

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

DATE: Monday, September 23, 2019

TIME: 4:00 PM – 6:00 PM

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

AGENDA		
Call to Order and Preliminary Business		
1	Roll Call	4:00 PM
2	Public Comment	
3	Action to Set Agenda for September 23, 2019 Meeting and Approve Consent Agenda Items <i>(This item is to set the final consent and regular agenda, and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.)</i>	
4	Commission Announcements	
5	Storytelling: First 5 Work / Impact: Parent Voices	
Discussion Items		
6	First 5 San Mateo County Accomplishments FY 18 – 19 Presentation by Kitty Lopez, Executive Director, First 5 San Mateo County	4:15 PM
7	Strong Start Index Presentation by Jenifer Clark, Research and Evaluation Specialist, First 5 San Mateo County	4:35 PM
8	Strategic Plan 2020 – 2025 Presentation and Strategic Plan Implementation Plan Process by Kitty Lopez, Executive Director, First 5 San Mateo County <i>(See Attachment 8)</i>	4:55 PM
Action Item		
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 <i>(See Attachment 9)</i>	5:25 PM
Informational Items		
10	Communications Update <i>(See Attachment 10)</i>	5:30 PM
11	Report of the Executive Director <i>(See Attachment 11)</i>	

12	Committee Updates (See Attachment 12)	
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* **Public Comment:** This item is reserved for persons wishing to address the Commission on any Commission-related matters that are as follows: 1) Not otherwise on this meeting agenda; 2) Listed on the Consent Agenda; 3) Executive Director's Report on the Regular Agenda; or 4) Subcommittee Members' Reports on the Regular Agenda. Public comments on matters not listed above shall be heard at the time the matter is called.

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

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

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

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

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

September 23, 2019

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

- 3.1 Approval of the July 22, 2019 Commission Meeting Minutes
(See Attachment 3.1)

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**First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
July 22, 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, Neel Patel, Louise Rogers

Absent: Rosanne Foust, Sandra Phillips-Sved, Iliana Rodriguez

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

County Counsel: Monali Sheth

A quorum was present. Commissioner Frisella called the meeting to order at 4:06 PM; roll call was taken.

2. Public Comments: None**3. Action to Set Agenda for July 22, 2019 Meeting and Approve Consent Agenda Items**

MOTION: CANEPA/ SECOND: ROGERS
 AYES: BECERRA, FOUST, FRISELLA, MAGEE, PATEL
 NOES: NONE
 ABSTAIN: NONE

Motion approved.

4. Commission Announcement: F5SMC's Executive Director, Kitty Lopez, reminded the Commission that former Commissioner Pollack has accepted a position at UC Merced and last Friday was her last day. Deputy County Manager, Iliana Rodriguez, will be acting the Human Services Agency Director. Lopez will be sending a card and a small gift to former Commissioner Pollack on behalf of the Commission.**5. Storytelling: First 5 Work/Impact: StarVista Early Childhood Mental Health Consultation**

F5SMC's Program and Planning Managing Director, Michelle Blakely, gave a brief background about this program that F5SMC has funded for many years. Blakely introduced Kathryn Hallinan, StarVista Early Childhood Mental Health Consultant. Hallinan shared and described the following:

- The consultation work she does in various programs such as pre-schools, infant toddler centers and some within homeless shelter around the County.
- Core beliefs and goals of the program that would better support the caregivers i.e. teachers, family members, and anyone who is providing care for the children.
- Story of a family who benefitted from the program.

The Commission asked questions and made comments.

6. Approval of Silicon Valley Community Foundation, Center for Early Learning Event Sponsorship Request for \$5,000 for Policy, Partnerships, and Practice: Intersections for Early School Success Conference on November 20, 2019

Kitty Lopez asked for an approval of this agenda item. Lopez added that per F5SMC's Sponsorship Policy, any sponsorship request above \$2,500 must be approved by the Commission. We will revisit this policy next year in order to streamline the process.

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

Public Comments: None

7. Shame and Blame: How Stigma Impacts Parents Seeking Help for Young Children with Mental, Behavioral and Developmental Challenges Presentation

F5SMC's Program Associate, Mai Le, shared that she just finished her Master's in Public Health in May 2019, in which she was required to do research on a public health issue. Le decided to do research focusing on how stigma impacts parents of young children with mental, behavioral and developmental challenges, and Le shared her research to the Commission. Le shared data such as 17% of children ages 2-8 have at least one mental, behavioral and developmental disorders (MBDD) and less than 13% of children with identified mental health challenges receive treatment. She defined the components of stigma, and explained how stigma impacts children and their families. Le concluded her presentation stating that stigma is not inevitable, stigma is a public health and social justice issue, and family-serving institutions have a key role in eliminating stigma.

The Commission asked questions and made comments such as wanting to read her full research paper and possibly making a presentation to other groups.

Public Comments: None

The PowerPoint Presentation can be found on the F5SMC's website, [July 22, 2019 Commission Meeting Presentation](#).

8. Overview: 2019 – 2020 California State Budget

First 5 Association of California, Policy Director, Margot Grant Gould presented an overview of Governor Gavin Newsom's 2019 – 2020 California State Budget of \$214 billion budget. Gould also shared the Budget's theme of "California For All", and governor's "Parent's Agenda." She provided examples of how the new funding will benefit the areas of family resiliency, comprehensive health and development, and quality early learning.

The Commission asked questions and made comments.

Public Comments: None

The PowerPoint Presentation can be found on the F5SMC's website, [July 22, 2019 Commission Meeting Presentation](#).

9. First 5 San Mateo County Grantees Readiness Survey Presentation

F5SMC's Research and Evaluation Specialist, Jenifer Clark, presented the results and implications of the F5SMC Census Survey. Clark shared the survey content, survey respondents, overall results, findings and key takeaways.

Commission asked questions and made comments.

Public Comments: None

The PowerPoint Presentation can be found on the F5SMC's website, [July 22, 2019 Commission Meeting Presentation](#).

10. Communications Update

Kitty Lopez shared that the Communication's written report was included in the [July 22, 2019 Commission Meeting Packet](#).

Lopez highlighted that F5SMC's communication firm, RSE, is helping to develop an Op-Ed on Build Up for SMC's Children Initiative with Commissioner Foust as an author from her role as CEO of SAMCEDA. The social media post on the launch of Help Me Grow San Mateo County received over 1,000 likes after two days.

Public Comments: None

11. Executive Director's Report

Kitty Lopez shared that the Executive Director's written report was included in [July 22, 2019 Commission Meeting Packet](#).

Lopez highlighted the following:

- On June 24, 2019, F5SMC's Program and Managing Director, Michelle Blakely, chaired the Leadership and Impact Workgroup meeting. They are working to finalize the San Mateo County Child Care Partnership Council work plan for 2019 – 2024.
- First 5 Association of California press release applauding Governor Newsom's signing of 2019 – 2020 Budget.

Public Comments: None

The meeting adjourned at 5:48 pm.

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DATE: September 23, 2019
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Strategic Plan Implementation Plan 2020-2025 Presentation and Strategic Plan Implementation Plan Process

ACTION REQUESTED

None. Information only at this time.

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.

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. Five themes emerged, during the strategic planning process, as central to F5SMC's work:

1. *Convener and Collaborator:* Helping local funded and unfunded stakeholders tap into collaborative opportunities.
2. *Resource Maximization:* Leveraging, aligning, and blending funding as well as ensuring available public funds are maximized before F5SMC funding is utilized.
3. *Impact Investor:* Focus investments on prevention and target interventions to children with the very highest needs.
4. *Systems Catalyst:* Striking the right balance between program investments and systems improvements through cross-sector initiatives and effective partnership.
5. *Advocate and Champion:* Impacting local and regional decision makers, including community business leaders, to prioritize young children.

The purpose of today's presentation is to provide a review of the Revised Strategic Plan 2020 - 2025 and overview of the Strategic Plan Implementation Plan (SPIP) process for community investments.

ISSUES TO CONSIDER

- The Strategic Plan will guide the Commission's investments and focus efforts from July 1, 2020 thru June 30, 2025.
- The SPIP referenced in today's presentation 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 8.3)
- Periodic verbal and written updates on the SPIP process will be provided to the POP committee and Commission.

- POP Committee reviewed the SPIP process timeline on September 9th, 2019.
- Commission approval for release of funding mechanisms for competitive procurement process will occur at the next Commission Meeting, October 28, 2019.

Attached are the following supporting documents:

- Attachment 8.1: Strategic Plan Executive Summary 2020-2025
- Attachment 8.2: Strategic Plan Implementation Plan FY 2020-2023
- Attachment 8.3 Considerations for Strategic Plan 2020-2025
- Attachment 8.4 Comparison of Procurement Strategies



First 5 San Mateo County **Strategic Plan**

July 1, 2020 - June 30, 2025

EXECUTIVE SUMMARY



Vision

Success for every child.

Mission

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

Desired Outcomes

The First 5 San Mateo County Commission (F5SMC) adopted the following desired outcomes to guide its efforts during the 2020-2025 Strategic Plan:

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

Prioritizing San Mateo County's Young Children

The First 5 San Mateo County Commission strives to create conditions that will allow all young children in San Mateo County to thrive.

To this end, the Commission serves three primary community roles: Strategic Financial Investor, Community Partner in aligned efforts, and as a Community Leader to advocate for the prioritization of young children and their families.

This combination of focused financial investments and systems-level work enables the Commission to maximize declining revenues and take advantage of expanding partnership opportunities to achieve positive outcomes for children, families, and the community.

Core Values & Guiding Principles

We believe that our work must:

- Support the whole child within the whole family
- Build connections between the many systems that serve young children and their parents and caregivers
- Embrace the importance of fathers and male role models in the healthy development of children
- Promote positive early development and focus on prevention and early intervention
- Include children of diverse abilities
- Respect and engage parents and families
- Honor cultural, ethnic, and linguistic diversity
- Appreciate strengths
- Enlarge community capacity

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

- Create value
- Promote equity
- Foster excellence
- Demonstrate effectiveness
- Achieve sustainable change



Supporting a Community Approach

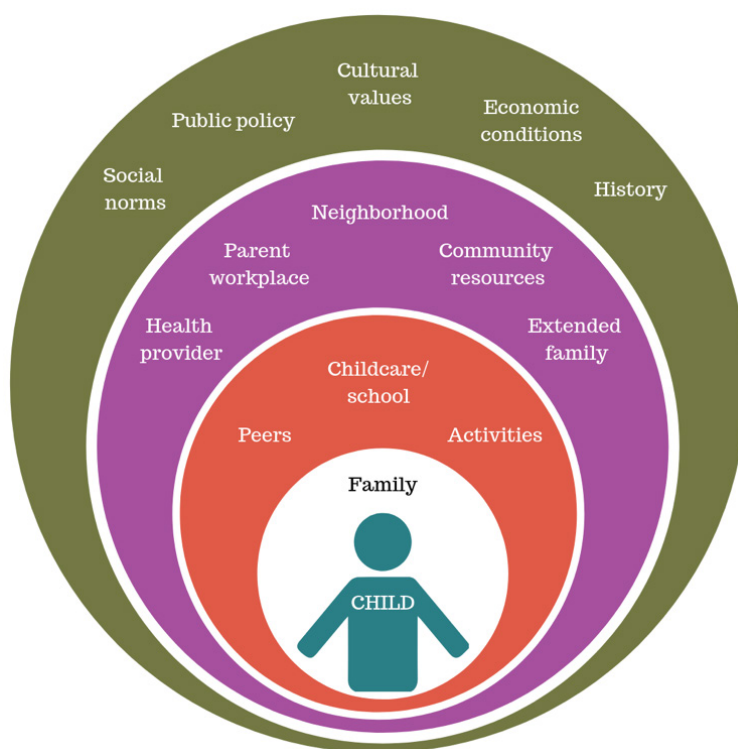
Prioritizing young children and those who care for them is especially important in light of the stark inequalities of opportunity in San Mateo County. Although it is one of the wealthiest regions of the nation, the cost of living here is high, making self-sufficiency a struggle for many families.

Lasting improvements to the well-being of San Mateo's youngest residents are possible when the community understands the importance of supporting young children and their families and works together to mobilize resources.

This effort requires common understanding, shared ownership, willingness to change, and commitment to opportunity for all children. First 5 San Mateo County supports a community-wide effort through:

1. Leadership on early childhood advocacy and policy development
2. Multidisciplinary community partnerships
3. Community education to increase understanding of the importance of the early years and build public will to invest in young children

Our approach to supporting children's success is aligned with Bronfenbrenner's Ecological Systems Theory, which was first published in 1979. This theory emphasizes environmental factors as central context to development. In this approach, the child is at the center of what can be visualized as concentric circles including other systems and influences, such as family, community, and public policy.



These factors influence the health, cognitive and social-emotional development, well-being, and long-term success of children and their caregivers. Each child's development and opportunity to thrive is thus shaped by the distribution of and access to resources and power. Understanding the complexity of achieving health and well-being, we strive to work broadly and proactively to create, support, and sustain the social, physical, and economic conditions for children's success.

Focus Area:

Quality Care and Education

Early learning settings play a critical role in nurturing children’s social, emotional, and cognitive development. Supporting a continuum of high-quality early learning, beginning in infancy and with smooth transitions into toddler care, preschool, and elementary school, is a priority for the Commission.

STRATEGIES FOR INVESTMENT:

- 1 Support formal quality improvement in early learning settings
- 2 Expand access to early learning settings/environments for children with special needs

Focus Area:

Healthy Children

Access to medical care for prevention, early detection, and treatment of physical, developmental, and mental health needs during the first five years is critical to children’s long-term well-being. Additionally, improving the conditions where children live, play, and go to school can help them thrive.

STRATEGIES FOR INVESTMENT:

- 1 Increase oral health access and utilization
- 2 Build early mental health systems and infrastructure improvements
- 3 Integrate systems for children with special needs and their families

Focus Area:

Resilient Families

Children do well when cared for by supportive families, which, in turn, do better when they live in vibrant and supportive communities. Valuing today’s varied family structures, cultures, and languages is key to working effectively with parents. The more we create effective parent partnerships, the more stable foundations we create for lifelong learning and success.

STRATEGIES FOR INVESTMENT:

- 1 Provide intensive support for families with multiple risk factors
- 2 Promote parent connectivity and support networks
- 3 Build capacity and family engagement

History

Research shows that children’s brains develop more during the first five years than at any other time. What parents and caregivers do during these first years can make a profound difference in a child’s development and impacts the rest of a child’s life.

Based on this research, in 1998 California voters passed Proposition 10, the California Children and Families Act, which adds a 50-cent tax on all tobacco products to fund programs and improve systems to better the lives of children from the prenatal stage through age five. As a result, the First 5 San Mateo County Commission was established in 1999.

Since its inception, First 5 San Mateo County has invested more than \$120,000 million in local programs and has served over 63,000 children from birth through age five.

Each year, more than 8,000 parents and primary caregivers receive F5SMC services

First 5 San Mateo County has invested more than

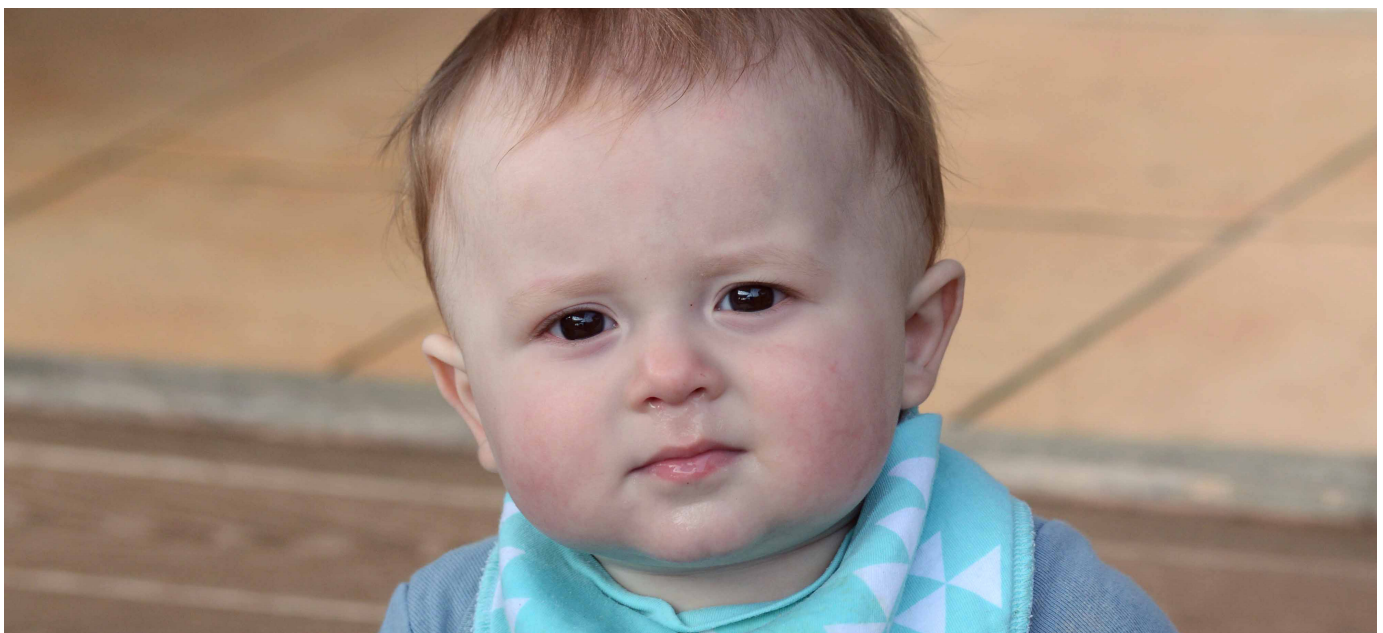
**\$120,000
million**

in local programs

Served over

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from birth
through age five



First 5 San Mateo County Commissioners

Pam Frisella, Public Member, Commission Chair
Louise Rogers, Chief, San Mateo County Health, Commission Vice-Chair
Anne E. Cam, County Superintendent of Schools
David J. Canepa, Board of Supervisors
Michael Garb, Public Member
Rosanne Foust, Public Member
Neel Patel, M.D., Public Member
Sandra Phillips-Sved, Public Member
Nicole Pollack, Director, San Mateo County Human Services Agency

First 5 San Mateo County Staff

Kitty Lopez, Executive Director
Michelle Blakely, MA, Program and Planning Director
Khanh Chau, Fiscal Management Analyst
Myra Cruz, Administrative Secretary III
Jenifer Clark, ABD, Evaluation Program Specialist
Karen Pisani, Family Support Program Specialist
Emily Roberts, MSW, MPH, Child Health and Development Program Specialist
Mai Le, Program Associate III
Mey Winata, Fiscal Office Specialist

The 2020-2025 First 5 San Mateo County Strategic Plan was adopted October 22, 2018.

First 5 San Mateo County
1700 S. El Camino Real, Suite 405
San Mateo, CA 94402
650.372.9500
www.first5sanmateo.org



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STRATEGIC PLAN IMPLEMENTATION PLAN (SPIP) FY 2020-2023

Strategic Plan Commission Approved on October 22, 2018

Strategies	Language in the Strategic Plan	Sub-Strategies	FY 20-21 Allocation	FY 21-22 Allocation	FY 22-23 Allocation	Total	
*Resilient Families	1) Intensive Support for Families with Multiple Risk Factors	Provide ongoing, individualized, professional support to children and parents in families experiencing multiple challenges, such as: homelessness, low income, domestic violence, incarceration, mental illness, or substance abuse. Activities may include: home visiting, care coordination, case management, family needs assessments, social-emotional screening, and therapeutic services, as well as wrap-around services such as parent support/parent education groups.	Intensive Supports(Various modalities)				
	2) Parent Connectivity	Support informal or semi-formal social networks to promote parental resilience and reduce social isolation. Activities may include: mothers' or fathers' groups; paraprofessional- or peer-led support groups; social media networking opportunities; father involvement efforts; family cafés; father cafés; developmental playgroups; and partnering with parents to identify parent leaders who understand and share knowledge about attachment and early child development among their peers.	Informal or semi-formal networks; Wrap around services				
	3) Family Engagement Capacity Building	Increase the understanding of early brain development, the parent-child relationship and culturally responsive practices among service providers from sectors whose decisions affect family functioning, and to promote the appropriate application of that knowledge within their work. Activities may include: training and learning communities (Friday Cafés) to create a culture of awareness, learning and sharing; building the capacity of both service sector leaders and direct service staff on early childhood development, adverse early childhood experiences, the 5 Protective Factors, and related subjects; systematized data sharing; and promotion of family-centric practices. Target service sectors include: child- and family-serving organizations.	Systems,(coordination, learning communities)				
			TOTAL ALLOCATION	\$ 1,060,000	\$ 1,060,000	\$ 1,060,000	\$ 3,180,000

STRATEGIC PLAN IMPLEMENTATION PLAN (SPIP) FY 2020-2023

Strategic Plan Commission Approved on October 22, 2018

	Strategies	Language in the Strategic Plan	Sub-Strategies	FY 20-21 Allocation	FY 21-22 Allocation	FY 22-23 Allocation	Total
*Healthy Children	4) Oral Health Access & Utilization	Partnerships to improve young children’s utilization of preventive oral health care and advocating for policies and practices that increases dental utilization for children on Medi-Cal.	Oral Health Service Delivery Systems (Coordination, Communications)	\$ -			
	5) Integrated Systems for Children with Special Needs and their Families	Bolster the continuum of care to identify and treat children with special needs, and the ongoing efforts to address systemic issues that impact access to and quality of these services. Activities may include: promoting universal social-emotional and developmental screening services for children 0-5; embedding screenings, assessments, and care coordination into pediatric clinics, early learning settings, or family support services; and supporting linkages and timely access to care coordination, assessment, and services for children and families requiring additional assistance.	WMG/ HMG Continuum of Care (name will likely will become Help Me Grow ultimately)				
	6) Early Mental Health Systems & Infrastructure Enhancements	Partnerships to support trauma- and resiliency-informed practices and policies in child- and family-serving organizations.	Trauma & Resiliency Informed Systems Initiative				
			TOTAL ALLOCATION	\$ 1,060,000	\$ 1,060,000	\$ 1,060,000	\$ 3,180,000

STRATEGIC PLAN IMPLEMENTATION PLAN (SPIP) FY 2020-2023

Strategic Plan Commission Approved on October 22, 2018

	Strategies	Language in the Strategic Plan	Sub-Strategies	FY 20-21 Allocation	FY 21-22 Allocation	FY 22-23 Allocation	Total
*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.	Early Learning Quality Improvement Frameworks				
	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				
			Professional Learning Community/ Peer-to-Peer support				
			TOTAL ALLOCATION	\$ 1,060,000	\$ 1,060,000	\$ 1,060,000	\$ 3,180,000
		GRAND SUBTOTAL FOR FAMILY ENGAGEMENT, CHILD HEALTH & DEVELOPMENT, AND QUALITY CARE AND EDUCATION FOCUS AREAS			\$ 3,180,000	\$ 3,180,000	\$ 3,180,000

STRATEGIC PLAN IMPLEMENTATION PLAN (SPIP) FY 2020-2023

Strategic Plan Commission Approved on October 22, 2018

	Strategies	Language in the Strategic Plan	Sub-Strategies	FY 20-21 Allocation	FY 21-22 Allocation	FY 22-23 Allocation	Total
*Policy, Advocacy, & Communications	9) Leadership on Early Childhood Advocacy & Policy Development	Identify strategic partners and align leadership and resources to promote optimal child and family outcomes. Activities may include: convening high-level, multi-agency policy conversations that keep early childhood priorities and the impact of early childhood in the forefront of decision making; development and implementation of a Policy and Practices Platform that advances First 5 San Mateo County’s vision of Success for every child; and partnering with elected officials, community leaders, and other stakeholders to promote an early childhood agenda.					
	10) Community Partnership	Foster cross-agency and multidisciplinary partnerships to better serve children 0-5 and their families. Activities may include: facilitation of partnerships and collaborative efforts that increase the capacity and quality of services to children 0-5 and those that care for them; and hosting facilitated opportunities for multidisciplinary cross-training and networking for both funded and unfunded partners.	Alignment of infant -toddler, preschool and Kindergarten Systems				
	11) Community Education	Increase understanding about foundational early childhood topics such as early brain development. In coordination with other efforts, build public and political will to invest in the well-being and success of our young children. Activities may include: development and implementation of a Communications Plan highlighting the importance of a child’s early years, the needs and circumstances of families with young children in San Mateo County, and opportunities for stakeholders to act in ways that maximize positive outcomes for this population.	Communications Plan				
			Kit For New Parents (KNP)				
				TBD	TBD	TBD	TBD
			TOTAL ALLOCATION	\$ 380,000	\$ 380,000	\$ 380,000	\$ 1,140,000

STRATEGIC PLAN IMPLEMENTATION PLAN (SPIP) FY 2020-2023

Strategic Plan Commission Approved on October 22, 2018

Other Activities							
*Evaluation	14) External Evaluation Contract	Research and Evaluation activities may include data collection for policy, partnership and systems- level interventions and identifying opportunities for more in-depth research on program or parent specific topics.		\$ 113,000	\$ 113,000	\$ 113,000	\$ 339,000
*Emerging Projects	15) Emerging Projects	TBD		\$ 107,000	\$ 107,000	\$ 107,000	\$ 321,000
OVERALL TOTAL ALLOCATION				3,780,000	3,780,000	3,780,000	11,340,000

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

Date: September 23, 2019
To: First 5 San Mateo County Commission
From: Kitty Lopez, Executive Director
Re: Approval of Build Up for San Mateo County's Children Capital Fund Memorandum of Understanding between the Child Care Coordinating Council, Silicon Valley Community Foundation and First 5 San Mateo County.

BACKGROUND

San Mateo County has an early education care shortage crisis affecting families' economic opportunities, and children's learning during critical development stages from birth to age 12. Launched as a collective impact initiative in 2017, Build Up for San Mateo County's Children combines advocacy, technical assistance and funding to develop and maintain preschool and infant toddler child care spaces. First 5 San Mateo County (F5SMC) is the backbone agency and initial seed funder of the initiative.

Build Up is comprised of coordinated cross-agency paid staff, volunteer community advocates, and a high-level, cross-sector Advisory Body working with cities, developers, employers, school districts, and faith-based organizations to address this critical shortage. Strategies include:

- 1) Technical assistance to child care operators, developers, faith-based communities, school districts, and employers
- 2) Outreach to Cities and the County to help municipalities implement supportive practices and policies
- 3) Connect child care programs to capital funding
- 4) Raise the visibility of the child care shortage and solutions within the community, region and statewide.

Build Up has an ambitious goal of creating 3000 new spaces by June 2020. Currently 1,477 new spaces have been created and 673 spaces have been preserved in the community.

DECISION REQUESTED

Approval of a joint Memorandum of Understanding (MOU) between F5SMC, Child Care Coordinating Council (4Cs) and Silicon Valley Community Foundation (SVCF) for joint management of Build Up for San Mateo County Children's Capital Fund (Capital Fund). The Capital Fund will be used to fund capital projects for child care programs and distribute those funds to child care and early education providers for the purpose of covering capital costs related to maintaining and expanding child care and early education spaces in San Mateo County.

The F5SMC's Program, Operations and Planning (POP) Committee had reviewed the MOU in their September 9, 2019 Meeting and recommended its approval.

ISSUES TO CONSIDER

- Previously, F5SMC had entered into a similar agreement with 4Cs and SVCF for the now defunct SmartKids Initiative. SmartKids generated capital to support the creation of 1500 new child care spaces over 10 years.

- F5SMC County Counsel has reviewed the MOU. See MOU – Attachment 9.1 for details.
- SVCF manages the Capital Fund and will secure funding from private donors.
- F5SMC and 4C's will work together to secure grant contributions the Capital Fund.

RECOMMENDATION

Approval of the Memorandum of Understanding (MOU) between F5SMC, Child Care Coordinating Council (4Cs) and Silicon Valley Community Foundation (SVCF) for joint management of Build Up for San Mateo County Children's Capital Fund

FISCAL IMPACT

No Fiscal Impact.



**Memorandum of Understanding between First 5 San Mateo County, Child Care Coordinating Council of San Mateo County and Silicon Valley Community Foundation
Re: Build Up For San Mateo County's Children Capital Fund**

This Memorandum of Understanding ("MOU"), dated June 1, 2019, between First 5 San Mateo County ("F5SMC"), Child Care Coordinating Council of San Mateo County ("4Cs") and Silicon Valley Community Foundation Community ("SVCF") (collectively, the "Parties") sets forth the respective responsibilities of each Party related to their joint management of Build Up for San Mateo County Children's Capital Fund (the "Capital Fund"), which is comprised of two SVCF funds, namely the Marie Russell Child Care Facilities Fund and the 4Cs/F5SMC Facilities Fund, and will be used to address and remedy the extreme shortage of child care facilities in San Mateo County.

I. Recitals

II.

WHEREAS, the Capital Fund is a result of and is mapped to the Build Up for San Mateo County's Children Initiative, a coordinated, cross-agency initiative of paid staff, volunteer community advocates, and a high-level, cross-sector advisory body that works with cities, developers, employers, school districts and faith-based organizations to increase child care; and

WHEREAS, the goals of the Build Up for San Mateo County Children's Initiative (the "Initiative") are to (1) work across sectors to reuse/re-designate existing space to increase the number of early learning spaces, (2) work with the County of San Mateo and cities within the County on policies and incentives to prioritize child care in future development, (3) engage large employers to create new child care facilities for their employees, and (4) generate revenue for facility development and assist providers in drawing down existing funds; and

WHEREAS, the activities of the Initiative include providing technical assistance to child care operators, developers, faith-based communities, school districts and employers; providing outreach to cities and the County to help municipalities implement supportive practices and policies; connecting child care programs to capital funding and raising the visibility of the child care shortage and proposed solutions within the community; and

WHEREAS, the Capital Fund will be used to fund capital projects for child care programs and distribute those funds to child care and early education providers for the purpose of covering capital costs related to maintaining and expanding child care and early education opportunities in San Mateo County; and

WHEREAS, the Capital Fund will follow a collective impact model, with direct fund administration jointly shared by F5SMC, 4Cs, and SVCF) and with input from a multi-sectored planning committee and advisory committee, that includes funders, government leaders, non-profit and community leaders, real estate developers and other interested parties;

NOW THEREFORE, the Parties agree to be bound by the following terms in this MOU:

III. Silicon Valley Community Foundation Center for Early Learning

- Serve on the Committee Advised Fund group, acting as a fund advisor and representative, for the Capital Fund with F5SMC and 4Cs.
- Identify, as appropriate, how to coordinate contributions into and distribution from the Marie Russell Child Care Facilities Fund and the 4Cs/F5SMC Facilities Fund that make up the Capital Fund.
- Secure grant contributions into the Capital Fund.
- Serve as fiscal agent to hold, manage, disburse, and report on the San Mateo County Build Up Capital Fund

IV. F5SMC's Responsibilities:

- Serve on the Committee Advised Fund group, acting as a fund advisor and representative, for the Capital Fund with SVCF and 4Cs.
- Pass-through \$50,000 from Gilead Sciences Inc. grant award to establish the Capital Fund.
- Secure grant contributions into the Capital Fund.
- Identify, as appropriate, how to coordinate contributions into and distribution from the Marie Russell Child Care Facilities Fund and the 4Cs/F5SMC Facilities Fund that make up the Capital Fund.

V. 4Cs' Responsibilities:

- Serve on the Committee Advised Fund group, acting as a fund advisor and representative, for the Capital Fund with SVCF and F5SMC.
- Act as the primary contact for the Capital Fund, serving as a representative of the Capital Fund and communicating recommendations of the committee members.
- Secure grant contributions into the Capital Fund.
- Identify, as appropriate, how to coordinate contributions into and distribution from the Marie Russell Child Care Facilities Fund and the 4Cs/F5SMC Facilities Fund that make up the Capital Fund.
- Temporarily hold, manage, disburse and report on the Capital Fund as needed.

VI. Other Terms:

- Contract Term and Termination.** The term of this MOU shall run from June 1, 2019 through June 30 2025, unless any Party notifies the other Parties, in writing, of its election to terminate the MOU: (a) at least thirty (30) days if its election to terminate is due to a lack of funds, or (b) at least sixty (60) days in advance if its election to terminate is for any other reason.
- Board or Governing Body Approval for All Parties.** The MOU shall not be binding on any of the Parties unless and until each of the Parties has obtained approval of this MOU from its governing board or body as necessary (for the F5SMC, the F5SMC Commission).
- Modification of this MOU.** This MOU may not be modified, nor may compliance with any of its terms be waived, except by written instrument executed and approved in the same manner as this MOU.
- Choice of Law; Venue.** The formation, interpretation and performance of this MOU shall be governed by the laws of the State of California. Venue for all litigation relative to the formation, interpretation and performance of this MOU shall be in San Mateo County Superior Court.
- Construction.** All section headings are for reference only and shall not be considered in construing this MOU.

- f. **Entire Agreement.** This MOU sets forth the entire agreement between the Parties, and supersedes all other oral or written provisions. This MOU may be modified only as provided in Section V.b. above entitled “Modification of this MOU.”
- g. **Cooperative Drafting.** This MOU has been drafted through a cooperative effort of all the Parties, and all the Parties have had an opportunity to have the MOU reviewed and revised by legal counsel. No Party shall be considered the drafter of this Agreement, and no presumption or rule that an ambiguity shall be construed against the Party drafting the clause shall apply to the interpretation or enforcement of this MOU.
- h. **Representation re Authority of Parties/Signatories.** Each person signing this MOU represents and warrants that he or she is duly authorized and has legal capacity to execute and deliver this Agreement. Each Party represents and warrants to the other that the execution and delivery of the MOU and the performance of such Party’s obligations hereunder have been duly authorized and that the MOU is a valid and legal agreement binding on such Party and enforceable in accordance with its terms.
- i. **Counterparts.** This MOU may be executed in counterparts, each of which shall be deemed to be an original, but all of which, taken together, shall constitute one and the same agreement.

IN WITNESS WHEREOF, the Parties hereto have executed this MOU effective the date first mentioned above.

First 5 San Mateo County

By: _____
Kitty Lopez, Executive Director Date

Child Care Coordinating Council of San Mateo County

By: _____
David Fleishman, Executive Director Date

Silicon Valley Community Foundation

By: _____
Avo Makdessian, Vice-President Date

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DATE: September 23, 2019
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Communications Update

ACTION REQUESTED

None; this agenda item is for information only.

COMMUNICATIONS

First 5 San Mateo County (F5SMC) and its communication firm, RSE, are working on the following:

- **Help Me Grow (HMG) Website** –RSE is currently working on the HMG website. RSE had a community user testing and feedback session on the site. The website copy has been revised based on the feedback, and is almost finalized.
- **Build Up for SMC’s Children Initiative Op-Ed** –Commissioner Foust authored an op-ed on Build Up, which RSE submitted to the Mercury News. (See Attachment 10.1)
- **Featured Magazine** – Build Up will be featured in the Foster City Chamber of Commerce’s *livingLOCAL!* Guide along with The Big Lift Initiative. The digital publication will be released in December 2019 while the hard copy version will be in January 2020.
- **Newsletter** – The F5SMC’s *Think Bigger* Online Newsletter will be released in October. The newsletter will feature upcoming convenings:
 - Trauma- and Resiliency-Informed Systems Initiative (TRISI) Convening on November 18th
 - Policy, Partnerships and Practice: Intersections for Early School Success on November 20th.

SOCIAL MEDIA

- F5SMC Communication Team and RSE are working on creating topic pillars for Social Media. Pillars would include Mental Health, Underserved Population, Child Safety, News/Policy, Early Development, Seasonal Events, Early Learning/QRIS, Help Me Grow Initiative, and General Health. The goal is to post content related to each pillar each month.

See August 2019 Social Media Report and Website Analytics Report (Attachment 10.2)

Author:

Rosanne Foust

Rosanne Foust is President & CEO of the San Mateo County Economic Development Association. Ms. Foust is a leading voice of the business community in San Mateo County and across the Bay Area on issues important to maintaining a strong local and regional economy, attracting and retaining major employers and good jobs, and creating partnerships between business and government to address the critical issues of affordable housing, mobility improvements, and maintaining a good quality of life. Ms. Foust serves on the boards for First 5 San Mateo County and Build Up Advisory.

Email:

rfoust@samceda.org

cc: bpuccinelli@rs-e.com

Op-Ed Submission:

What Will It Take to Solve San Mateo County's Child Care and Preschool Shortage?

By Rosanne Foust

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

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

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

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

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

Gilead Sciences, Inc. has become Build Up's first corporate donor with a \$50,000 grant for its Child Care and Preschool Capital Fund. As a leading employer in the county, Gilead is well-positioned to understand

the challenges working families face and model employer best practices in contributing solutions to this shortage.

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

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

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

First 5 San Mateo County August 2019




Overview

During the month of August, the First 5 San Mateo County (F5SMC) social media platforms continued to demonstrate growth in followers and consistent engagement. We did not utilize paid social posts this month, however, strong, relevant organic posts generated 7,405 Twitter impressions and 5,269 Facebook post impressions. Additionally, each page gained new followers including 68 new Facebook followers and 19 new Instagram followers.

When looking at F5SMC's on-site analytics for the month of August, the website had a total of 328 users from within California, creating a total of 426 website sessions. Similarly, to last month, the top sources of traffic were from Google organic search, direct search and from First 5 California. The top cities in California that drove website traffic were San Francisco, Redwood City, San Mateo, Sacramento, and San Carlos. The top pages that were visited in August were Home page, Families page, and the About page. 68.5% of users accessed the site on a desktop computer, while 29.3% accessed the site via a mobile device, and the remaining 2.2% of visitors used a tablet device. Detailed website analytics can be found on the attached F5SMC August 2019 Analytics Report.

Social Activity by Platform

The following report provides engagement statistics by social media platform.

	1,446	Followers
	473	Total Engagement (Likes and Comments)
	5.2k	Facebook Post Impressions

Facebook

During the month of August, First 5 San Mateo's Facebook page acquired 68 new followers, accumulated almost 500 engagements and more than 5,269 impressions.

Highlights:

First 5 San Mateo County
Published by Runyon Saltzman, Inc. [?] · August 26 at 5:00 PM · 🌐

Preschool teachers are 6 times more likely to live in poverty than K-12 teachers, according to a recent report by the Center for the Study of Child Care Employment at UC Berkeley and the Economic Policy Institute. Read what our partners at Peninsula Family Services had to say about this issue and how it greatly impacts us locally. Read the article here: <https://edsource.org/.../child-care-providers-push-cal.../616075>

First 5 San Mateo County will continue to monitor these issues closely, and share any new information that is made available.



EDSOURCE.ORG
Child care providers push California to boost pay for early education teachers

👍 Love Likes, Comments & Shares
Boost this post for \$30 to reach up to 300 people.

534 People Reached
260 Engagements

3 Comments 27 Shares

Performance for Your Post

534 People Reached

225 Reactions, Comments & Shares

154 Like	31 On Post	123 On Shares
27 Love	5 On Post	22 On Shares
7 Sad	7 On Post	0 On Shares
1 Angry	1 On Post	0 On Shares
9 Comments	3 On Post	6 On Shares
27 Shares	27 On Post	0 On Shares

35 Post Clicks

0 Photo Views	11 Link Clicks	24 Other Clicks
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

First 5 San Mateo County
Published by Runyon Saltzman, Inc. [?] · August 21 at 4:30 PM · 🌐

Starting kindergarten is an exciting adventure for kids and their families, but it can also come with many questions and concerns. This Parent's Guide to Starting Kindergarten can help you answer common questions and find useful resources and tips. Download the guide here: <https://bit.ly/2GnS7k7>

Empezar el kinder es una experiencia emocionante para los niños y para sus familias, pero también puede venir con muchas preguntas e preocupaciones. El Guía para Familias Interesadas en Preparar a sus Niños para Iniciar Kinder contiene información que puede contestar algunas de tus preguntas, también encontrar recursos y ayudarte a aprender lo que tú y tu niño pueden esperar. Descarga la guía aquí: <https://bit.ly/2JZn4Hl>



First 5 SAN MATEO COUNTY

👍 Love Likes, Comments & Shares
Boost this post for \$30 to reach up to 300 people.

280 People Reached
37 Engagements

1 Comment 3 Shares

Performance for Your Post

280 People Reached

15 Reactions, Comments & Shares

9 Like	7 On Post	2 On Shares
1 Love	1 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

22 Post Clicks

2 Photo Views	7 Link Clicks	13 Other Clicks
----------------------	----------------------	------------------------

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

First 5 San Mateo County August 2019



Twitter

542 Followers
72 Total Engagements- Retweets/Likes/Mentions
7.4k Tweet Impressions

During the month of August, 19 organic Twitter posts produced more than 7,405 impressions. Notably, the account also added 20 new followers in August. Paid social was not applied this month, however, First 5 San Mateo participated in the **#InfrastructureForEarlyEd** twitter chat hosted by The U.S. Chamber of Commerce Foundation's Center for Education & Workforce (@USCCFEducation). The significant increase in impressions and followers this month can likely be attributed to First 5 San Mateo's participation in this chat.

Some highlighted tweets from the chat are shown below:

First 5 San Mateo Co @first5sanmateo

Great chat today! Please feel free to follow @first5sanmateo and @BuildUpSMC to stay informed of how we continue to address the early learning centers and child care shortage issue affecting #SanMateoCounty. #InfrastructureforEarlyEd #BuildUpSMC <https://twitter.com/lksmith1215/status/1166423663656296454> ...

Impressions

1,240

Total engagements

7

Likes

6

Retweets

1

First 5 San Mateo Co @first5sanmateo

Join the chat happening in 20 minutes! #InfrastructureforEarlyEd #BuildUpSMC <https://twitter.com/USCCFEducation/status/1162014766178676736> ...

Impressions

561

Total engagements

11

Likes

6

Hashtag clicks

3

Retweets

1

Detail expands

1

Below you will find another one of the organic posts (not related to the twitter chat) that performed exceptional:

First 5 San Mateo Co @first5sanmateo

Starting kindergarten is an exciting adventure for kids and their families, but it can also come with questions & concerns. This Parent's Guide to Starting Kindergarten can help you answer questions, find useful resources & tips. Download the guide here: <https://bit.ly/2GnS7k7>

Impressions

622

Total engagements

13

Link clicks

8

Likes

3

Retweets

1

First 5 San Mateo County August 2019

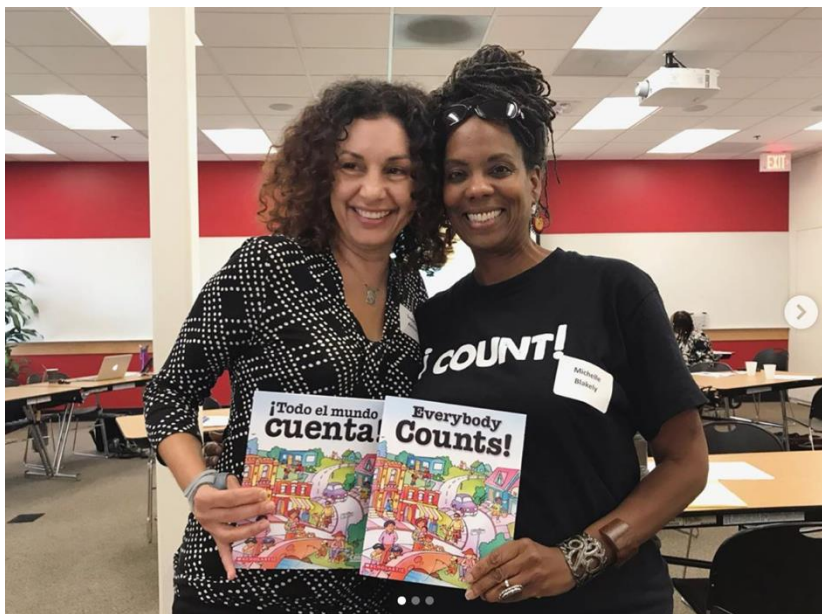


531 Followers (+19 from last month)
77 Total Engagements (Likes and Comments)

Instagram

During the month of August, the Instagram account continued to increase its following, by adding 19 followers this month. The six organic posts that were published managed to generate a total of 77 engagements. New followers are comprised primarily of early education and health community organizations, government agencies, and parents.

The two most popular post are shown below:



first5sanmateo ...

first5sanmateo Today we hosted a learning circle to share info on how local orgs can prepare for #census2020! Kids 0-5 have historically been undercounted, and we want to turn that around. Thanks to all our community partners who attended and spoke today!

2w

Liked by first5kern and 27 others

AUGUST 22

Add a comment... [Post](#)



first5sanmateo ...

first5sanmateo Starting kindergarten is an exciting adventure for kids and their families, but it can also come with many questions and concerns. This Parent's Guide to Starting Kindergarten can help you answer common questions and find useful resources and tips. Download the guide using the link in our bio. * * *

Empezar el kínder es una experiencia emocionante para los niños y para sus familias, pero también puede venir con muchas preguntas e preocupaciones. El Guía para Familias Interesadas en Preparar a sus Niños para Iniciar Kínder contiene información que puede

Liked by visit_smc_sv and 11 others

AUGUST 6

Add a comment... [Post](#)

First 5 San Mateo County August 2019




LinkedIn

RSE continued to post content during the month of August to the F5SMC LinkedIn business page. F5SMC's LinkedIn business page added two new followers, and now has 55 followers. The August post generated 36 organic impressions. The content on LinkedIn continues to be aimed at funded and unfunded partners.

Posted by Javier Mata • 8/26/2019 • Boost

First 5 San Mateo County
55 followers
1w

Did you know that San Mateo County is facing a child care and early learning crisis? A shortage of 19,000 available spaces is affecting families' economic opportunities and children's learning during critical development st: ...see more



Home
buildupsmc.com

1

Like Comment

Organic impressions: 36 Impressions

Hide stats ^

Organic stats ⓘ

Targeted to: All followers

36 Impressions	1 Reaction	8.33% Click-through rate	0 Comments
0 Shares	3 Clicks	11.11% Engagement rate	

First 5 San Mateo County August 2019



Spanish Website:

Below are the number of pageviews and unique pageviews that we were able to capture from *Aug 1, 2018 – Aug 31, 2019* for the Spanish site. As mentioned in our meeting on Friday, September 6th, the issue we were having was that we were unable to track the analytics generated from visits to the home page. This represented a significant issue given that users typically land on the home page when directly visiting or searching for the site. However, we have worked with your IT team to fix this issue and have since added a tool that will begin to allow us to have a full view of the results gathered from the Spanish website moving forward, including visitors to the home page.



Page	Pageviews	Unique Pageviews
/familias/	322	210
/acerca-de/	75	51
/contacto/	26	18
/eventos/	23	12
/?s=salud	9	2
/?s=salud+dental	4	1
/politica-de-privacidad/	4	3
/?s=aprendizaje+temprano	3	2
/?s=cuidado+de+niños	3	1
/?s=desarrollo	3	1
/?s=dental	3	2
/?s=evento	3	1
/?s=familias	3	3
Total	478	305



Aug 1, 2019 - Aug 31, 2019

On-Site Performance - August 2019

Website Traffic Overview

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
519	650	59.85%	2.64	00:01:43

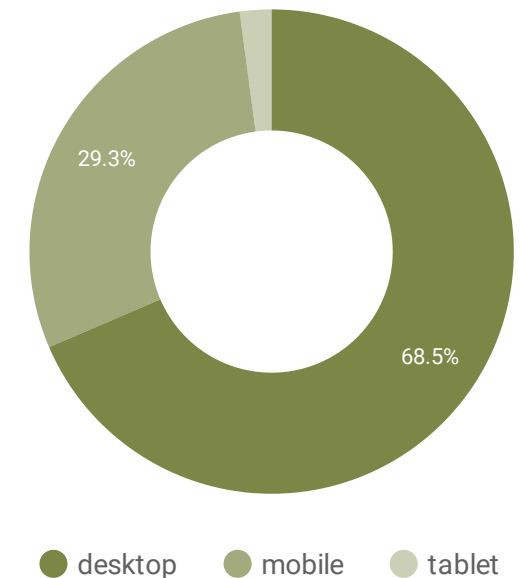
Website Traffic Overview - California

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
328	426	50.7%	2.94	00:01:57

Website Traffic by Source - California

Source	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. google	212	269	47.96%	3	00:01:42
2. (direct)	42	46	54.35%	2.87	00:02:55
3. first5california.com	17	21	38.1%	2.62	00:03:00
4. bing	11	12	58.33%	4.33	00:02:23
5. m.facebook.com	8	8	62.5%	1.63	00:00:40

Website Traffic by Device (Sessions)



Website Traffic by City - California

City	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. San Francisco	54	63	57.14%	2.43	00:01:31
2. Redwood City	43	46	47.83%	2.48	00:00:49
3. San Mateo	25	29	41.38%	4.07	00:03:46
4. Sacramento	18	56	32.14%	4.79	00:04:43
5. San Carlos	17	21	57.14%	2.48	00:01:33

Website Traffic by Page - California

Page	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. /	148	179	34.64%	1.72	00:02:34
2. /families/	58	5	40%	16.6	00:00:57
3. /about/	45	10	60%	6.4	00:00:24
4. /about/first-5-staff/	41	14	57.14%	3.86	00:01:10
5. /help-me-grow/	34	26	84.62%	1.62	00:00:55

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

OVERVIEW

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

EARLY LEARNING

Build Up for San Mateo County’s Children Initiative: Build Up staff, partners and advocates continue to raise awareness and co-create action & policy to increase the number of early learning spaces in center-based and family child care centers. Highlights from Summer of 2019 include:

- **US Chamber Foundation Case Study:** The US Chamber Foundation featured Build Up in the foundation’s newsletter and online- magazine which focuses on education and workforce news. Supervisor Dave Pine and Redwood City Chamber CEO Amy Buckmaster were quoted in the case study (*See Attachment 11.1*). *View the more detailed on-line magazine article at this link:*
<https://www.forwardontalent.org/stories/buildup-smc/>

“San Carlos eyeing exempting traffic fees for child care” article from *The Daily Journal*, September 16, 2019. San Carlos city officials voted to exempt child care providers from traffic impact fees to boost child care spots their community. Build Up Director Christine Padilla, and consultant Sarah Kinahan were instrumental in providing advocacy for San Carlos city officials to resolve this critical issue and recommendations to support the child care operator. (*See Attachment 11.2*).

The California Early Care and Education Workforce Study: F5SMC, The San Mateo County Office of Education and the Child Care Coordinating Council are jointly participating in this study collecting representative data about early educators working with children birth to five in center-based and family child care homes. This statewide project will capture local, regional and statewide data to better tell the story and provide much needed information for advocacy and policies to support the workforce. Funded in part by First 5 California, the Heising-Simons Foundation and local county contributions, UC Berkley’s Center for the Study of Child Care Employment will work over the next two years collecting essential information on economic well-being, working conditions, demographics, education, training, tenure, turnover, wages, and benefits. It is anticipated that 350 San Mateo County providers will participate in the research.

CHILD HEALTH AND DEVELOPMENT

- **Help Me Grow Pediatric Advisory Team Meeting:** On August 19th, F5SMC Commissioner and Help Me Grow (HMG) Physician Champion Dr. Neel Patel convened the fourth HMG Pediatric Advisory Team Meeting. The meeting agenda featured a virtual presentation from Heather Little, Help Me Grow California lead at the First 5 Association, on policy implications related to early identification, including current and pending legislation and the governor’s approved budget. The HMG Child Health Care Provider Liaison team from Lucile Packard Children’s Hospital at Stanford also discussed their outreach plan to target 10 pediatric practices countywide in the next year to help support

them to implement screening systems and to promote the use of the Help Me Grow San Mateo County system.

- **SMC Oral Health Coalition Meeting:** F5SMC staff member, Emily Roberts, convened the countywide Oral Health Coalition on August 20th for a quarterly meeting. The meeting offered a chance to share an update on the next steps from the Coalition Retreat in May, as well as reviewing highlights from the recent Local Oral Health Plan implementation report submitted to the State. Pat Curran, Deputy Director of Health Plan of San Mateo, gave an update on the Medical/ Dental Integration Pilot and the group spent time discussing their hopes for the function and purpose of the Coalition's work in the upcoming year.
- **Children's Oral Health Workgroup:** On September 4th, the Children's Oral Health Workgroup met for their regular meeting. The agenda was full; focused on policy updates from co-chair Eileen Espejo of Children Now, discussion of next steps to further a communications campaign, and continued focus on school-based partnerships and mapping service delivery in educational settings. The next meeting of this group will be in November.
- **Trauma – and Resiliency-Informed Systems Initiative (TRISI) Implementation Team Meeting:** The TRISI Committee met on September 5th. The meeting began with exciting updates regarding planning for the upcoming public convening hosted by F5SMC this coming November focused on supporting family-serving organizations to become more trauma-informed. The last half of the meeting was devoted to getting more concrete about the next phase of the initiative, aimed at providing support to a smaller group of organizations to go deeper with implementation. More to come on our event soon!

FAMILY ENGAGEMENT

Resilient Families Survey

In preparation for the release of F5SMC Family Resiliency Request for Proposal (RFP), F5SMC will be conducting a Resilient Families Survey in the third week of September. We are encouraging Executive Directors and Managers of varying agencies to provide input on key aspects of family engagement. The outcome will help ensure that the RFP we release is aligned with our Strategic Plan and congruent with the experience of families in San Mateo County. We will share the result in the October Commission Meeting.

POLICY & ADVOCACY UPDATES

First 5 SMC Supports these Bills:

- **No Federal Funds for Public Charge (HR 3222, Chu)**
Rep. Judy Chu (D-CA), introduced the No Federal Funds for Public Charge Act that would prohibit the use of federal funds to implement the Trump administration's proposed "public charge" regulation. The bill, H.R. 3222, would create a barrier to the Trump administration's attempts to vastly expand the number of people who may be deemed ineligible for lawful permanent residence (a "green card") based on their household income, use of certain essential government services, and other criteria -- known as "public charge". (See Attachment 11.3)

- **Funding Early Childhood is the Right IDEA Act (H.R. 4107)**
The bipartisan bill, introduced by Congressman Mark DeSaulnier (D-CA) and Congressman Rodney Davis (R-IL), increases funding for the IDEA Part C early intervention program (serving children 0-2) and the Section 619 preschool program (serving children 3-5) for young children with disabilities. (See *Attachment 11.4*)

California Complete Count Regional Convening

On July 25th, F5SMC's Research and Evaluation Specialist, Jenifer Clark, attended a regional convening in San Francisco 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.

Census 2020: How the Bay Area will be Counted

On August 21st, Jenifer Clark attended a Rise Together webinar about regional efforts to ensure a complete count of Bay Area residents in the 2020 Federal Census. The webinar was conducted by the United Way of the Bay Area, the organization that has been funded by the State to oversee census education and outreach for our region's hard to count populations.

All Children Count: F5SMC Grantee Learning Circle on Census 2020

On August 22nd, F5SMC held a required Grantee Learning Circle focused on educating our funded partners about the 2020 Census and why government agencies and non-profits should commit resources to ensuring an accurate count of all children ages 0-5. Presentations and discussions included an overview of the Census, results of the F5SMC Grantee Census Readiness Survey, legal issues related to census completion, and a panel of staff from non-profit organizations that have already begun census outreach and education work within their communities.

Women's Equality Day: Women Count!

On August 26, 2019, F5SMC's Executive Director, Kitty Lopez, was one of the panel speakers at Women's Equality Day Celebration that was held at Belmont Library in San Carlos. Speakers shared their perspectives on the importance of Census 2020 as a woman and a leader in San Mateo County. Lopez also shared her thoughts on undercounted populations' children 0 – 5 years old.

“Leading California Early Childhood Advocates Oppose Trump Administration’s (Public Charge) Rule” press release by First 5 Association, First 5 California and First 5 LA on August 12, 2019 expressing their strong opposition to this proposed change. (See *Attachment 11.5*)

“Thinking About Public Charge”

A flyer shared by County of San Mateo that contains contact info for any families who has questions regarding the public charge rule. (See *Attachment 11.6*)

ACCOUNTABILITY, RESEARCH AND EVALUATION

Bay Area Regional Evaluators' Meeting

On July 26th, Jenifer Clark attended this quarterly meeting hosted at First 5 Alameda County. Topics of the meeting included the upcoming F5 California Annual Report, creating a Persimmony Users Group so that County Commissions can learn from each other's experiences and interact with Persimmony as a unified group, and plans for census education and outreach.

Partnership for America's Children: Census 2020 Messaging Testing Results

On September 10th, Jenifer Clark attended a webinar presenting the results of market testing on various messages encouraging parents and caregivers to include their young children on their census forms. Messages that were found to be most effective included: focusing on the benefit to the community that accrues when all children are accurately counted (e.g. funding for safety net programs, public schools, health insurance, infrastructure); emphasizing that census data are used to determine funding for the next 10 years of a child's life; and educating potential respondents about the strong legal protections for information collected via the census. The primary barrier reported about inclusion of young children on the census form was confusion about whether and how to count a child who was not related to the head of household or who resided at the household part time. The slides and recording of the webinar are available: contact F5SMC if you would like to receive them.

TRISI Assessment Workgroup Meeting

On September 13th, Michelle Blakely, Jenifer Clark, and Mai Le attended and facilitated a meeting of the TRISI project Assessment Tool Workgroup, along with representatives from the TRISI Implementation Committee and Alex Hildebrand of Learning for Action. The workgroup is tasked with identifying and/or developing an organizational assessment tool for agencies to assess their baseline status as Trauma- and Resiliency- Informed Organizations. Once the tool is finalized, it will be introduced to attendees at the Trauma- and Resiliency-Informed Systems Initiative (TRISI) Convening on November 18th.

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

Census 2020: How to Collaborate with Funded and Unfunded First 5 Partners

On August 13th, Jenifer Clark participated in a F5 Association webinar discussing strategies for County Commissions that plan on engaging grantees and other community partners in census education and outreach. One of the featured topics on this webinar was the F5SMC Grantee Census Readiness Survey and how those results can guide efforts by F5 Commissions to support their partners in this work.

First 5 Association Leadership Network Cohort

On September 9-11th, Michelle Blakely participated in the final convening of the statewide cohort focusing on Design Thinking and Leadership for Social Change. Cohort members were also tasked with co-creating a plan for the F5 Association to bring learnings to the greater F5 Network staff.

COMMUNITY AND STATEWIDE EVENTS & UPDATES

First 5 Express

The First 5 Express came to San Mateo County on September 10 and 12. They visited First Step Child Development Center – Shelter Site (Life Moves) in San Mateo and Footsteps Childcare in Nesbit Elementary in Belmont. First 5 Express is a bilingual children’s activity center that travels across California to inspire families with children ages 5 and younger to make healthy choices and to understand the importance of a child’s earliest years.



Photos taken at First Step Child Development Center – Shelter site



San Mateo County Census 2020 Complete Count Committee

On September 12th, Jenifer Clark attended our local Complete Count Committee meeting on behalf of Michelle Blakely. Presenters included Emma Gonzalez from San Mateo County, Stephanie Kim of United Way of the Bay Area (UWBA), Jack Mahoney from Silicon Valley Community Foundation (SVCF), and representatives from the Federal Census Bureau and the California Complete Count effort. California Complete Count is initiating efforts to integrate census education and outreach into primary care practices throughout the state, and has formed a partnership with the Primary Care Association to implement this. SVCF has recently awarded approximately \$750,000 in census outreach grants to 84 organizations with a presence in San Mateo County, and UWBA has awarded \$290,000 to 17 San Mateo County organizations. The next meeting of the San Mateo County Complete Counts Committee is scheduled for October 10th from 9:00 - 10:30am.

SAVE-THE-DATES:

Trauma- and Resiliency-Informed Systems Initiative (TRISI) Convening – November 18, 2019 at Sobrato Conference Center. Key note speakers include Laura van Dernoot Lipsky, founder and director of The Trauma Stewardship Institute and author of several books such as *Trauma Stewardship: An Everyday Guide to Caring for Self While Caring for Others*, and Dr. Ken Epstein, one of the founders of Trauma Transformed and served as the Director of Children Youth and Family System of Care for San Francisco’s Behavioral Health Services. More info to follow.

Policy, Partnerships and Practice: Intersections for Early School Success – November 20, 2019 at San Mateo Marriott. F5SMC co-sponsored this convening. It is a Bay Area education conference focused on the Pre-K through 3rd grade continuum. Click the link to register: <https://www.eventbrite.com/e/policy-partnerships-and-practice-intersections-for-early-school-success-tickets-64642106280>



A Multi-Sector Approach to Closing the Facility Shortage Gap

CASE STUDY

In 2015, California's San Mateo County identified a tremendous shortage of high-quality early learning facilities, which impacted children of all ages and income levels. This facility shortage led to the region's inability to expand access to early childhood education programs.

In 2015 the region was in need of 3,000 spaces, specifically for children under age two.

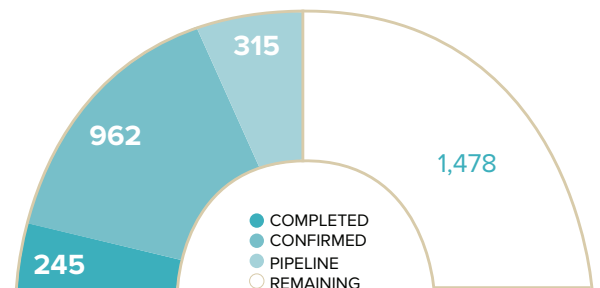
As a result, San Mateo County started to work towards a solution. Using lessons learned, [Build Up for San Mateo County's Children](#) (Build Up SMC) was established to improve the supply of childcare facilities that include high-quality infant and toddler care and increase the overall availability of childcare for children birth to five in San Mateo County.

Build Up SMC knew that awareness was low around the economic implications of a childcare shortage outside of the early childhood education community. From the beginning, building allies and champions from outside the field of early childhood education (i.e. city staff, elected officials, and business leaders) was critical to making positive change.

Build Up SMC's network of staff, volunteers, and strategic partners works with city planners, developers, employers, school districts, and other community organizations to identify opportunities for the inclusion of childcare in ongoing county economic development activities, including the reuse of existing available space, inclusion of childcare in new developments, partnerships with large employers, and generating new capital funds.

THE RESULTS

More than 1,500 childcare spaces have either been completed or are in the development pipeline, moving the needle towards Build Up SMC's 2020 goal of developing 3,000 new spaces to support San Mateo County families.



THE NATIONAL CHALLENGE

There is no question that today's parents struggle to find safe, affordable and nurturing places for children to spend their days while parents pursue employment or education. For example, 51 percent of Americans live in "childcare deserts," where licensed programs can accommodate fewer than a third of the children in the community. The 2017 SMC Child Care Needs Assessment cites that the region's childcare centers could only support 60 percent of the region's infants, leaving a gap of 2,527 spaces. For low-income families, only 13 percent of the need for affordable infant and toddler care is being met.

According to a [Center for American Progress report](#), across the U.S., nearly one in five infants and toddlers live in poverty, leaving millions of children at risk of falling behind before they can even walk. It is no surprise that gaps in children's cognitive abilities by income are evident as early as nine months old and significantly widen by the age of two.

The Bipartisan Policy Center's [Framework on Early Childhood Education](#) cites that nearly 129,000 center-based programs are serving seven million children nationwide, and another one million in-home providers serve more than 2.7 million children. The Urban Institute [reports](#) that 50 percent of those children are in full-time care, which means they spend 35 hours or more each week at the facility at a time when 75 percent of their brain is developing. Children begin learning at birth. Every interaction that young children have with a caregiver adds to their experiences, which in turn influences the rapid brain development that occurs in the first few years of life and lays the framework for success throughout life.

After families do secure a spot, paying for it is another challenge. Though costs vary widely, the average annual cost is around \$11,000. In 2018, Congress approved historic increases in federal aid for early childhood education. As states determined the priority of need for that funding, often those investments are spent on the most critical need, such as raising reimbursements for providers, helping parents afford care, or supporting the professional development of teachers. The physical infrastructure of early learning environments is overlooked.

THE LANDSCAPE IN SAN MATEO COUNTY

Prior to establishing Build Up, multiple initiatives were in motion to try and support the early childhood education community across California. [The Big Lift](#) was seeking to expand preschool in targeted neighborhoods and the California Department of Education was also offering expanded contracts for state preschool. However, because preschool programs could not find the space to open new classrooms, San Mateo County was not able to take advantage of these new funding opportunities and had to return approximately \$1 million in state preschool funding.

Due to this lack of space and inability to expand early childhood education offerings, in 2016 First 5 San Mateo County funded the Center for Early Learning at the Silicon Valley Community Foundation to convene a Childcare and Preschool Facilities Taskforce to come up with recommendations for tackling this pervasive issue. At the same time, San Mateo County's Human Services Agency funded Brion Economics to conduct an early learning facilities [needs assessment](#).

The study concluded that San Mateo County would need 13,981 new spaces for children ages 0-4 by 2025, requiring \$428.4 million in capital funding. The study also found that the number one barrier for early childhood education programs looking to expand was finding a facility.

FROM IDEA TO DELIVERY

In 2017, based on recommendations from the Childcare and Preschool Facilities Taskforce, a planning committee designed what would become Build Up SMC. The planning partners outlined an organizational structure, sought startup funding, developed a communications plan, and drafted organizational goals for the organization.

A multi-sector Advisory Body comprised of city planners, elected officials, developers, employers, school districts, and faith-based organizations plays a critical role in ensuring that childcare remains a part of conversations in the community.

KEY GOALS

1. Work across sectors to reuse/re-designate existing space to increase the number of early learning spaces.
2. Work with cities and county on policies and incentives to prioritize childcare in future developments.
3. Engage large employers to create childcare facilities for their employees and/or become an advocate.
4. Increase general revenue for facility development and assist providers in drawing down existing funds.

“With a lack of facilities being one of the most difficult obstacles, cities and counties need to prioritize developments that include childcare. Childcare availability doesn't just impact families, it's a critical piece of community infrastructure with massive economic implications.

— AMY BUCKMASTER
President and CEO

Redwood City-San Mateo County Chamber of Commerce

LESSONS LEARNED:

- Solicit feedback from key stakeholders early to develop talking points and recommended actions. It is important to **speak the language of the audience not just the language of early education**.
- Start with a coalition of the willing to build momentum. Build Up SMC started with a focus on faith-based organizations because many have vacant space and are seeking to earn revenue.
- Make the case with data. Use data to pinpoint areas of highest needs to the cities and school districts.
- Very few people are experts in childcare facility development and how it relates to land use policy. Lean on the knowledge of those who are experts to mentor and train others to work on solutions.
- Build allies and champions from outside the field of early education (i.e. city staff, elected officials, and business leaders) because **these entities are critical to making positive change**.



FUNDING

Build Up SMC's funding support was a blend of public and private partners. Public entities, such as the County of San Mateo (Measure K Funds), First 5 San Mateo County, and the San Mateo County Office of Education, paired with financial support from private foundations, such as Heising-Simons and Jacques M Littlefield, supported startup operations with dedicated staff based at the Child Care Coordinating Council, the County's Resource and Referral Agency. An anonymous private donor through Silicon Valley Community Foundation and a corporate grant from Gilead Sciences, Inc. seeded Build Up SMC's new capital fund.

RECOMMENDATIONS FOR STAKEHOLDERS

Whether speaking to a school board or providing testimony at public meetings of the city council, Build Up SMC team members come equipped with tailored talking points and resources to outline how that stakeholder group is impacted and steps they can take to get engaged. They take their role as champions on this issue seriously and ensure their message is always communicated clearly, consistently, and tailored to the audience.

Build Up San Mateo County represents an innovative approach to developing childcare and early learning facilities. Build Up leverages the advocacy and expertise of local government, the business community, and the nonprofit sectors to help establish new facilities and expand capacity.

— DAVE PINE
Build Up SMC Co-Chair & San Mateo County Supervisor

EARLY ED ADVOCATES

- Share local childcare supply gap data with community leaders and employers
- Support parents and encourage them to voice their needs for services with their employers and elected officials
- Track and support federal, state, and local policy changes and new funding opportunities
- Ask business, nonprofits, and other influential stakeholder groups to partner beyond just being a powerful force to push the agenda—grow equal partnerships

COUNTY/CITY GOVERNMENT

- Consider childcare for all plans and priorities
- Use city/county-owned property for childcare
- Prioritize new developments that include childcare
- Reduce or eliminate fees for childcare businesses
- Clarify the zoning and streamline the permit process to make it easier for childcare businesses to find facilities and open quickly

CHAMBERS OF COMMERCE

- Partner with Build Up SMC to create an Employer Childcare Facilities Plan for your community
- [Join](#) Build Up SMC's coalition of community advocates
- Be a champion for this issue and talk to your members about why this issue matters
- Invite Build Up SMC members to present to your networks
- Work with Build Up SMC to address your employees' unmet childcare needs

SCHOOL DISTRICTS

- Use vacant space for childcare
- Provide on-campus childcare for employees
- Include early childhood education in bond initiatives

FAITH-BASED ORGANIZATIONS

- Extend your mission to include childcare programming
- Lease unused space to childcare operators

PHILANTHROPISTS

- Donate capital and planning funds
- Host cross-sector convenings
- Fund teams working on this challenge in their community



THE DAILY JOURNAL

San Carlos eyeing exempting traffic fees for child care

Officials weighing impact of high costs of fees, real estate on facilities

By Anna Schuessler Daily Journal staff
Sep 16, 2019 Updated 2 hrs ago

In an effort to boost the number of child care spots available in San Carlos, city officials opted this week to exempt providers serving the general public from fees that could be a challenge for the low-margin operations to afford.

The shortage of child care in San Carlos was pegged for study by the City Council in January, and officials directed staff to conduct community outreach on the issue. With several studies showing high real estate costs, extensive regulations and local permitting fees have been a barrier to those hoping to open child care facilities, the council in August asked to review the effect of traffic impact fees on those looking to provide child care in the city, according to a staff report.

Because the city's traffic impact fees are based on a calculation of the number of car trips expected to accompany those uses, child care providers seeking a permit in the city can face a considerably costly fee,

up to \$90,000 for a recent applicant, explained City Attorney Greg Rubens, who noted the cost of the permit could be passed onto parents who enroll their children in child care.

Rubens said the city has exempted other public uses, such as schools and government facilities, from these fees, and has also implemented exemptions for other types of fees, such as inspection fees.

San Carlos resident Sarah Kinahan supported the exemption, noting that while child care facilities may result in higher trip counts, those located near jobs and housing can help reduce traffic overall. A parent and a representative of Build Up for San Mateo County's Children, an initiative focused on increasing the supply of child care facilities in the county, Kinahan felt she would have benefited from a child care facility on the southern portion of Laurel Street, which could have allowed her to walk with her children to their child care provider. She said she instead drove her children from their home in the White Oaks neighborhood to a child care provider near Carlmont High School and contributed to traffic congestion.

“Child care is a very low-margin business, and ... the costs are all passed onto the parents paying the tuition,” she said, according to a video of the meeting. “At some point there’s a maximum to what parents can afford before they have to start making hard choices about someone not working and not using child care.”

Councilman Adam Rak was joined by his fellow councilmembers in supporting the exemption for child care providers and also advocated for officials to consider adding to the exemption a provision to review the ordinance in five years to review its effects.

“I’d like to understand how it’s working ... I’d love to get some understanding of the traffic impacts,” he said. “Is it working, is it doing what it’s supposed to do?”

Councilmembers voted 4-0 to approve the exemption with a provision to review it in five years in an action Vice Mayor Ron Collins felt was overdue. Mayor Mark Olbert was absent from the meeting.

“We’ve made a commitment on this council to be responsive to the needs in our community,” said Collins. “This is certainly a huge need in our community.”

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116TH CONGRESS
1ST SESSION

H. R. 3222

To provide that no Federal funds may be used to carry out the proposed rule of the Department of Homeland Security entitled “Inadmissibility on Public Charge Grounds”, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

JUNE 12, 2019

Ms. JUDY CHU of California (for herself, Mr. ESPALLAT, Mr. PANETTA, Miss RICE of New York, Mr. PRICE of North Carolina, Ms. JAYAPAL, Ms. NORTON, Mr. SOTO, Ms. PINGREE, Mr. KHANNA, Ms. OMAR, Ms. MOORE, Ms. MENG, Ms. BONAMICI, Ms. SCHAKOWSKY, Mr. MCGOVERN, Mr. ENGEL, Mr. WELCH, Mr. SMITH of Washington, Mrs. NAPOLITANO, Ms. LEE of California, Mr. GOMEZ, Mr. GALLEG0, Mr. LARSEN of Washington, Ms. DELAURO, Ms. ESHOO, Mr. COX of California, Mr. TED LIEU of California, Mr. CUMMINGS, Mr. CISNEROS, Ms. GARCIA of Texas, Mr. MICHAEL F. DOYLE of Pennsylvania, Mr. BROWN of Maryland, Mr. RASKIN, Mr. GARCÍA of Illinois, Mr. HORSFORD, and Mr. TRONE) introduced the following bill; which was referred to the Committee on the Judiciary

A BILL

To provide that no Federal funds may be used to carry out the proposed rule of the Department of Homeland Security entitled “Inadmissibility on Public Charge Grounds”, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

1 **SECTION 1. SHORT TITLE.**

2 This Act may be cited as the “No Federal Funds for
3 Public Charge Act of 2019”.

4 **SEC. 2. SENSE OF CONGRESS.**

5 It is the sense of Congress that—

6 (1) immigrants and their families are a core
7 part of our Nation;

8 (2) their health and safety is critical to the
9 health and safety of our communities;

10 (3) Federal, State, and local assistance pro-
11 grams promote self-sufficiency by ensuring that fam-
12 ilies, including immigrant and mixed-status families,
13 maintain their health, strength, and stability, and
14 can continue contributing to the Nation’s social and
15 economic life;

16 (4) the proposed rule of the Department of
17 Homeland Security entitled “Inadmissibility on Pub-
18 lic Charge Grounds” is a sweeping and dangerous
19 proposal that will impede access to essential food,
20 medical care, and housing for many families;

21 (5) the proposed rule would damage State and
22 local economies while burdening health and service
23 providers, and the Department of Homeland Secu-
24 rity itself, in the preamble of the proposed rule, ac-
25 knowledges the severe consequences of this proposal
26 including that it could cause “worse health out-

1 comes, including increased prevalence of obesity and
2 malnutrition, especially for pregnant or breastfeed-
3 ing women, infants, or children”, that it may “de-
4 crease disposable income and increase the poverty of
5 certain families and children, including U.S. citizen
6 children” and that it could lead to “reduced reve-
7 nues for healthcare providers”, “pharmacies”, “com-
8 panies that manufacture medical supplies or phar-
9 maceuticals”, “grocery retailers”, and “agricultural
10 producers”; and

11 (6) the proposed rule would circumvent Con-
12 gress and reverse 100 years of law and policy, re-
13 stricting immigration and chilling access to services
14 for which immigrants and their citizen family mem-
15 bers are eligible, in a manner not authorized or con-
16 templated by Congress.

17 **SEC. 3. RESTRICTION ON FEDERAL FUNDS.**

18 No Federal funds (including fees) made available for
19 any fiscal year, may be used to implement, administer, en-
20 force, or carry out the proposed rule of the Department
21 of Homeland Security entitled “Inadmissibility on Public
22 Charge Grounds”.

○

116TH CONGRESS
1ST SESSION

H. R. 4107

To authorize funding for section 619 and part C of the Individuals with Disabilities Education Act.

IN THE HOUSE OF REPRESENTATIVES

JULY 30, 2019

Mr. DESAULNIER (for himself, Mr. RODNEY DAVIS of Illinois, and Mr. HUFFMAN) introduced the following bill; which was referred to the Committee on Education and Labor

A BILL

To authorize funding for section 619 and part C of the Individuals with Disabilities Education Act.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Funding Early Child-
5 hood is the Right IDEA Act”.

6 **SEC. 2. FINDINGS.**

7 Congress finds the following:

8 (1) High-quality early intervention and pre-
9 school special education services can change a child’s

1 developmental trajectory and improve outcomes for
2 children, families, and communities.

3 (2) Part C of the Individuals with Disabilities
4 Education Act (20 U.S.C. 1431 et seq.) authorizes
5 a grant program to aid each State in implementing
6 a system of early intervention services for infants
7 and toddlers with disabilities and their families.

8 (3) Funding for such part C (20 U.S.C. 1431
9 et seq.) has eroded significantly in the last two dec-
10 ades, from a high of \$1,768 per child in 1999 to
11 \$645 per child in 2017, adjusted for inflation.

12 (4) Section 619 of the Individuals with Disabil-
13 ities Education Act (20 U.S.C. 1419) authorizes
14 grants to States for preschool programs serving chil-
15 dren with disabilities ages three to five.

16 (5) Funding for such section 619 (20 U.S.C.
17 1419) has eroded significantly in the last 25 years,
18 from a high of \$1,484 per child in 1992, to \$529
19 in 2017, adjusted for inflation.

20 (6) Infants, toddlers, and preschool children,
21 and their schools would benefit from additional
22 funding to restore per child amounts under part C
23 and section 619 of the Individuals with Disabilities
24 Education Act (20 U.S.C. 1431 et seq.; 1419) to en-

4

1 “(5) \$ 1,731,000,000 for fiscal year 2024.”.

○



For Immediate Release
August 12, 2019

Contact: Marlene Fitzsimmons
213-482-7807

***Leading California Early Childhood Advocates Oppose
Trump Administration’s “Public Charge” Rule
Ruling Creates Dire Future for Families As They Are Denied Access to Critical
Health Care, Housing and Nutrition Services***

Los Angeles, CA -- [First 5 Association of California](#), [First 5 California](#), and [First 5 LA](#) today joined major California leaders including [Governor Gavin Newsom](#) in opposing the Trump Administration’s “public charge” rule expansion, which will allow immigration officials the ability to deny a green card to immigrant applicants if they are in receipt of certain public benefits that are intended to help individuals, families, and communities meet basic living needs. Today’s announcement reflects the Trump Administration’s continued pattern of assault on the well-being of immigrant families.

The finalized rule now enters its 60-day review period prior to becoming effective. This comes after 260,000 public comments were submitted to the Federal Register in response to the proposed rule in September 2018. Since last fall, when the Administration released their proposal, the First 5s [expressed their strong opposition to this proposed change](#), and have educated early childhood partners and government officials on how the public charge expansion would adversely affect children and families throughout California.

Under the final regulation, public benefits that may be considered in a public charge determination include: Medicaid (excluding emergency and disability services related to education, children under 21, and pregnant mothers); Supplemental Nutrition Assistance Program (SNAP); Federal Public Housing – Section 8 Housing Vouchers, and Section 8 Based Rental Assistance; Social Security Income (SSI); and Temporary Assistance for Needy Families (TANF).

The goal of these programs is to help reduce illness, hunger and poverty. This rule will have life altering implications for parents needing to access services for themselves that allow them to provide and care for their children. With one of the largest immigrant populations in the nation, California will face a disproportionate impact, as [one in two children in the state have at least one immigrant parent](#). With this new policy, entire households and communities will be harmed, especially low-income immigrants who are living in this country legally.

“We should be doing everything we can to strengthen our most vulnerable families, not weaken them,” said Camille Maben, Executive Director of First 5 California. “The health and well-being of parents and their children is inextricably linked. Under this rule expansion, many immigrant parents will face the impossible choice of accessing the basic supports they need to work and care for their family – health care, healthy food, and a safe place to call home – and the immigration status that allows them to remain with their family.”

"This shameful rule will have a devastating effect on young children and families across California," said Moira Kenney, Executive Director at First 5 Association of California. "It will worsen the climate of fear within immigrant communities, and heap hunger, poverty, and unmet health care needs onto families that are already vulnerable. We have received many reports from First 5s across California of parents pulling their children out of preschool and declining health services for their kids due to fear of repercussions, and we expect this will only get worse with the new public charge rule in effect."

"This is a harsh attempt to intimidate families and children from getting the basic needs they qualify for and have a right to access," said Kim Belshé, Executive Director at First 5 LA. "There's no way to target immigrant parents without hurting their children, families and communities. All parents should have access to the resources they need to keep their families healthy, safe and ready to reach their full potential." Kim Belshé concluded, "This ruling fails us all. We have a shared responsibility, and a shared benefit from improving the health and well-being of all young children and their families, no matter their immigration status."

The rule will take effect on October 15, 2019. The final rule is published at <https://www.federalregister.gov/documents/2019/08/14/2019-17142/inadmissibility-on-public-charge-grounds>.

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ABOUT FIRST 5 ASSOCIATION

First 5 Association is a nonprofit membership organization that advocates for and works with the state's 58 First 5 county commissions to build strong, effective, and sustainable systems serving California's youngest children.

ABOUT FIRST 5 CALIFORNIA

First 5 California was established in 1998 when voters passed Proposition 10, which taxes tobacco products to fund services for children ages 0 to 5 and their families. First 5 California programs and resources are designed to educate and support teachers, parents, and caregivers in the critical role they play during a child's first five years – to help California kids receive the best possible start in life and thrive. For more information, please visit www.cafc.ca.gov.

ABOUT FIRST 5 LA

First 5 LA is an independent County agency in Los Angeles that advocates on behalf of parents with young children to help every child, prenatal to age 5, be healthier, safer and better prepared for kindergarten. Knowing 90 percent of a child's brain is developed by age 5, First 5 LA partners with other county agencies, parents and organizations to help elected officials prioritize funding for early childhood education, health care and other programs that young children and their parents need. Please visit www.first5la.org for more information.

ABOUT EARLY CHILDHOOD IN CALIFORNIA

- [90 percent](#) of brain development happens in the first five years of life
- California has nearly 1.5 million babies and toddlers, according to Kids Count Data, 2016
- According to a Choose Children 2018 survey, [87 percent of voters polled](#) said the governor should prioritize early childhood education
- [Fewer than 1 in 3 \[28.5%\]](#) young children in California receive timely developmental screenings

- California ranks [40th in the nation](#) in its efforts to support its youngest children
- In addition to preschool and child care, [high-quality home visiting programs](#), like First 5 LA's Welcome Baby program, can increase children's school readiness, improve child health and development, reduce child abuse and neglect, and enhance parents' abilities to support healthy cognitive, language, social-emotional, and physical development
- Parents with two children may pay nearly half their wages for child care in Los Angeles County, according to a [March 2017 report](#) that explores the resources and gaps in the early care and education system within the county.

THINKING
ABOUT

PUBLIC CHARGE?



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or visit **SMCPublicCharge.org**



COUNTY OF SAN MATEO

DATE: September 23, 2019
TO: First 5 San Mateo County (F5SMC) Commission
FROM: Kitty Lopez, Executive Director
RE: Committee Updates

Program, Operations and Planning (POP) Committee Meeting – September 9, 2019

Commissioners Present: Sandra Phillips-Sved, Nancy Magee
Commissioner Absent: Iliana Rodriguez
Public Member: Harvey Kaplan
Staff: Kitty Lopez, Emily Roberts, Myra Cruz

1. **Strategic Plan 2020 – 2025 Strategic Plan Implementation Plan Timeline Update**

F5SMC's Executive Director, Kitty Lopez, reviewed the Executive Summary of F5SMC's Strategic Plan (SP) 2020 – 2025 including the focus areas and strategies for these investments. She reminded the Committee that the Commission adopted the SP 2020 – 2025 in October 2018 Commission Meeting, and we would continue to use the same mission, vision, core values, and guiding principles.

Lopez distributed and reviewed the Strategic Plan Implementation Plan (SPIP) 2020-2025 Timeline. She shared that F5SMC is currently working on identifying the SPIP funding mechanisms to be used. There will be a presentation on these in the September 23rd Commission Meeting along with a request for approval on releasing the Request for Proposal (RFP) procurement processes. F5SMC's Early Childhood Health & Development Program Specialist, Emily Roberts, provided an overview process and shared that the release of RFPs will be gradually done in the coming months.

The Committee asked questions and made comments.

The POP Packet and handout can be found on the F5SMC website, [September 9, 2019, Program, Operations, and Planning page](#).

2. **Review and Recommend Approval of Build Up for San Mateo County's Children Capital Fund Memorandum of Understanding (MOU) between Child Care Coordinating Council, Silicon Valley Community Foundation, and First 5 San Mateo County**

Kitty Lopez asked the Committee to review this agenda item. Copies of the MOU were distributed to the Committee. Lopez gave a brief background and added that our Deputy County Counsel reviewed the MOU.

The Committee asked questions and made comments.

The POP Committee reviewed the MOU and will recommend its approval to the Commission.

The handout can be found on the F5SMC website, [September 9, 2019, Program, Operations, and Planning page](#).

3. **Trauma and Resiliency Informed Systems Initiative (TRISI) Update**

Emily Roberts reminded the Committee that in January 2018, the Commission approved the recommendation to prioritize the Trauma-Informed Care Initiative as F5SMC's investment in Mental Health Systems. Roberts highlighted the following:

- The long-term goal is to embed trauma-informed policies and practices at every level of the systems that support children and families.
- The Committee consists of about 12 – 15 stakeholders in the community.
- To delve deeper on TRISI, F5SMC conducted an additional planning process, and the resulting recommendation includes focus areas such as Systems Strengthening and Practice Improvement
- TRISI Implementation Committee Activities:
 - Convening Implementation Committee
 - Reviving a local online resource hub ([ACEs Connection San Mateo County](#)), currently managed by F5SMC's Program Associate, Mai Le
 - Conducting market assessment survey to gauge interest and progress in implementing trauma-informed practices
 - Planning countywide event on November 18, 2019 at Sobrato Conference Center. We have an event planning workgroup and have hired an event planner to assist F5SMC in planning this county-wide event. We are still working on other details such as naming the event and coordinating speakers. We have two keynote speakers: Laura van Dernoot Lipsky, founder and director of [The Trauma Stewardship Institute](#) and author of *Trauma Stewardship: An Everyday Guide to Caring for Self While Caring for Others*, and Dr. Ken Epstein, one of the founding members of Trauma Transformed, who previously served as the Director of the Children Youth and Family System of Care for San Francisco's Behavioral Health Services. More details to follow.
 - Convening Organizational Assessment Tool Workgroup to determine agency assessment tool that will be used as the next step for TRISI implementation

Commissioner Phillips-Sved adjourned the meeting at 4:58 PM.