra, Mental Health Therapist with the San Mateo Union High School District

Background:

Whenever there is a pending public member vacancy on the First 5 Commission there is a recruitment process that is followed to replace the outgoing Commissioner. Commissioner Michael Garb retired from his position as a public member of the First 5 Commission on December 17, 2018.

After a public announcement was made by the Clerk of the Board of Supervisors in December 2018, 3 applications were received prior to the deadline date of January 25, 2019. The Executive Director, in consultation with Chair Pam Frisella, and Commissioner Sandra Phillips-Sved, reviewed all applications and set up interviews with applicants during the month of February. Three applicants were interviewed and were asked questions about their backgrounds, interest in First 5, issues facing young children and families in San Mateo County, issues facing First 5, and how each thought they could help further the work of the Commission and create stronger impact for children and families. The following applicants were interviewed:

1. Ms. Alexis Becerra, Mental Health Therapist with the San Mateo Union High School District
2. Mr. Don Long, Program Manager, Office of Cultural Competency in the Office of the County Manager in Santa Clara County
3. Ms. Annie Tsai, Self-Employed Entrepreneur

All applicants expressed an enthusiastic interest in serving on the First 5 Commission; it was a difficult decision for us to make! After thoughtful deliberation and consultation with the Chair of the Commission, Pam Frisella, and Commissioner Sandra Phillips-Sved, I recommend Alexis Becerra as a new Commissioner to begin in March 2019, following formal approval by the Board of Supervisors. The recommendation would go before President of the Board, Carole Groom, and the Board of Supervisors at one of their meetings in early March.

Given her current role as a mental health therapist with students at the high school level, Ms. Becerra would be an important asset to the Commission's growing leadership and advocacy role throughout the county. She has witnessed first-hand how at risk young people and their families progress to the high school educational system without having had crucial early intervention and prevention services at a very young age. Alexis has worked with many children and families who are part of the cultural diversity of San Mateo County and those that we serve and support at First 5 San Mateo. Please see her application, **Attachment 10.1**

Fiscal Impact:

None

Recommendation

Approval of Recommendation to Board of Supervisors for Public Member Commissioner to Replace Retiring Commissioner Michael Garb: Ms. Alexis Becerra, Mental Health Therapist with the San Mateo Union High School District

Submission #764

[Previous submission](#) Next submission

Submission information

Form: [Application for Boards, Commissions and Committees](#)

Submitted by Anonymous

Sun, 12/09/2018 - 22:22

73.70.126.243

Name of Board, Commission, or Committee First Five Commission

What position are you applying for? Commission Member

Would you be able to attend meeting at the following times? Night

Name Alexis Becerra

Email abecerra0318@gmail.com

Phone Number 530-300-1596

Address 1320 El Camino Real 4

City Burlingame

Zip Code 94010

District: 1

Education Post-Graduate

Other

Are you a veteran of the U.S. Armed Forces? No

Questions for Veterans

PLEASE COMPLETE THE FOLLOWING QUESTIONS IF YOU ARE A VETERAN OF THE U.S. ARMED FORCES

Years of Service:

Branch of Service:

Please provide the character of your discharge from military service:

Present Employer San Mateo Union High Shool District

Position Licensed Marriage and Family Therapist #99868

Employer Address 650 N. Delaware Street, San Mateo, California 94401

Employment History

Mental Health Therapist: San Mateo Union High School District (San Mateo, Ca): August 2016-Current

Special Education Embedded School Based Mental Health Clinician: Edgewood Center for Children and Families (San Mateo County): August 2015-June 2016

Bilingual Turning Point Clinical Case Manager: Edgewood Center for Children and Families (San Mateo County): November 2013-September 2015

Therapist I: Colusa County Department of Behavior Health (Colusa, Ca): August 2012-June 2013

Child Counselor Intern: Chico Junior High School (Chico, Ca): August 2012-December 2012

Child Counselor Intern: Emma Wilson Elementary (Chico, Ca): January 2012- June 2012

Graduate Research Assistant: California State University, Chico (Chico, Ca): August 2011-August 2013

Civic Activities: (Please include any present or past membership on County or City boards, committees, or commissions, or participation in the activities of community groups or organizations) Educator Ambassador for One Love, Teen Advisor for Bring Change to Mind

Why are you seeking this appointment? (Please include in your response any qualifications/special interest related to this position which may not have been covered.)

In my work as a child and adolescent therapist, I have had the privilege to work with the most at-risk youth and their families. I have utilized a multi-tiered support system in non-profit work as well as academic school based work. Being a

lead clinician in these systems, I have witnessed areas in which these systems fall short due to the lack of resources available to families at an early age. Although intense and acute Mental Health systems intend to do well, these systems fall short due to complex early childhood trauma and the lack of interventions beginning at age zero. While currently working with adolescents and academic staff, I am given direct day to day witness of how students and staff are feeling unsuccessful in a system as adolescent socio-emotional needs continue to increase to the point that it is a public health crisis. Due to this, it is becoming more evident that improving and building protective factors for children is vital for their long term success as adolescents and eventually adults. Therefore, more than ever I see the need for making sure children and families have access to resources and programs that will ultimately mitigate the impact of stigma and preventing people to seek access to services. It is my hope to bring this direct impact and knowledge to the commission to support the continued growth of San Mateo County First Five's prevention and early intervention programs.

How did you become aware of the opening? Friend

Other

Electronic Signature (Please enter your full name) Alexis Becerra

[Previous submission](#)

[Next submission](#)

[Back to Top](#)

DATE: February 25, 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

- The First 5 San Mateo County (F5SMC) Staff and its communication firm, Runyon Saltzman and Einhorn (RSE) will be working on the following:
 - Develop a draft taglines for Help Me Grow Initiative.
 - Marijuana/cannabis educational brochure and campaign materials for use by F5SMC and partners. A draft designed was created. The Program, Operations and Planning Committee reviewed and provided feedback on the draft concepts. Next step, F5SMC will ask for input from our community partners. The goal is to get it done by July 2019.
 - Reviewed the F5SMC website and the upcoming Help Me Grow website for ADA compliance.
 - Impact stories for the April 30, 2019 First 5 Advocacy Day which includes Build Up for San Mateo County Children’s Initiatives and Help Me Grow.
 - Upcoming e-newsletter with the topics to include are Census 2020, Help Me Grow, Children’s Now Report.
 - Developed amendment to agreement for Communications Consultation Services for fiscal year 2018 – 2020.

SOCIAL MEDIA

- See January 2019 Social Media Report and Website Analytics Report (*Attachment 11.1*)

First 5 San Mateo County January 2019




Overview

First 5 San Mateo social media platforms continue to show positive interaction and engagement. Instagram showed very strong follower growth with 30 more followers; impressions were the highest on Twitter with more than 7.5K in January. In addition, followers demonstrated active engagement in posts related to childcare and new policy proposals.

On the First 5 San Mateo website, 605 users in California accessed the site in the month of January, with a total of 733 sessions. The top sources of traffic were from direct searches, Google organic and from First 5 California. The top cities in California that accessed the F5SMC continued to be San Francisco, San Mateo and Redwood City. The top pages that were navigated in the site included the homepage, followed by the about page and the staff page. Over 65.4% of users accessed the site on a desktop computer. Detailed website analytics can be found on the attached First 5 San Mateo County January 2019 Analytics Report.

Social Activity by Platform

The following report provides engagement statistics by social media platform.

 **1,325** Followers
4,566 People Reached
616 Total Engagements (Likes and Comments)

Facebook

In January, we saw an increase in reach and engagement compared to December. The two most popular posts reached over 2,475 impressions. The organic post, which included a preview on Governor Gavin Newsom’s plan to achieve universal preschool in California for all low-income 4-year-olds, had the highest reach of 2,038 people in addition to a strong 311 reactions, coments and shares.

Highlights:

First 5 San Mateo County
Published by Runyon Saltzman, Inc. [?] · January 9 at 8:45 AM · 🌐

According to the Newsom transition team document outlining the plan, the push for universal preschool would be part of “the largest, most comprehensive investment in early learning and child development in California history.”



EDSOURCE.ORG
Gov. Newsom wants universal preschool for low-income children in California to be phased in over three years

✔ **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 23,000 people.

2,038 People Reached **311** Engagements **Boost Post**

👍 Pat Wong, Joyce B. Irby and 36 others 2 Comments 29 Shares

👍 Like 💬 Comment ➦ Share 🌐

First 5 San Mateo County
Published by Runyon Saltzman, Inc. [?] · January 7 · 🌐

At First 5 San Mateo, we generate significant and lasting returns on the investment in our children. There is a wealth of research that proves early childhood investments offer the greatest return—for the child, the family and the community. Learn more about how the programs we fund are making life better now and laying a foundation for the future.
<https://www.first5sanmateo.org/about/our-investments/>



✔ **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 23,000 people.

475 People Reached **69** Engagements **Boost Post**

👍 Cristal Pepin, Alicia Leupp Hanley and 5 others 2 Shares

👍 Like 💬 Comment ➦ Share 🌐

First 5 San Mateo County January 2019



Twitter

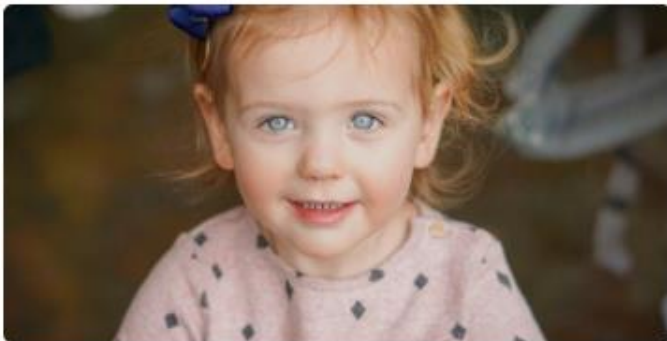
459 Followers (+4 followers from last month)
79 Total Engagements- Retweets/Likes/Mentions (+50 from last month)
7.6K Tweet Impressions

During the month of January, Twitter saw a very high number of 7.6K impressions, which was an increase of over 4K impressions compared to last month. The account continues to be tagged in content and tweets from other influencers in the early childhood space. Most of the visibility this month came from a tweet about the cost of childcare in San Mateo County, which garnered over 2,061 impressions.

Some highlighted tweets from the month are shown below:

Top Tweet earned 2,061 impressions

For many families in San Mateo County - and across the county - the cost of childcare “feels like a giant math equation that doesn’t quite add up.” [#parents](#) [#childcare](#) [#EarlyEdChat](#)
ampr.gs/2Dne9Tb
pic.twitter.com/rJxnHox09F



↳ 4 ♥ 8

Top mention earned 11 engagements



Shelly Masur

@skmasur · Jan 11

Looking for childcare in [@RedwoodCity?](#)
 Check out our childcare locator map.
[redwoodcity.org/departments/pa....](https://redwoodcity.org/departments/pa...)
[@gisellemarie](#) [@SupDavePine](#)
[@first5sanmateo](#)

↳ 1 ↳ 1 ♥ 6

First 5 San Mateo County January 2019



359
71

Followers (+30 from last month)
Total Engagements (Likes and Comments)

Instagram

The Instagram account had a significant increase in followers with thirty additional people following the account in January. Followers continue to include parents, teachers, early education and health community organizations, other First 5's and public officials. We published 5 posts this month, and engagement also showed an increase growth compared to last month with over 71 likes and comments.

The two most popular post are shown below:



first5sanmateo • Follow

first5sanmateo As parents, the power is in your hands. You are the biggest influence on your child's ability to succeed in life. We're here to help you every step of the way. There are free and easy ways to make sure your precious little ones are on the right path. Visit our site to learn more!

19 likes
JANUARY 23

Add a comment...



first5sanmateo • Follow

first5sanmateo Make a new year's resolution worth keeping! Talk, read, sing and play with your baby to boost their brain development.

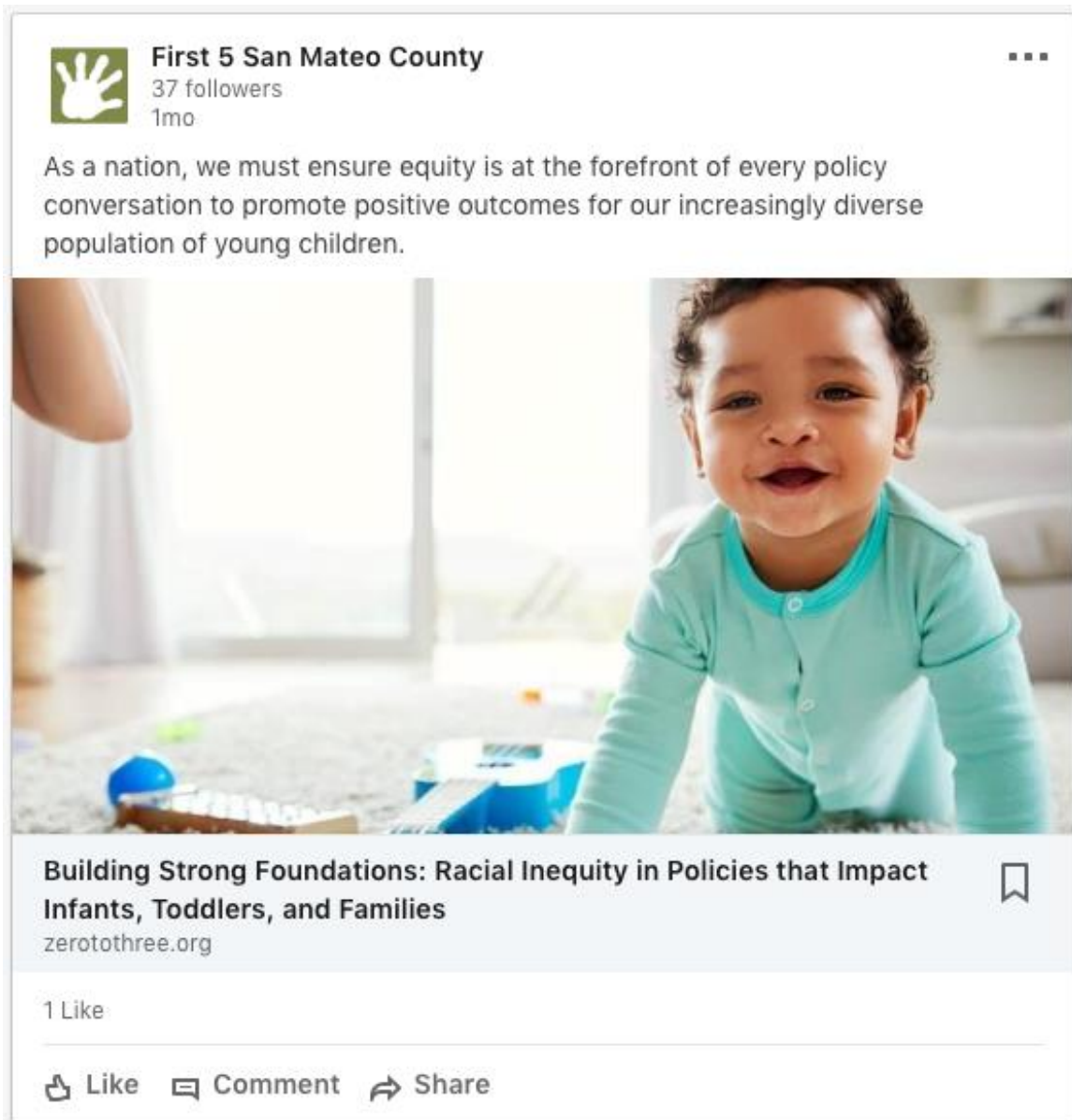
17 likes
JANUARY 7

Add a comment...



LinkedIn

RSE continued to post content during the month of January to the First 5 San Mateo County LinkedIn business page. RSE and F5SMC will continue to work together to find ways to engage internal staff and other county individuals on this platform.



First 5 San Mateo County
37 followers
1mo

As a nation, we must ensure equity is at the forefront of every policy conversation to promote positive outcomes for our increasingly diverse population of young children.



Building Strong Foundations: Racial Inequity in Policies that Impact Infants, Toddlers, and Families
zerotothree.org

1 Like

Like Comment Share

Jan 1, 2019 - Jan 31, 2019

On-Site Performance - January 2019

Website Traffic Overview

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
605	733	56.75%	2.61	00:01:57

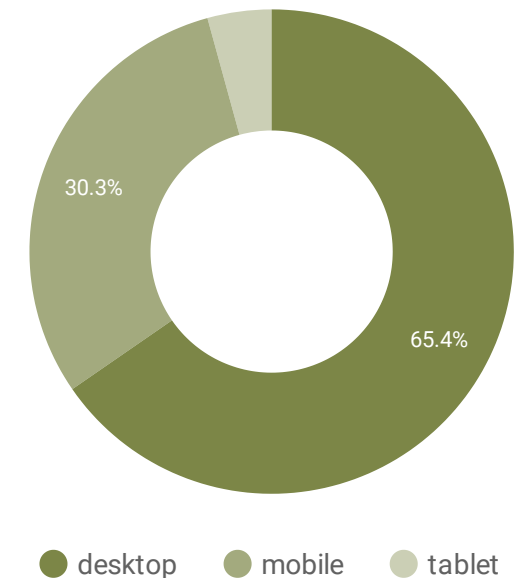
Website Traffic Overview - California

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
356	468	45.09%	3.23	00:02:34

Website Traffic by Source - California

Source	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. google	205	281	40.93%	3.53	00:03:05
2. (direct)	55	65	52.31%	2.62	00:02:02
3. first5california.com	33	39	58.97%	2.03	00:00:30
4. yahoo	9	13	61.54%	3.54	00:02:00
5. m.facebook.com	10	11	63.64%	1.73	00:00:36

Website Traffic by Device (Sessions)



Website Traffic by City - California

City	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. San Francisco	85	107	49.53%	3.44	00:02:56
2. San Mateo	41	52	46.15%	2.54	00:02:51
3. Redwood City	29	36	38.89%	2.47	00:01:33
4. Palo Alto	16	18	27.78%	4.44	00:02:28
5. San Jose	17	18	38.89%	2.17	00:00:28

Website Traffic by Page - California

Page	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. /	164	195	23.08%	1.39	00:03:15
2. /smc/department/first5/home/0,,431...	32	36	55.56%	1.14	00:00:33
3. /about/first-5-staff/	55	23	60.87%	3.17	00:01:02
4. /families/healthy-and-happy/car-seat/	22	15	66.67%	1.93	00:02:03
5. /about/	73	12	58.33%	9.58	00:01:18



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

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

Early Learning

CA's My Child Care Plan: SMC Implementation

Addressing high demand for a statewide and local online Parent Information Portal for child care, the CA Resource and Referral Network, beginning in 2014 and with recently passed legislation, has been working with local resource and referral (R & R's) networks to pilot and implement an on-line portal for parents. This new endeavor is aimed to bring local R and R's into a new technology age. SMC's local effort, is being facilitated by Silicon Valley Community Foundation- (Center for Early Learning) and includes F5SMC and early partners from 4Cs, San Mateo County Office of Education, IHSD Head Start, Peninsula Family Services etc. This group met with Gretchen Schwab, Program Manager for the CA Resource and Referral network, to learn about implementation efforts and to plan specific implementation strategies for SMC. Currently 17 counties are piloting this new technology initiative. F5SMC staff will provide ongoing updates on this initiative over the course of the next year.

Child Care Partnership Council: Strategic Planning

The Strategic Planning Committee of the Child Care Partnership Council (CCPC) met on February 7th to further refine a draft strategic plan which has been informed by a months' long planning process with early learning advocates and providers. As the mandated agency /program lead in planning and advocating for quality care and early education for all children, from birth to age thirteen, CCPC's strategic plan sets vision and tactics for this population. F5SMC staff is participating on the strategic planning committee and is voting member of the CCPC. The final draft strategic plan will be presented to the full CCPC for adoption within the next couple of months and a presentation to the F5SMC Commission will also be provided.

Child Health and Development

Help Me Grow San Mateo County Call Center is LIVE!

The much-anticipated call line offering information and resources for families of young children and their providers is now operational. The line, launched by First 5 SMC in partnership with Gatepath, is fully staffed five days a week to answer calls, texts, and emails. Please see the attached flyers for more information and feel free to distribute widely to your networks. (See *Attachments 12A*)

Help Me Grow SMC Pediatric Advisory Team Meeting

On February 11, F5SMC Commissioner and HMG Physician Champion Dr. Neel Patel convened the HMG SMC Pediatric Advisory Team Meeting. The meeting included a focused group of other local pediatricians as well as F5SMC staff member Emily Roberts and HMG Consultant Cheryl Oku. The meeting primarily focused on efforts to map the landscape of pediatric providers across the county as a first step to identifying how to tailor outreach efforts and ensure broad representation and targeting as HMG launches in SMC.



California State Preschool Program Director’s Meeting Presentations

First 5 SMC staff, partners, and grantees had the pleasure of presenting on two emerging opportunities at the CSPP Directors at their quarterly meeting on February 14. Help Me Grow Consultant Cheryl Oku and Help Me Grow Call Center Manager Sonia Valenzuela spoke about Help Me Grow and announced the launch of the HMG Call Center. Doctors Shakalpi Pendurkar, Oral Health Public Health Director for SMC Health; and Yogita Butani Thakur, Chief Dental Officer for Ravenswood Health Center; along with F5SMC Staff Member and Oral Health Coalition Chair Emily Roberts, presented on School-Based Oral Health Offerings, highlighting the Virtual Dental Home model as well as the County’s oral health education program, Dr. Toothbrush and Friends.

February Oral Health Coalition Meeting

On February 26 from 3:30 to 5 p.m., the SMC Oral Health Coalition will welcome a special guest, California State Dental Director Dr. Jayanth Kumar, to our meeting. Doctor Kumar, who is leading the state’s implementation of an Oral Health Strategic Plan, will present on “Advancing Community Oral Health in California”. For more information or to RSVP, please contact Lilia Herrera at lherrera1@smcgov.org.

POLICY & ADVOCACY UPDATES

“Millions of Children are Eligible for Subsidized Child Care, but Only a Fraction Received Services in 2017”. A fact sheet published by California Budget and Policy Center on January 2019. (See Attachment 12B)

“The Real Mommy War is Against the State” an op-ed article by Caitlyn Collins and published by the *New York Times*, February 9, 2019. Author Collins interviewed mothers from others countries and American mothers, and she compared the difference on social supports they received for rearing a child, and having work-life balance. (See Attachment 12C)

“Day Care for All” an op-ed article by Katha Pollitt and published by the *New York Times*, February 9, 2019. Author Pollitt expressed her view on why child care should be on top of the democratic agenda. (See Attachment 12D)

COMMUNITY AND STATEWIDE EVENTS & UPDATES

San Mateo County Complete Count Committee

Michelle Blakely is a member and participated in the SMC Complete Count Committee meeting on February 14th. Updated census information and a presentation was provided by the director of the CA Census Office. The SMC and CA Census offices have begun outreach and hiring for community enumerators and office staff. The inclusion of the citizenship question on the census has not been resolved- pending a US Supreme Court review and ruling. The Committee discussed and delineated specific strategies to engage hard to reach populations such as children 0-5, children with special needs and, families with immigration concerns etc.

**First 5 Network Association Met with Members of Governor Newsom's Office**

Representatives from First 5's across the state: First 5 LA, San Francisco, Monterey, Alameda, Fresno, San Bernardino, and Santa Clara met last Friday with members of the Governor's office - Ann O'Leary, Chief of Staff; Kris Perry, Deputy Secretary, Early Childhood Development and Senior Advisor to the Governor on Early Childhood Initiatives; and Giannina Pérez, Senior Policy Advisor for Early Childhood. Camille Maben and Erin Gabe from First 5 CA and Moira Kenney, Executive Director of First 5 Network Association joined the conversation as well, which centered on how the First 5s can support the Governor's proposed focus on early childhood. Kris Perry asked that we think of ourselves as "the groundtroops" supporting the new initiatives. Executive Directors shared their experiences with Universal Pre-K, Home Visiting, and Help Me Grow, as examples of our efforts to bring systems to scale across the state. Kris shared, in follow up, that "there is so much work to do and we look forward to learning more from all of you over the next several years."

First 5 Network Association Leadership Cohort Meeting

Kitty Lopez attended the last 3 day leadership development convening of the First 5 Network Association January 28 – 30th. Kitty will present more information at a subsequent Commission Meeting about the key themes and learnings of this 9 day convening over 2018-19.



HELP ME
CALIFORNIA
Grow
SAN MATEO COUNTY

What do you need to know to help your child grow?

Help Me Grow is your first stop for information to help you support your young child's learning and development.

Call, text, or email us to share questions about your child's early years (0-5), learn about community resources, and get connected to services.

We're here to support you.
It's free & confidential.

(650) 762-6930 CALL OR TEXT

hmgsmc@gatepath.org



Services available in English,
Spanish and other languages.

CALL or TEXT
(650) 762-6930

Services are free and available in English, Spanish and other languages.

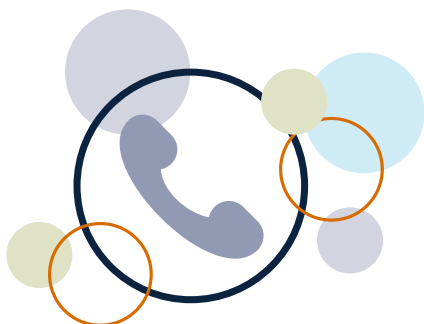


HELP ME
CALIFORNIA
Grow
SAN MATEO COUNTY

Help Me Grow provides information, linkage, referral, and support to parents and providers, to ensure that all children reach their greatest potential.

Parents and providers of children ages 0-5 can call Help Me Grow with questions about a young child's development.

We're here to support you.



For more information:
hmgsmc@gatepath.org
(650) 762-6930



Through Help Me Grow:



FAMILIES...

- Have a confidential place to explore questions about their young children
- Learn about community activities and services for their child and family
- Connect to services for a child who may need extra support
- Gain increased community connection



PROVIDERS...

- Receive more referrals to their services and programs
- Have one centralized resource where they can refer families
- Can rely on Help Me Grow to follow up on referrals
- Have easy access to information on community-based services
- Attend provider networking events to share new resources for young children and families



California Budget
& Policy Center
Independent Analysis. Shared Prosperity.

Fact Sheet
JANUARY 2019

BY KRISTIN SCHUMACHER

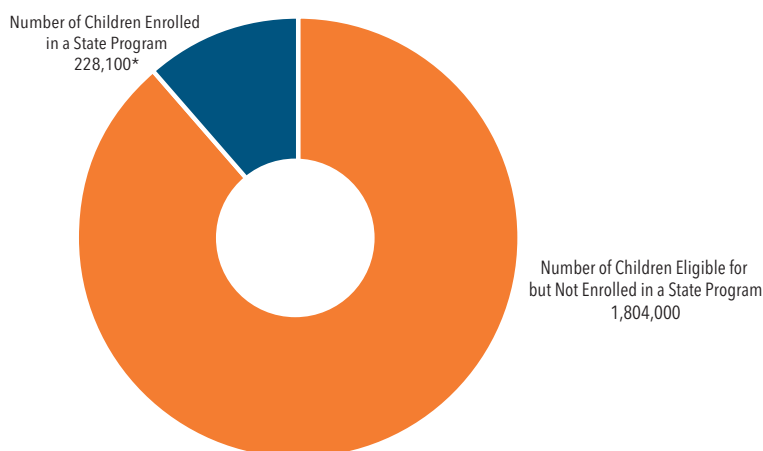
Millions of Children Are Eligible for Subsidized Child Care, but Only a Fraction Received Services in 2017

Child care keeps parents working and families afloat, yet the high cost of care across California often forces parents to make difficult choices about who cares for their child while they go to work. This can be detrimental for families with low incomes, who often struggle to simply afford the basics. California's subsidized child care and development system is designed to serve families with low and moderate incomes, but there are far more children eligible for subsidized child care than what is funded by the state and federal governments.¹ This means that families with few resources are often unable to secure affordable care for their children.

In 2017, just 1 in 9 children eligible for subsidized child care and development programs in California were enrolled in a program that could accommodate families for more than a couple hours per day and throughout the entire year.² According to a Budget Center analysis of federal survey data, an estimated 2 million children from birth through age 12 were eligible for care, but only 228,100 were able to participate in a subsidized full-day, full-year program.³ This mismatch between eligibility for care and available spaces largely reflects inadequate state and federal funding. Moreover, decades of wage stagnation has dampened families' incomes, making it difficult to afford the high cost of child care.⁴ In fact, in 2017, roughly 1 out of 3 California workers with children earned low wages.⁵

Eight Out of Nine Children Eligible for Subsidized Child Care Did Not Receive Services From Full-Day, Full-Year Programs in 2017

Estimated Number of California Children Eligible for Subsidized Child Care = 2,032,000



* Enrollment is for children from birth through age 12 in October 2017, except for California Community College CalWORKs Stage Two, which reflects a Department of Finance estimate for the 2017-18 fiscal year. Includes children enrolled in the full-day California State Preschool Program (CSPP). Excludes children enrolled in the part-day CSPP or the Handicapped Child Care Program.
Source: California Department of Education, Department of Finance, Department of Social Services, and Budget Center analysis of US Census Bureau, American Community Survey data

State and federal policymakers have begun to increase funding for subsidized child care and development programs in recent years.⁶ In California, policymakers have incrementally increased the number of spaces for children and boosted provider payment rates. State policymakers also took an important step forward by updating the decade-old income eligibility limits and implementing a 12-month eligibility period. These positive changes were long overdue and allow families to retain subsidized care for their children while they build a secure economic foundation for their families. However, these changes also mean that the small share of families receiving care remain eligible for longer periods of time, while substantially more families have become eligible. Without additional investments in new spaces for children, these changes could further limit access for low-income families.

Governor Newsom's proposed 2019-20 budget includes a large investment in young children. However, while the proposal expands full-day, full-year preschool and sets aside hundreds of millions of dollars in one-time funding for subsidized child care facilities and teacher training, it does not immediately expand access to subsidized child care programs for children from low- and moderate-income families, instead signaling that the Administration intends to significantly expand the number of children served in the years ahead. Since some parents have been waiting for child care for years, substantial investment in California's subsidized child care and development system must include increased access to child care programs for children and families.

This analysis is the first part of a multiphase effort to analyze subsidized child care and development programs in California. Future phases of this work will examine the unmet need for subsidized child care across different age groups and by race and ethnicity. Support for this Fact Sheet was provided by First 5 California.

-
- ¹ Families are eligible for subsidized child care if the child who would receive care is under the age of 13; the family establishes an appropriate eligibility status, such as by having an income below the limit set by the state; and the family demonstrates a need for care, such as parental employment. Families generally must meet the same income guidelines applicable to child care to qualify for the California State Preschool Program (CSPP), which is funded solely with state dollars. State law, however, allows up to 10% of families in the state preschool program to have incomes up to 15% above the income eligibility limit, but only after all other eligible children have been enrolled. The CSPP is a part-day program offered for roughly nine months of the year. Some children receive "wraparound" services that provide subsidized child care for the remainder of the day and throughout the entire year. To be eligible for the full-day CSPP, families generally must meet the same guidelines regarding eligibility status that are applicable to subsidized child care.
- ² Budget Center analysis of US Census Bureau, American Community Survey data. Data limitations likely result in a conservative estimate of the number of children in California who are eligible for subsidized child care. For more information about the methodology used to calculate this estimate, see the Technical Appendix, https://calbudgetcenter.org/wp-content/uploads/2019/01/Technical-Appendix_Calculating-the-Need-for-Subsidized-Child-Care-in-California_01.2019.pdf
- ³ The 228,100 figure reflects children enrolled in the full-day CSPP or in one of the following subsidized child care programs: Alternative Payment Program; CalWORKs Stages One, Two, or Three; Family Child Care Home Network; General Child Care; and the Migrant Child Care and Development Program. Enrollment is for October 2017, except for California Community College CalWORKs Stage Two, which reflects a Department of Finance estimate for the 2017-18 fiscal year. This analysis also includes the full-day CSPP, which consists of part-day preschool and "wraparound" child care, because it accommodates many – although not all – families' work schedules throughout the year, and thus approximates the experience that a child would have in a subsidized child care program. In contrast, this analysis excludes roughly 97,000 children who were enrolled in the *part-day* CSPP, without access to wraparound child care, in October 2017. This is because most families with low and moderate incomes likely need wraparound care in order to supplement the CSPP's part-day, part-year schedule. This analysis reports enrollment data for a single month – as opposed to a monthly average for 2017 – because the California Department of Education (CDE) does not typically separate part-day and full-day CSPP enrollment when reporting monthly averages for a single fiscal year. The CDE also states, "Caution should be used when interpreting monthly averages as some programs do not operate at full capacity throughout the entire year (e.g., State Preschool) while other programs have seasonal fluctuations in enrollment (e.g., Migrant Child Care)." Finally, the data are for October 2017 because the CDE's point-in-time reports are only available for the month of October.
- ⁴ See Amy Rose, *Modest Gains for California's Low- and Midwage Workers* (California Budget & Policy Center: January 2018).
- ⁵ Estimate based on data from the University of California Berkeley Labor Center, *Low-Wage Work in California* (August 2018). "Low wage" is defined as earning less than \$14.35 per hour.
- ⁶ Kristin Schumacher, *Dollars for Child Care and Preschool in 2018-19 Near Pre-Recession Levels With Boost From One-Time Funding* (California Budget & Policy Center: September 2018).

Opinion

The Real Mommy War Is Against the State

Stop blaming yourselves. Blame the total lack of social supports.

By Caitlyn Collins

Dr. Collins is the author of “Making Motherhood Work: How Women Manage Careers and Caregiving.”

- Feb. 9, 2019

CreditAlessandra De Cristofaro



Image

CreditCreditAlessandra De Cristofaro

A lawyer and I stepped into a windowless conference room in her office building in Washington, D.C., and she reflexively closed the door. I had forgotten to restock my tissues and would soon regret that. By then, I had been interviewing American mothers about their work-family conflict for several weeks. I asked women I had just met what their bosses said to them when they announced a pregnancy, what their parental leave was like, if they could ever work remotely when a child was sick.

This time, I didn't get even 20 minutes into the conversation before the woman I was interviewing dissolved in tears.

She recalled scrambling after her son was born to accomplish two tasks: "knitting back together" from her C-section and assembling a patchwork of enough disability leave, vacation and sick days, and unpaid time off, to rest briefly and care for her infant son before returning to work. In the United States — the only country in the industrialized world without federally mandated paid maternity leave— this do-it-yourself approach is often the only option.

"You could have children, but the general expectation was, if you made that choice, you needed to have a plan for someone else to care for them," the lawyer in Washington told me.

Since 2011, I've interviewed 135 middle-class employed mothers in Sweden, Germany, Italy and the United States to understand their work-family conflict. (I spoke to mothers specifically because in wealthy nations, mothers have historically been the focus of work-family policies and they're still responsible for most housework and child care. They report greater work-family conflict and they use work-family policies more often than men.) And I had a personal interest: I'd watched my own mother struggle to navigate her work and family obligations — a decade-long juggling act that involved occasionally toting my sister and me to boardroom meetings to nap in sleeping bags when babysitters fell ill or schools closed. Years later, it seemed as though the conflict hadn't eased for many of my peers.

In the United States, almost every woman I interviewed had reached the same conclusion: It was her — or her and her partner's — responsibility to figure out child care, cobble together a leave of absence (often unpaid), get on a preschool waiting list, find a babysitter, seek advice from friends and acquaintances, and engineer any number of other highly improvised coping techniques. In the lawyer's case, this meant, among other things, joining a less-prestigious firm that demanded fewer hours and finding the right hands-free breast pump to multitask in her cubicle. The common thread in every conversation was that the parents had to solve their problem themselves, no matter how piecemeal the solutions.

That all makes perfect (if outrageous) sense: The United States has the least generous benefits, the lowest public commitment to caregiving, one of the highest wage gaps between employed men and women, and among the highest maternal and child poverty rates of any Western industrialized nation.

In the course of my interviews, I discovered that American working mothers generally blame themselves for how hard their lives are. They take personal responsibility for problems that European mothers recognize as having external causes. The lesson here isn't for overwhelmed American parents to look longingly across the Atlantic; it's to emulate the Swedes, Germans and Italians by harboring the reasonable expectation that the state will help.

All the American mothers I interviewed said they felt enormous guilt and tension between their work and family commitments. So did the Italians. But Italian women tended to blame the government for their problems: "Social benefits? Zero. Less than zero. Nobody helps me," laughed one woman I met, a single mother working at a hospital in Rome. "Does the government help me? No," she said, "but they should think about helping you a little bit."

In Sweden, working mothers I spoke with wanted full gender equality and expected to seamlessly combine paid work and child rearing. Mothers there also anticipated that the government would support them in these endeavors — and that's exactly what the Swedish state, its work-family policy, and the country's cultural ideals about work and motherhood do. When Swedish mothers feel stressed, they tend to blame the country's lofty expectations of what parenting should be. German mothers ascribed their work-family juggling act, with its emphasis on traditional home life, to outdated cultural ideals.

American women who worked for companies that provided flexible schedules and paid maternity leave described themselves as "being very lucky" or "feeling privileged." This privatized approach taken by the

United States government and employers exacerbates inequalities among workers. Some elite employers elect to offer helpful work-family policies, meaning only certain workers — typically highly educated, salaried employees — receive these supports. The employees most in need of support, however — vulnerable hourly-wage workers — are the ones least likely to enjoy any work-family benefits. The highest-income earners in the United States [are 3.5 times as likely](#) to have access to paid family leave as those at the bottom of the pay scale.

After three months of interviews with mothers in Sweden, I was heartened to discover that the country in many ways lives up to its image as the place where women come closest to having successful careers and fulfilling family lives. But consider the national policy focus responsible for that lifestyle: Sweden prizes gender equality, universal child care and a “dual earner-carer” model that features women and men sharing breadwinning and child-rearing roles.

Women in Stockholm seemed confused or laughed out loud when I used the term “working mother.” “I don’t think that expression exists in Swedish,” an urban planner and mother of two told me. “It’s not like there’s a ‘nonworking mother,’” she said. “I mean, what else would she do?”

But we can’t simply import social policies and hope they’ll have the same effect in a different context. For instance, American parents tend to marvel at Germany’s comparatively luxurious-sounding three-year parental leave, which was available to new parents for decades. So I was taken aback when many working mothers in Germany told me they despised the policy because of the cultural stigma it heaped on their shoulders to not return to work until they absolutely had to. A teacher who went back to work before the end of the allowable parental leave described people telling her: “You cannot do this. You are selfish, you’re a career whore.”

“Balance” is a term that came up relentlessly in my conversations with women in the United States. But framing work-family conflict as a problem of imbalance is merely an individualized way to justify a nation of mothers engulfed in stress. It fails to recognize how institutions contribute to this anxiety.

The stress that American parents feel is an urgent political issue, so the solution must be political as well. We have a social responsibility to solve work-family conflict. Let’s start with paid parental leave and high-quality, affordable child care as national priorities.

Women — again, on this side of the Atlantic — routinely assume it’s their duty to stitch together time off after childbirth. Those fortunate to qualify for parental-leave benefits — even two months at full pay, or six weeks at partial pay — feel real gratitude for such slim provisions. And in a country where most women (too often the poor and racial-ethnic minorities) receive no paid leave at all, that gratitude makes sense. But being able to work and raise the next generation of taxpayers and employees should never be deemed a matter of mere “luck.”

Everyone should feel entitled to more.

Caitlyn Collins is an assistant professor of sociology at Washington University in St. Louis and the author of [“Making Motherhood Work: How Women Manage Careers and Caregiving,”](#) from which this essay is adapted.

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Opinion

Day Care for All

The progressive to-do list is missing a very important idea.

By Katha Pollitt

Ms. Pollitt is a columnist at The Nation.

- Feb. 9, 2019

When Bernie Sanders ran for president, he promised to fight for free public college, universal health insurance and a \$15 minimum wage. He drew huge crowds, but many Democrats declared his proposals impractical and naïve. “We are not Denmark,” Hillary Clinton tartly observed, even as she tweaked her platform to acknowledge the popularity of these ideas. A few years later, these supposedly pie-in-the-sky proposals are wildly popular among Democrats and have entered the political mainstream as important topics of discussion.

Free public college, health care for all, a living wage: These are all important causes that will improve life for millions. But there’s another proposal that belongs on the progressive to-do list: universal affordable high-quality child care. In fact, I would put it ahead of free public college: It would help more people and do more to change society for the better. [Only about a third of Americans age 25 and older have a bachelor’s degree](#) or higher, after all (although more would surely try if they could afford it). But by the time American women are 40 to 44, [86 percent of them are mothers](#), and unless they are affluent — or have a retired but still energetic grandma who’s willing to pitch in full time when the kids are little — the child care crisis hits families hard.

How hard? As any parent can tell you, child care is one of the biggest costs a family faces. According to the [Economic Policy Institute’s state-by-state tables](#), in Alabama it’s \$5,637 a year for an infant and an only slightly less daunting \$4,871 for a 4-year-old. That’s 69 percent of the average rent and 33.7 percent less than the cost of in-state tuition at a four-year college. At the other end of the alphabet, West Virginia parents are worse off: For them, infant care, at \$7,926, is 32 percent more than the cost of college. Pick a state at random and the results are no better. New York: \$14,144, or double the cost of a year of college. Illinois: \$12,964. California: \$11,817. No wonder child care is affordable for only a small minority of families, meaning they pay 10 percent or less of their income for it: 17.8 percent of families in Minnesota, 18.7 percent in Massachusetts, 37.7 percent in Georgia. And that’s for just one child. Most families have more.

Parents who pay for formal day care or a full-time nanny have less money for other important things, to say nothing of fun, and that means more stress and anxiety. Parents on tight budgets may be forced to seek informal, cheaper care. A neighbor offering in-home care might be a godsend — or she might just plunk her little charges in front of a TV, take in too many children or not know how to handle a medical emergency. The

high cost of child care doesn't even have the silver lining of providing decent jobs for child care workers, who are so poorly paid they may be eligible for food stamps. In most states, if child care workers have children of their own, their childcare costs would eat up half their pay or more.

The child care crisis has a huge effect on women's employment. It keeps women at home who need and want to work. When women miss work because jerry-built arrangements fall apart, they can be fired — it's perfectly legal. Lack of stable, affordable child care is one of the reasons women's work force participation has stalled despite women's increased education and the growth of fields where many women work, such as health care.

I say women for a reason: Many mothers are single, and even when a mother has a partner, when a parent has to quit a job to stay home, most often it's going to be the mother. I've often heard women explain that child care eats up so much of their paycheck that it doesn't make sense to work. Note the unconscious sexism embedded in that calculation: child care costs shouldn't be weighed against only the mother's earnings. They're a father's responsibility, too.



CreditIllustration by Tyler Comrie; Photograph by Jamie Grill, via Getty Images

In any case, the decision to quit working has more implications than loss of a paycheck right now. Think lost Social Security, fewer promotions, rusted skills, lost contacts and social isolation. Lack of child care also promotes the less quantifiable but real tendency of parenthood to turn previously egalitarian couples into gender stereotypes. He becomes the chief breadwinner, she's responsible for children and home, and it stays that way even if she goes back to work.

Social conservatives have typically opposed government-funded child care. They describe it as an overpriced boondoggle, another huge government bureaucracy, anti-family, a way of imposing liberal values on helpless children. When, at the behest of his adviser Patrick Buchanan and the nascent Christian right, President Richard Nixon vetoed the 1971 Comprehensive Child Development Act, he blasted it for committing “the vast moral authority of the national government to the side of communal approaches to child rearing” in opposition to “the family centered approach.” That was

the end for a bill that had passed with overwhelming bipartisan support, and it was the last time Congress took the issue seriously.

Nearly a half-century later, times have changed. Working mothers of small children are the norm and hostility to them is, finally, ebbing. Distrust of child care — remember the day care sex-abuse panic of the 1980s? — is ebbing, too. As for the fear of communism that Nixon appealed to — there is just about no communism left. Socialism, or more properly the mixed-economy social-democratic welfare states of Scandinavia, France, Germany and other Western-European nations, is hugely popular, especially among the young who flocked to Bernie Sanders.

Affordable high-quality child care is an idea that should appeal to everyone, including the elusive white working-class voters whom Democratic strategists spend so much time worrying about. It's good for workers and employers, for communities and families and children. It would create lots of jobs. It would allow lots of people to go to work. It would raise incomes and relieve a lot of stress and unhappiness and give children a good start in life. So why isn't it on the front burner of the revitalized left?

Maybe the newly radicalized young haven't had kids yet. For them, student debt is a more immediate problem. And maybe parents are just too tired to fight for it when they need it, and then the kids are in school and they don't need it anymore. The child care crunch is a bit like childbirth. Once it's over, it's over, and you're in a new place in your life. And in that new place it's easy to forget how expensive and frustrating the quest for good reliable child care was, and for women to rationalize lost opportunities and less equality at home as just some of the many trade-offs motherhood involves.

Still, let's be bold. Women are exercising their political power as rarely before. Democrats are looking for big, unifying themes. Nearly 50 years after President Nixon's veto, the time is right to put child care back on the Democratic agenda. And this time let's put it at the top.

Katha Pollitt ([@KathaPollitt](#)), a columnist at The Nation, is the author of "[Pro: Reclaiming Abortion Rights](#)."

The Times is committed to publishing a diversity of letters to the editor. We'd like to hear what you think about this or any of our articles. Here are some tips. And here's our email: letters@nytimes.com.

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DATE: February 25, 2019
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Budget Monitoring Report as of December 31, 2018

BUDGET MONITORING REPORT as of December 31, 2018 HIGHLIGHTS

County's Budget Terminologies

Since March 2018, as County Manager's Office and County Controller's Office requests and F5SMC Commission approval, F5SMC added budget terminologies used by the County to F5SMC Budget for a comparable reading with County internal budget system.

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

Budget Monitoring Report as of December 31, 2018 Highlights

The Budget Monitoring Report as of December 31, 2018 is presented in summary as **Attachment 13A**. Key Budget Monitoring Report highlights are as following:

YTD Benchmark: 50%

REVENUES

- YTD Interest Revenue actual is \$130K or 116%, that represents a positive variance or 66% higher than YTD Benchmark due to higher interest earning rate in the County investment pool.
- YTD Tobacco Tax Revenue projections are \$3.462 million or 60%, that represents 10% positive variance higher than YTD Benchmark.
- YTD F5CA IMPACT Grant Revenue estimate is \$262K or 50% in line with YTD Benchmark.
- YTD David Lucile Packard Foundation - Help Me Grow Grant Revenue estimate is \$142K or 50% in line with YTD Benchmark.
- YTD San Bruno Community Foundation - Build Up Kids Grant Revenue estimate is \$5.3K or 50% in line with YTD Benchmark.
- YTD Peninsula Healthcare District – Help Me Grow Call Center Grant Revenue estimate is \$12.5K or 50% in line with YTD Benchmark.
- YTD Total Revenues projections are \$4.015 million or 60%, that represents a positive variance or 10% higher than YTD Benchmark. Major attributable factors to this positive are associated with higher interest revenue and the Prop 56 revenue disbursement.

APPROPRIATIONS

- YTD Program Expenditures projections are \$3.128 million or 41%, that represents a positive variance or 9% below YTD Benchmark. Major contributions to this positive variance are attributable to pending planning and contracting of various Strategic Plan Implementation Plan SPIP 18-20 budget lines and delayed billing of various grants.
- YTD Administrative Expenditures projections of \$505K or 46% that represents a positive variance or 4% below YTD Benchmark. Major contributions to this positive variance are attributable to underspending in various administrative areas and delayed COLA effective in January 2019.

- **YTD Total Appropriations (Net Appropriations*)** projections are \$3.634 million or 41%, that represents a positive variance or 9% below YTD Benchmark. Major contributions to this positive variance are attributable to pending planning and contracting of SPIP18-20 as the new funding cycle begins, delayed billing from various grants, and under spending in various Administrative areas.

ENDING FUND BALANCE (RESERVES*)

- At this time, we are projecting Ending Fund balance (**Reserves***) of \$11.577 million or 126%, that represents a positive variance of 26% or \$2.418 million higher than the planned budget.

Major contributions to this positive variance are attributable to higher Interest Revenue, Prop 56 disbursement, and under spending in both Program and Administrative Appropriations as the new funding cycle begins.

CHALLENGES:

- None at this time.

YTD Benchmark: 50%

	FY18-19 Adopted Budget	YTD December 31 2018	Accruals*	YTD Combined	% YTD Combined	Note
REVENUE						
FUND BALANCE BEGINNING (BEGINNING RESERVES*)	11,195,788	11,195,788	-	11,195,788		
Interest	111,958	130,219	-	130,219	116%	Higher Interest Earning rate in the County Investment pool.
Tobacco Tax Revenue (Prop 10 7 Prop 56)	5,783,319	2,498,727	963,887	3,462,613	60%	excise tax rate on cigarettes and E-cigarettes (\$2 tax) effective April 1, 2017
F5CA IMPACT Grant	524,000	-	262,000	262,000	50%	\$262K are Q1'19 & Q2'19 revenue estimates
F5SF IMPACT HUB TA FY18-19	-	-	-	-		-
David Lucile Packard Foundation - Help Me Grow Grant	285,000	-	142,500	142,500	50%	\$142K are Q1'19 & Q2'19 revenue estimates
San Bruno Community Foundation - Build-Up Kids Grant	10,740	-	5,370	5,370	50%	\$5.3K are Q1'19 & Q2'19 revenue estimates
Peninsula Healthcare District - Help Me Grow Call Center Grant	25,000	-	12,500	12,500	50%	\$12.5K are Q1'19 & Q2'19 revenue estimates
F5SMC Wellness Grant	-	-	-	-		-
Miscellaneous Reimbursements	-	-	-	-		-
TOTAL REVENUES	6,740,017	2,628,945	1,386,257	4,015,202	60%	Positive variances due to higher interest revenue and Prop 56 revenue disbursement
TOTAL AVAILABLE FUNDS (TOTAL SOURCES*)	17,935,805	13,824,733	1,386,257	15,210,990	85%	
APPROPRIATIONS						
1. PROGRAMS						
Family Engagement	1,769,527	420,495	457,382	877,876	50%	\$457K are Q2'19 expenditure estimates
Child Health & Development	1,635,000	182,758	460,489	643,247	39%	\$460K are Q2'19 expenditures estimates; there is delayed billing of Q1'19 from a subcontractor of the Watch Me Grow grant
Early Learning	1,615,000	336,036	403,750	739,786	46%	\$403K are Q2'19 expenditure estimates
Policy Advocacy, Communications & Systems Change	528,973	110,104	50,000	160,104	30%	\$50K are Q2'19 expenditure estimates. Pending planning and SPIP contracting
SPIP 15-18 Carry Over	100,000	0	0	0	0%	Pending SPIP15-18 carry-over contracting
Other Communications - Sponsorship	10,000	6,500	0	6,500	65%	
Emerging Projects	200,000	0	0	0	0%	Pending planning and SPIP18-20 contracting
Kit for New Parent KNP (KNP)	42,000	51,684	0	51,684	123%	
Regional Cost Sharing	45,000	0	0	0	0%	No activities at this time.
Program Salary & Benefits	591,149	256,074	0	256,074	43%	Delayed COLA effective in January 2019.
Grant Management and Big Data	162,000	24,862	40,500	65,362	40%	\$40K is Q2'19 expenditure estimates. Under spending due to delayed roll out of the Big Data evaluation project.

	FY18-19 Adopted Budget	YTD December 31 2018	Accruals*	YTD Combined	% YTD Combined	Note
Other Evaluation Projects	145,000	0	0	0	0%	Pending planning and SPIP18-20 contracting

	FY18-19 Adopted Budget	YTD December 31 2018	Accruals*	YTD Combined	% YTD Combined	Note
Evaluation - Salaries & Benefits	161,632	75,927	0	75,927	47%	Delayed COLA effective in January 2019.
San Bruno Community Foundation grant - Build-Up Kids	10,740	7,427	-	7,427	69%	0
David Lucile Packard Foundation grant - Help Me Grow Grant	255,000	29,155	29,155	58,310	23%	\$29K is Q2'19 expenditure estimates; pending billing from contractor
F5CA IMPACT Grant	417,000	81,434	104,250	185,684	45%	\$104K are Q2'19 expenditure estimates
F5SF IMPACT HUB TA FY18-19	-	-	-	-	0%	0
TOTAL PROGRAM APPROPRIATIONS	7,688,021	1,582,455	1,545,526	3,127,981	41%	of various SPIP budget lines and delayed billing from various contractors
2. ADMINISTRATIVE						
Salaries and Benefits	672,719	301,751	0	301,751	45%	Delayed COLA effective in January 2019.
Sub Total - Services & Supply	140,500	58,945	13,118	72,064	51%	0
Sub Total - Other Charges	275,300	129,262	2,600	131,862	48%	-
TOTAL ADMINISTRATIVE APPROPRIATIONS	1,088,519	489,958	15,718	505,676	46%	Positive variances due to under spending in various Administrative budget lines.
Administrative Cost %	12%	24%	1%	14%		
TOTAL APPROPRIATIONS (NET APPROPRIATIONS*)	8,776,540	2,072,413	1,561,244	3,633,658	41%	of various SPIP budget lines and delayed billing from various contractors
ENDING FUND BALANCE (ENDING RESERVES*)	9,159,265	11,752,320	-174,988	11,577,332	126%	disbursement and under spending in both Program and Administrative Appropriations
Total Salaries and Benefits	1,425,500	633,752	0	633,752	44%	Delayed COLA effective in January 2019.

Note 1: At the March 26, 2018 Commission Meeting, Commission reviewed and approved the use of Reserves* to fund the approved FY17-18 Revised Budget. At the same time moving forward, F5SMC will add budget terminologies used by the County to F5SMC Budget for a comparable reading with County internal budget system.

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

Note 2: This Budget Monitoring Report is presented in a Hybrid Format as per suggestion of Finance and Administration Committee members.

The YTD Actuals column reflects Actual Revenues and Actual Expenditures reported in Countywide OFAS Accounting System.

	FY18-19 Adopted Budget	YTD December 31 2018	Accruals*	YTD Combined	% YTD Combined	Note
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The YTD Accruals* (with an asterisk) column is a hybrid presentation using Modified Accrual Accounting or Projections. When Revenue and Expenditures are not measurable in monetary terms or are not available, Committee members suggest to make a Projection for the reporting month.