

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

**DATE:** Monday, October 28, 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		
<b>Call to Order and Preliminary Business</b>		
1	<b>Roll Call</b>	4:00 PM
2	<b>Public Comment</b>	
3	<b>Action to Set Agenda for October 28, 2019 Meeting and Approve Consent Agenda Items</b> <i>(This item is to set the final consent and regular agenda, and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.)</i>	
4	<b>Commission Announcements</b>	
5	<b>Storytelling: First 5 Work / Impact:</b> Nirmala Dillman, Coordinator, SMC Child Care Partnership Council and Quality Ratings & Improvement System, San Mateo County Office of Education	
<b>Action Items</b>		
6	<b>Presentation of First 5 San Mateo County Audit Report FY 2018 – 2019</b> by Hiep Pham, CPA, R.J. Ricciardi, Inc.  <b>Approval of First 5 San Mateo County’s Financial Audit for the Year Ending June 30, 2019 and Submission to the California State Controller’s Office and First 5 California</b>	4:15 PM
7	<b>Approval of First 5 San Mateo County FY 18 - 19 Budget Close Out</b>	4:25 PM
8	<b>Presentation and Approval of First 5 San Mateo County FY 18 -19 Annual Program Report and Submission to First 5 California</b> by Jenifer Clark, Research and Evaluation Specialist, First 5 San Mateo County	4:30 PM
9	<b>Presentation and Approval of FY 20-21, 21-22 and 22-23 Allocations for Strategic Plan Strategies and Development and Release of Funding Mechanisms for Strategic Plan Strategies in the Focus Areas of Resilient Families, Healthy Children and Quality Care and Education</b> by Kitty Lopez, Executive Director, First 5 San Mateo County	4:50 PM
<b>Discussion Items</b>		
10	<b>Watch Me Grow San Mateo County Clinic Services Presentation</b> by Carol Elliot, Director, Family Support Services, Gatepath and Carolina Balladares, Manager, Watch Me Grow and Family Resource Center, Gatepath	5:20 PM

Informational Items		
11	<b>Communications Update</b> <i>(See Attachment 11)</i>	5:45 PM
12	<b>Report of the Executive Director</b> <i>(See Attachment 12)</i>	
13	<b>Committee Updates</b> <i>(See Attachment 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](http://www.first5.smcgov.org).

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

First 5 San Mateo County Commission Meeting

**CONSENT AGENDA**

October 28, 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.

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- 3.1 Approval of the September 23, 2019 Commission Meeting Minutes  
(See Attachment 3.1)

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**First 5 San Mateo County (F5SMC)  
COMMISSION MEETING MINUTES  
September 23, 2019  
San Mateo County Office of Education**

**Call to Order & Roll Call**

**1. Roll Call**

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

Absent: Rosanne Foust, Iliana Rodriguez

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

County Counsel: Monali Sheth

A quorum was present. Commissioner Frisella called the meeting to order at 4:04 PM; roll call was taken.

**2. Public Comments: None**

**3. Action to Set Agenda for September 23, 2019 Meeting and Approve Consent Agenda Items**

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

Motion approved.

**4. Commission Announcement:**

Commissioner Magee announced that the Child Care Partnership Council (CCPC) met this morning and had a farewell ceremony for CCPC Coordinator, Nirmala Dillman, who will be retiring. She acknowledged Dillman for her fourteen years of service and efforts that benefitted thousands of families in San Mateo County. She will be also honored for her contributions at the October 10<sup>th</sup> Leadership Awards hosted by 4Cs. F5SMC's Executive Director, Kitty Lopez, added that Dillman will be attending the October Commission Meeting.

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

Janelle Fine, Organizer of Parent Voices San Mateo County, introduced Rosaura Estrada, one of the parents representing Parent Voices. Estrada, a mother of two girls, 14 and 6 years old, has lived in San Mateo County for 15 years. She shared her views on the challenges that many low income families continue to encounter, particularly the lack of child care. Estrada expressed the importance of community based organizations such as 4Cs because they help alleviate challenges such as finding quality child care.

F5SMC's Program and Planning Director, Michelle Blakely, added that at the CCPC meeting members discussed the importance of parent-led organizations such as Parent Voices and the utility of partnering with parents.

Commission made comments.

**6. First 5 San Mateo County Accomplishments FY 18 -19 Presentation**

F5SMC's Executive Director, Kitty Lopez, shared the top 10 F5SMC accomplishments for FY 18 – 19. Lopez shared F5SMC's successes as a leader, investor and partner in our community such as the case study collaboration with the US Chamber Foundation for Build Up for San Mateo Children's Initiative, the launch of the Help Me Grow Call Center, and F5SMC's deep engagement on Census 2020 for San Mateo County.

The Power Point Presentation can be found on F5SMC's website, [September 23, 2019 Commission Meeting Presentation](#).

**7. Strong Start Index Presentation**

F5SMC's Research and Evaluation Specialist, Jenifer Clark, presented the California Strong Start Index (CSSI). CSSI is an asset-based scale calculated for every child born in California, using data collected on birth certificates. It is developed by the Children's Data Network at University of Southern California, with support from the F5 Association of California. She explained the Strong Start Indicators and shared Strong Start Index Data in San Mateo County.

Commission asked questions and made comments.

The Power Point Presentation can be found on F5SMC's website, [September 23, 2019 Commission Meeting Presentation](#).

**8. Strategic Plan 2020 – 2025 Presentation and Strategic Plan Implementation Plan Process**

Kitty Lopez shared this information only presentation. The Commission will be making a decision at the October 28<sup>th</sup> Meeting to approve the release of funding mechanisms for Strategic Plan Implementation Plan (SPIP) 2020 – 2025. Lopez highlighted the following:

- This is a Revised Strategic Plan. The vision, mission, values and desired outcomes will remain the same.
- Focus areas for 2020-2025 Strategic Plan (SP) includes Quality Care & Education, Healthy Children, and Resilient Families. In the packet it highlights the strategies for investments for these focus areas.
- Key themes derived from the SMC Public Forum and SPIP Timeline.
- SPIP has 3 Year Cycle: FY's 20-23 and has Community Investment of \$11,340,000
- SPIP Budget Allocation FY's 20-23 and the breakdown allocation for strategies will be discussed at the next Commission Meeting
- Consideration for 20-25 SP and Procurement Strategies documents are in the packet

Commission asked questions.

The Power Point Presentation can be found on F5SMC's website, [September 23, 2019 Commission Meeting Presentation](#).

**9. Approval of Build Up for San Mateo County's Children Capital Fund Memorandum of Understanding between the Child Care Coordinating Council of San Mateo County, Silicon Valley Community Foundation and First 5 San Mateo County**

Kitty Lopez provided a brief background and highlighted that the Capital Fund will be used to fund capital projects for child care programs to increase the number of spaces in early learning facilities or for other facility improvements. She added that County Counsel Sheth had reviewed the MOU. Lopez asked the Commission for an approval of this agenda item.

Public Comment: 4Cs Executive Director, David Fleishman, commented that he is pleased with the success of the Build Up Initiative, and the number of child care spaces that have been created and are in the pipeline. Fleishman added that there is a lot of policy work and relationship building with the city council members, developers and the business community. This is an example of great collaboration of leadership and community partnerships in San Mateo County. He encouraged the Commission to pass the MOU.

Commission asked questions.

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

#### 10. **Communications Update**

Kitty Lopez informed the Commission that the Communication's written report was included in the [September 23, 2019 Commission Meeting Packet](#). Lopez highlighted that we are working with our communication firm RSE on the following:

- The Help Me Grow Website.
- Op Ed authored by Commissioner Foust as President and CEO of San Mateo County Economic Development Association (SAMCEDA).
- Build Up for SMC's Children Initiative feature in Foster City Chamber of Commerce's *Living Local!* Guide along with The Big Lift Initiative.
- Think Bigger! Online Newsletter to go out in October.

Public Comments: None

#### 11. **Executive Director's Report**

The Executive Director's written report was included in the [September 23, 2019 Commission Meeting Packet](#). Kitty Lopez, highlighted the following:

- Article from *The Daily Journal* regarding City of San Carlos exempting traffic fees for child care.
- F5SMC, San Mateo County Office of Education and Child Care Coordinating Council are jointly participating in the California Early Care and Education Workforce Study.
- The survey for Resilient Families went out to our grantees and other community based organizations. The survey would be helpful in preparation for our procurement process.
- F5SMC Staff, Jenifer Clark and Michelle Blakely, participated in many census convenings.
- F5SMC will be hosting a Trauma- and Resiliency- Informed Systems Initiative (TRISI) Convening on November 18, 2019. We have two key note speakers, Dr. Ken Epstein and Lauran van Dernoort Lipsky. More details to follow.
- Silicon Valley Community Foundation is hosting Policy, Partnerships and Practice: Intersections for Early School Success convening on November 20, 2019 at San Mateo Marriott. F5SMC is co-sponsoring the event.

#### 12. **Committee Updates**

Kitty Lopez informed the Commission that the report was included in the [September 23, 2019 Commission Meeting Packet](#).

Program, Operations and Planning Committee – Commissioner Phillips-Sved reported that the Committee met on September 9, 2019. The Committee focused on discussing the Strategic Plan 2020 – 2025 implementation process, and presentation for the October 22, 2019 Commission Meeting, when staff will provide more financial details including the release of the funding mechanisms.

Commissioner Patel commented that he deeply appreciates being part of the Help Me Grow (HMG) Physician Group. He also mentions that Cheryl Oku (HMG Consultant) will be out for a while and wants to extend our best to her.

The meeting was adjourned at 5:06 PM.

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**Date:** October 28, 2019  
**To:** First 5 San Mateo County Commission  
**From:** Kitty Lopez, Executive Director  
**Re:** Approval of First 5 San Mateo County (F5SMC)'s Basic Financial Statements for the Year Ending June 30, 2019 Audit Reports and Its Submission to First 5 California and to California State's Controller Office

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#### **ACTION REQUESTED**

**Approval of First 5 San Mateo County (F5SMC)'s Basic Financial Statements for the Year Ending June 30, 2019 Audit Reports and Its Submission to First 5 California and to California State's Controller Office**

#### **INDEPENDENT AUDITORS' REPORTS - OUTCOMES**

In accordance with compliance requirements outlined in **Attachment 6A**, an audit of First 5 San Mateo County's Basic Financial Statements for the Year Ending June 30, 2019 was conducted by an independent auditor, R. J. Ricciardi, Inc., San Rafael, California (RJR).

Please see the F5SMC's Basis Financial Statements for the Year Ending June 30, 2019 Audit Reports (**Attachments 6B**) and Communication Letter to the Board of Commissioners attached (**Attachment 6C**). Summary of Independent Auditors' Report Outcomes are as following:

- Independent Auditors' Report on the Financial Statements (pages 1-2): Unmodified opinion (clean opinion).
- Independent Auditors' Report on Internal Control over Financial Reporting and on Compliance and Other Matters based on an Audit of Financial Statements Performed in Accordance with Government Auditing Standards (pages 40-41): No deficiencies in internal control, no instances of noncompliance or other matters were identified (clean opinion)
- Independent Auditors' Report on State Compliance (pages 42-43): F5SMC complied in all material respects with the compliance requirements (clean opinion). There were no current year findings.

#### **FISCAL IMPACTS**

##### **Impacts of GASB 68 implementation:**

- No fiscal impacts to cash flow, contribution rates, or to the fiscal budget.
- Consider GASB 68 implication to F5SMC's Ending Fund Balance Projection in the F5SMC's Long-Term Financial Plan (LTFP).

#### **RECOMMENDATION**

Approval of First 5 San Mateo County (F5SMC)'s Basic Financial Statements for the Year Ending June 30, 2019 Audit Reports and Its Submission to First 5 California and to California State's Controller Office.

## FIRST 5 COUNTY COMMISSION COMPLIANCE REQUIREMENTS

### BACKGROUND

In accordance with California Health & Safety Code Sections 130140 and 130150, First 5 County Commissions are required to conduct an audit of their financial operations for each fiscal year and present the audit at a public hearing prior to submitting the report to First 5 California.

Each First 5 County Commission's audit should be performed (1) in accordance with generally accepted auditing standards of Institute of Certified Public Accountants, and (2) generally accepted governmental auditing standards issued by the United States General Accounting Office for financial, and (3) compliance audits. In addition, effective FY2006-2007, all County Commission audits must be in accordance with the California State Controller's Standards and Procedures for Audits of California Counties Participating in the California Children and Families Program.

First 5 County Commission audits must be submitted to both First 5 California and the California State's Controller Office by November 1st of each year.

#### **New Implementation of Governmental Accounting Standards Board Statements (GASBs)**

For the fiscal year ending June 30, 2018, County of San Mateo (and First 5 San Mateo County) is responsible to implement the following statements, wherever applicable:

- GASB Statement No. 75, *Accounting and Financial Reporting for Postemployment Benefits Other Than Pensions*, which establishes new accounting and financial reporting for state and local governments by improving the accounting and financial reporting for OPEB plans and provides information obtained by state and local government employers about financial support for OPEB that is provided by other entities.
- GASB Statement No. 85, Omnibus 2017. This Statement addresses a variety of topics related to blended component units, goodwill, fair value measurement, and postemployment benefits.

#### **Continuing implementation of GASB 68:**

- GASB 68 ushers to the reporting of pension assets and liabilities, requiring immediate recognition of the net long-term liability of future pension benefits in excess of accumulated plan assets.

September 25, 2019

Board of Commissioners  
First 5 San Mateo County  
San Mateo, California

We have audited the financial statements of the governmental activities and the major fund of First 5 San Mateo County for the year ended June 30, 2019. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standards and *Government Auditing Standards*, as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our letter to you dated August 19, 2019. Professional standards also require that we communicate to you the following information related to our audit.

**Qualitative Aspects of Accounting Practices**

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by First 5 San Mateo County are described in Note 2 to the financial statements.

We noted no transactions entered into by First 5 San Mateo County during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected. We evaluated the key factors and assumptions used to develop the accounting estimates in determining that it is reasonable in relation to the financial statements taken as a whole.

Certain financial statement disclosures are particularly sensitive because of their significance to financial statement users. The financial statement disclosures are neutral, consistent, and clear.

**Difficulties Encountered in Performing the Audit**

We encountered no significant difficulties in dealing with management in performing and completing our audit.

**Corrected and Uncorrected Misstatements**

Professional standards require us to accumulate all misstatements identified during the audit, other than those that are clearly trivial, and communicate them to the appropriate level of management. Management has corrected all such misstatements. In addition, none of the misstatements detected as a result of audit procedures and corrected by management were material, either individually or in the aggregate, to the financial statements taken as a whole.

**Disagreements with Management**

For purposes of this letter, a disagreement with management is a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

**Management Representations**

We have requested certain representations from management that are included in the management representation letter dated September 25, 2019.

**Management Consultations with Other Independent Accountants**

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a “second opinion” on certain situations. If a consultation involves application of an accounting principle to First 5 San Mateo County’s financial statements or a determination of the type of auditor’s opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

**Other Audit Findings or Issues**

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as First 5 San Mateo County’s auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

**Other Matters**

With respect to the supplementary information accompanying the financial statements, we made certain inquiries of management and evaluated the form, content, and methods of preparing the information to determine that the information complies with U.S. generally accepted accounting principles, the method of preparing it has not changed from the prior period, and the information is appropriate and complete in relation to our audit of the financial statements. We compared and reconciled the supplementary information to the underlying accounting records used to prepare the financial statements or to the financial statements themselves.

This information is intended solely for the use of the Board of Commissioners and management of First 5 San Mateo County and is not intended to be, and should not be, used by anyone other than these specified parties.

Very truly yours,

*R.J. Ricciardi, Inc.*

R.J. Ricciardi, Inc.  
Certified Public Accountants

**DATE:** October 28, 2019  
**TO:** First 5 San Mateo County Commission  
**FROM:** Kitty Lopez, Executive Director  
**RE:** Approval of the FY 2018-2019 Budget Close-Out as of June 30, 2019

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**ACTION REQUESTED**

Approval of the FY 2018-2019 Budget Close-Out as of June 30, 2019

**BACKGROUND**

- At the June 25, 2018 Commission Meeting, Commission approved F5SMC FY 2018-2019 Budget.
- At the February 25, 2019 Commission Meeting, Commission approved F5SMC FY 2018-2019 Revised Budget.
- Finance and Administration Committee reviewed the FY2018-2019 Budget Close-Out on October 7, 2019 and endorsed its approval.

**FY 2018-2019 BUDGET CLOSE-OUT as of June 30, 2019 HIGHLIGHTS**

- The FY 2018-2019 Budget Close-Out as of June 30, 2019 is presented in detail in **Attachment 7A** with key highlights presented in the table below:

<b>FY 2018-2019 BUDGET CLOSE-OUT HIGHLIGHTS</b> <i>(July 1, 2018 – June 30, 2019)</i>	
<b>REVENUE</b>	<ul style="list-style-type: none"> <li>• Interest Revenue of \$281K produces a 121% positive variance or \$50K higher than the planned budget as a result of higher interest earning rate in the County Investment Pool.</li> <li>• Tobacco Tax Revenue of \$5.559 M produces a net 4% positive variance or \$214K higher than the planned budget due inclusion of additional Prop 56 Tax Revenue of \$545K (the \$2 Tobacco Tax bill).</li> <li>• Impact Grant Revenue of 467K is 11% below the planned grant budget due to delayed grant by one executing partner.</li> <li>• Additional revenues totaling \$548K from various Non-Prop 10 grants are partially recognized during the fiscal year.</li> <li>• <b>Total Actual Revenues of \$6.854 M is approximately 100% in line with the planned budget.</b></li> </ul>
<b>EXPENDITURES</b>	<ul style="list-style-type: none"> <li>• Total Program Expenditures of \$6.446 M produce a 21% positive variance or \$1.718 M below the planned budget. Major contributions to this positive variance are associated with delayed contracting and grant execution of various SPIP lines to the second year of a 2-year funding cycle.</li> <li>• Total Administrative Expenditures of \$984K produce a 10% positive variance or \$113K below the planned budget. Major contributions to this positive variance are associated with underspending in Professional Services, various administrative areas, Audit and County Counsel services charges, and salary savings.</li> <li>• <b>Total Expenditures of \$7.431 M represents a 20% positive variance or \$1.831 M below the planned budget.</b></li> </ul>

<b>ENDING FUND BALANCE</b>	<ul style="list-style-type: none"><li>• <b>FY 2018-2019 Ending Fund Balance of \$11.689 M represents 19% positive variance or \$1.827 M higher than the Ending Fund Balance of the planned budget.</b></li></ul> <p>Major contributions to this positive variance are associated with higher Interest revenue, inclusion of Prop 56 Tax Revenue, additional Non-Prop 10 Grant Revenues, and underspending in both Program and Administrative Appropriations.</p>
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**FISCAL IMPACT**

Admin Cost rate of 13% is within the Commission's approved Admin Cost Rate Policy (15%)

**RECOMMENDATION**

Approval of the FY 2018-2019 Budget Close-Out as of June 30, 2019.

FIRST 5 SAN MATEO COUNTY

FY18-19 BUDGET CLOSE-OUT

	ORG/ACCT#	FY18-19 Revised Budget	YTD Actuals as of June 30, 2019	Accruals	FY18-19 Budget Close-Out as of June 30, 2019	FY18-19 Budget Close-Out versus FY18-19 Revised Budget (%)	Notes to FY18-19 Budget Close-Out
<b>REVENUE</b>							
<b>BEGINNING FUND BALANCE (BEGINNING RESERVES*)</b>		<b>12,265,268</b>	<b>12,265,268</b>		<b>12,265,268</b>		
Interest Revenue	19510-1521	231,958	281,002.97		281,002.97	121%	Higher short-term Interest Rate in the County Investment Pool.
Tobacco Tax Revenue (Prop 10 & Prop 56)	19510-1861	5,344,804	4,708,567.24	849,946.23	5,558,513.47	104%	
F5CA IMPACT Grant	19510-1861	524,000	191,141.33	276,201.82	467,343.15	89%	
F5SF IMPACT HUB 2 FY18-19	19510-2643	70,903		67,709.88	67,709.88	95%	
David Lucile Packard Foundation - Help Me Grow Grant	19510-2643	285,000	264,454.66		264,454.66	93%	
San Bruno Community Foundation - Build-Up Kids Grant	19510-2643	14,709	14,708.75		14,708.75	100%	
Peninsula Healthcare District - Help Me Grow Call Center Grant	19510-2643	25,000	25,000.00		25,000.00	100%	
San Mateo County Health System- WMG Clinic Based Services Grant	19510-2643	181,383	174,904.52		174,904.52	96%	
GILEAD - Build Up Kids Facilities Grant	19510-2643	50,000			-	0%	Deferred Revenue to FY19-20 due to delay grant execution
San Mateo County Human Services Agency - Build Up Kids Facilities grant	19510-2643	130,000			-	0%	Deferred Revenue to FY19-20 due to delay grant execution
F5SMC Wellness Grant	19510-2658	777	777.00		777.00	100%	
Miscellaneous Reimbursements	19510-2647	-			-		
<b>TOTAL REVENUES</b>		<b>6,858,534</b>	<b>5,660,556</b>	<b>1,193,858</b>	<b>6,854,414</b>	<b>100%</b>	In line with planned budget.
<b>TOTAL AVAILABLE FUND (TOTAL SOURCES*)</b>		<b>19,123,802</b>	<b>17,925,824</b>	<b>1,193,858</b>	<b>19,119,682</b>	<b>100%</b>	

	ORG/ACCT#	FY18-19 Revised Budget	YTD Actuals as of June 30, 2019	Accruals	FY18-19 Budget Close-Out as of June 30, 2019	FY18-19 Budget Close-Out versus FY18-19 Revised Budget (%)	Notes to FY18-19 Budget Close-Out
					-		
<b>APPROPRIATIONS</b>					-		
<b>1. PROGRAM</b>					-		
Family Engagement	19540-6125	1,775,541	1,371,371	397,712	1,769,082	100%	
Child Health & Development	19540-6156	1,563,670	818,818	350,345	1,169,163	75%	Staging contracting of various SPIP lines.
SPIP 15-18 carry-over	19540-6156	100,000			-	0%	
Early Learning	19540-6263	1,628,259	1,005,910	416,045	1,421,956	87%	Slightly delay grant execution to the 2nd year.
Policy Advocacy, Communications & Systems Change	19540-6814	559,905	317,048		317,048	57%	Slightly delay contracting of various SPIP lines to the 2nd year.
SPIP 15-18 carry-over	19540-6814	40,000			-	0%	Slightly delay grant execution to the 2nd year.
Other Communications - Sponsorship	19540-6814	10,000	6,500		6,500	65%	Underspending in sponsorship line this year.
Emerging Projects		200,000	20,855		20,855	10%	Delay grant execution to the 2nd year.
Kit for New Parent KNP (KNP)	19540-6814	62,000	51,754		51,754	83%	Pending a new KNP order with delivery in FY19-20
Regional Cost Sharing	19540-6263	45,000	-		-	0%	No Regional Cost Sharing activities this fiscal year.
<b>Program Salary &amp; Benefits</b>		<b>591,149</b>	<b>531,710</b>		<b>531,710</b>	90%	
Grant Management and Big Data	19540-6265	100,000	73,646	24,224	97,870	98%	
Other Evaluation Projects	19540-6265	145,000				0%	Delay contracting to the second year.
<b>Evaluation - Salaries &amp; Benefits</b>		<b>161,632</b>	<b>156,322</b>		<b>156,322</b>	97%	
David Lucile Packard Foundation - Help Me Grow Grant	19540-6131	255,000	131,470	103,508	234,979	92%	Grant ends 9.30.2019
Peninsula Healthcare District - Help Me Grow Call Center Grant	19540-6131	25,000		25,000	25,000	100%	
San Bruno Community Foundation - Build-Up Kids Mapping Grant	19540-6131	14,709	12,348		12,348	84%	F5SMC indirect cost does not include here.
San Mateo County Health System- WMG Clinic Based Services Grant	19540-6131	181,383	114,611	60,293	174,905	96%	
GILEAD - Build Up Kids Facilities Grant	19540-6131	50,000			-	0%	
San Mateo County Human Services Agency - Build Up Kids Facilities Grant	19540-6131	130,000			-	0%	
F5SF IMPACT HUB TA FY18-19	19540-6126	65,231		62,788	62,788	96%	



	ORG/ACCT#	FY18-19 Revised Budget	YTD Actuals as of June 30, 2019	Accruals	FY18-19 Budget Close-Out as of June 30, 2019	FY18-19 Budget Close-Out versus FY18-19 Revised Budget (%)	Notes to FY18-19 Budget Close-Out
F5CA IMPACT Grant	19540-6126	461,266	234,463	159,556	394,018	85%	Delay grant execution at one executing partner. However, the grant will be fully expended in the last year of a 5-year funding grant.
<b>TOTAL PROGRAM APPROPRIATIONS</b>		<b>8,164,745</b>	<b>4,846,825</b>	<b>1,599,471</b>	<b>6,446,296</b>	<b>79%</b>	Positive variance due to delayed contracting and grant execution of various SPIP lines to the second year of a 2-year funding cycle.
<b>2. ADMINISTRATIVE</b>					-		
<b>Salaries and Benefits</b>		<b>672,719</b>	<b>648,988</b>		<b>648,988</b>	<b>96%</b>	
<b>Services and Supplies</b>					-		
Outside Printing & Copy Svc	19510-5191	2,000	-		-	0%	No outside printing this year.
General Office Supplies	19510-5193	12,500	9,700		9,700	78%	Underspending in new furniture purchase.
Photocopy Lease & Usage	19510-5196	2,000	1,156		1,156	58%	Underspending in photo copier usage
Computer Supplies	19510-5211	13,000	6,436		6,436	50%	Delay new laptop purchase to the next fiscal year.
County Memberships - (e.g. F5 Assn Dues)	19510-5331	15,000	14,195		13,545	90%	
Auto Allowance	19510-5712	11,000	10,842		10,842	99%	
Meetings & Conference Expense	19510-5721	12,000	8,196	1,411	8,647	72%	Partial staff's conference expenses are charged to HMG and IMPACT grants.
Commissioners Meetings & Conference Exp	19510-5723	8,000	5,006		5,006	63%	Under pending in this budget line.
Other Business Travel Expense	19510-5724	5,000	2,954	1,875	4,829	97%	
Dept. Employee Training Expense	19510-5731	8,000	3,646		3,646	46%	No agency wide Employee Training this fiscal year.
Wellness grant	19510-5856	777	734		734	94%	
Other Professional Services	19510-5858	60,000	29,509		29,509	49%	Underspend in \$30K place holder budget.
<b>Sub Total - Services &amp; Supplies</b>		<b>149,277</b>	<b>92,374</b>	<b>3,286</b>	<b>94,050</b>	<b>63%</b>	
<b>Other Charges</b>					-		
Telephone Service Charges	19510-6712	4,000	3,482		3,444	86%	Actual expenditures are below the planned budget
Automation Services - ISD	19510-6713	48,000	41,060		39,797	83%	Actual expenditures are below the planned budget
Annual Facilities Lease	19510-6716	92,000	87,155		87,155	95%	
General Liability Insurance	19510-6725	7,500	6,547		6,547	87%	Actual expenditures are below the planned budget

	ORG/ACCT#	FY18-19 Revised Budget	YTD Actuals as of June 30, 2019	Accruals	FY18-19 Budget Close-Out as of June 30, 2019	FY18-19 Budget Close-Out versus FY18-19 Revised Budget (%)	Notes to FY18-19 Budget Close-Out
Official Bond Insurance	19510-6727	600	228		228	38%	Actual expenditures are below the planned budget
Human Resources Services	19510-6733	2,000	269		269	13%	No Staff training by HR in this fiscal year.
Countywide Security Services	19510-6738	500	450		450	90%	
All Other Service Charges	19510-6739	53,000	36,919		36,919	70%	Saving in the audit services cost.
A-87 Expense	19510-6821	67,700	66,540		66,540	98%	
<b>Sub Total - Other Charges</b>		<b>275,300</b>	<b>242,650</b>	<b>-</b>	<b>241,348</b>	<b>88%</b>	
					-		
<b>TOTAL ADMINISTRATIVE APPROPRIATIONS</b>		<b>1,097,296</b>	<b>984,011</b>	<b>3,286</b>	<b>984,386</b>	<b>90%</b>	Positive variance due to underspending in various administrative budget lines.
<b>Administrative Cost Rate %</b>		<b>12%</b>			<b>13%</b>		
					-		
<b>TOTAL APPROPRIATIONS (NET APPROPRIATIONS*)</b>		<b>9,262,041</b>	<b>5,830,836</b>	<b>1,602,758</b>	<b>7,430,682</b>	<b>80%</b>	Positive variance due to delayed contracting and grant execution of various SPIP lines to the second year of a 2-year funding cycle.
					-		
<b>ENDING FUND BALANCE (ENDING RESERVES*)</b>		<b>9,861,761</b>	<b>12,094,988</b>	<b>(408,900)</b>	<b>11,689,000</b>	<b>119%</b>	Positive variance due to higher Interest Revenue and delayed contracting and grant execution of various SPIP lines to the second year of a 2-year funding cycle.
					-		
Program Staff		591,149	531,710	-	531,710	90%	
Evaluation Staff		161,632	156,322	-	156,322	97%	
Admin Staff		672,719	648,988	-	648,988	96%	
<b>Total Salaries and Benefits</b>		<b>1,425,500</b>	<b>1,337,020</b>	<b>0</b>	<b>1,337,020</b>	<b>94%</b>	

**Date:** October 28, 2019  
**To:** First 5 San Mateo County Commission  
**From:** Kitty Lopez, Executive Director  
**Re:** Approval of First 5 San Mateo County's FY 2018-19 Annual Program Report and Submission to First 5 California

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## **BACKGROUND**

As part of First 5 California's (F5CA) Annual Report requirements, all First 5 County Commissions provide detailed information on fiscal and programmatic progress to the First 5 State Commission each year. Client data and program expenditure information from the First 5 San Mateo County (F5SMC) Annual Report for FY 2018-19 will be presented at today's meeting.

The State Commission expenditure and service categories are structured to emphasize the types of organizations that receive First 5 funding and to gather some limited information on evidence-based assessments and service models in use across the state. The State also requests that county commissions provide an estimate of the unduplicated count of clients served, in addition to service counts by type of program.

## **CONSIDERATIONS**

- F5SMC's Annual Report to First 5 California summarizes our annual activities in the format required by the State Commission. The report includes Finance, Evaluation, and Funded Strategy information on all First 5 San Mateo County projects.
- F5SMC is required to report fiscal and programmatic information based on F5CA's four Service Result Areas: Child Development, Child Health, Family Functioning, and Improved Systems of Care.
- The F5SMC Service Result Areas reports, County Highlights, and Evaluation Narrative are attached to this memo (**See Attachments: 8A FY 18-19 AR-1 Report, 8B FY 18-19 AR2 Report, 8C County Highlights, and 8D Evaluation Narrative**).
- The financial information included in this report was developed based on our annual audit.
- This report was reviewed by the Early Childhood Evaluation Advisory Committee at its meeting on October 21<sup>st</sup>.
- The report is due to First 5 California by November 1, 2019, and will be submitted online to the State Commission after approval by the F5SMC Commission at its meeting on October 28, 2019.

## **FISCAL IMPACT**

None.

## **RECOMMENDATION**

Approve First 5 San Mateo County's FY 2018-19 Annual Program Report and Submission to First 5 California.



**Annual Report AR-1**  
**San Mateo Revenue and Expenditure Summary**  
**July 1, 2018 - June 30, 2019**

**Revenue Detail**

<b>Category</b>	<b>Amount</b>
<b>Tobacco Tax Funds</b>	\$5,558,513
<b>First 5 Impact Funds</b>	\$467,343
<b>Small Population County Augmentation Funds</b>	\$0
<b>DLL Pilot Funds</b>	\$0
<b>Other First 5 California Funds</b>	\$67,710
<b>Other First 5 California Funds Description</b> First 5 IMPACT Hub 2	
<b>Other Public Funds</b>	\$200,682
<b>Other Public Funds Description</b> \$25,000 Peninsula Health Care District HMG Call Center grant; \$174,905 San Mateo County Health System WMG Clinic-Based Services Grant; \$777 San Mateo County Wellness grant	
<b>Donations</b>	\$0
<b>Revenue From Interest Earned</b>	\$372,829
<b>Grants</b>	\$279,163
<b>Grants Description</b> \$14,708.75: San Bruno Community Foundation Build-Up for Kids grant; \$264,455 David & Lucille Packard Foundation, in support of Help Me Grow implementation	
<b>Other Funds</b>	\$0
<b>Other Funds</b>	
<b>Total Revenue</b>	<b>\$6,946,240</b>

## Improved Family Functioning

Service	Grantee	Program(s)	Children	Caregivers	Providers	Amount
General Family Support	First 5 County Commission	<ul style="list-style-type: none"> <li>Not Applicable</li> </ul>	0	2802	0	\$51,754
General Family Support	County Office of Education/School District	<ul style="list-style-type: none"> <li>Not Applicable</li> </ul>	0	39	181	\$208,261
General Family Support	CBO/Non-Profit	<ul style="list-style-type: none"> <li>Not Applicable</li> </ul>	218	717	106	\$386,998
Intensive Family Support	CBO/Non-Profit	<ul style="list-style-type: none"> <li>Not Applicable</li> </ul>	551	686	54	\$1,203,299
<b>Total</b>						<b>\$1,850,312</b>

## Improved Child Development

Service	Grantee	Program(s)	Children	Caregivers	Providers	Amount
Quality Early Learning Supports	Resource and Referral Agency (COE or Non-Profit)	<ul style="list-style-type: none"> <li>Quality Counts California</li> </ul>	29	32	141	\$182,309
Quality Early Learning Supports	Higher Education	<ul style="list-style-type: none"> <li>Not Applicable</li> </ul>	0	0	959	\$57,727
Quality Early Learning Supports	CBO/Non-Profit	<ul style="list-style-type: none"> <li>Not Applicable</li> </ul>	489	38	95	\$215,457
Quality Early Learning Supports	County Office of Education/School District	<ul style="list-style-type: none"> <li>Quality Counts California</li> </ul>	0	58	341	\$1,293,381
Quality Early Learning Supports	Research/Consulting Firm	<ul style="list-style-type: none"> <li>Quality Counts California</li> </ul>	0	0	130	\$23,400
<b>Total</b>						<b>\$1,772,274</b>

## Improved Child Health

Service	Grantee	Program(s)	Children	Caregivers	Providers	Amount
General Health Education and Promotion	CBO/Non-Profit	<ul style="list-style-type: none"> <li>• Not Applicable</li> </ul>	0	246	40	\$32,356
Oral Health Education and Treatment	CBO/Non-Profit	<ul style="list-style-type: none"> <li>• Other - Describe county commission local efforts</li> </ul>	711	1505	43	\$250,000
Early Intervention	Hospital/Health Plan	<ul style="list-style-type: none"> <li>• Care Coordination</li> <li>• Mild-to-Moderate Supports</li> </ul>	442	210	96	\$341,252
Early Intervention	Resource and Referral Agency (COE or Non-Profit)	<ul style="list-style-type: none"> <li>• Care Coordination</li> <li>• Mild-to-Moderate Supports</li> </ul>	66	7	42	\$9,487
Early Intervention	CBO/Non-Profit	<ul style="list-style-type: none"> <li>• Care Coordination</li> <li>• Mild-to-Moderate Supports</li> </ul>	1177	2102	807	\$843,240
<b>Total</b>						<b>\$1,476,335</b>

## Improved Systems Of Care

Service	Grantee	Program(s)	Amount
Policy and Public Advocacy	Research/Consulting Firm	<ul style="list-style-type: none"> <li>Child Health</li> <li>Early Learning</li> <li>Resilient Families and Communities</li> </ul>	\$208,470
Policy and Public Advocacy	Other Public	<ul style="list-style-type: none"> <li>Not Applicable</li> </ul>	\$7,249
Policy and Public Advocacy	Other Private/For Profit	<ul style="list-style-type: none"> <li>Not Applicable</li> </ul>	\$14,632
Policy and Public Advocacy	First 5 County Commission	<ul style="list-style-type: none"> <li>Child Health</li> <li>Early Learning</li> <li>Resilient Families and Communities</li> <li>Revenue</li> </ul>	\$169,628
Programs and Systems Improvement Efforts	Research/Consulting Firm	<ul style="list-style-type: none"> <li>Early Identification and Intervention</li> </ul>	\$112,923
Programs and Systems Improvement Efforts	Other Private/For Profit	<ul style="list-style-type: none"> <li>Not Applicable</li> </ul>	\$98,563
Programs and Systems Improvement Efforts	County Office of Education/School District	<ul style="list-style-type: none"> <li>Not Applicable</li> </ul>	\$62,788
Programs and Systems Improvement Efforts	Research/Consulting Firm	<ul style="list-style-type: none"> <li>Trauma-Informed Care/ACES</li> </ul>	\$7,506
Programs and Systems Improvement Efforts	First 5 County Commission	<ul style="list-style-type: none"> <li>Early Identification and Intervention</li> <li>Family Strengthening Systems</li> <li>Health Systems</li> <li>Place-Based</li> <li>Trauma-Informed Care/ACES</li> </ul>	\$372,197
<b>Total</b>			<b>\$1,053,956</b>

## Expenditure Details

Category	Amount
Program Expenditures	\$6,152,877
Administrative Expenditures	\$1,023,614
Evaluation Expenditures	\$254,192
Total Expenditures	\$7,430,683
Excess (Deficiency) Of Revenues Over (Under) Expenses	(\$484,443)

## Other Financing Details

Category	Amount
Sale(s) of Capital Assets	\$0
Other	\$0
<b>Total Other Financing Sources</b>	<b>\$0</b>



## Net Change in Fund Balance

<b>Category</b>	<b>Amount</b>
Fund Balance - Beginning	\$12,238,968
Fund Balance - Ending	\$11,754,525
Net Change In Fund Balance	(\$484,443)

## Fiscal Year Fund Balance

<b>Category</b>	<b>Amount</b>
Nonspendable	\$0
Restricted	\$0
Committed	\$6,090,421
Assigned	\$5,664,104
Unassigned	\$0
Total Fund Balance	\$11,754,525

## Expenditure Note

No data entered for this section as of 10/22/2019 4:32:13 PM.

### Small Population County Funding Augmentation

Category	Amount	Comment
Administration	\$0	
Evidence Based Programs	\$0	
Evidence Informed Programs	\$0	
Funded Programs	\$0	
Professional Development, Training and Technical Assistance	\$0	
Evaluation	\$0	
Other (Please Explain)	\$0	
<b>Total</b>	<b>\$0</b>	
If unspent funds occurred during the FY, please list amount and provide explanation.	\$0	



**Annual Report AR-2**  
**San Mateo Demographic Worksheet**  
**July 1, 2018 - June 30, 2019**

**Population Served**

<b>Category</b>	<b>Number</b>
Children – Ages Unknown (birth to 6th Birthday)	866
Children Less than 3 Years Old	533
Children from 3rd to 6th Birthday	1,575
Primary Caregivers	4,926
Providers	3,035
<b>Total Population Served</b>	<b>10,935</b>

## Primary Languages Spoken in the Home

Category	Number of Children	Number of Adults
English	868	846
Spanish	1,428	1,205
Cantonese	31	56
Mandarin	80	160
Korean	1	1
Unknown	566	2,658
<b>Totals</b>	<b>2,974</b>	<b>4,926</b>

## Race/Ethnicity of Population Served

Category	Number of Children	Number of Adults
Hispanic/Latino	1,543	1,158
Native Hawaiian or Other Pacific Islander	58	77
White	379	324
Alaska Native/American Indian	5	5
Two or more races	171	110
Asian	274	397
Black/African-American	16	16
Unknown	528	2,839
<b>Totals</b>	<b>2,974</b>	<b>4,926</b>

## Duplication Assessment

Category	Data
Degree of Duplication	5%
Confidence in Data	Somewhat confident
Additional Details (Optional)	<p>I did not include our Kit for New Parents numbers in the AR2, as there is no way to verify whether families who received a Kit also received other services. In programs where clients went through an intake and triage process that resulted in different services or service intensities, I used numbers from intake/triage or the least-intensive service level and did not include data reported for intensively-served clients. Past duplication assessments have found rates from 2-11%</p>

## **FY 2018-19 Annual Report to First 5 California**

### **First 5 San Mateo County Highlights**

During FY 2018-19, First 5 San Mateo County (F5SMC) maintained its multi-faceted investments in programs supporting all aspects of a child's early years, including Early Learning; Child Health & Development; Family Engagement; and Policy, Advocacy, and Communications. Supported by \$6.1 million in community investments, our funded partners served over 10,000 children, parents, and providers, and distributed 2,802 Kits for New Parents. F5SMC has also engaged diverse stakeholders in many areas critical to the health and well-being of young children. Examples include:

- **Build Up for San Mateo County's Children:** F5SMC is leading a cross-sector, public-private partnership to expand awareness of the child care gap, mobilize advocates, increase the number of child care spaces, and generate funding. Build Up has secured three years of operational funding, hired full-time staff, and received donations of over \$300,000 to seed the Build Up Capital Fund. Thus far the partnership has saved 610 spaces from closure, supported the creation of 550 new spaces through repurposing existing structures, and ensured that more than 1,000 new spaces are included in upcoming development projects.
- **Help Me Grow:** In bringing Help Me Grow to San Mateo County, F5SMC has committed to enhance sustainability through expanded funding partnerships. In addition to our own contributions, this year Help Me Grow was supported by nearly \$500,000 from other funders, including private foundations and public agencies. These resources went towards the full continuum of services for children with or at risk for special needs and their families and communities, such as outreach, the HMG call center and website, screening and assessments, referrals and service linkage, care coordination, and health provider engagement.

First 5 San Mateo County  
Evaluation Summary FY 2018-19

**A. Description of Research & Evaluation Activities:**

In FY 2018-19, First 5 San Mateo County (F5SMC) supported various research and evaluation activities, including individual-level data collection for clients participating in intensive services such as home visiting, care-coordination, and two-generation interventions at early learning centers. Activities included:

- **Client Data Collection:** During this fiscal year, all grantees reported aggregated service numbers for different service modalities by child age, and by child and parent race/ethnicity, and language. In addition, programs providing intensive services (e.g. home visiting, care coordination, two-generation wrap-around services at early learning centers) collected detailed individual-level data on socioeconomic indicators, risk factors, child development, and parenting self-confidence at intake and at six-month intervals thereafter.
- **Early Learning Provider Data Collection:** In partnership with the San Mateo County Office of Education, F5SMC designed and is refining a data collection tool that will assess changes in self-reported competence and confidence among EL providers who participate in professional development activities such as workshops, training series, coaching, and peer learning communities. We plan to use a retrospective pre-post model to minimize data collection and the need to match pre-post scores within the database.
- **Trauma- and Resiliency-Informed Systems Initiative Organizational Assessment:** F5SMC began work to identify an organizational assessment tool that our partners can use to examine whether their internal policies, procedures, and working environments are trauma-informed.
- **F5SMC Grantee Census Readiness Survey:** In preparation for Census 2020 education and outreach, F5SMC disseminated a survey to staff at all levels of our funded partners. The goal was to learn more about our partners' willingness and ability to serve as trusted messengers regarding the census for the Hard-to-Count families they serve, all of whom have children ages 0-5, and many of whom are low-income Latinx immigrants.

**B. Selected Results and Policy Implications**

Key findings from the Census Readiness Survey include:

- High variability in willingness to engage in census education and outreach by service sector, role in organization, and type of outreach activity
- Desire for legal advice, factual information & resources, and additional funding to support the work
- Health sector staff significantly less willing to engage in census outreach than Early Learning or Family Support staff; more likely to report that their own lack of knowledge about the census is a barrier to engagement
- Greater hesitation among line staff, particularly around more active outreach strategies
- Substantial concern about damaging relationships with clients and putting clients at risk



Our Grantee Census Readiness Survey has supported deep engagement with the Complete Count Committee in San Mateo County, as well as with regional and statewide Census outreach efforts. The survey has been used by other organizations within the County to examine the readiness of their own staff and community partners, and has also been shared with other F5 County Commissions via the F5 Association. In San Mateo County, we have focused on the finding that line staff were more hesitant to participate in census education and outreach, and on working to provide the specific resources that survey respondents identified as most helpful in overcoming barriers to engagement. Understanding and alleviating the concerns of direct-service staff, who are trusted messengers able to incorporate census education into their contacts with families, is critical to ensuring a full and complete count of young children.

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**DATE:** October 28, 2019

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

**FROM:** Kitty Lopez, Executive Director

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

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### **ACTION REQUESTED**

1. Approve FY 20-21, 21-22 and 23-24 Allocations for Strategic Plan strategies numbered 1-8 totaling \$9,540,000. (**See Attachment 9.1, Strategic Plan Implementation Plan FY 20-25**)
2. Approve the Development and Release of all procurement processes/funding mechanisms for Resilient Families, Healthy Children and Quality Care and Education Focus Areas, as outlined/numbered 1-8 on Strategic Plan Implementation (SPIP) Table which will result in contracts beginning July 1, 2020. (**See attachment 9.1, Strategic Plan Implementation FY 20-25**)

### **BACKGROUND**

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

First 5 San Mateo County (F5SMC) directs its investments in 4 core Focus Areas: Quality Care and Education, Healthy Children, Resilient Families and Policy, Advocacy and Communications. Evaluation and Research supports the focus areas with data collection & analysis, monitoring trends, identifying emerging issues, and informing program and policy development. The SPIP will direct community investments for 3 years FY's 20-23 beginning on July 1, 2020 totaling \$11,340,000. This is on average a 39% reduction from community investments in FY15 - 18. These investment amounts were presented and approved in the Long-Term Financial Plan in June 2019. Since the Fall 2018, F5SMC Staff have been working to develop recommendations for investments and Strategic Plan Implementation. (**See Attachment 9.2, Considerations for FY 2020 - 2025**)

The purpose of today's presentation and approval agenda items is to provide an overview of the Strategic Plan Implementation Plan (SPIP) strategies and procurement process in the focus areas of Resilient Families, Healthy Children and Quality Care and Education totaling \$9,540,000 for FY's 20-23. Contract start dates begin on July 1, 2020. (**See Attachment 9.3, Comparison of Procurement Strategies**)

### **ISSUES TO CONSIDER**

- Periodic verbal and written updates on the SPIP and procurement process will be provided to the POP Committee, and Commission through June 2020.
- SPIP updates and Commission approval of budget allocations and funding mechanisms for the Policy, Advocacy & Communication, Research & Evaluation and Emerging Projects strategies will be presented through June 2020.

- Contract procurement and execution will be presented and approved by the Finance and Commission per F5SMCs standard procedure through June 2020.

**Attached are the following supporting documents:**

- Attachment 9.1: Strategic Plan Implementation Plan 2020 - 2025
- Attachment 9.2: Considerations for Strategic Plan 2020 - 2025
- Attachment 9.3: Comparison of Procurement Strategies

STRATEGIC PLAN IMPLEMENTATION PLAN (SPIP) FY 2020-2025

Strategic Plan Commission Approved on October 22, 2018

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

**STRATEGIC PLAN IMPLEMENTATION PLAN (SPIP) FY 2020-2025**

**Strategic Plan Commission Approved on October 22, 2018**

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

STRATEGIC PLAN IMPLEMENTATION PLAN (SPIP) FY 2020-2025

Strategic Plan Commission Approved on October 22, 2018

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

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## Considerations for 2020-2025 Strategic Plan

Updated 09/18/19

The following considerations for 2020-2025 are being utilized as one method for guiding investments.

- 1. The contextual landscape at the local, state, and federal level:** includes policy, partnership, and funding considerations, as well as both positive and negative developments. Examples include IMPACT and QRIS, Help Me Grow, Big Lift, Oral Health Systems, and Trauma-Informed Systems.
  - a. A number of our investments are part of larger regional or statewide efforts which have substantial external support and momentum. We must consider how our contributions to and involvement with these efforts enable larger-scale change both locally and regionally.
  - b. Funding for Big Lift beyond 2020-2025 is undetermined.
  - c. F5CA funding for IMPACT is undetermined through FY 19-20.
  - d. Continued uncertainty around federal funding/mandates for health insurance.
  - e. Continued uncertainty around State funding streams for other targeted populations/strategies (e.g. F5CA funds for Dual-Language Learners and Family Engagement).
  - f. The cultural and political environment around immigration is increasingly salient and is impacting mental health, preferred modes of service delivery, and family engagement practices.
  
- 2. Investments across Focus Areas and Strategies**
  - a. We will be mindful of the overall balance of the portfolio across focus areas, while maintaining reasonable flexibility to ensure that our resources provide maximal value and address critical needs.
  - b. Maintaining even a small investment in focus areas and critical strategies allows us to participate in multi-partner efforts.
  - c. Strategies will be evidenced- based, research- informed and or designated as a promising practice.
  
- 3. Needs Assessment and Evaluation Data**
  - a. Consider current needs based on local population-level data and indicators as well as local knowledge and understanding of the landscape.
  - b. Consider local evaluation results as well as relevant data from regional, statewide, or national evaluations of programs or activities that we currently support or are considering supporting.
  
- 4. Sustainability**
  - a. Continue to weigh the ability to leverage, braid, and partner in order to secure adequate financial resources for activities we support.
  - b. Identify areas where other partners may be able to take on some of the financial obligations that we are unable to sustain. For example, there is likely opportunity to work more strategically on accessing County dollars.

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

**5. Relationship between systems-level interventions and direct services**

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

**Additional Questions to Consider**

**6. Seeding innovative/emerging efforts: How should F5SMC incorporate potential new activities or partners into our funding portfolio? Considerations may include:**

- a. Information on the needs addressed by the potential intervention and its likelihood of success
- b. Availability of other partners to help to fund, manage, administer, or implement the project
- c. Potential value-add and scalability of any pilot projects

**7. What is the highest value-add that F5SMC (and/or our partners) can bring to 0-5 systems and services...**

- a. ...in policy and advocacy?
- b. ...in systems building, improvement, and integration?
- c. ...in direct services?

### Comparisons of Procurement Strategies

Note: This is based on a strict interpretation on procurement types. However, in practice, many funders don't distinguish between an RFP and an RFA. There are many different ways that procurement can be modified and this should not be seen as "right" or "wrong." In addition, a required or optional Intent to Participate may be used as a precursor for any type of procurement.

Procurement Type	Key Characteristics	Typically Used For	Usual Timeline
Request for Application (RFA)	<ul style="list-style-type: none"> <li>• Defined desired outcomes and <i>strategies</i></li> <li>• Defined budget for which the applicant delineates staffing structure/costs to deliver the specified strategies</li> <li>• Typically has prescribed data and evaluation expectations</li> </ul>	<ul style="list-style-type: none"> <li>• Use when you know what you want to achieve and which strategies will take you there. Looking for best applicant/s that can deliver within the allowed budget.</li> </ul>	8-12 weeks
Request for Proposal (RFP)	<ul style="list-style-type: none"> <li>• Defined outcomes</li> <li>• Applicant "proposes" strategies to meet outcomes</li> <li>• Budget range typically defined for which the applicant proposes staffing structure/costs to deliver vendors proposed strategies</li> <li>• Some data elements may be defined but typically proposer suggests evaluation plan along with strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Use when you know what outcomes you want to achieve and are <i>flexible</i> about which strategies will best meet those outcomes.</li> </ul>	8-12 weeks
Request for Qualifications (RFQ)	<ul style="list-style-type: none"> <li>• Qualifications to produce services or product are clear</li> <li>• Vendor is selected on their qualifications and experience in delivering comparable services or products</li> <li>• There is not a detailed proposal at the service or strategy level, but they may give examples of previous work to back-up their qualifications</li> <li>• Budget limit may or may not be defined</li> <li>• Candidates typically give hourly or deliverable rates</li> </ul>	<ul style="list-style-type: none"> <li>• Use when you need to procure a specific skill set or product where the qualifications to deliver are clear (strategic planning, evaluation services, training/coaching, data system, etc.)</li> <li>• detailed SOW/work plan of project often determined during or after initial contracting</li> </ul>	4-12 weeks
Intent to Negotiate/ Partner (ITN/P)	<ul style="list-style-type: none"> <li>• Collaborative grantmaking where staff and vendors work together throughout the entire procurement; typically includes multiple working meetings</li> <li>• May be used with numerous vendors at the same time or as sole source</li> <li>• Desired outcomes are usually clear</li> <li>• Goal is usually a coordinated effort that involves multiple parties</li> <li>• Strategies may or may not be loosely pre-defined</li> <li>• Typically looking for community input for design details and vendors</li> <li>• Budget limit may or may not be defined</li> </ul>	<ul style="list-style-type: none"> <li>• Use when an open community process will result in a better program model</li> <li>• Use when it is in the Commission's interest to have staff involved in all details of development</li> <li>• Use when looking to develop a coordinated structure with multiple community partners</li> </ul>	12-16 weeks

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**DATE:** October 28, 2019  
**TO:** First 5 San Mateo County Commission  
**FROM:** Kitty Lopez, Executive Director  
**RE:** Communications Update

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**ACTION REQUESTED**

None; this agenda item is for information only.

**COMMUNICATIONS**

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

- **Puente de la Costa Sur Impact Story** – completed (*See Attachment 11.1*).
- **Think Bigger Newsletter** – The F5SMC online newsletter went out the week of October 21, 2019. Highlights include the Culture of Care Trauma-Informed Practices convening on November 18<sup>th</sup>, Quality Counts Celebration, Census 2020 San Mateo County, Help Me Grow, Puente de la Costa Sur, and Policy, Partnerships and Practice: Intersections for Early School Success convening on November 20<sup>th</sup>. (*See Attachment 11.2*)
- **Marijuana/Cannabis Brochure** – we are still in the process of developing this educational brochure. F5SMC shared feedback from parent focus groups and the Program, Operations and Planning Committee with RSE. Based on the feedback, RSE revised the concept, and the F5SMC Communication team approved it. The next steps would include having providers review the content of the brochure.
- **Help Me Grow Website** – currently in the development phase and will officially launch in January/Feb 2020. RSE and Help Me Grow partners are finalizing web-site content and Spanish translations.
- **Build Up for SMC’s Children Initiative Op-Ed** – Commissioner Foust authored an op-ed on Build Up, which RSE submitted to the Daily Journal.

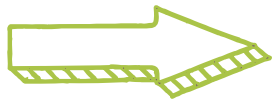
**SOCIAL MEDIA**

- See September 2019 Social Media Report and Website Analytics Report (*Attachment 11.3*)

# Success for Every Child



## SPOTLIGHT ON SUCCESS:



### Opening Doors for Children at Puente de la Costa Sur

All children in San Mateo County deserve to learn in nurturing, safe and affordable child care, staffed by qualified child care professionals. Knowing that early childhood education is one of the most critical factors to future success, organizations like First 5 San Mateo County (F5SMC) are working hard to make that a reality.

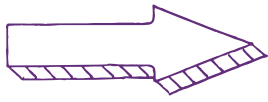
An exemplary catalyst of creating solutions for local families is Puente de la Costa Sur (Puente), an active part of San Mateo County's rural community. In 2016, Puente opened one of the area's first bilingual parent cooperatives, "Sueños Unidos" ("United Dreams"). This co-op model allowed local volunteers—such as parents, grandparents and aunts—to access affordable child care while assisting Early Childhood Education professionals. With guidance from professional teaching staff, volunteers come one day a week and provide care on a rotating basis.

With the help of F5SMC, the co-op's childcare center was able to obtain the funding necessary to fully support program operation within months of opening. Looking forward, Puente has its sights set on becoming a licensed early



childhood education provider. In the meantime, they ensure quality programming by providing professional development opportunities for staff through F5SMC and the San Mateo County Office of Education, along with additional programs for children ages 0-5.

# SPOTLIGHT ON SUCCESS:



## Opening Doors for Children at Puente de la Costa Sur

One of these programs is “Abriendo Puertas” (“Opening Doors”). This special program gives support to parents as leaders with a ten-session curriculum delivered through popular education tools in partnership with the La Honda-Pescadero School District and community parents. In addition, Puente provides home visits to families with children ages 0-3. The program also gives parents and children access to safety net services, health and wellness services and developmental education.

It was through Abriendo Puertas that Puente staff first met 1-year-old Eddie\*. From the very beginning, they were concerned about Eddie’s health, as he appeared very thin and low energy, with little language skills for his age. When he joined the childcare co-op, teachers referred Eddie’s parents to a pediatrician but were unable to obtain enough information from them to truly help. Puente staff then decided to accompany Eddie’s parents to one of his appointments and later determined that he was extremely anemic. With the help of a variety of vitamins and iron-rich foods, Eddie was back on the road to a healthy start. Eddie has not only gained weight, but he now laughs, runs, and even plays with other kids.

*\*Names changed to protect privacy.*



First 5 San Mateo County is entrusted with the strategic investment of nearly \$7 million public dollars each year specifically earmarked to help children and families in our county succeed. We work on behalf of the more than 53,000 children ages zero to five living here to ensure their every need is met, their families are supported and their future is a priority.

**Myra Cruz**

**From:** FIRST5\_smc  
**Sent:** Tuesday, October 22, 2019 2:40 PM  
**To:** FIRST5\_smc  
**Subject:** Think Bigger- First 5 San Mateo County Newsletter

October 2019

# THINK BIGGER



## Big Topic

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



First 5 San Mateo County is bringing together trauma- and resiliency-informed systems leaders and service providers from across the county for an exciting and innovative event: A Culture of Care – Trauma-Informed Practices for Family-Serving Systems. This one-day conference includes lively discussions surrounding practices that nurture wellbeing, connection and learning, plus tangible ideas for implementation and best practices. Two exciting keynote speakers, [Laura van Dernoot Lipsky](#) and [Dr. Ken Epstein](#), bring more than five decades of combined experience in trauma exposure and trauma-informed practices.

Acknowledgement of the lasting impact of adverse childhood experiences and movement toward providing trauma-informed care has been building in the community, and we have reached the tipping point. We are now eager to move into connection and action. For the past year, First 5 San Mateo County has been working with partners across sectors to draft a roadmap for building a trauma- and resiliency - informed system of care for young children and their families. This convening will be our first opportunity to bring together systems leaders along with providers from various sectors including health, early childhood education, child welfare, housing and a variety of others in an effort to share in this work more broadly.



Space is limited—please register today!

When: November 18<sup>th</sup>, 2019 from 9:00 a.m. to 4:00 p.m.

Where: Sobrato Redwood Shores Community Conference Center, 330 Twin Dolphin Dr., Redwood City, CA 94065

[Register Here](#)

\*We ask organizations to send a team of 2-5 people, with at least one who is in a management level position, and one who works primarily with clients and community members.

## Coming Up: Help Me Grow San Mateo County



Help Me Grow San Mateo County (HMGS MC) connects young children and their families to information and resources needed to support a child's healthy development. In partnership with [Gatepath](#) and [Stanford Children's Health](#), a new website will be launched for HMGS MC in the coming months.

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This website will be a place for families, caregivers and providers to access information on developmental milestones, free screenings, referrals and more. HMGS MC is a part of the national Help Me Grow network, a growing coalition of states, communities and individuals working together to improve early childhood systems.

While waiting for the official launch of the Help Me Grow San Mateo County website, get to know us [here](#). Have questions? Call or text 650-762-6930 or email [hmgsmc@gatepath.org](mailto:hmgsmc@gatepath.org).

## Focus On the Census: Census 2020

The countdown for the 2020 Census is on. Making sure all San Mateo County kids are counted in the census ensures that our community will receive vital resources, including childcare programs, housing, health care, food programs, Medi-Cal, libraries and much, much more. **Your voice counts/matters!** The 2010 census missed more than 10% of all children under age 5 in the U.S..



What else do you need to know about the census and the information submitted? It's important to know that the information is confidential. This means that people—like landlords, Child Protective Services or the IRS—will not receive any information. People who are undocumented should still take the census; there will not be a citizenship question, nor will answers be reported to immigration authorities.

Not convinced yet that you should take the census? It only takes about 10 minutes to complete but benefits to the community and families last for a decade!

Please mark your calendars for April and visit [Count All Kids](#) for more information regarding the 2020 Census in [San Mateo County](#).

*Image by County of San Mateo*

## Community Impact

Several organizations are working hard to make safe and affordable child care centers, staffed by qualified childcare professionals, a reality for all children in San Mateo County. One of those inspiring organizations that understands the impact of early care and education for a child's future success is Puente de la Costa Sur (Puente). Puente, an active part of San Mateo County's rural community, opened the area's first bilingual parent cooperative, "Sueños Unidos" ("United Dreams") in 2016.

Since 2016, and with the help of First 5 San Mateo County, Puente's childcare center was able to obtain the funding needed to become a licensed early childhood education provider. Puente continues to transform the lives of the community by providing leadership development programs and comprehensive child education.

Read more about Puente's work at our most recent blog post [here](#).



## A Quality Celebration

On October 5, we honored San Mateo County teachers who are committed to high quality learning at the Quality Counts celebration. With support from [Quality Counts](#), these dedicated educators work hard throughout the year to provide the best early care and education possible in San Mateo County.

As a leader in the statewide effort to raise early learning quality through quality rating and improvement systems (QRIS), Quality Counts San Mateo County supports early learning excellence by setting standards, measuring programs by those standards and providing quality improvement support where needed. Quality Counts also helps families select the best early learning program for their child by providing them with information on programs committed to quality improvement. There are currently over 100 family child care programs and child care centers in San Mateo County that voluntarily participate in Quality Counts. Now that's something to celebrate!





## Upcoming Event

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

Join us on November 20<sup>th</sup> for a Bay Area conference focused on Pre-K through third grade. Hosted by Silicon Valley Community Foundation's Center for Early Learning, this informative day will be spent discussing California legislation impacting preschool through third grade, how to form impactful partnerships, practical strategies for implementation and more.

Featured speakers will include Sarah Neville Morgan, California Department of Education's Deputy Superintendent, Kim Pattillo Brownson, State Board of Education/First 5 LA, Elliot Regenstein, Foresight Law and Policy, Jason Sachs, Boston Public Schools and Sharon Ritchie, FirstSchool.

For event details and registration, visit [P3Education.eventbrite.com](https://P3Education.eventbrite.com).

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We'll be bringing you more news on topics like maternal mental health, early learning workforce development, oral health and more in the next edition of the Think Bigger newsletter.

[Visit our Website](#)

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

STAY CONNECTED



# First 5 San Mateo County September 2019



## Overview

During the month of September, the First 5 San Mateo County (F5SMC) social media platforms displayed slight growth across all platforms, but not at the same performance rate of previous months. This can be attributed to a variety of factors, but most notably the decrease in relevant Twitter events, i.e. August's #InfrastructureForEarlyEd Twitter chat. Despite the lack of paid social during the month of September, strategic and relevant organic posts allowed us to generate more than 4.6K Facebook impressions, 3.9K Twitter impressions, and 17 new followers on Instagram.

When looking at F5SMC's on-site analytics for the month of September, the website had a total of 337 users from within California, creating a total of 425 website sessions. Similarly to the previous month, the top sources of traffic were Google organic search, direct search, and First 5 California. The top cities in California that drove website traffic were San Francisco, San Mateo, Redwood City, Daly City and Sacramento. The top pages that were visited in September were the Home page, Families page and About page. 61.6% of users accessed the site from a desktop computer, 36.7% did so from a mobile device, and the remaining 1.7% of visitors used a tablet device. Detailed website analytics can be found on the attached F5SMC September 2019 Analytics Report.

## Social Activity by Platform

The following report provides engagement statistics by social media platform.

	<b>1,448</b> Followers
	<b>203</b> Total Engagement (Likes and Comments)
	<b>4.6K</b> Facebook Post Impressions

**Facebook**

Throughout the month of September, First 5 San Mateo's Facebook page acquired 2 new followers and generated 203 engagements and more than 4.6K impressions utilizing 16 organic posts. However, we believe that the incorporation of paid social efforts will allow us to dramatically increase our overall performance. Below you can see some of the stand out posts from September.

### Highlights:

**Performance for Your Post**

279 People Reached	15 Reactions, Comments & Shares
11 Like	3 On Post
2 Love	2 On Post
0 Comments	0 On Post
2 Shares	2 On Post
16 Post Clicks	0 Photo Views
3 Link Clicks	13 Other Clicks

**NEGATIVE FEEDBACK**

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

Reported stats may be delayed from what appears on posts

Boost this post for \$30 to reach up to 3,000 people.

279 People Reached	31 Engagements
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**Performance for Your Post**

461 People Reached	9 Likes, Comments & Shares
7 Likes	3 On Post
0 Comments	0 On Post
2 Shares	2 On Post
23 Post Clicks	6 Photo Views
0 Link Clicks	17 Other Clicks

**NEGATIVE FEEDBACK**

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

Reported stats may be delayed from what appears on posts

Boost this post for \$30 to reach up to 4,800 people.

461 People Reached	32 Engagements
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# First 5 San Mateo County September 2019



**542** Followers  
**39** Total Engagements- Retweets/Likes/Mentions  
**3.9K** Tweet Impressions

## Twitter

During the month of September, 10 organic Twitter posts produced more than 3.9K impressions. There was a decrease in overall engagements, which was to be expected given last month's participation in the highly interactive #InfrastructureForEarlyEd Twitter chat hosted by The U.S. Chamber of Commerce Foundation's Center for Education & Workforce (@USCCEducation).

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



**First 5 San Mateo Co** @first5sanmateo  
 Working parents and families across the county are affected by a critical shortage of available high-quality childcare. Why aren't employers providing childcare relief despite the clear need and demonstrated upside? Read more, here: <https://bit.ly/30sXE0N>  
[pic.twitter.com/dm24XTWEG](http://pic.twitter.com/dm24XTWEG)

Impressions	500
Total engagements	16
Link clicks	7
Likes	6
Detail expands	2
Retweets	1



**First 5 San Mateo Co** @first5sanmateo  
 Want to learn how to maintain healthy teeth and gums? Healthy Smile Tips from Smile, California is a new program that delivers healthy dental tips via text message 2-3 times a month! Sign up today by texting SMILECA to 31996! [pic.twitter.com/UnCWA3KT4H](http://pic.twitter.com/UnCWA3KT4H)

Impressions	564
Total engagements	5
Likes	3
Retweets	2

**First 5 San Mateo Co** @first5sanmateo  
 This is great news! Gov. Gavin Newsom signed into law the "Keeping Kids Close to Home Act." SB 234 will expand childcare opportunities for California families & reduce costs & red tape for home childcare providers. Click the link for the full article. <https://bit.ly/2kGQhmd>

Impressions	445
Total engagements	5
Likes	3
Retweets	1
Link clicks	1

# First 5 San Mateo County September 2019



**548** Followers (+17 from last month)  
**84** Total Engagements (Likes and Comments)

## Instagram

During the month of September, the Instagram account continued to increase its following with the addition of 17 new followers. The eight organic posts that were published generated a total of 84 engagements, up from 77 the previous month. New followers are comprised primarily of local residents and parents, early education and health community organizations, and government agencies.

The two most popular post are shown below:



**first5sanmateo** ...

with special needs children. Click the link in our bio to learn more.

Para los padres de niños con autismo y necesidades especiales puede ser difícil saber a quién comunicarse cuando tiene preguntas o necesita apoyo. First 5 San Mateo ha proporcionado una lista de socios de confianza que sirven a familias con niños con necesidades especiales. Utilice el enlace en nuestro bio para obtener más información:

5d

**sfgla** 🌟👍👏👤

5d Reply

👍🗨️🔄🔖

👍 Liked by **sancarloslibrary** and 14 others

5 DAYS AGO



**first5sanmateo** ...

puede prevenir el suicidio y que todos tenemos un papel que desempeñar en la prevención del suicidio. Para eventos que ocurren en el Condado de San Mateo alrededor de este tema, por favor visite <https://www.smchealth.org/general-information/ayuda-en-espanol>. Si usted o alguien que conoce está considerando suicidarse, comuníquese con estas líneas directas de crisis para apoyo: StarVista Crisis Hotline (Condado de San Mateo) - 650-579-0350, National Suicide Prevention Lifeline - 1-800-273-TALK (8255) y/o Envía Texto "Home" a 74174.

3w

👍🗨️🔄🔖

👍 Liked by **starvistasmc** and 12 others

SEPTEMBER 9

Add a comment... Post

# First 5 San Mateo County September 2019



## LinkedIn

RSE continued to post content during the month of September to the F5SMC LinkedIn business page. F5SMC's LinkedIn business page added one new followers to bring its total number of followers now to 56. The September post generated 37 organic impressions. The content on LinkedIn continues to be aimed at funded and unfunded partners, business leaders, and professional organizations.



**First 5 San Mateo County**  
56 followers  
2w • Edited

We know the challenges that come with being a parent can often feel overwhelming, stressful and demanding. In recognition of National Suicide Prevention Awareness Month, check out this valuable resource fro ...see more



Organic impressions: 37 Impressions

Hide stats ^

### Organic stats ⓘ

Targeted to: All followers

37 Impressions	2 Reactions	0% Click-through rate	0 Comments
0 Shares	0 Clicks	5.41% Engagement rate	

2

# First 5 San Mateo County September 2019



## Spanish Website:

Following the instillation of a necessary tracking filter, we are now able to gather website analytics for the Spanish portion of the F5SMC site. During the month of September, F5SMC's Spanish site had a total of 29 sessions with 13 of those sessions coming from within California. The top sources of traffic were from direct search, Facebook, and Google organic search. The top cities that drove traffic to the site were Sacramento, San Mateo, Irvine and San Francisco. The most visited pages were the <https://espanol.first5sanmateo.org/> (Home), [Nuestras Inversiones](#) (Our Investments) page, [Saludable y feliz](#) (Healthy and Happy) page, [Familias](#) (Families) page, and the [Aprendizaje Temprano](#) (Early Learning) page. 53.8% of site traffic was accessed by users from a desktop device, while the remaining 46.2% came from mobile users. Detailed website analytics can be found on the attached F5SMC Septmeber 2019 Analytics Report.



Los Primeros 5 del Condado de San Mateo brinda apoyo financiero y técnico a programas prometedores basados en evidencia en nuestras áreas prioritarias de salud infantil, aprendizaje temprano y participación familiar.







Sep 1, 2019 - Sep 30, 2019

## On-Site Performance - September 2019

### Website Traffic Overview

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
502	620	63.39%	2.66	00:02:11

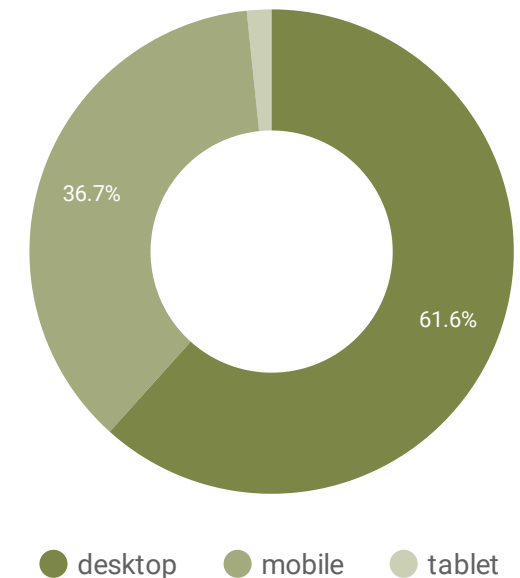
### Website Traffic Overview - California

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
337	425	56.24%	2.89	00:02:25

### Website Traffic by Source - California

Source	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. google	220	282	55.67%	2.61	00:01:58
2. (direct)	40	46	56.52%	4.37	00:03:34
3. first5california.com	17	18	55.56%	3.44	00:02:09
4. bing	15	17	52.94%	3.47	00:01:52
5. m.facebook.com	12	12	75%	1.75	00:00:50

Website Traffic by Device (Sessions)



### Website Traffic by City - California

City	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. San Francisco	76	95	63.16%	2.77	00:02:23
2. San Mateo	45	53	56.6%	2.15	00:01:45
3. Redwood City	34	41	51.22%	2.61	00:02:00
4. Daly City	15	17	47.06%	2.76	00:01:25
5. Sacramento	14	30	43.33%	7.27	00:09:39

### Website Traffic by Page - California

Page	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. /	119	134	31.34%	1.42	00:04:36
2. /families/	53	7	71.43%	13.29	00:01:55
3. /about/	51	15	13.33%	5.27	00:02:35
4. /about/first-5-staff/	38	19	89.47%	2.21	00:00:20
5. /families/healthy-and-happy/car-seat/	31	26	88.46%	1.5	00:00:03



Sep 1, 2019 - Sep 30, 2019

## On-Site Performance - September 2019

### Website Traffic Overview

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
16	29	58.62%	3.03	00:04:09

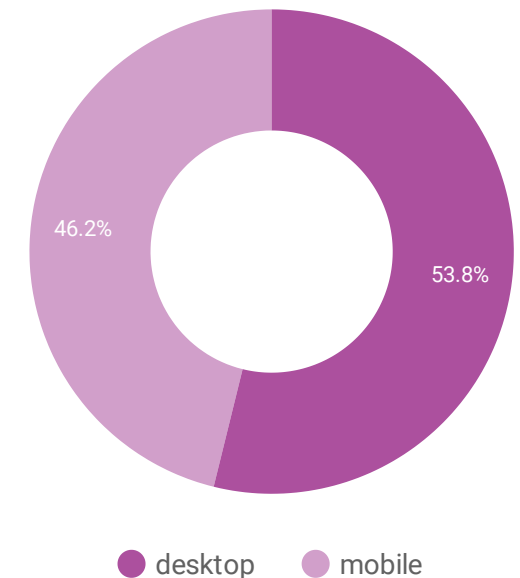
### Website Traffic Overview - California

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
10	13	53.85%	2.08	00:01:20

### Website Traffic by Source - California

Source	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. (direct)	3	3	33.33%	2	00:02:46
2. m.facebook.com	3	3	66.67%	1.33	00:01:56
3. google	2	2	50%	1.5	00:00:04
4. yahoo	1	2	50%	2.5	00:01:01
5. l.instagram.com	1	3	66.67%	3	00:00:23

Website Traffic by Device (Sessions)



### Website Traffic by City - California

City	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. Sacramento	3	5	40%	2.8	00:00:31
2. San Mateo	3	3	33.33%	1.67	00:04:16
3. Irvine	2	2	100%	1	00:00:00
4. San Francisco	1	1	100%	1	00:00:00
5. San Bruno	1	2	50%	2.5	00:01:01

### Website Traffic by Page - California

Page	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. /	4	7	42.86%	1.43	00:00:40
2. /acerca-de/nuestras-inversiones/apre...	3	3	66.67%	1.33	00:02:20
3. /familias/saludable-y-feliz/	2	0	null	null	null
4. /familias/	2	0	null	null	null
5. /familias/aprendizaje-temprano/neces...	2	1	0%	2	00:05:48



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

## OVERVIEW

### STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

#### EARLY LEARNING

##### **Quality Counts San Mateo County Provider Celebration Event**

“The Future Looks Bright” Quality Counts is creating a path to high quality early learning experiences for San Mateo County’s youngest children (<http://smcqualitycounts.org/>). On Saturday, October 5<sup>th</sup>, early learning providers participating in the Quality Rating and Improvement Systems initiative were invited for a Garden Party and celebration to say “Thank you” for their commitment and dedication to improving the quality of early learning experiences for young children. Big Lift, infant-toddler, family child care and preschool educators were celebrated. Supervisor Dave Pine, Superintendent of Schools Nancy Magee, F5SMC’s Executive Director, Kitty Lopez and 4C’s Executive Director, David Fleishman remarked on the critical role early educators’ play in providing a strong foundation of development for children and their caregivers. F5SMC staff, Mai Le and Michelle Blakely volunteered for the event which was sponsored by F5SMC, San Mateo County Office Education, 4Cs, Lakeshore, The Good To Know Network, and VIVA Social Impact Partners.

##### **Child Care Partnership Council**

On September 23, 2019, the Child Care Partnership (CCPC) held its general membership and work group meetings. One priority this year for the Leadership and Impact work group, chaired by Michelle Blakely, is to develop and implement a communications plan. CCPC will work over the next several months to determine a feasible approach to communications and messaging and to enlist the engagement of CCPC member organizations to support implementation of the plan. The goals of the communications plan is to:

- Raise awareness of the role of the CCPC in ensuring quality care for children aged 0 to 14 in San Mateo County
- Raise public awareness about the landscape of early care and education in San Mateo County and the pressing unmet needs
- Identify “Calls to Action” for key groups that can have impact improving access to quality childcare and preschool and to support the CCPC Strategic Plan and annual strategic priorities.

##### **Build Up for San Mateo County’s Children**

On September 26<sup>th</sup>, Build Up’s Advisory Committee Meeting convened for the first of 3 sessions through June 2020. Honorary Chair Assemblyman Kevin Mullin and committee Co-chairs Supervisor Dave Pine and Kitty Lopez opened the meeting. The agenda included updates from Sacramento, the recently passed Keeping Kids Close to Home Act (Skinner 234), strategy discussions and action steps for business and philanthropy engagement. A discussion on early learning facility design and the intersections of design, learning & health best practices was held to determine how Build Up might incorporate quality standards into capital projects or grants the initiative will fund in San Mateo County. Members were also



updated on new partnerships for regional, statewide and national early learning policy and advocacy.

## CHILD HEALTH AND DEVELOPMENT

**Sequoia Health Care District Meeting:** F5SMC Executive Director Kitty Lopez and staff member Emily Roberts presented a proposal to the Sequoia Health Care District Board on October 2<sup>nd</sup> to request funding for Integrated Systems for Children with Special Needs and Early Childhood Mental Health Systems efforts. The Board approved the funding request for \$1.19M over a 2.5-year period. This commitment will further the collaboration and partnership between F5SMC and our south county-focused health care district and will help to make our ongoing efforts in each of these areas more sustainable with braided funding.

**San Mateo Health Commission Dental Integration Pilot:** At the October 9<sup>th</sup> Health Commission meeting at the Health Plan of San Mateo, under the leadership of First 5 Commissioner and Health Plan Commission Chair David Canepa, the Commission considered the funding of a pilot project to support the integration of medical and dental services for its patients by taking on local administration of the Denti-Cal benefit for SMC residents. First 5 SMC staff member and Oral Health Coalition Chair Emily Roberts spoke briefly to lend support to the proposal, which is the first of its kind in the state, in the hopes that the effort can help to incentivize more providers to accept Denti-Cal patients via increased reimbursement and streamlined administration for Denti-Cal claims. The item was approved unanimously by the Health Commission and is slated to take effect in January of 2021.

**Systems Change Meeting:** The Systems Change Meeting for Children with Special Health Care Needs partners met on October 10<sup>th</sup> for the regular quarterly meeting. The agenda featured F5SMC staff member Mai Le, who shared her Master's in Public Health culminating research presentation, "Shame and Blame" about stigma towards parents of children with developmental or behavioral concerns. First 5 SMC Watch Me Grow grantee Gatepath also presented a report to share data on screening and care coordination efforts for the last year.

**Help Me Grow Pediatric Advisory Team Meeting:** On October 21st, F5SMC Commissioner and Help Me Grow (HMG) Physician Champion Dr. Neel Patel convened the fifth HMG Pediatric Advisory Team Meeting. The meeting included physicians from local medical systems and offered an opportunity for each stakeholder to update on each system's screening efforts and other system-related opportunities. Providers also received updates on local efforts via HMG to target partnerships with pediatric practices.

**Help Me Grow California Convening:** Kitty Lopez and Emily Roberts attended the annual Help Me Grow California convening on October 23<sup>rd</sup> in Fresno. The meeting provided an opportunity for all HMG affiliates from around the state to better align our work and to use best practices to inform implementation efforts.




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## POLICY & ADVOCACY UPDATES

**“With AB 1004 Signed, More Young Kids Will Be Screened Early for Developmental Milestones”** a press release by First 5 Association of California, Children Now and First 5 LA conveying their exhilaration by Governor Newsom’s signing this bill that will help ensure many California babies and toddlers receive the developmental screenings through Medi-Cal. (See *Attachment 12.1*). First 5 San Mateo County along with several First 5 Counties and other organizations submitted a letter of request urging Governor Newsom to sign this bill (See *Attachment 12.2*)

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## ACCOUNTABILITY, RESEARCH AND EVALUATION

### **Introducing PRiSM: Promoting Research-informed State Infant-Early Childhood Mental Health Policies and Scaled Initiatives**

On Oct 10<sup>th</sup>, Jenifer Clark viewed a web presentation by the National Center for Children in Poverty on a new online evidence-based clearinghouse for research on Infant/Early Childhood Mental Health policies and programs. This project promotes efforts to achieve positive outcomes for infants and young children by highlighting research-informed efforts and policy strategies. The web address for PRiSM is: <http://www.nccp.org/prism/index.html>

### **Sesame Workshop: Growing Up Digital**

On October 18<sup>th</sup>, Michelle Blakely, Jenifer Clark, and Mai Le attended an information session for a new research project being fielded by the Joan Ganz Cooney Center at Sesame Workshop. This project aims to gather ten years of longitudinal data about the impact of digital media on development throughout a child’s life. The Cooney Center is considering using Silicon Valley as one location for this ambitious study.

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## COMMUNITY AND STATEWIDE EVENTS & UPDATES

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

F5SMC and our Trauma and Resiliency Informed Systems Initiative (TRISI) partners are hosting a countywide convening on November 18<sup>th</sup>. Community partners across sectors are invited to attend this day of learning and reflection about how to transform the way we serve young children and their families. Registration is now open. (See *Attachment 12.3*)

### **California Complete County Census 2020 Regional Convening**

On September 26, Jenifer Clark attended a regional convening in San Mateo on the California Complete Count effort. Presenters included representatives from the Federal Census Bureau, the California Complete Count Committee, Advancing Justice-Asian American Law Caucus, and a variety of local elected officials and staff. The afternoon was spent in small groups, strategizing on outreach and education for hard to count populations such as children ages 0-5.



### **Community Collaboration for Children's and Youth Success (CCCS): North Fair Oaks/Redwood City**

On October 8<sup>th</sup>, Jenifer Clark participated on the Implementation Committee for the North Fair Oaks/Redwood City (NFO/RWC) CCCS project. The implementation group is tasked with identifying focal issues for the NFO/RWC community and developing actionable recommendations to address those issues. The group decided to focus on the following: Mental Health; Peer Support Networks/Engaging Neighborhood Champions; and Youth Involvement in Decision-Making. Jenifer Clark will participate in the Mental Health and Peer Support workgroups.

### **Wellness Leadership Recognition**

Michelle Blakely was recognized by the County of San Mateo Board of Supervisors as a Wellness Leader. The purpose of the Wellness Leadership Recognition Program is to recognize supervisors and managers who create healthy, thriving work environments and a culture that promotes employee health, safety, and well-being in an engaging way that can be replicated and/or expanded. Michelle was nominated for her ongoing commitment to supporting staff in managing work-life balance.



## **With AB 1004 Signed, More Young Kids Will Be Screened Early for Developmental Milestones**

First 5 LA, First 5 Association, and Children Now are thrilled by Governor Newsom's signing of AB 1004 (McCarty), which will help ensure California's babies and toddlers receive the developmental screenings--and eventually services--they are entitled to through Medi-Cal.

"In signing this bill, the governor is further strengthening the health care system for young Californians," said Moira Kenney, executive director of First 5 Association of California, which represents the state's 58 county First 5 commissions. "Universal developmental screening ensures that California's children are screened and promptly referred to services, when needed."

Only 36 percent of young children enrolled in Medi-Cal received timely developmental screenings in 2015, which are required as part of the federal Medicaid Early and Periodic Screening, Diagnostic and Treatment (EPSDT) benefit entitlement. A child's brain develops rapidly during the first five years of life, and unidentified delays can negatively impact school readiness and overall well-being. Nearly half of the state's children ages 0-5 are insured through Medi-Cal.

Heather Breen, whose daughter was diagnosed with autism three years ago, said she had flagged concerns with her doctor for years before she got an official screening and diagnosis.

"By the time my daughter received her formal diagnosis, she was almost four years old and the process had taken over a year," Breen said. "A later diagnosis meant my daughter did not receive early intervention services that would have changed the course of her development, helped us properly care for her, and led to a better outcome."

Developmental screenings performed during pediatric visits for babies and toddlers help to identify concerns about a child's healthy development, and are the first step to accessing critical early intervention services. However, providers often rely on informal observation or surveillance to identify delays, rather than using a validated screening tool at the intervals recommended by the American Academy of Pediatrics in their [Bright Future guidelines](#). AB 1004 stipulates that providers adhere to the Bright Futures timeline for developmental screenings, as well as use a validated screening tool.

"The state budget included a significant multi-million-dollar investment for infant and toddler developmental screenings in Medi-Cal, and AB 1004 builds on and complements the important budget investment by setting parameters to ensure the state delivers quality child health screenings through Medi-Cal that are required by law--screenings which unfortunately for our kids have not been happening for a long time. By signing this legislation, Governor Newsom is continuing to demonstrate his commitment to support all California's young children in reaching their full potential," said Ted Lempert, President of Children Now.

The bill also improves oversight by aligning the state's reporting requirements for developmental screening with implementation of the federal reporting requirements on the Core Set of Children's Health Care Quality Measures for Medicaid and Children's Health Insurance Program (CHIP) that take effect in 2024. AB 1004 was co-sponsored by Children Now, First 5 Association of California, and First 5 LA, and authored by Assemblymember Kevin McCarty (D-Sacramento).

"With Assemblymember McCarty, the bill's author, Governor Newsom and a host of other legislative leaders, California is building a brighter future for our children," said Kim Belshé, Executive Director of First 5 Los Angeles, home to more than 650,000 young children under the age of 5. "We applaud the Governor and Legislature for recognizing that if our children are to be ready to succeed in school and life, they must be screened for delays and, if needed, connected early to developmental services and supports."

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#### *About Children Now*

Children Now is a non-partisan, whole-child research, policy development and advocacy organization dedicated to promoting children's health and education in California. The organization also leads The Children's Movement of California, a network of more than 3,000 direct service, parent, civil rights, faith-based and community groups dedicated to improving children's well-being. [www.childrennow.org](http://www.childrennow.org).

#### *About First 5 Association*

First 5 Association of California is the voice of the 58 First 5 county commissions, which were created by voters in 1998 to ensure our kids are healthy, safe, and ready to learn. Together, First 5 touches the lives of more than one million kids, families, and caregivers each year, and strengthens our state by giving kids the best start in life. Learn more at [www.first5association.org](http://www.first5association.org).

#### *About First 5 LA*

As the state's largest funder of early childhood development programs, First 5 LA works to strengthen systems, parents and communities so that children are ready to succeed in school and life. An independent public agency, First 5 LA's goal is to support the safe and healthy development of young children so that by 2028, all children in L.A. County will enter kindergarten ready to succeed in school and life. For more information, visit [www.first5la.org](http://www.first5la.org).



September 24, 2019



Governor Gavin Newsom  
Office of Governor Gavin Newsom  
1303 10th Street, Suite 1173  
Sacramento, CA 95814

Attachment 12.2

## **RE: Request for Signature on Assembly Bill 1004 (McCarty): Developmental Screening Services**

Dear Governor Newsom,

On behalf of the undersigned organizations, we write to request your signature on AB 1004 (McCarty), legislation that is necessary to support the healthy development of young children and ensure developmental concerns are identified so that they can be addressed as early as possible.

Early identification of developmental delays through screening is the first step to connecting children with the supports they need for healthy development. A child's brain develops rapidly during the first five years of life, and as a result, unidentified delays can significantly impact a child's school readiness, as well as have long term effects on their overall well-being. However, when children are screened for developmental delays, pediatricians often rely on surveillance or observation alone, rather than utilizing more sensitive validated developmental screening tools. Pediatricians may also be inconsistent in their use of validated tools, and may not use the entire tool or follow its intended directions.

Even though developmental screenings are so critical to ensuring optimal growth and development, only 36% of infants and toddlers ages 0-3 years in Medi-Cal received a timely developmental screen in 2015. This contributes to California's alarming ranking of 43rd in the nation in the rate of young kids who receive timely screens.

California must do better. AB 1004 addresses the unacceptably low Medi-Cal screening rate by clarifying that providers must use validated screening tools in their entirety and at the pediatric recommended periodicity as well as improve oversight. Such practices are not only consistent with Medicaid Early and Periodic Screening, Diagnosis, and Treatment (EPSDT) law, but are also recommended by the Academy of Pediatrics (AAP) under Bright Futures.

AB 1004 also closes crucial Medi-Cal oversight and data gaps around developmental screening rates. Specifically, the bill would require the Department of Health Care Services through the External Quality Review Organization to annually review and report on Medi-Cal managed care plan reporting and compliance with developmental screening metrics included in the Centers for Medicare and Medicaid Service's core set of Children's Health Care Quality Measures for Medicaid and Children's Health Insurance Program (CHIP).

As a father of four young children, we know you understand the importance of supporting all children in meeting their developmental milestones. This was evident in the robust budget investment initiated in your January proposal, which incentivizes the practice of developmental screening by supplementing Medi-Cal provider reimbursement rates. AB 1004 is complementary to such investments in that it ensures providers conduct high-quality screens as intended under the EPSDT benefit.

Ultimately, AB 1004 will improve developmental screenings to help children in California have the strongest start possible. We respectfully request your signature.

Sincerely,  
The Undersigned Organizations

CC: The Honorable Kevin McCarty, California State Assembly  
Tam Ma, Deputy Legislative Secretary, Governor's Office



First 5 Kern County



First 5 LA



First 5 Lake County



First 5 Madera County



First 5 Merced



First 5 Plumas



First 5 Sacramento



First 5 San Benito County



First 5 San Diego County



First 5 San Francisco



First 5 San Luis Obispo County



First 5 San Mateo County



First 5 Santa Barbara



FIRST 5 Santa Clara County



First 5 Santa Cruz County



First 5 Solano

First 5 Shasta

First 5 Siskiyou Children and Families Commission

**REGISTER TODAY!**

# A CULTURE OF CARE

TRAUMA-INFORMED PRACTICES  
FOR FAMILY-SERVING SYSTEMS

*Join community partners and nationally-recognized experts for a day of learning and reflection about how to transform the way we serve young children and their families*

**NOVEMBER 18, 2019**

**8:30 AM - 4:00 PM**

**SOBRATO CENTER | 350 TWIN DOLPHIN DRIVE REDWOOD CITY**

*A free event for organizational leaders and direct service staff from family-serving organizations in San Mateo County.*

**[FIRST5CULTUREOFCARE.EVENTBRITE.COM](https://FIRST5CULTUREOFCARE.EVENTBRITE.COM)**



- Gain greater understanding of the impacts of trauma on young children, their families, and those who serve them
- Reflect on their organization's readiness for implementing trauma- and resiliency-informed practice
- Take away tangible ideas and best practices for implementing trauma-informed practices
- Participate in healing practices that can nurture well-being, connection, and learning
- Connect with ongoing opportunities and resources for training and collaboration

## WHO SHOULD ATTEND

We welcome systems leaders and service providers in San Mateo County from any sector that serves young children and/or adult caregivers of young children, including health, early childhood education, child welfare, housing, criminal justice, and more.

**We ask that organizations send a team of 2-5 people**, with at least one who is in a management level position, and one who works primarily with clients and community members. Please share with your teams today, and register early! Space is limited.

## AGENDA

- 8:30 Registration and breakfast (provided)
- 9:00 Welcome
- 9:30 Morning keynote: Laura van Dernoot Lipsky, Trauma Stewardship Institute
- 11:00 Breakout session 1
- 12:00 Lunch (provided)
- 12:30 Leadership panel
- 1:30 Breakout session 2
- 2:45 Afternoon keynote: Dr. Ken Epstein
- 3:45 Closing remarks
- 4:00 Event ends

Agenda is subject to change. We ask that people commit to attending the full program.

For more details and the most up-to-date information, please visit the registration page:

[FIRST5CULTUREOFCARE.EVENTBRITE.COM](https://FIRST5CULTUREOFCARE.EVENTBRITE.COM)

**DATE:** October 28, 2019  
**TO:** First 5 San Mateo County (F5SMC) Commission  
**FROM:** Kitty Lopez, Executive Director  
**RE:** Committee Updates

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### **Finance and Administration Committee Meeting – October 7, 2019**

- Commission Member: Rosanne Foust, Alexis Becerra
- Members Absent Pam Frisella, Michael Garb
- Staff: Kitty Lopez, Khanh Chau

#### **1. Review and Recommend Approval of F5SMC’s FY 2018-19 Budget Close Out**

Kitty Lopez briefly stated that we have received higher Interest and Tobacco Tax Revenues with the inclusion of Prop 56 back-fill; we also acquired additional revenues from various private grants. Total Expenditures are \$1.8 M below the planned budget as a result of under spending in Program Appropriations associating with delayed contracting of various Strategic Plan Implementation Plan (SPIP) lines; we have higher Ending Fund Balance than the initial projection at the end of FY 2018-19 Budget Close-Out.

Committee members reviewed FY 2018-19 Budget Close-Out documents. Committee members stated that the presentation of the FY 2018-19 Budget Close Out was clean, clear, and the format of the document is straight forward. Committee members endorsed its approval.

#### **2. Review and Recommend Approval of F5SMC’s Basic Financial Statements for the Year Ending June 30, 2019 Audit Reports and its Submission to First 5 California and to California State’s Controller Office**

Kitty Lopez stated that we need an official approval of the F5SMC’s Basic Financial Statements for the Year Ending June 30, 2019 Audit Reports for continuous funding of Tobacco Tax dollars. Kitty Lopez cited that First 5 San Mateo County has obtained “clean opinions” for three Independent Auditor Reports, as summary presented in the audit memo:

- Independent Auditors’ Report on the Financial Statements: Unmodified opinion (clean opinion);
- Independent Auditors’ Report on Internal Control over Financial Reporting and on Compliances and Other Matters: No deficiencies, no instances of non-compliances (clean opinion);
- Independent Auditors’ Report on State Compliance: F5SMC complied in all material respects with the compliance requirements (clean opinion).

Kitty Lopez cited that F5SMC has hired R. J. Ricciardi, Inc. audit firm for 7 years due to its institutional knowledge of F5SMC’s business and its audit efficiency in meeting tight deadlines of the County Controller Office (September 29, 2019) and of the First 5 California and State Controller Office (November 1, 2019); Kitty Lopez added, according to staff research, County of San Mateo has employed the same audit firm for nearly 20 years. Staff Khanh Chau added that R.J. Ricciardi firm’s extensive experiences in GASB 68 reporting are also an important criteria of audit firm selection.

Committee members cited one of reasons to retain existing auditor is due to its institutional knowledge of client businesses; auditor rotation may be necessary if there are ongoing audit findings. Committee members suggested to move the Independent Auditors' Report Outcomes and the Fiscal Impact to the first page of the audit memo for better attention by the readers. Committee members praised the straightforwardness of F5SMC's audit reports and endorsed its approval.

The next Finance and Administration Committee Meeting will be held on January 13, 2020.

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### Early Childhood Evaluation Advisory Committee Meeting – October 21, 2019

- Commission Members: Louise Rogers, David Canepa (via phone)
- Commission Members Absent: Neel Patel
- Grantee Representatives: Carol Elliott (Gatepath), Heather Cleary (Peninsula Family Service)
- Staff: Kitty Lopez, Michelle Blakely, Jenifer Clark

Committee members reviewed the process for selecting grantee representatives to serve on the ECEA Committee. The current process selects grantee members for two-year terms, which new terms beginning on the calendar year. Staff proposed to revise grantee member terms to align with grantee funding and contract cycles. This would ensure continuity of grantee representation during contract terms, which typically have stable evaluation and reporting requirements. It also will stagger turnover of Commissioner Members (which occurs on a calendar year) and grantee members (which will occur on the fiscal year). This change would support the overall continuity of committee membership. Committee members agreed to this change in procedures. Current grantee representatives will remain on the committee through the end of this fiscal year, when most of the current grantee contracts end. At that point, applications for grantee representation will be opened to cover the subsequent three-year contract term.

The Committee also reviewed the F5SMC FY 2018-19 Annual Report to F5CA, which presents the fiscal and programmatic information to the State Commission in the format required by the State. The Annual Report will be presented for approval to the F5SMC Commission at its upcoming meeting on October 28<sup>th</sup>.

Committee members also heard updates on several ongoing research & evaluation activities, including:

- Trauma- and Resiliency-Informed Systems Initiative (TRISI) Organizational Assessment: F5SMC staff have met twice with the TRISI Tool Workgroup and identified an organizational assessment tool to use as a starting point. Developed by the Michigan State Department of Health and Human Services, the tool is a survey intended for use by staff at all levels of a participating agency, department, or program. It is available for use or modification without any permissions or fees. F5SMC staff and TRISI workgroup members will conduct an in-depth review of the tool and propose any changes to items or subscales that will make the tool a better fit for the TRISI project.
- Qualitative Study on Access to Child Care for Children with Special Needs and Challenging Behaviors: We have selected a contractor for the Spanish-language groups, and are currently in contracting.

- Watch Me Grow Roundtable Network Analysis: We have received the distribution list and are working with the network analysis software provider to ensure appropriate access to the online survey and analysis tools.

The next meeting of the Early Childhood Evaluation Advisory Committee will be in 2020. Final dates and times for the 2020 schedule will be set by the Commission along with other subcommittee schedules within the next month or two.