

FIRST 5 SAN MATEO COUNTY COMMISSION MEETING

HOW TO PARTICIPATE

- Commission and others, please be on the call Monday at 3:40 PM so we can test prior to the 4 PM meeting start time and ensure that you have connection.
- Please note that public is attending this meeting and they may join early so please keep that in mind
- Be sure to mute your microphone during the meeting until called upon to speak; and
- If you plan to join by phone, please let Myra Cruz, Emily Roberts, or Jenifer Clark know the phone number in advance so we can identify you to the Commission, and we will rename your masked phone number to show your name instead. We highly encourage that you join early so we can make this change, OR you can email us your phone # ahead of time to ecruz@smcgov.org or eroberts@smcgov.org or jdclark@smcgov.org.

- **JOINING VIA ONLINE:**

For those attending the meeting on the Zoom videoconference, (click the link listed on the agenda), we will use the “raise hand” feature in order to organize any public comments. During the general public comment period, and for each item on the Regular Agenda, F5SMC Staff, Jenifer Clark, will ask those members of the public who wish to comment to click the “raise hand” feature to raise your hand to speak on that agenda item.

- **JOINING BY PHONE:**

The phone number is listed on the agenda.

Press *6 to mute and unmute your phone

Press *9 if would like to speak. This would notify the staff that you would like to speak.

Please note that members of the public must wait for the prompt in connection with each Agenda item before using the raise hand function. For example, you cannot raise your hand at the beginning of the meeting for an Agenda item that is later in the meeting.

When you hear your name called, Jennifer, will unmute your mic to begin speaking. You may only speak once per agenda item.

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

As authorized by Governor Newsom’s Executive Orders N-25-20 and N-29-20, dated March 12, 2020 and March 17, 2020 respectively, the meeting will be held via teleconferencing with members of the Commission attending from separate remote locations. The meeting will be held and live cast from the following location where members of the public shall have the right to observe and offer public comment:

DATE: Monday, April 27, 2020

TIME: 4:00 PM – 6:00 PM

Join Zoom Meeting

Online:

<https://smcgov.zoom.us/j/98445998591?pwd=Tk5tZ0lyK0h3L3RRMitsM2dTcHVDdz09>

Password: 081965

Telephone: Dial (for higher quality, dial a number based on your current location):
US: +1 669 900 6833 or +1 346 248 7799 or +1 301 715 8592 or +1 312 626 6799
or +1 929 205 6099 or +1 253 215 8782
Webinar ID: 984 4599 8591

This altered format is in observance of the recommendation by local officials that certain precautions be taken, including social distancing, to address the threat of COVID-19.

AGENDA		
Call to Order and Preliminary Business		
1	Roll Call	4:00 PM
2	Public Comment	
3	Action to Set Agenda for April 27, 2020 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>	
Discussion Item		
4	COVID-19 and First 5 San Mateo County Updates by Kitty Lopez, Executive Director, First 5 San Mateo County <i>(See Attachment 4)</i>	4:05 PM
Action Items		
5	Approval of Child Care Coordinating Council of San Mateo County (4Cs) and First 5 San Mateo County Build Up for San Mateo County’s: Policy and Technical Assistance Agreement in the Amount of \$230,000, Contract Term effective April 2, 2020 thru June 30, 2021. <i>(See Attachment 5)</i>	4:15 PM

<p>6</p>	<p>Overview: Approval of Strategic Plan Implementation Plan (SPIP) Recommendations for FY2020 – 2023 Round 1, Resilient Families Focus Area by Michelle Blakely, Program and Planning Director, and Karen Pisani, Family Support Program Specialist, First 5 San Mateo County <i>(See Attachment 6)</i></p> <p>6A) Approval of Award to Puente de la Costa Sur-Early Childhood Education and Family Engagement Project in the Amount of \$300,000, Contractual Term Effective July 1, 2020 Through June 30, 2023, Based on Recommendation by F5SMC staff and Review Panel; Direction to Staff to Conduct Contract Negotiations Regarding Same <i>(See Attachment 6A)</i></p> <p>6B) Approval of Award to Community Overcoming Relationship Abuse (CORA) - The Family Resilience Project in the amount \$850,000, Contractual Term effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel to Commission; Direction to Staff to Conduct Contract Negotiations Regarding Same <i>(See Attachment 6B)</i></p> <p>6C) Approval of Award to Peninsula Family Service - Therapeutic Child Development Centers in the amount of \$480,000, Contractual Term effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel to Commission; Direction to Staff to Conduct Contract Negotiations Regarding Same <i>(See Attachment 6C)</i></p> <p>6D) Approval of Award to StarVista – Healthy Homes Program in the amount of \$600,000, Contractual Term effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel; Direction to Staff to Conduct Contract Negotiations Regarding Same <i>(See Attachment 6D)</i></p> <p>6E) Approval of Award to The Institute for Human and Social Development, Inc. (IHSD) – Family Engagement Unity Project in the amount of \$125,000, Contractual Term effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel; Direction to Staff to Conduct Contract Negotiations Regarding Same <i>(See Attachment 6E)</i></p> <p>6F) Approval of Award to Family Connections – Thriving Families Program in the amount of \$600,000, Contractual Term effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel; Direction to Staff to Conduct Contract Negotiations Regarding Same <i>(See Attachment 6F)</i></p> <p>6G) Approval of Award to San Mateo County Office of Education (SMCOE) – Family Engagement and Dual Language Learning Institute Project (FEDLLI) in the amount of \$225,000, Contractual Term effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel; Direction to Staff to Conduct Contract Negotiations Regarding Same <i>(See Attachment 6G)</i></p>	<p>4:20 PM</p>
<p>Informational Item</p>		
<p>7</p>	<p>Report of the Executive Director <i>(See Attachment 7)</i></p>	<p>5:10 PM</p>

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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. 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 documents are also available on the First 5 Internet Web site at www.first5.smcgov.org.

Individuals who require special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the agenda, meeting notice, agenda packet or other writings that may be distributed at the meeting, should contact Myra Cruz, by 12 Noon on Friday, April 24, 2020 at 650.372.9500 x232 and/or ecruz@smcgov.org. Notification in advance of the meeting will enable the Commission to make reasonable arrangements to ensure accessibility to this meeting, the materials related to it, and your ability to comment.

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

April 27, 2020

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

- 3.1 Approval of the February 24, 2020 Commission Meeting Minutes
(See Attachment 3.1)

**First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
February 24, 2020
San Mateo County Office of Education**

Call to Order & Roll Call

1. Roll Call

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

Youth Commissioner: Ryan Teh

Absent: Alexis Becerra, Pam Frisella

Staff: Kitty Lopez, Michelle Blakely, Khanh Chau, Myra Cruz

County Counsel: Monali Sheth

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

2. Public Comments: None

3. Action to Set Agenda for February 24, 2020 Meeting and Approve Consent Agenda Items

MOTION: PATEL/ SECOND: PHILLIPS-SVED

AYES: CANEPA, COLE, FOST, MAGEE, PHILLIPS-SVED

NOES: NONE

ABSTAIN: NONE

Motion approved.

4. Commission Announcement: None

5. Storytelling: First 5 Work/Impact

Youth Commissioner Ryan Teh shared that he is in eighth grade attending Burlingame Intermediate School. He joined F5SMC Youth Commission because he believes the importance of the first five years in children's lives. They should all be receiving services such as education, health care, and dental care. He shared that he was very grateful that he was able to receive these services when he was younger and wanted to give back to an organization such as First 5 that helps children be more successful.

Commission welcomed Youth Commissioner Teh.

6. Approval of First 5 San Mateo County's FY2019-20 Revised Budget and the Use of Ending Fund Balance (Ending Reserves) to fund FY2019-20 Revised Budget.

F5SMC's Executive Director, Kitty Lopez, shared that the Commission reviews the Revised Budget annually. The Finance Committee met on February 10, 2020, and they reviewed and recommended approving the Revised Budget. Lopez highlighted that the Beginning Fund Balance has increased due to audit adjustment. The deficit in the Revised Budget is \$3,176,836, which was \$25,000 less than the Initial Adopted Budget. This

is the amount that would be pulled from the Reserves to support our community investments. The details are in the packet. Lopez asked for an approval for this agenda item.

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

Commissioner Foust was not present for this vote.

Motion approved.

7. Strategic Plan Implementation Plan (SPIP) Update

F5SMC's Program and Planning Director, Michelle Blakely, presented an update on SPIP 2020-2023. Blakely highlighted the following:

- Considerations for 2020-2025
- SPIP Timeline and Funding Mechanisms
- Procurement Strategies Update:
 - Resilient Families allocation of \$3,180,000 total over 3 years. The RFP was released on January 7, 2020. Commission recommendation and approval will take place at the March 23, 2020 Commission Meeting.
 - Healthy Children allocations of \$3,180,00 total over 3 years. The funding mechanisms will be released in February or early March. Commission recommendation and approval will be presented at the April 27, 2020 Commission Meeting.
 - Quality Care and Education Commission recommendation & approval will be presented at the May Commission Meeting.
 - Communication RFQ will be released in March. Commission recommendation and approval will be presented at the May Commission Meeting.
- The importance of the Commission's presence at the meetings to approve these procurements.

Kitty Lopez added that we will work with the County Counsel for any recusals.

Commission asked questions and made comments.

The PowerPoint Presentation can be found on the F5SMC's website, [February 24, 2020 Commission Meeting Presentation](#).

8. Big Lift Update Presentation

Avo Makdessian, VP, Strategic Initiatives and Partnerships, Silicon Valley Community Foundation, Christine Thorsteinson, Manager, Early Education, Silicon Valley Community Foundation, and Diana Harlick, Coordinator, Early Learning Quality Improvement Initiatives (The Big Lift), San Mateo County Office of Education, presented an update on The Big Lift. They highlighted the following:

- Only 58.5% of our county's children are reading proficiently by 3rd grade.
- Helping our children read proficiently by 3rd grade is the most powerful thing we can do to change their academic trajectory.
- The Big Lift combines high-quality and connected learning experiences from preschool to third grade.
- Importance of family engagement programs such as Raising a Reader, Play to Grow, and Ready4K.
- Collective impact of county leadership and role of lead agencies.
- The Big Lift kids are 22% more likely to be ready for kindergarten.
- The Big Lift is currently in fundraising mode for sustainability.

Commission asked questions and made comments.

The PowerPoint Presentation can be found on the F5SMC's website, [February 24, 2020 Commission Meeting Presentation](#).

Public Comments: Representative from StarVista commented that they partnered with Big Lift in some of their programs and appreciated the services provided in their classes that benefited many students.

9. Communications Update

Kitty Lopez informed the Commission that the Communication's written report was included in the [February 24, 2020 Commission Meeting Packet](#). Lopez highlighted that the "Think Bigger" Newsletter went out on February 13, 2020; the Help Me Grow Spanish Website is now live; and the staff is developing the Communications RFQ.

Public Comments: None

10. Executive Director's Report

The Executive Director's written report was included in the [February 24, 2020 Commission Meeting Packet](#). Kitty Lopez, highlighted the following:

- Child Care Partnership Council (CCPC) is conducting a survey on Early Care and Education in San Mateo County and the role of CCPC.
- Build Up for San Mateo County's Children released its Employer –One-Page Briefing highlighting the significant role the private sector has.
- Children's Oral Health Workgroup launched its campaign, "First Tooth or First Birthday" to remind parents that children should see the dentist beginning with their first tooth or first birthday. F5SMC Staff, Mai Le, developed the images.
- First 5 Advocacy Day is on April 20 – 21, 2020. Kitty Lopez and Michelle Blakely will be attending and Commissioners are welcome to attend.

11. Committee Updates

Kitty Lopez informed the Commission that the report was included in the [February 24, 2020 Commission Meeting Packet](#).

The meeting was adjourned at 5:11 PM.

COVID 19 RESPONSE UPDATES

Current Efforts for SMC Response

LOCAL

- **Funded Partners:** No-Cost extensions and scope of work /budget adjustments tailored to each program up to December 2020
- **Communications:** Social media messaging and resources for parents and providers with a focus on social-emotional wellness
- **Child Care Emergency Response Team:** Coordination and alignment for planning, information and guidance for workers & providers
- **F5SMC COVID additional funding contribution and funded partner efforts**
- **Liaison to SMC on emergency childcare coordination; County-wide strategic planning for longer term supports to children and families**

REGIONAL

- **Tri-County Child Care Partnership:** Funding for private & home-based child care providers/businesses
- **Bay Area Regional Quality Hub:** Learning community for emergency child care and long-term planning and advocacy

STATE

- **F5CA Commission Funding:** Emergency supplies for local distribution (child care & community)
- **CA Resource & Referral Network, F5CA and the Supply Bank:** Emergency supplies for local distribution (child care & community)
- **First 5 Association Network:** Strategy, coordination and alignment for emergency response and near and long term policy, advocacy and budget prioritization for children, families and providers; Recommendations to the state legislature





Build Up for SMC's Children

Build Up is Supported by:



HEISING-SIMONS
FOUNDATION

Jacques M Littlefield
Foundation



SAN BRUNO
Community Foundation



www.buildupsmc.com

Build Up's Goals



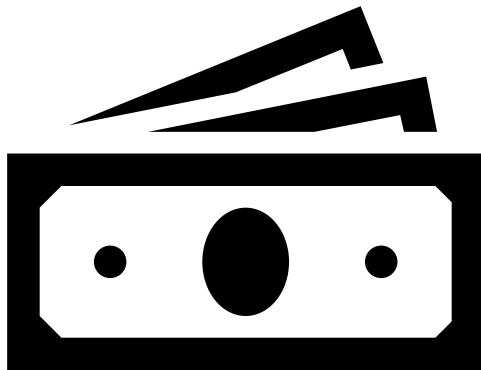
Build Up has the following goals, mapped to the SVCFC Child Care and Preschool Facilities Task Force recommendations:

1. Work across sectors to **reuse/re-designate existing space** to increase the number of early learning spaces.
2. Work with **cities and the county** on policies and incentives to **prioritize child care in future developments**.
3. **Engage large employers** to create new child care facilities for their employees.
4. **Generate revenue** for facility development, and assist providers in drawing down existing funds.

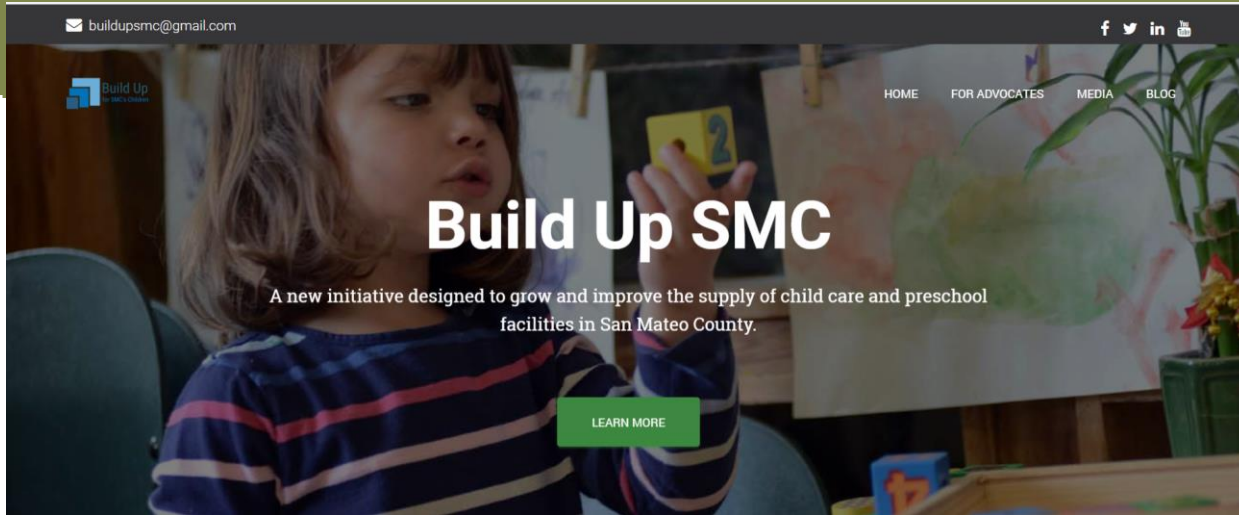


Activities and Budget

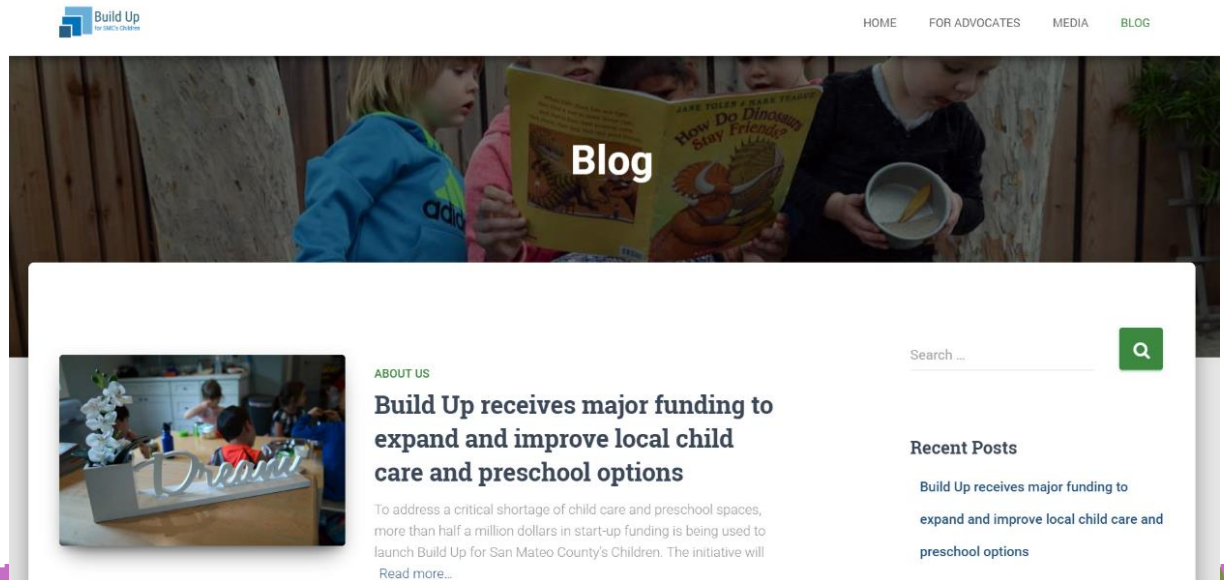
- 1) **Technical assistance** to child care operators, developers, faith-based communities, school districts, and employers
- 2) **Outreach to Cities and the County** to help municipalities implement supportive practices and policies
- 3) **Connect child care programs** to capital funding
- 4) **Raise the visibility** of the child care shortage and solutions within the community
- 5) **Budget:** \$230,000. Leveraged funding requests public and private entities.



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Questions/Comments

DATE: April 27, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, First 5 San Mateo County Executive Director
RE: Approval of Child Care Coordinating Council of San Mateo County (4Cs) and First 5 San Mateo County Build Up for San Mateo County's: Policy and Technical Assistance Agreement in the Amount of \$230,000, Contract Term effective April 2, 2020 thru June 30, 2021.

ACTION REQUESTED

Approval of Child Care Coordinating Council of San Mateo County (4Cs) and First 5 San Mateo County Build Up for San Mateo County's: Policy and Technical Assistance Agreement in the Amount of \$230,000, Contract Term effective April 2, 2020 thru June 30, 2021.

BACKGROUND

Build Up San Mateo County is a coordinated, cross-agency initiative of 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 mitigate the county's significant child care facilities shortage. The Leadership Team includes representatives from First 5 San Mateo County, 4Cs of San Mateo County, San Mateo County Board of Supervisors, San Mateo County Office of Education, San Mateo County Child Care Partnership Council, and Silicon Valley Community Foundation. In addition, Build Up has established a multi-sector Advisory Board with Assemblymember Kevin Mullin as its Honorary Chair and F5SMC Executive Director Kitty Lopez and County Supervisor Dave Pine as co-chairs. Visit the web-site <https://buildupsmc.com/>

Build Up began in 2017 and the three year "start-up" phase was funded through a combination of public and private entities. Staffing for the initiative includes a full-time Director and a full-time Technical Assistance Coordinator. F5SMC and Human Service Agency were the initial public funders for operations and because of this financial commitment, 4Cs was able to secure operational/staffing costs early in the initiative reserving the use of these public funds for subsequent years. To date, the positions were predominantly funded through two family foundation grants to 4Cs of San Mateo County, where both the Director and TA Coordinator are on staff. 4Cs has a long history supporting early care and education facilities and can leverage existing resources and expertise to support the Build Up work.

Since COVID, technical assistance supports and advocacy for the essential business of child care, especially Family Child Care and private providers has increased substantially. SMC has 927 licensed Family Child Care providers; 16 of them remain open and need significant support to reopen and remain open. Many of these businesses are women and minority owned. Read a blog post by Christine Padilla, Build Up Director <https://first5sanmateo.org/2020/04/17/child-care-was-always-essential/>

ACHIEVEMENTS, SCOPE OF WORK AND BUDGET

The initiative is guided by strategies developed by a county-wide task force based on a detailed report of the then current (2015) and predicted (2025) availability of demand and availability of child care facilities by city. Build Up has achieved considerable results and

attention in its first three years. A US Chamber of Commerce Foundation case study was conducted on Build Up innovative model and early progress. A regional facilities workgroup has formed around the facilities work, and a state-wide facilities initiative, *Build Up for California's Children* is being developed based on our local model. **Attachment 5A** illustrates Build Up's overall progress in creating and preserving child care slots and progress toward 6 fundamental goals of the initiative. To date, Build Up has supported the creation or expansion of over 1600 pre-school and infant spaces and preserved over 600 spaces.

The following is a synopsis of the proposed Scope of Work for Build Up Staff: full time Director and Technical Assistance Coordinator:

Exhibit A Synopsis
<ol style="list-style-type: none"> 1. Technical Assistance: Assist with establishment of new centers and Family Child Care Centers (FCC's); Assist with expansion of centers and FCCs; Create resources for providers, cities, employers, affinity groups; Assist with policy development/reform to mitigate child care facilities shortage; Administer expansion grant program 2. Convenings: Plan and facilitate Advisory Board meetings; Plan and facilitate planning committee meetings; Plan and facilitate workgroup meetings; Plan and facilitate ad-hoc meetings. 3. Advocacy: Plan and present at city government meetings; Plan and present at community meetings; Engage Employers and Business champions 4. Partnerships; Develop partnerships with potential funders; Develop partnerships with local, state, and national leaders in Early Childhood Care and Education 5. Sustainability; Pursue public and private sources of funding to support Build Up's work; Promote awareness of Build Up's work and success; Evaluate progress according to goals to demonstrate impact.

CONTRACT, PROJECT TERM AND BUDGET

The total cost of Build Up staffing for the sixteen-month term of April 1, 2020 though June 30, 2020 is \$230,000. **See Attachment 5B for Agreement Exhibit A; Attachment 5C for FY 19-20 Budget and Budget Narrative; Attachment 5D for FY 20-21 Budget and Budget Narrative**

FISCAL IMPACT: The following funds have been held with F5SMC until the present need:

- Human Service Agency committed \$130,000 to support staffing and operational costs. This financial contribution has been transferred to F5SMC via an MOU and this budget amount is included in the budget recommendation.
- F5SMC has committed \$100,000 to support staffing and operational costs and the budget allocation is included in the Long-Terms Financial Plan and Strategic Plain Implementation Plan (SPIP) 2018-2020.

RECOMMENDATION

Approval of Child Care Coordinating Council of San Mateo County (4Cs) and First 5 San Mateo County Build Up for San Mateo County's: Policy and Technical Assistance Agreement in the Amount of \$230,000, Contract Term effective April 2, 2020 thru June 30, 2021.

April 20, 2020

Build Up for San Mateo County’s Children: Progress and Accomplishments At A Glance

WHAT: Goals/Action Steps	WHO: Skills & experience needed to do the work; Paid staff, consultant, volunteer?	STATUS/ACCOMPLISHMENTS
<p>Goal A: Communicate the depth of the gap and recommended solutions using Brion Child Care Study and Task Force recommendations in order to expand partners and allies.</p>	<p>Lead(s):</p> <ul style="list-style-type: none"> • Sarah Kinahan • Christine Padilla 	<ul style="list-style-type: none"> • Developed a communications plan, logo and branding • Started website, blog and social media accounts
<ul style="list-style-type: none"> • Develop key messages for different sectors/audiences. (talking points that connect this issue to community development and housing) 	<p>Supporting:</p> <ul style="list-style-type: none"> • Heather Hopkins • Catch-a-fire volunteer • Planning team 	<ul style="list-style-type: none"> • Presented to Superintendents of San Mateo County • Developed four 1-pagers for key audiences <ul style="list-style-type: none"> • Cities • Developers • Faith-Based • School Districts
<ul style="list-style-type: none"> • Plan “events”/meetings/conversations to reach these sectors. 	<ul style="list-style-type: none"> • Advisory Body members • US Chamber Foundation 	<ul style="list-style-type: none"> • US Chamber Foundation created Build Up case study and featured in twitter chat
<ul style="list-style-type: none"> • Continue to engage the media. 		
<ul style="list-style-type: none"> • Develop parent and provider stories – what is impact of shortage? What are bright spots/solutions? Sites in danger of closing? 		<ul style="list-style-type: none"> • Created posters of projects that need funding • Presented at Housing Leadership Day • Presented at three Chamber of Commerce and SAMCEDA meetings • Presented to First 5 Commission • Participated in RWC2020 convening • Leading a regional workgroup on ECE facilities issues. Regional group has provided feedback to Governor’s office, Assembly’s Blue Ribbon Commission, and California Department of Education on key ECE facilities issues. • Presented to Early Childhood Funders group

		<ul style="list-style-type: none"> • Participated in convening held by Federal Reserve • Presented to The Big Lift Collaborative • Used Build Up talking points at Progress Seminars • Presented to the US Chamber Foundation’s Fellows Cohort #1 (Chamber ED’s, business leaders, and policy folks from over 20 states) • First 5 SMC created two “Spotlight on Success” stories about Toddle and Build Up’s work with faith-based organizations • Collaborating with Housing Leadership Council and Home for All to link housing and child care needs
<p>Goal B: Work across sectors to reuse/re-designate existing space in order to increase the number of early learning spaces.</p>	<p>Lead(s):</p> <ul style="list-style-type: none"> • Christine Padilla • Heather Hopkins • Grace Sobieski <p>Supporting:</p> <ul style="list-style-type: none"> • Planning team 	<ul style="list-style-type: none"> • Development pipeline includes 550 spaces in 17 re-use projects and 610 spaces saved from closure. • Followed up on all site leads from Brion and created a database of interested operators and those with possible space. • Providing technical assistance to Redwood City School District on re-use of two school campuses; assisting child care operators to respond to RFP. • Technical assistance to San Mateo County on including child care at County Government Center • Holding convenings of faith-based organizations (~20 participants at first convening) • Ran the RFP process for two churches who were looking for child care operators
<p>i. Technical assistance to program operators (TA on permitting, working with building dept., fire, licensing, etc.)</p>		
<ul style="list-style-type: none"> • Follow up on possible sites and interested providers (Brion report leads, school districts, faith based; develop a database). 		
<ul style="list-style-type: none"> • Utilize Design Checklist and Guide and examples of solutions to design challenges. 		
<ul style="list-style-type: none"> • Work with cities/county to streamline permitting and improve zoning. 		

<p>Goal C: Work with cities and the county on policies and incentives to prioritize child care in future developments in order to increase the number of early learning spaces.</p>	<p>Lead:</p> <ul style="list-style-type: none"> Christine Padilla 	<ul style="list-style-type: none"> Working with San Mateo County on a model ordinance
<p>i. Track and engage with new developments/city level leads throughout county. (Database of leads, Community Advocates/Speakers Bureau/Strike Team, map new developments)</p>	<p>Supporting:</p> <ul style="list-style-type: none"> Planning team Advisory Body members 	<ul style="list-style-type: none"> Created an “Operators Directory” to help developers find programs that are looking for space
<ul style="list-style-type: none"> Package and present city and regional data effectively. (Brion report, CCPC needs assessment, new maps?) 		<ul style="list-style-type: none"> Provided feedback and data to San Bruno, Burlingame, San Carlos, Menlo Park, Redwood City, South San Francisco, Foster City, Pacifica, Millbrae, and San Mateo on general plan and zoning, and specific child care projects <ul style="list-style-type: none"> San Mateo included in city priorities San Bruno City Manager committed to including child care are allowable use in Bayhill Specific Plan area Redwood City waived fees for FCCH expansion, reduced fees for child care center permits, and used city impact fees for Arroyo Green TI San Bruno appointed a point person in planning department for child care applications SSF encouraged all developers applying for SSF PUC redevelopment to include child care in their plans
<ul style="list-style-type: none"> Promote examples of Best Practices for Cities/County (San Mateo County’s new ordinance/model policy) 		
<ul style="list-style-type: none"> Collaborate with local and state representatives who support this issue. 		
<ul style="list-style-type: none"> Support cities/county to include early learning in priorities and long-term plans. 		
<ul style="list-style-type: none"> Technical assistance to developers (develop brief recommendations, list of resources) 		<ul style="list-style-type: none"> Tracking general plan updates in Pacifica, San Mateo Tracking zoning updates in Burlingame, San Bruno Worked with Child Care Law Center on support for SB 234 Child care included in 20 new developments or expansion projects (~1,000 new spaces)

<p>Goal D: Engage large employers to create new child care facilities for their employees.</p>	<p>Lead:</p> <ul style="list-style-type: none"> Eileen Monahan <p>Supporting:</p> <ul style="list-style-type: none"> Planning team Advisory Body members US Chamber Foundation 	<ul style="list-style-type: none"> Gilead Sciences, Inc made first corporate donation to Build Up Capital Fund Hosted a presentation by the U.S Chamber of Commerce Foundation Engaged multiple business representatives in developing an Employer Engagement Plan
<p>i. Build relationships with large employers and share data on the needs of their employees.</p>		
<ul style="list-style-type: none"> Provide TA to employers to that are interested in providing child care for employees (Develop Success Stories/Examples of existing employer-sponsored care; Use existing program operators as champions for how this can work.) 		
<p>Goal E: Generate revenue for facility development through local tax measures and other sources, and assist providers in drawing down existing funds in order to increase the number of early learning spaces.</p>	<p>Lead:</p> <ul style="list-style-type: none"> A consulting firm specializing in fundraising/capital campaigns/public finance <p>Supporting:</p> <ul style="list-style-type: none"> Planning team Advisory Body and “Fundraising Committee” Cast a wide net for allies, funders and partners to get buy-in CEL/SVCF could potentially play a role in developing ballot measures or countywide nexus study, if these strategies are pursued. Coordinate with The Big Lift 	<ul style="list-style-type: none"> Started a Build Up Capital Fund at SVCF through private donor (\$250k) and Gilead Sciences, Inc (\$50k). SVCF awarded two capital grants and two planning grants in 2018. City of San Mateo released developer impact fees to Peninsula Family Services, Beresford Montessori and St. Andrew’s Lutheran Church (86 spaces); Build Up provided TA to the City. Developed descriptions/posters of capital projects that need funding Worked closely with Assemblymember Mullin on AB 452 (new funding and structure for ECE facilities grants). Bill concept later incorporated into Governor’s budget which included \$263 million for ECE infrastructure.
<p>i. Determine best mix of financing strategies and set fund development goals. (% of spaces funded through different mechanisms)</p>		
<ul style="list-style-type: none"> Pursue new funds (New local Public financing (ballot measure); Private Philanthropy, new Developer Impact Fees) 		
<ul style="list-style-type: none"> TA for providers to access financing (CDE funds, existing developer fees in SM and SSF, community loan programs, private financing, etc.) 		
<p>Goal F: Develop and implement an organizational structure and staffing plan for Build Up.</p>	<p>Lead:</p>	

<p>i. Define partner roles and responsibilities (Develop a partner MOU if needed).</p>	<ul style="list-style-type: none"> Michelle Blakely Sarah Kinahan David Fleishman <p>Supporting:</p> <ul style="list-style-type: none"> Planning team 	<ul style="list-style-type: none"> Organizational structure and job descriptions have been set with staff working at 4Cs and consultants reporting to First 5 Created a 3-year action plan Hired a full-time director Hired a full-time technical assistance coordinator Planning team has met consistently on a monthly basis for 2 ½ years Cross-sector Advisory Body established in 2018; has met 3 times/year MOU being developed between 4Cs, SVCF and First 5 for the Build Up Capital Fund Secured 3-years of startup funding
<ul style="list-style-type: none"> Develop the Advisory Body and community work groups. 		
<ul style="list-style-type: none"> Determine staffing needs, fund and hire. 		
<ul style="list-style-type: none"> Coordinate this initiative via the CCPC to work strategically on this issue along with the issues of workforce and operational funding. 		
<ul style="list-style-type: none"> Secure sustainable funding for operations. 		
<ul style="list-style-type: none"> Establish role of First 5 San Mateo County as backbone organization to hire and coordinate consultants during Start Up period, and to steward the implementation of Build Up. 		

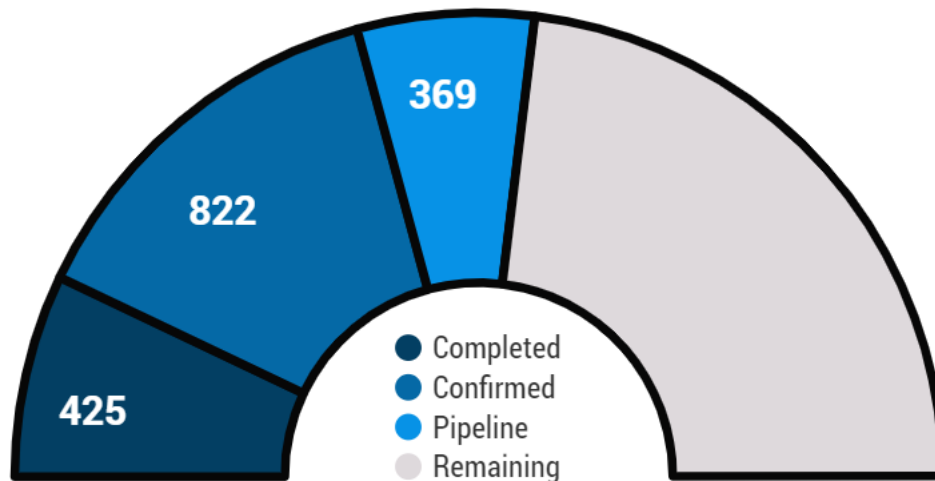


EXHIBIT A

I. Technical Assistance:

- Assist with establishment of new centers and Family Child Care Centers (FCC's)
- Assist with expansion of centers and FCCs
- Create resources for providers, cities, employers, affinity groups
- Assist with policy development/reform to mitigate child care facilities shortage
- Administer expansion grant program

II. Convenings:

- Plan and facilitate Advisory Board meetings: 3x/yr
- Plan and facilitate planning committee meetings : 5x/yr
- Plan and facilitate workgroup meetings: 2x/yr
- Plan and facilitate ad-hoc meetings:4x/yr

III. Advocacy

- Plan and present at city government meetings :8x/yr
- Plan and present at community meetings :4x/yr
- Engage Employers and Business champions

IV. Partnerships

- Develop partnerships with potential funders
- Develop partnerships with local, state, and national leaders in Early Childhood Care and Education

V. Sustainability

- Pursue public and private sources of funding to support Build Up's work
- Promote awareness of Build Up's work and success
- Evaluate progress according to goals to demonstrate impact

VI. Standard Activities

- Distribute the First 5 Kit for New Parents to your clients as appropriate
- Participate in F5SMC Learning Circles and other collaborative efforts
- Place F5SMC Tobacco-Free Premises placard in a prominent area where services take place
- Make tobacco education and cessation resources provided by F5SMC readily available to those served by the agency and to staff at the agency via the 1-800-NO-BUTTS hotline and on your website via a link to the California Smokers' Helpline at www.nobutts.org
- Report on this grant using Persimmony, the F5SMC online grant-management system.

VII. Communications

- Distribute F5SMC materials to project clients and at community events
- Put out a press release using template provided by F5SMC announcing receipt of F5SMC funding for your program/agency
- Recognize F5SMC by placing the F5SMC logo and/or the phrase "Funding provided by First 5 San Mateo County" in your agency's annual report, public education materials, outreach materials, website, media communications, and presentations and papers on work funded (wholly or in part) by F5SMC
- Place a placard announcing project funding by F5SMC in a prominent area where services take place

CHILD CARE COORDINATING COUNCIL:

ATTACHMENT 5B

BUILD FOR SAN MATEO COUNTY'S CHILDREN POLICY AND TECHNICAL ASSISTANCE

- Participate in F5SMC Communications Workgroup and other communications activities as requested, and follow the recommendations of the Communications Workgroup regarding use of the F5SMC Style Guide: <http://www.first5sanmateo.org/partners/grantee-resources/>
- Attend trainings on and utilize as appropriate the F5SMC Social Media Toolkit



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

Attachment 5C

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

Agency Name:	Child Care Coordinating Council
Program/Project Name:	Build Up-San Mateo County
Amount of Request:	\$ 41,798.03
Budget Period:	4/1/2020 -06/30/2020
Submission Date:	3/9/2020

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C.Total Program Budget (A+B)
<u>Position Title</u>	<u>Salary Range</u>	<u># FTEs</u>			
A. Program Director	\$ 115,000.00	1.00	\$ 16,909.69	\$ 10,942.29	\$ 27,851.98
B. Program -TA	\$ 65,000.00	1.00	\$ 9,557.66	\$ 6,184.78	\$ 15,742.44
C.			\$ -	\$ -	
D.			\$ -	\$ -	
Total Personnel Salary		2.00	\$ 26,467.35	\$ 17,127.08	\$ 43,594.43
Benefits @ <u>21 %</u>			\$ 5,558.14	\$ 3,596.69	\$ 9,154.83
Subtotal - Personnel			\$ 32,025.49	\$ 20,723.76	\$ 52,749.25

II. OPERATING EXPENSES		A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities		\$ 751.67	\$ 486.41	\$ 1,238.08
B. Office Supplies and Materials		\$ 35.29	\$ 22.84	\$ 58.13
C. Telephone/Communications		\$ 264.67	\$ 171.27	\$ 435.94
D. Postage/Mailing		\$ 8.82	\$ 5.71	\$ 14.53
E. Printing/Copying		\$ -	\$ -	\$ -
F. Equipment Lease		\$ 734.03	\$ 474.99	\$ 1,209.02
G. Travel Using Personal Vehicle		\$ 88.22	\$ 57.09	\$ 145.31
H. Travel Using Company Vehicle		\$ 264.67	\$ 171.27	\$ 435.94
I. Consultants (itemize):		\$ 2,293.84	\$ 1,484.35	\$ 3,778.18
J. Subcontractors (itemize):		\$ -	\$ -	\$ -
J. Subcontractors (itemize):		\$ -	\$ -	\$ -
K. Audit Fees		\$ -	\$ -	\$ -
L. Insurance		\$ 303.49	\$ 196.39	\$ 499.88
M. IT Support		\$ 335.25	\$ 216.94	\$ 552.20
N. Payroll Support		\$ 214.21	\$ 138.62	\$ 352.82
		\$ -	\$ -	\$ -
Subtotal - Operating Expenses		\$ 5,294.18	\$ 3,425.87	\$ 8,720.05

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

IV. INDIRECT COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
%	\$ -	\$ -	\$ -
(Attach copy of approved indirect cost rate proposal if percentage exceeds 12%, or submit a proposal for approval)	\$ 4,478.36	\$ 8,212.00	\$ 12,690.36
Subtotal - Indirect Costs	\$ 4,478.36	\$ 8,212.00	\$ 12,690.36

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Total of sections I - IV	\$ 41,798.03	\$ 32,361.63	\$ 74,159.66

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

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured. Heisding Simons Foundation: \$31,360 ; Jacques M. LittleField Foundation: \$141,906; San Mateo County Office of Education (not secured): \$10,000; Chan-Zuckerberg Foundation (not secured): \$68,000



**First 5 San Mateo County
BUDGET NARRATIVE FORM**

Agency Name:	Child Care Coordinating Council
Program/Project Name:	Build Up-San Mateo County
Amount of Request:	\$41,798.03
Budget period:	4/1/2020 -06/30/2020
Submission Date:	3/9/2020

I. PERSONNEL	A. Amount Requested	Description / Explanation
<u>Position Title</u>		
A. Program Director	16,909.69	Salary - February - June 2020
B. Program -TA	9,557.66	Salary - February - June 2020
C.	-	
D.	-	
Benefits @ 21 %	5,558.14	Benefits - February - June 2020
Subtotal - Personnel	32,025.49	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation
A. Rent and Utilities	751.67	Based on 20 FTE Feb 20- Jun 20
B. Office Supplies and Materials	35.29	
C. Telephone/Communications	264.67	Based on 20 FTE Feb 20- Jun 20
D. Postage/Mailing	8.82	
E. Printing/Copying	0.00	
F. Equipment Lease	734.03	Based on 20 FTE Feb 20- Jun 20
G. Travel Using Personal Vehicle	88.22	
H. Travel Using Company Vehicle	264.67	
I. Consultants (itemize):	2,293.84	Kristin Anderson
J. Subcontractors (itemize):	0.00	
J. Subcontractors (itemize):	0.00	
K. Audit Fees	0.00	0
L. Insurance	303.49	Based on 20 FTE Feb 20- Jun 20
M. IT Support	335.25	Based on 20 FTE Feb 20- Jun 20
N. Payroll Support	214.21	Based on 20 FTE Feb 20- Jun 20
Subtotal - Operating Expenses	5,294.18	

III. CAPITAL EXPENDITURES	A. Amount Requested	Description / Explanation
A.	0.00	
B.	0.00	
C.	0.00	
D.	0.00	
E.	0.00	
Subtotal - Capital Expenditures	\$ -	

IV. INDIRECT COSTS	A. Amount Requested	Allocation Method / Formula Used
<u>%</u>	\$ 4,478.36	
Subtotal - Indirect Costs	\$ 4,478.36	

V. TOTAL PROGRAM COSTS	A. Amount Requested	
Total of sections I - IV	\$	41,798.03

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

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured. Heisding Simons Foundation: \$31,360 ; Jacques M. LittleField Foundation: \$141, 906; San Mateo County Office of Education (not secured): \$10,000; Chan-Zuckerberg Foundation (not secured): \$68,000

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

First 5 San Mateo County
Attn: F5SMC Program Specialist
1700 S. El Camino Real, Suite 405
San Mateo, CA 94402 – 3050

Electronic copy must also be submitted to:
F5SMC Program Specialist



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

Attachment 5D

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

Agency Name:	Child Care Coordinating Council
Program/Project Name:	Build Up-San Mateo County
Amount of Request:	\$ 188,202.11
Budget Period:	7/1/2020-6/30/2021
Submission Date:	4/20/2020

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
<u>Position Title</u>	<u>Salary Range</u>	<u># FTEs</u>			
A. Program Director	\$ 118,450.00	1.00	\$ 78,591.69	\$ 39,858.31	\$ 118,450.00
B. Program -TA	\$ 66,950.00	1.00	\$ 44,421.39	\$ 22,528.61	\$ 66,950.00
C.			\$ -	\$ -	\$ -
D.			\$ -	\$ -	\$ -
Total Personnel Salary		2.00	\$ 123,013.09	\$ 62,386.91	\$ 185,400.00
Benefits @ <u>21 %</u>			\$ 25,301.28	\$ 12,831.72	\$ 38,133.00
Subtotal - Personnel			\$ 148,314.37	\$ 75,218.63	\$ 223,533.00

II. OPERATING EXPENSES		A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities		\$ 3,257.79	\$ 1,652.21	\$ 4,910.00
B. Office Supplies and Materials		\$ 663.50	\$ 336.50	\$ 1,000.00
C. Telephone/Communications		\$ 1,230.13	\$ 623.87	\$ 1,854.00
D. Postage/Mailing		\$ 66.35	\$ 33.65	\$ 100.00
E. Printing/Copying		\$ 199.05	\$ 100.95	\$ 300.00
F. Equipment Lease		\$ 3,016.28	\$ 1,529.72	\$ 4,546.00
G. Travel Using Personal Vehicle		\$ 3,317.51	\$ 1,682.50	\$ 5,000.00
H. Travel Using Company Vehicle		\$ -	\$ -	\$ -
I. Consultants (itemize):		\$ 3,450.21	\$ 1,749.79	\$ 5,200.00
J. Subcontractors (itemize):		\$ -	\$ -	\$ -
J. Subcontractors (itemize):		\$ -	\$ -	\$ -
K. Audit Fees		\$ 1,303.12	\$ 660.88	\$ 1,964.00
L. Insurance		\$ 1,240.75	\$ 629.25	\$ 1,870.00
M. IT Support		\$ 1,374.77	\$ 697.23	\$ 2,072.00
N. Payroll Support		\$ 603.79	\$ 306.21	\$ 910.00
		\$ -	\$ -	\$ -
Subtotal - Operating Expenses		\$ 19,723.23	\$ 10,002.77	\$ 29,726.00

III. CAPITAL EXPENDITURES	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Itemize and describe items requested. Competitive bids may be requested by the Commission prior to contract.			
A.	\$ -	\$ -	\$ -
B.	\$ -	\$ -	\$ -
C.	\$ -	\$ -	\$ -
D.	\$ -	\$ -	\$ -
E.	\$ -	\$ -	\$ -
Subtotal - Capital Expenditures	\$ -	\$ -	\$ -

IV. INDIRECT COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
%	\$ -	\$ -	\$ -
rate proposal if percentage exceeds 12%, or submit a proposal for	\$ 20,164.51	\$ 10,226.57	\$ 30,391.08
Subtotal - Indirect Costs	\$ 20,164.51	\$ 10,226.57	\$ 30,391.08

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Total of sections I - IV	\$ 188,202.11	\$ 95,447.97	\$ 283,650.08

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

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured. San Mateo County Office of Education (pending): \$60,000; Board of Supervisors (not secured): \$70,000

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



**First 5 San Mateo County
BUDGET NARRATIVE FORM**

Agency Name:	Child Care Coordinating Council
Program/Project Name:	Build Up-San Mateo County
Amount of Request:	\$188,202.11
Budget period:	7/1/2020-6/30/2021
Submission Date:	4/20/2020

I. PERSONNEL	A. Amount Requested	Description / Explanation
<u>Position Title</u>		
A. Program Director	\$ 78,591.69	
B. Program -TA	\$ 44,421.39	
C.	\$ -	
D.	\$ -	
Benefits @ 21 %	\$ 25,301.28	
Subtotal - Personnel	\$ 148,314.37	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation
A. Rent and Utilities	\$ 3,257.79	Based on 22 FTE
B. Office Supplies and Materials	\$ 663.50	
C. Telephone/Communications	\$ 1,230.13	Based on 22 FTE
D. Postage/Mailing	\$ 66.35	
E. Printing/Copying	\$ 199.05	
F. Equipment Lease	\$ 3,016.28	Based on 22 FTE
G. Travel Using Personal Vehicle	\$ 3,317.51	
H. Travel Using Company Vehicle	\$ -	
I. Consultants (itemize):	\$ 3,450.21	Kristin Anderson
J. Subcontractors (itemize):	\$ -	
J. Subcontractors (itemize):	\$ -	
K. Audit Fees	\$ 1,303.12	Based on 22 FTE
L. Insurance	\$ 1,240.75	Based on 22 FTE
M. IT Support	\$ 1,374.77	Based on 22 FTE
N. Payroll Support	\$ 603.79	Based on 22 FTE
Subtotal - Operating Expenses	\$ 19,723.23	

III. CAPITAL EXPENDITURES	A. Amount Requested	Description / Explanation
A.	\$ -	
B.	\$ -	
C.	\$ -	
D.	\$ -	
E.	\$ -	
Subtotal - Capital Expenditures	\$ -	

IV. INDIRECT COSTS	A. Amount Requested	Allocation Method / Formula Used
%	\$ 20,164.51	
Subtotal - Indirect Costs	\$ 20,164.51	

V. TOTAL PROGRAM COSTS	A. Amount Requested	
Total of sections I - IV	\$	188,202.11

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

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured. San Mateo County Office of Education (pending): \$60,000; Board of Supervisors (not secured): \$70,000

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

First 5 San Mateo County
Attn: F5SMC Program Specialist
1700 S. El Camino Real, Suite 405
San Mateo, CA 94402 – 3050

Electronic copy must also be submitted to:
F5SMC Program Specialist

DATE: May 23, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Overview: Strategic Plan Implementation Plan (SPIP) Recommendations for FY2020 – 2023 Round 1, Resilient Families Focus Area

ACTION REQUESTED

No action required for this presentation.

BACKGROUND

The purpose of this presentation is to provide an overview and context for the Strategic Plan Implementation Plan (SPIP) funding recommendations for FY2020-2023 related to the Resilient Families Focus Area that are being presented to the Commission for approval at today’s meeting.

The PowerPoint presentation provides a review of the procurement process and an overview of the seven individual project recommendations within the context of what will become the overall Resilient Families portfolio. Detailed project descriptions are provided in the Round 1 Funding Recommendation Chart – Resilient Families Focus Area (**Attachment 6.1**).

SPIP Phase One (FY 2020-2023) funding is being rolled out in “Rounds” in order to strategically prioritize funding of certain investment strategies sooner than others. Today’s recommendations are being referred to as “Round 1.” This staggered approach allows the Commission to achieve better timing and alignment with other county-wide and statewide initiatives, provide as much advance notice as possible to current grantees transitioning off our funding, and manage the F5SMC staffing demands involved with multiple, simultaneous procurement processes.

Additional, upcoming funding rounds include: Integrated Systems for Children with Special Needs, Quality Care & Education, Communication Consultation, Evaluation & Grants Management Database and Policy and Advocacy.

The attached supporting documents correlate with each of the funding recommendations (Agenda Items 6A through 6G) and are referenced in each memo for clarity, recusals, recommendation and approvals.

- Attachment (6.2) Strategic Plan Implementation Plan (SPIP) FY 2020-2023
- Attachment (6.3) Procurement Strategies/Funding Mechanisms
- Attachment (6.4) Appeals Process Language
- Attachment (6.5) PowerPoint Presentation

RESILIENT FAMILIES FOCUS AREA PORTFOLIO OF RECOMMENDATIONS

The table below reflects today’s funding recommendations for the entire Resilient Families Focus Area portfolio. Strategies for investment within the Resilient Families Focus Area include: Intensive Support for Families with Multiple Risk Factors, Parent Connectivity, and Family Engagement Capacity Building. In accordance with the SPIP each investment strategy has been allocated \$636,00 over three years, totaling \$3,180,000 for this rollout. The three investment strategies are interwoven within each program being recommended for funding. For a full description of the recommendations please see **Attachment 6.1, Round 1 Funding Recommendations Chart – Resilient Families Focus Area**.

The review panel was mindful of creating a well-rounded Resilient Families investment portfolio. The recommendations embody a balance between direct service and systemic improvements, as well as a counter-balance of county-wide initiatives and place-based programming, to create geographic diversity across the portfolio.

	Agencies & Programs	Recommended 3-Year Funding Awards through Round 1, Resilient Families	Geographic Area Served	Target Service Numbers
6A	Puente de la Costa Sur: Early Childhood Education and Family Engagement Project	\$300,000	Pescadero/ South Coast	54 children 159 parents
6B	CORA: The Family Resilience Project	\$850,000	Countywide	390 children 360 parents
6C	Peninsula Family Service: Therapeutic Child Development Centers	\$480,000	Countywide	300 children 375 parents
6D	StarVista: Healthy Homes	\$600,000	Countywide	255 children 255 parents
6E	IHSD: Family Engagement Unity Project	\$125,000	Countywide	720 fathers 45 providers
6F	Family Connections: Thriving Families Project	\$600,000	RWC, EPA, MP	300 children 465 parents
6G	SMCOE: Family Engagement and Dual Language Learning Institute Project	\$225,000	Countywide	30 fathers 300 providers
	Resilient Families Total	\$ 3,180,000		

ISSUES TO CONSIDER

- Eight proposals were received requesting a total of \$8,164,947. The Resilient Families Focus Area allocation is \$3,180,000. Therefore, none of the projects are being recommended at the requested amount.
- Phone interviews were conducted, in part, to ascertain the possible breadth and depth of services to be performed given the relatively limited funding available. Although the proposed contract amounts for the recommended programs will remain the same, proposed subcontractor budgets and program activities may vary slightly during contract negotiations. In addition, slight adjustments to target service numbers may be warranted, especially given that none of the applicants are being recommended for the full amount requested. The Commission will have the opportunity to review Exhibit A documents and budgets when contracts are brought for approval, which is slated for May 2020 (but no later than June 2020 if additional time is needed for contract negotiations).
- Although the Resilient Families RFP did not aim to provide continuation funding for current grantees, several applicants proposed underwriting certain currently-funded strategies going forward. The proposals incorporating these strategies were included in the competitive funding processes and were fully vetted by the review panel. Those that were

deemed to most closely meet the objectives of the RFP are included in the funding recommendations. In order to have continuity of care and staffing stability, contracts that fund existing service strategies must be in place no later than July 1, 2020. This pertains to: Puente de la Costa Sur, Peninsula Family Service, StarVista, Family Connections, and San Mateo County Office of Education.

**Round 1 Funding Recommendations Chart – Resilient Families Focus Area
(FYs 2020-2023)**

Initiative Focus

- Direct Service Funding to support the most at-risk children and families: Provide ongoing, individualized, professional support to children and parents in families experiencing multiple challenges, including but not limited to: homelessness, low income, domestic violence, incarceration, mental illness or substance abuse. Wrap-around services that are part of a best practice approach are included in this strategy.
- Direct Service Funding to support Parent Connectivity activities: Support informal or semi-formal social networks to promote parental resilience and reduce social isolation, and partner with parents to identify parent leaders who understand and share knowledge about attachment and early child development among their peers.
- Direct Service Funding to support 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 promote the appropriate application of that knowledge within their work.
- Areas of Interest: Proposals that addressed the following areas of interest were encouraged: focus on serving the working poor, those struggling with immigration issues, 0-2 population; fathers, dual language learners, alternative family structures (including LGBTQ), those needing early childhood mental health services, easily accessible venues, service “hub” approaches, service/care coordination and/or case management, and collective impact models.
- Systems Change and Sustainability: Applicants were required to include a systems-improvement/change element as well as demonstrate a concrete plan for sustaining the project beyond the grant term.

Funding (Total Over 3 Years)

- \$3,180,000

Program/Agency	Recommended Funding Amounts			Clients Served Over 3 Years	Services
	FY 2020-21	FY 2021-22	FY2022-23		
6A Puente de la Costa Sur: Early Childhood Education and Family Engagement Project	\$100,000	\$100,000	\$100,00	159 parents 54 children	Bilingual, parent-participatory cooperative preschool serving south coast children and families utilizing an authentic family engagement and parent involvement approach (the only child development center in the region). Services include: Full day culturally competent preschool for 8 toddlers ages 18-36 months; home visits; developmental screenings; parent-involvement activities; ESL environment for children; Mami Papi y Yo groups for 0-12 families; individual and family therapy; case management and referrals; Trauma-informed systems training; expansion of center from 8-12 children via licensing of center.

<p>6B Community Overcoming Relationship Abuse (CORA): The Family Resilience Project</p>	<p>\$283,334</p>	<p>\$283,333</p>	<p>\$283,333</p>	<p>390 children 360 parents</p>	<p>Support families to heal from the traumatic effects of domestic violence while supporting the child/parent bond. Provide comprehensive bilingual, multicultural services to domestic violence victims and their children, providing practical tools to repair insecure attachments caused by intimate partner violence. Service recipients include recent immigrants struggling with complex trauma. 60% of clients are low-income, mono-lingual, Spanish-speakers, many of whom are technically homeless and availing themselves of CORA’s shelter program. Services include: family assessments; safety planning; crisis intervention; Child/Parent Psychotherapy, including Trauma-focused Cognitive Behavioral Therapy (TF-CBT), Eye Movement Desensitization and Reprocessing (EDMR), Family Systems Therapy, and Child/Parent Dyadic Bonding and Attachment Therapy; trauma-informed case management; bilingual clinical case management; parent engagement activities utilizing a parent leadership approach; parent support groups; child/parent 0-5 dyad groups. Systems Improvement Element: Creation of a Coordinated Community Response team (CCR) to establish a network among providers via MOUs to create a bridge for clients to critical, difficult-to-access services, and streamline navigation/enrollment.</p>
<p>6C Peninsula Family Service: Therapeutic Child Development Centers</p> <p><u>Subcontractors:</u> Lifemoves (Homeless Shelter sites for CDCs) Firefly (Occupational Therapy)</p>	<p>\$160,000</p>	<p>\$160,000</p>	<p>\$160,000</p>	<ul style="list-style-type: none"> • 300 children • 375 parents 	<p>Provide a therapeutic treatment milieu for homeless toddlers and preschoolers in an early learning setting at First Step for Families and Haven House. Activities address the toxic stress and trauma of homelessness while promoting pro-social behavior, social-emotional regulation, and discouraging aggression and coercive behavior. Services include: assessments, individual education/treatment plans, tailored interventions provided by a behavioral health specialist, occupational therapy, coaching and support for parents (to learn and implement interventions in the home environment), parent education, socialization events, and home visiting.</p>
<p>6D StarVista: Healthy Homes Program</p>	<p>\$200,000</p>	<p>\$200,000</p>	<p>\$200,000</p>	<ul style="list-style-type: none"> • 255 children • 255 Parents 	<p>Bilingual, culturally-sensitive clinical mental health home visiting services to high-risk families experiencing a variety of challenges and traumatic experiences, including but not limited to: community violence, linguistic isolation, mental health challenges, AOD exposure, currently or formerly incarcerated parents, etc. This program aims to prevent child abuse and improve child development outcomes by reducing the adverse effects of trauma and toxic stress while providing father-focused program elements. Mental Health Services include: Phone intake, triage, and safety planning; screenings and developmental assessments; clinical home visiting/psychotherapy,</p>

					individual treatment plans and/or family goal plans; case management. Father-focused services include: case management, parental coaching, home visiting, Father Cafes, Fatherhood workshops.
<p>6E Institute for Human and Social Development: Family Engagement Unity Project</p>	\$41,667	\$41,666	\$41,666	720 fathers 45 providers	<p>Provide a three-pronged approach to serve at risk, low income, 0-5 Head Start and Early Head Start families in order to increase positive parenting practices and promote healthy parent-child relationships, and support the family-serving system in San Mateo County via:</p> <ol style="list-style-type: none"> 1) <u>Father Engagement Program</u>: bicultural, bilingual authentic fatherhood engagement activities designed to engage fathers as partners to promote their child’s best interest, exchange knowledge about the child and share in program governance. Services include: Father Cafes, Fatherhood Summit, Fatherhood social platform. 2) <u>Parent Ambassador Program</u>: expand the program to more deeply engage families across the Head Start programs, liaise with 4Cs Parent Voices program, and SMCOE to provide trainings 3) <u>Family Development Credential Program</u>: research-based, accredited trainings for frontline family service providers, promoting skills and competencies needed to empower families to attain healthy self-reliance and interdependence with their communities. (This is a systems-improvement strategy.)
<p>6F Family Connections: Thriving Families</p> <p><u>Subcontractors:</u> Samaritan House</p>	\$200,000	\$200,000	\$200,000	<ul style="list-style-type: none"> • 300 children • 465 parents 	<p>Engage at-risk, low-income south-county families in Redwood City (North Fair Oaks), East Palo Alto and Menlo Park in a bilingual, culturally-responsive, quality family learning community within an early learning support program. Activities are designed to foster strong parent-child attachments and strengthen parent resiliency. This is a comprehensive place-based program in several of the county’s highest need neighborhoods. Services include: screenings and assessments, individual care plans, care coordination, parent education, father involvement activities, parent socialization/support groups, mental health intensive support home visiting, Parent Cafes, and staff development. Systems Improvement element: collaboration with Samaritan House to create a Coordinated Entry System (CES) to ease cross-agency referral pathways to safety-net services, especially when the client is served by both entities.</p>

<p>6G San Mateo County Office of Education Family Engagement Dual Language Learning Institute</p> <p><u>Subcontractors:</u> Child Care Coordinating Council (Parent Voices)</p>	<p>\$75,000</p>	<p>\$75,000</p>	<p>\$75,000</p>	<ul style="list-style-type: none"> • 30 fathers • 300 providers 	<p>Build the capacity of San Mateo County’s family-serving system by increasing the skills of providers in the area of authentic and culturally-meaningfully family engagement. The programmatic approach shifts the family engagement philosophy from “family involvement” (the periodic involvement of parents) to “authentic family engagement” (fully embracing parents as true partners in their child’s learning experience and including them in program planning and delivery). Trainings target early learning teachers in state-subsidized programs countywide, including the 11 Big Lift communities, and the low-income, at-risk parents they serve. The program also promotes parent leadership skill building, and trainings are bilingual/bicultural. Services include: Parent/Father Café technical assistance; Friday Cafes (a professional peer-support/learning community); inclusion of Parent Voices members on the Friday Café Advisory Board to ensure a parent perspective is present in planning; Father Café refresher trainings in collaboration with IHSD. Systems Change Element: the entirety of this program promotes positive systemic change.</p>
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2020 – 2025 STRATEGIC PLAN IMPLEMENTATION PLAN*

RESILIENT FAMILIES

Strategies	Language in the Strategic Plan	Total Allocation
<p>#1 Intensive Support for Families with Multiple Risk Factors</p>	<p>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.</p>	<p>\$3,180,000</p>
<p>#2 Parent Connectivity</p>	<p>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.</p>	
<p>#3 Family Engagement Capacity Building</p>	<p>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.</p>	
		<p>\$ 3,180,000</p>

HEALTHY CHILDREN

Strategies	Language in the Strategic Plan	Total
#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.	\$ 375,000
#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.	\$ 2,580,000
#6 Early Mental Health Systems & Infrastructure Enhancements	Partnerships to support trauma- and resiliency-informed practices and policies in child- and family-serving organizations.	\$ 225,000
		\$ 3,180,000

QUALITY CARE AND EDUCATION

Strategies	Language in the Strategic Plan	Total Allocation
#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.	\$ 2,700,000

ATTACHMENT 6.2

#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.	\$ 405,000
		\$ 75,000
		\$ 3,180,000
	GRAND SUBTOTAL FOR FAMILY ENGAGEMENT, CHILD HEALTH & DEVELOPMENT, AND EARLY LEARNING FOCUS AREAS	\$ 9,540,000

POLICY, ADVOCACY, EVALUATION, EMERGING AND COMMUNICATIONS

Strategies	Language in the Strategic Plan	Total Allocation
#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.	\$1,140,000
#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.	
#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.	

ATTACHMENT 6.2

#12 Evaluation	Prop 10 mandates that we evaluate and collect data on our investments. Evaluation includes research activities.	\$339,000.00
#13 Emerging Projects	Innovation, New Opportunities, Seed Projects	\$321,000.00

- Procurement process to determine grantees for FY 2020-2023 has commenced.

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

Appeal Process Language used in the Resilient Families RFP

An email informing unsuccessful Proposers that their proposal has not been selected for funding will be sent on **Tuesday, April 28, 2020**, to the contact person identified on the RFP Cover Sheet.

A Proposer must submit a written appeal via email by midnight, **May 8, 2020** to the attention of the Executive Director of F5SMC and copied to the Program staff as indicated below. Appeals may be written in the body of the email itself or sent as an attachment to the email.

Appeals shall be emailed to: Kitty Lopez, Executive Director, F5SMC at klopez@smcgov.org and copied to: Karen Pisani, Family Support Program Specialist at kpisani@smcgov.org; and Mai Le, Program Associate at mle@smcgov.org

Mailed or hand-delivered appeals will not be accepted.

Appeals shall be submitted as stated above and shall be limited to the following grounds:

1. Any failure of F5SMC to follow RFP procedures as articulated in the RFP; and/or
2. The RFP review criteria were not appropriately applied to the proposal.

The Proposer must include a statement of explanation in the appeal letter describing the specific reasons that form the basis of the appeal.

The Executive Director of F5SMC will respond in writing to the appeal within 10 calendar days of the receipt of the written appeal. F5SMC staff may establish a meeting with the Proposer in order to discuss the concerns. The decision of the Executive Director of F5SMC is final.

If the proposer fails to follow any of the instructions set forth in this RFP, Proposer will waive the right to file an appeal with the Commission.

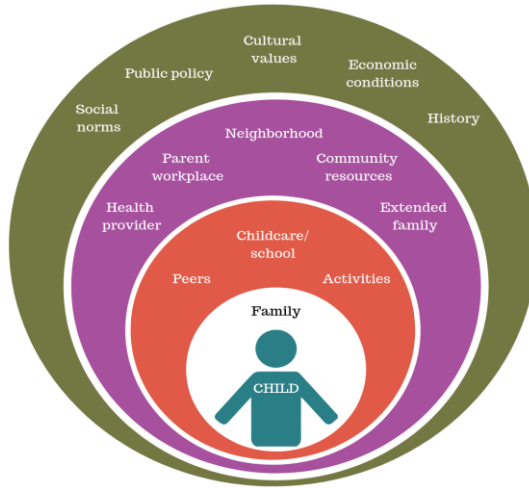


Resilient Families Funding Recommendations

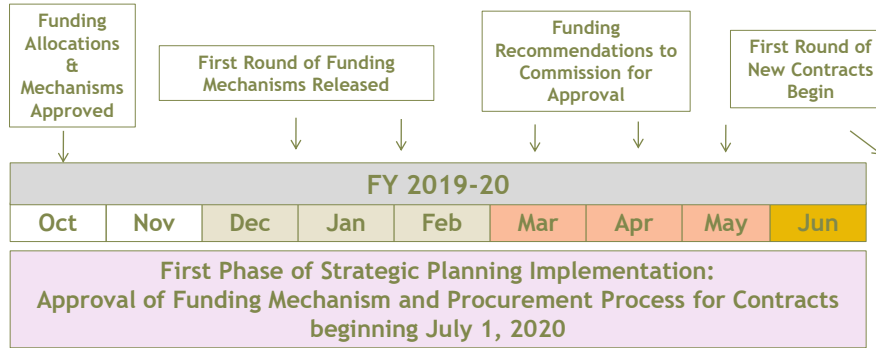
April 27, 2020



PREPARING CHILDREN FOR LIFELONG SUCCESS Ecological Theory & The Social Determinants of Health



Strategic Plan Implementation Plan (SPIP) Timeline



Funding Mechanisms

- ❑ Request for Application (RFA)
- ❑ Request for Proposal (RFP)
- ❑ Request for Qualifications (RFQ)
- ❑ Intent to Negotiate/Partner (ITN)
- ❑ Sole Source

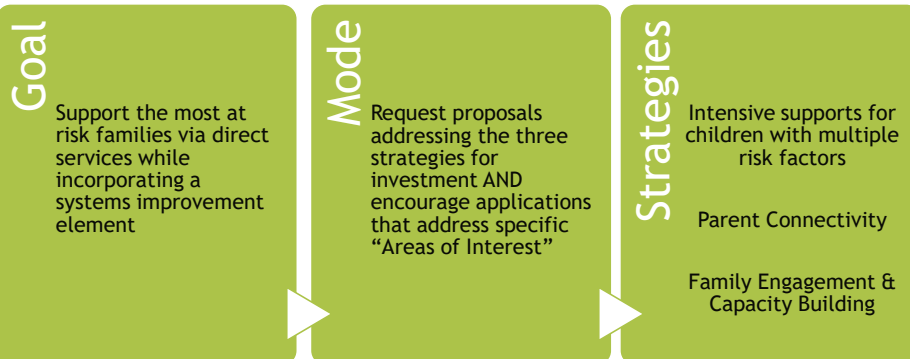




RESILIENT FAMILIES FOCUS AREA FUNDING RECOMMENDATIONS

5

INVESTMENT SCOPE AND STRATEGIES



6

AREAS OF SPECIAL INTEREST

RELATED TO SERVICE RECIPIENTS

1. The working poor, especially those with incomes just high enough to render them ineligible for Medi-Cal or Calfresh
2. Families struggling with immigration difficulties
3. Children ages 0-2
4. Fathers
5. Projects targeting dual language learners
6. Projects supporting alternative family structures including LGBTQ families

7

AREAS OF SPECIAL INTEREST

RELATED TO SERVICE STRATEGIES

1. Service delivery venues easily accessible to families
2. Projects involving early childhood mental health
3. Projects employing a service “hub” approach
4. Projects incorporating Service/Care Coordination and/or case management
5. Projects utilizing a collective impact approach

8

Resilient Families Allocations : \$3,180,000 total over 3 years

Strategies	FY 20-21	FY 21-22	FY 22-23	Funding Mechanism	Contract Date
Intensive Support for Families with Multiple Risk Factors	\$636,000	\$636,000	\$636,000	RFP- Released January 7, 2020	July 1, 2020
Parent Connectivity	\$212,000	\$212,000	\$212,000	Commission Recommendation and Approval April 27, 2020	July 1, 2020
Family Engagement Capacity Building	\$212,000	\$212,000	\$212,000		July 1, 2020
TOTAL	\$1,060,000	\$1,060,000	\$1,060,000		

FUNDING MECHANISM = RFP

Fully competitive process

- 6-person review panel
- Standard Rating Sheet
- Discussions
- Final consensus & recommendations
- Interviews

Over budget by \$4,948,947 = staff f/u

RESILIENT FAMILIES RECOMMENDED PORTFOLIO



Agencies & Programs	Recommended 3-Year Funding Awards through Round 1, Resilient Families	Geographic Area Served	Target Service Numbers
Puente de la Costa Sur: Early Childhood Education and Family Engagement Project	\$300,000	Pescadero/ South Coast	54 children 159 parents
CORA: The Family Resilience Project	\$850,000	Countywide	390 children 360 parents
Peninsula Family Service: Therapeutic Child Development Centers	\$480,000	Countywide	300 children 375 parents
StarVista: Early Childhood Services Program	\$600,000	Countywide	255 children 255 parents
IHSD: Family Engagement Unity Project	\$125,000	Countywide	720 fathers 45 providers
Family Connections: Thriving Families Project	\$600,000	RWC, EPA, MP	300 children 465 parents
SMCOE: Family Engagement and Dual Language Learning Institute Project	\$225,000	Countywide	30 fathers 300 providers

Puente de la Costa Sur

EARLY CHILDHOOD EDUCATION AND FAMILY ENGAGEMENT PROJECT:

Bilingual, parent-participatory cooperative preschool serving south coast children and families utilizing an authentic family engagement and parent involvement approach

Recommended 3-yr funding amount	\$300,000
Target service numbers	54 Children, 159 Parents
Services	Full day preschool for 8 toddlers ages 18-36 months; home visits; developmental screenings; parent-involvement activities and groups; individual and family therapy; case management.
Systems Improvement Strategy	Trauma-informed systems training
Program Highlights	State licensing in progress = sustainability; the only CDC in the region

Community Overcoming Relationship Abuse (CORA)

THE FAMILY RESILIENCE PROJECT:

Comprehensive bilingual, multicultural domestic violence services for victims and their children, repairing insecure attachments and supporting families to heal from the traumatic effects of intimate partner violence.

Recommended 3-yr funding amount	\$850,000
Target service numbers	390 children, 360 parents
Services	Crisis intervention; family assessments; safety planning; Child/Parent Psychotherapy, Family Systems Therapy, Child/Parent Dyadic Bonding and Attachment Therapy; trauma-informed case management; bilingual clinical case management; parent engagement activities; parent support groups; child/parent 0-5 dyad groups
Systems Improvement Strategy	Creation of a Coordinated Community Response team (CCR)
Program Highlights	The only Domestic Violence-specific program in the County

13

Peninsula Family Service

THERAPEUTIC CHILD DEVELOPMENT CENTERS

Therapeutic treatment milieu - addressing toxic stress and trauma - for homeless toddlers and preschoolers (18+ mos) in an early learning setting at First Step for Families and Haven House.

Recommended 3-yr funding amount	\$480,000
Target service numbers	300 children, 375 parents
Services	Assessments, individual education/treatment plans, tailored interventions provided by a behavioral health specialist, occupational therapy, coaching and support for parents (to learn and implement interventions in the home environment), parent education, socialization events, and home visiting.
Systems Improvement Strategy	Expanded case coordination for pipeline families
Program Highlights	Behavioral interventions taught to parents for continuity; infant room at First Step being established.

14

StarVista

HEALTHY HOMES PROGRAM:

Two prongs: 1) Bilingual, culturally-sensitive clinical mental health home visiting services to high-risk families exposed to toxic stress and trauma with the goal of preventing child abuse and improving child development outcomes; 2) Father-focused programming.

Recommended 3-yr funding amount	\$600,000
Target service numbers	255 children, 255 parents
Services	Mental Health Services: Phone intake, triage, and safety planning; screenings and developmental assessments; clinical home visiting/psychotherapy, individual treatment plans and/or family goal plans; case management. Father-focused services: case management, parental coaching, home visiting, Father Cafes, Fatherhood workshops.
Systems Improvement Strategy	TBD in Partnership w/F5SMC - possible father involvement systems lead
Program Highlights	Father Engagement Specialist trained by F5 Alameda's Father Corps & serving on Friday Café Advisory Council.

15

Institute for Human and Social Development (IHSD)

FAMILY ENGAGEMENT UNITY PROJECT:

Serve at risk, low income, 0-5 Head Start and Early Head Start families to promote healthy parent-child relationships via authentic family engagement approaches and support the family-serving system in SMC. 3 prongs: Father Engagement Program, Parent Ambassador Program, Family Development Credential Program.

Recommended 3-yr funding amount	\$125,000
Target service numbers	720 fathers, 45 providers
Services	1) <u>Father Engagement Program</u> : Father Cafes, Fatherhood Summit, Fatherhood social platform 2) <u>Parent Ambassador Program</u> : expand the program for deeper engagement across Head Start programs, liaise with 4Cs Parent Voices program and SMCOE to provide trainings
Systems Improvement Strategy	3) <u>Family Development Credential Program</u> : research-based, accredited trainings
Program Highlights	Two Head Start staff members completed Credentialing TOT thru University of Connecticut - ready to train others now

16

Family Connections

THRIVING FAMILIES PROJECT:

Bilingual, culturally-responsive, quality family learning community within an early learning support program designed to foster strong parent-child attachments and strengthen parent resiliency. A comprehensive place-based program for at-risk, low income, south-county families in RWC (North Fair Oaks), EPA and Menlo Park.

Recommended 3-yr funding amount	\$600,000
Target service numbers	300 children, 465 parents
Services	screenings and assessments, individual care plans, care coordination, parent education, father involvement activities, parent socialization/support groups, mental health intensive support home visiting, Parent Cafes
Systems Improvement Strategy	Coordinated Entry System (CES) w Samaritan House
Program Highlights	Strong father involvement component and existing collaboration with StarVista
Partners	Samaritan House

17

San Mateo County Office of Education (SMCOE)

FAMILY ENGAGEMENT AND DUAL LANGUAGE LEARNING INSTITUTE PROJECT:

Bilingual/bicultural capacity building of the County's family-serving system via provider skill building around authentic family engagement and parent leadership skill building. Trainings for early learning teachers in state-subsidized programs countywide, including the 11 Big Lift communities, and the low-income, at-risk parents they serve.

Recommended 3-yr funding amount	\$225,000
Target service numbers	30 fathers, 300 providers
Services	Parent/Father Café technical assistance, Friday Cafes, Parent Voices members on the Friday Café Advisory Board, Father Café refresher trainings in collaboration with IHSD
Systems Improvement Strategy	The entire program involves systems improvement
Program Highlights	Brought Café model to SMC & is Friday Café Liaison
Partners	4Cs - Parent Voices

18



Questions/Comments

19

DATE: May 23, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Award to Puente de la Costa Sur-Early Childhood Education and Family Engagement Project in the Amount of \$300,000, Contractual Term Effective July 1, 2020 Through June 30, 2023, Based on Recommendation by F5SMC staff and Review Panel; Direction to Staff to Conduct Contract Negotiations Regarding Same

ACTION REQUESTED

Recommendation by F5SMC staff and Review Panel to Commission for Approval of Award to Puente de la Costa Sur-Early Childhood Education and Family Engagement Project in the Amount of \$300,000, Contractual Term Effective July 1, 2020 Through June 30, 2023; Direct Staff to Conduct Contract Negotiations Regarding Same.

BACKGROUND

F5SMC 2020-2025 Strategic Plan and Implementation Plan: At its October 2018 meeting the Commission updated and adopted its 2020-2025 Strategic Plan, approved the LTFP and the Strategic Plan Implementation Plan (**SPIP— See Attachment 6.2**) At the same time the Commission authorized staff to conduct the procurement processes associated with all investment strategies within the SPIP, including the awards under consideration at this meeting.

The Long-Term Financial Plan involves two funding phases: Phase One is a three- year period from July 1, 2020 to June 30, 2023; and Phase Two is a two-year period from July 1, 2023 to June 30, 2025. The SPIP addresses Phase One only.

Key characteristics of the Strategic Plan and the Implementation Plan relevant to the rollout of the Resilient Families allocation include:

- Acknowledgement of declining revenues (on average 39% compared to the last Strategic Plan), and the resulting continued shift toward funding a blend of direct services and systemic improvements.
- Given that some of the projects vetted through the competitive funding process and review panel involve underwriting strategies that are currently supported by F5SMC, service disruption considerations exist and the timing of awards are critical. These contracts should begin no later than July 1, 2020 to minimize service disruption. (This pertains to: Puente de la Costa Sur, Peninsula Family Service, StarVista, Family Connections, and San Mateo County Office of Education.)

Procurement Process:

The funding mechanism used to develop this recommendation was a Request for Proposals (RFP) process. A document provided by VIVA Social Impact Partners-comparing various procurement processes is attached (**See Attachment 6.3**).

The RFP process included vetting of proposals with a panel of external experts and F5SMC staff knowledgeable about the field of early childhood development and family engagement. The review panel conducted in depth discussions about the submissions and used a standard rating sheet to arrive at final recommendations.

DATE: May 23, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Award to Community Overcoming Relationship Abuse (CORA) -The Family Resilience Project in the amount \$850,000, Contractual Term effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel to Commission; Direction to Staff to Conduct Contract Negotiations Regarding Same

ACTION REQUESTED

Recommendation by F5SMC Staff and Review Panel to Commission for Approval of Award to Community Overcoming Relationship Abuse (CORA) The Family Resilience Project in the amount \$850,000, Contractual Term effective July 1, 2020 through June 30, 2023; Direct Staff to Conduct Contract Negotiations Regarding Same.

BACKGROUND

F5SMC 2020-2025 Strategic Plan and Implementation Plan: At its October 2018 meeting the Commission updated and adopted its 2020-2025 Strategic Plan, approved the LTFP and the Strategic Plan Implementation Plan (**SPIP— See Attachment 6.2**). At the same time the Commission authorized staff to conduct the procurement processes associated with all investment strategies within the SPIP, including the awards under consideration at this meeting.

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Key characteristics of the Strategic Plan and the Implementation Plan relevant to the rollout of the Resilient Families allocation include:

- Acknowledgement of declining revenues (on average 39% compared to the last Strategic Plan), and the resulting continued shift toward funding a blend of direct services and systemic improvements.
- Given that some of the projects vetted through the competitive funding process and review panel involve underwriting strategies that are currently supported by F5SMC, service disruption considerations exist and the timing of awards are critical. These contracts should begin no later than July 1, 2020 to minimize service disruption. (This pertains to: Puente de la Costa Sur, Peninsula Family Service, StarVista, Family Connections, and San Mateo County Office of Education.)

Procurement Process:

The funding mechanism used to develop this recommendation was a Request for Proposals (RFP) process. A document provided by VIVA Social Impact Partners-comparing various procurement processes is attached (**See Attachment 6.3**).

The RFP process included vetting of proposals with a panel of external experts and F5SMC staff knowledgeable about the field of early childhood development and family engagement. The review panel conducted in depth discussions about the submissions and used a standard rating sheet to arrive at final recommendations.

The review panel asked staff to conduct follow-up conversations with proposers to fine-tune the project delivery approach and/or funding amount. The results of these conversations became part of today's recommendations. In addition, for currently funded programs seeking ongoing support, the review panel took into consideration the performance history of the project and applied a funding step-down commensurate with the 39% overall investment drop.

RECOMMENDATION FOR FUNDING

The table below reflects today's three-year funding recommendation for Puente de la Costa Sur from the Resilient Families Focus Area. For a full description of the proposed project please see **Attachment 6.1, Row 6A Round 1 Funding Recommendation Chart – Resilient Families Focus Area**.

	Agency & Program	Three-Year Funding Amount Recommendation	Geographic Area Served	Target Service Numbers
6A	Puente de la Costa Sur: Early Childhood Education and Family Engagement Project	\$300,000	Pescadero / South Coast	54 children 159 parents

ISSUES TO CONSIDER

- In order to have continuity of care and staffing stability, contracts that fund existing service strategies must be in place no later than July 1, 2020. This pertains to: Puente de la Costa Sur.
- Approval of these awards will initiate the formal process through which agencies or individuals can appeal the awards. This process is described in attachment (**See Attachment 6.4**).

FISCAL IMPACT

The recommended award to Puente de la Costa Sur's Early Childhood Education and Family Engagement Project is \$300,000. This award is in accordance with the approved funding allocations of the SPIP and the LTFP.

RECOMMENDATION

Recommendation by F5SMC staff and Review Panel to Commission for Approval of Award to Puente de la Costa Sur-Early Childhood Education and Family Engagement Project in the Amount of \$300,000, Contractual Term Effective July 1, 2020 Through June 30, 2023; Direct Staff to Conduct Contract Negotiations Regarding Same.

The review panel asked staff to conduct follow-up conversations with proposers to fine-tune the project delivery approach and/or funding amount. The results of these conversations became part of today’s recommendations. In addition, for currently funded programs seeking ongoing support, the review panel took into consideration the performance history of the project and applied a funding step-down commensurate with the 39% overall investment drop-

RECOMMENDATION FOR FUNDING

The table below reflects today’s three-year funding recommendation for CORA’s Family Resilience Project from the Resilient Families Focus Area. For a full description of the proposed project please see **Attachment 6.1, Row 6B Round 1 Funding Recommendation Chart – Resilient Families Focus Area.**

	Agency & Program	Three-Year Funding Amount Recommendation	Geographic Area Served	Target Service Numbers
6B	Community Overcoming Relationship Abuse (CORA)-The Family Resilience Project	\$850,000	countywide	390 children 360 parents

ISSUES TO CONSIDER

- If approved, CORA ‘s Family Resiliency Project would be a newly funded program.
- Approval of these awards will initiate the formal process through which agencies or individuals can appeal the awards. This process is described in attachment (**See Attachment 6.4**).

FISCAL IMPACT

The recommended award to CORA’s Family Resilience Project is \$850,000. This award is in accordance with the approved funding allocations of the SPIP and the LTFFP.

RECOMMENDATION

Recommendation by F5SMC Staff and Review Panel to Commission for Approval of Award to Community Overcoming Relationship Abuse (CORA) The Family Resilience Project in the amount \$850,000, Contractual Term effective July 1, 2020 through June 30, 2023; Direct Staff to Conduct Contract Negotiations Regarding Same.

DATE: May 23, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Award to Peninsula Family Service - Therapeutic Child Development Centers in the amount of \$480,000, Contractual Term effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel to Commission; Direction to Staff to Conduct Contract Negotiations Regarding Same

ACTION REQUESTED

Recommend Approval by F5SMC Staff and Review Panel of Award to Peninsula Family Service Therapeutic Child Development Centers in the amount of \$480,000, Contractual Term effective July 1, 2020 through June 30, 2023; Direct Staff to Conduct Contract Negotiations Regarding Same.

BACKGROUND

F5SMC 2020-2025 Strategic Plan and Implementation Plan: At its October 2018 meeting the Commission updated and adopted its 2020-2025 Strategic Plan, approved the LTFP and the Strategic Plan Implementation Plan (**SPIP— See Attachment 6.2**). At the same time the Commission authorized staff to conduct the procurement processes associated with all investment strategies within the SPIP, including the awards under consideration at this meeting.

The Long Term Financial Plan involves two funding phases: Phase One is a three- year period from July 1, 2020 to June 30, 2023; and Phase Two is a two-year period from July 1, 2023 to June 30, 2025. The SPIP addresses Phase One only.

Key characteristics of the Strategic Plan and the Implementation Plan relevant to the rollout of the Resilient Families allocation include:

- Acknowledgement of declining revenues (on average 39% compared to the last Strategic Plan), and the resulting continued shift toward funding a blend of direct services and systemic improvements.
- Given that some of the projects vetted through the competitive funding process and review panel involve underwriting strategies that are currently supported by F5SMC, service disruption considerations exist and the timing of awards are critical. These contracts should begin no later than July 1, 2020 to minimize service disruption. (This pertains to: Puente de la Costa Sur, Peninsula Family Service, StarVista, Family Connections, and San Mateo County Office of Education.)

Procurement Process:

The funding mechanism used to develop this recommendation was a Request for Proposals (RFP) process. A document provided by VIVA Social Impact Partners-comparing various procurement processes is attached (**See Attachment 6.3**).

The RFP process included vetting of proposals with a panel of external experts and F5SMC staff knowledgeable about the field of early childhood development and family engagement. The review panel conducted in depth discussions about the submissions and used a standard rating sheet to arrive at final recommendations.

The review panel asked staff to conduct follow-up conversations with proposers to fine-tune the project delivery approach and/or funding amount. The results of these conversations became part of today's recommendations. In addition, for currently funded programs seeking ongoing support, the review panel took into consideration the performance history of the project and applied a funding step-down commensurate with the 39% overall investment drop.

RECOMMENDATION FOR FUNDING

The table below reflects today's three-year funding recommendation for Peninsula Family Service – Therapeutic Child Development Centers project from the Resilient Families Focus Area. For a full description of the proposed project please see **Attachment 6.1, Row 6C Round 1 Funding Recommendation Chart – Resilient Families Focus Area**.

	Agency & Program	Three-Year Funding Amount Recommendation	Geographic Area Served	Target Service Numbers
6C	Peninsula Family Service (PFS) Therapeutic Child Development Centers (at First Step and Haven House)	\$480,000	Countywide	300 children 375 parents

ISSUES TO CONSIDER

- In order to have continuity of care and staffing stability, contracts that fund existing service strategies must be in place no later than July 1, 2020. This pertains to Peninsula Family Service.
- Approval of these awards will initiate the formal process through which agencies or individuals can appeal the awards. This process is described in each of the procurement documents and is attached for your reference (**See Attachment 6.4**).

FISCAL IMPACT

The recommended award to Peninsula Family Service's Therapeutic Child Development Centers is \$480,000. This award is in accordance with the approved funding allocations of the SPIP and the LTFP.

RECOMMENDATION

Recommend Approval by F5SMC Staff and Review Panel of Award to Peninsula Family Service Therapeutic Child Development Centers in the amount of \$480,000, Contractual Term effective July 1, 2020 through June 30, 2023; Direct Staff to Conduct Contract Negotiations Regarding Same.

DATE: May 23, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Award to StarVista – Healthy Homes Program in the amount of \$600,000, Contractual Term effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel; Direction to Staff to Conduct Contract Negotiations Regarding Same

ACTION REQUESTED

Recommendation by F5SMC Staff and Review Panel for Approval of Award to StarVista – Healthy Homes Program in the amount of \$600,000, Contractual Term effective July 1, 2020 through June 30, 2023; Direct Staff to Conduct Contract Negotiations Regarding Same

BACKGROUND

F5SMC 2020-2025 Strategic Plan and Implementation Plan: At its October 2018 meeting the Commission updated and adopted its 2020-2025 Strategic Plan, approved the LTFP and the Strategic Plan Implementation Plan (**SPIP— See Attachment 6.2**). At the same time the Commission authorized staff to conduct the procurement processes associated with all investment strategies within the SPIP, including the awards under consideration at this meeting.

The Long-Term Financial Plan involves two funding phases: Phase One is a three- year period from July 1, 2020 to June 30, 2023; and Phase Two is a two-year period from July 1, 2023 to June 30, 2025. The SPIP addresses Phase One only.

Key characteristics of the Strategic Plan and the Implementation Plan relevant to the rollout of the Resilient Families allocation include:

- Acknowledgement of declining revenues (on average 39% compared to the last Strategic Plan), and the resulting continued shift toward funding a blend of direct services and systemic improvements.
- Given that some of the projects vetted through the competitive funding process and review panel involve underwriting strategies that are currently supported by F5SMC, service disruption considerations exist and the timing of awards are critical. These contracts should begin no later than July 1, 2020 to minimize service disruption. (This pertains to: Puente de la Costa Sur, Peninsula Family Service, StarVista, Family Connections, and San Mateo County Office of Education.)

Procurement Process:

The funding mechanism used to develop this recommendation was a Request for Proposals (RFP) process. A document provided by VIVA Social Impact Partners-comparing various procurement processes is attached (**See Attachment 6.3**).

The RFP process included vetting of proposals with a panel of external experts and F5SMC staff knowledgeable about the field of early childhood development and family engagement. The review panel conducted in depth discussions about the submissions and used a standard rating sheet to arrive at final recommendations.

The review panel asked staff to conduct follow-up conversations with proposers to fine-tune the project delivery approach and/or funding amount. The results of these conversations became

part of today's recommendations. In addition, for currently funded programs seeking ongoing support, the review panel took into consideration the performance history of the project and applied a funding step-down commensurate with the 39% overall investment drop.

RECOMMENDATION FOR FUNDING

The table below reflects today's three-year funding recommendation for StarVista's Healthy Homes Program from the Resilient Families Focus Area. For a full description of the proposed project please see **Attachment 6.1, Row 6D Round 1 Funding Recommendation Chart – Resilient Families Focus Area**.

	Agency & Program	Three-Year Funding Amount Recommendation	Geographic Area Served	Target Service Numbers
6D	StarVista: Healthy Homes Program	\$600,000	countywide	225 children 255 parents

ISSUES TO CONSIDER

- In order to have continuity of care and staffing stability, contracts that fund existing service strategies must be in place no later than July 1, 2020. This pertains to StarVista,
- Approval of these awards will initiate the formal process through which agencies or individuals can appeal the awards. This process is described in each of the procurement documents and is attached for your reference (**See Attachment 6.4**).

FISCAL IMPACT

The recommended award to StarVista's Healthy Homes Program is \$600,000. This award is in accordance with the approved funding allocations of the SPIP and the LTFFP.

RECOMMENDATION

Recommendation by F5SMC Staff and Review Panel for Approval of Award to StarVista – Healthy Homes Program in the amount of \$600,000, Contractual Term effective July 1, 2020 through June 30, 2023; Direct Staff to Conduct Contract Negotiations Regarding Same.

DATE: May 23, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Award to The Institute for Human and Social Development, Inc. (IHSD) – Family Engagement Unity Project in the amount of \$125,000, Contractual Term effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel; Direction to Staff to Conduct Contract Negotiations Regarding Same

ACTION REQUESTED

Recommendation by F5SMC Staff and Review Panel for Approval of Award to The Institute for Human and Social Development, Inc. (IHSD) – Family Engagement Unity Project in the amount of \$125,000, Contractual Term effective July 1, 2020 through June 30, 2023; Direct Staff to Conduct Contract Negotiations Regarding Same.

BACKGROUND

F5SMC 2020-2025 Strategic Plan and Implementation Plan: At its October 2018 meeting the Commission updated and adopted its 2020-2025 Strategic Plan, approved the LTFP and the Strategic Plan Implementation Plan (**SPIP— See Attachment 6.2**). At the same time the Commission authorized staff to conduct the procurement processes associated with all investment strategies within the SPIP, including the awards under consideration at this meeting.

The Long-Term Financial Plan involves two funding phases: Phase One is a three- year period from July 1, 2020 to June 30, 2023; and Phase Two is a two-year period from July 1, 2023 to June 30, 2025. The SPIP addresses Phase One only.

Key characteristics of the Strategic Plan and the Implementation Plan relevant to the rollout of the Resilient Families allocation include:

- Acknowledgement of declining revenues (on average 39% compared to the last Strategic Plan), and the resulting continued shift toward funding a blend of direct services and systemic improvements.
- Given that some of the projects vetted through the competitive funding process and review panel involve underwriting strategies that are currently supported by F5SMC, service disruption considerations exist and the timing of awards are critical. These contracts should begin no later than July 1, 2020 to minimize service disruption. (This pertains to: Puente de la Costa Sur, Peninsula Family Service, StarVista, Family Connections, and San Mateo County Office of Education.)

Procurement Process:

The funding mechanism used to develop this recommendation was a Request for Proposals (RFP) process. A document provided by VIVA Social Impact Partners-comparing various procurement processes is attached (**See Attachment 6.3**).

The RFP process included vetting of proposals with a panel of external experts and F5SMC staff knowledgeable about the field of early childhood development and family engagement. The review panel conducted in depth discussions about the submissions and used a standard rating sheet to arrive at final recommendations.

The review panel asked staff to conduct follow-up conversations with proposers to fine-tune the project delivery approach and/or funding amount. The results of these conversations became part of today’s recommendations. In addition, for currently funded programs seeking ongoing support, the review panel took into consideration the performance history of the project and applied a funding step-down commensurate with the 39% overall investment drop.

RECOMMENDATION FOR FUNDING

The table below reflects today’s three-year funding recommendation for IHSD’s Family Engagement Unity Project from the Resilient Families Focus Area. For a full description of the proposed project please see **Attachment 6.1, Row 6E Round 1 Funding Recommendation Chart – Resilient Families Focus Area**.

	Agency & Program	Three-Year Funding Amount Recommendation	Geographic Area Served	Target Service Numbers
6E	IHSD: Family Engagement Unity Project	\$125,000	countywide	720 fathers 45 providers

ISSUES TO CONSIDER

- If approved IHSD’s Family Unity Engagement Project is a newly funded program.
- Approval of these awards will initiate the formal process through which agencies or individuals can appeal the awards. This process is described in each of the procurement documents and is attached for your reference (**See Attachment 6.4**).

FISCAL IMPACT

The recommended award to IHSD’s Family Engagement Unity Project is \$125,000. This award is in accordance with the approved funding allocations of the SPIP and the LTFFP.

RECOMMENDATION

Recommendation by F5SMC Staff and Review Panel for Approval of Award to The Institute for Human and Social Development, Inc. (IHSD) – Family Engagement Unity Project in the amount of \$125,000, Contractual Term effective July 1, 2020 through June 30, 2023; Direct Staff to Conduct Contract Negotiations Regarding Same.

DATE: May 23, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Award to Family Connections – Thriving Families Program in the amount of \$600,000, Contractual Term effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel; Direction to Staff to Conduct Contract Negotiations Regarding Same

ACTION REQUESTED

Recommendation by F5SMC Staff and Review Panel for Approval of Award to Family Connections – Thriving Families Program in the amount of \$600,000, Contractual Term effective July 1, 2020 through June 30, 2023; Direct Staff to Conduct Contract Negotiations Regarding Same.

BACKGROUND

F5SMC 2020-2025 Strategic Plan and Implementation Plan: At its October 2018 meeting the Commission updated and adopted its 2020-2025 Strategic Plan, approved the LTFP and the Strategic Plan Implementation Plan (**SPIP— See Attachment 6.2**). At the same time the Commission authorized staff to conduct the procurement processes associated with all investment strategies within the SPIP, including the awards under consideration at this meeting.

The Long-Term Financial Plan involves two funding phases: Phase One is a three- year period from July 1, 2020 to June 30, 2023; and Phase Two is a two-year period from July 1, 2023 to June 30, 2025. The SPIP addresses Phase One only.

Key characteristics of the Strategic Plan and the Implementation Plan relevant to the rollout of the Resilient Families allocation include:

- Acknowledgement of declining revenues (on average 39% compared to the last Strategic Plan), and the resulting continued shift toward funding a blend of direct services and systemic improvements.
- Given that some of the projects vetted through the competitive funding process and review panel involve underwriting strategies that are currently supported by F5SMC, service disruption considerations exist and the timing of awards are critical. These contracts should begin no later than July 1, 2020 to minimize service disruption. (This pertains to: Puente de la Costa Sur, Peninsula Family Service, StarVista, Family Connections, and San Mateo County Office of Education.)

Procurement Process:

The funding mechanism used to develop this recommendation was a Request for Proposals (RFP) process. A document provided by VIVA Social Impact Partners-comparing various procurement processes is attached (**See Attachment 6.3**).

The RFP process included vetting of proposals with a panel of external experts and F5SMC staff knowledgeable about the field of early childhood development and family engagement. The review panel conducted in depth discussions about the submissions and used a standard rating sheet to arrive at final recommendations.

The review panel asked staff to conduct follow-up conversations with proposers to fine-tune the project delivery approach and/or funding amount. The results of these conversations became part of today's recommendations. In addition, for currently funded programs seeking ongoing support, the review panel took into consideration the performance history of the project and applied a funding step-down commensurate with the 39% overall investment drop.

RECOMMENDATION FOR FUNDING

The table below reflects today's three-year funding recommendation for Family Connections Thriving Families Program from the Resilient Families Focus Area. For a full description of the proposed project please see **Attachment 6.1, Row 6F Round 1 Funding Recommendation Chart – Resilient Families Focus Area**.

	Agency & Program	Three-Year Funding Amount Recommendation	Geographic Area Served	Target Service Numbers
6F	Family Connections: Thriving Families Program	\$600,000	RWC, EPA, MP	300 children 465 parents

ISSUES TO CONSIDER

- In order to have continuity of care and staffing stability, contracts that fund existing service strategies must be in place no later than July 1, 2020. This pertains to Family Connections.
- Approval of these awards will initiate the formal process through which agencies or individuals can appeal the awards. This process is described in each of the procurement documents and is attached for your reference (**See Attachment 6.4**).

FISCAL IMPACT

The recommended award to Family Connections Thriving Families Program is for \$600,000. This award is in accordance with the approved funding allocations of the SPIP and the LTFP.

RECOMMENDATION

Recommendation by F5SMC Staff and Review Panel for Approval of Award to Family Connections – Thriving Families Program in the amount of \$600,000, Contractual Term effective July 1, 2020 through June 30, 2023; Direct Staff to Conduct Contract Negotiations Regarding Same.

DATE: May 23, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Award to San Mateo County Office of Education (SMCOE) – Family Engagement and Dual Language Learning Institute Project (FEDLLI) in the amount of \$225,000, Contractual Term effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel; Direction to Staff to Conduct Contract Negotiations Regarding Same

ACTION REQUESTED

Recommendation by F5SMC Staff and Review Panel for Approval of Award to San Mateo County Office of Education (SMCOE) – Family Engagement and Dual Language Learning Institute Project (FEDLLI) in the amount of \$225,000, Contractual Term effective July 1, 2020 through June 30, 2023; Direct Staff to Conduct Contract Negotiations Regarding Same.

BACKGROUND

F5SMC 2020-2025 Strategic Plan and Implementation Plan: At its October 2018 meeting the Commission updated and adopted its 2020-2025 Strategic Plan, approved the LTFP and the Strategic Plan Implementation Plan (**SPIP— See Attachment 6.2**). At the same time the Commission authorized staff to conduct the procurement processes associated with all investment strategies within the SPIP, including the awards under consideration at this meeting.

The Long-Term Financial Plan involves two funding phases: Phase One is a three- year period from July 1, 2020 to June 30, 2023; and Phase Two is a two-year period from July 1, 2023 to June 30, 2025. The SPIP addresses Phase One only.

Key characteristics of the Strategic Plan and the Implementation Plan relevant to the rollout of the Resilient Families allocation include:

- Acknowledgement of declining revenues (on average 39% compared to the last Strategic Plan), and the resulting continued shift toward funding a blend of direct services and systemic improvements.
- Given that some of the projects vetted through the competitive funding process and review panel involve underwriting strategies that are currently supported by F5SMC, service disruption considerations exist and the timing of awards are critical. These contracts should begin no later than July 1, 2020 to minimize service disruption. (This pertains to: Puente de la Costa Sur, Peninsula Family Service, StarVista, Family Connections, and San Mateo County Office of Education.)

Procurement Process:

The funding mechanism used to develop this recommendation was a Request for Proposals (RFP) process. A document provided by VIVA Social Impact Partners-comparing various procurement processes is attached (**See Attachment 6.3**).

The RFP process included vetting of proposals with a panel of external experts and F5SMC staff knowledgeable about the field of early childhood development and family engagement. The review panel conducted in depth discussions about the submissions and used a standard rating sheet to arrive at final recommendations.

The review panel asked staff to conduct follow-up conversations with proposers to fine-tune the project delivery approach and/or funding amount. The results of these conversations became part of today’s recommendations. In addition, for currently funded programs seeking ongoing support, the review panel took into consideration the performance history of the project and applied a funding step-down commensurate with the 39% overall investment drop.

RECOMMENDATION FOR FUNDING

The table below reflects today’s three-year funding recommendation for SMCOE’s Family Engagement and Dual Language Learning Institute Project from the Resilient Families Focus Area. For a full description of the proposed project please see **Attachment 6.1, Row 6G Round 1 Funding Recommendation Chart – Resilient Families Focus Area.**

	Agency & Program	Three-Year Funding Amount Recommendation	Geographic Area Served	Target Service Numbers
6G	SMCOE: Family Engagement and Dual Language Learning Institute Project	\$225,000	countywide	30 fathers 300 providers

ISSUES TO CONSIDER

- In order to have continuity of care and staffing stability, contracts that fund existing service strategies must be in place no later than July 1, 2020. This pertains to SMCOE.
- Approval of these awards will initiate the formal process through which agencies or individuals can appeal the awards. This process is described in each of the procurement documents and is attached for your reference (**See Attachment 6.4**).

FISCAL IMPACT

The recommended award to SMCOE Family Engagement and Dual Language Learning Institute Project is for \$225,000. This award is in accordance with the approved funding allocations of the SPIP and the LTFP.

RECOMMENDATION

Recommendation by F5SMC Staff and Review Panel for Approval of Award to San Mateo County Office of Education (SMCOE) – Family Engagement and Dual Language Learning Institute Project (FEDLLI) in the amount of \$225,000, Contractual Term effective July 1, 2020 through June 30, 2023; Direct Staff to Conduct Contract Negotiations Regarding Same.

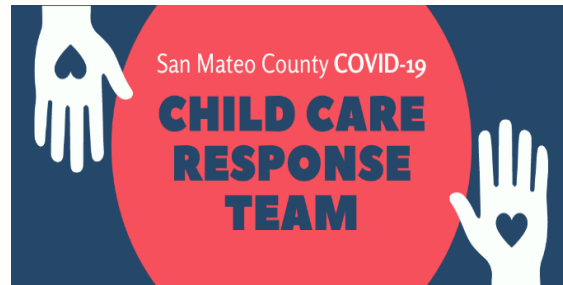
**FIRST 5 SAN MATEO COUNTY (F5SMC)
REPORT OF THE EXECUTIVE DIRECTOR
APRIL 2020**

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

EARLY LEARNING

The San Mateo County COVID-19 Emergency Child Care Response Team

The San Mateo County COVID-19 Emergency Child Care Response Team is a local advisory committee created to ensure a coordinated child care recovery response for our county. Efforts include: consistent communication, coordinated technical assistance to families and providers, coordinated leveraging of funding resources and organized advocacy. Partners include: Silicon Valley Community Foundation, Community Equity Collaborative, Child Care Coordinating Council San Mateo County Office of Education, The Big Lift, the Child Care Partnership Council and First 5 San Mateo County. A web-portal has been developed by the 4C's to house COVID-19 guidance for providers and essential workers. Resources for Child Care and virus-related information and questions can be found here: covidresponse@sanmateo4cs.org and Emergency child care for essential workers www.sanmateo4cs.org



Resources for Child Care and virus-related information and questions can be found here: covidresponse@sanmateo4cs.org and Emergency child care for essential workers www.sanmateo4cs.org

covidresponse@sanmateo4cs.org and Emergency child care for essential workers www.sanmateo4cs.org

To support families, the Emergency Response Child Care Response team curated a resource flyer for families and the Big Lift extended the use of Stanford's Ready4K text messaging intervention for families for the next 3 months: The outreach message to partners and social messaging:

*Please find attached a **family-friendly flyer (Attachment 7.1)** in English, Spanish and Chinese on COVID-19 information and resources in San Mateo County. It is also available on the [San Mateo County Office of Education family resources page](#). This flyer was prepared by the San Mateo County COVID-19 Child Care Response Team and synthesizes the critical information and community services available for families with children ages 0-18 in San Mateo County who are struggling as a result of COVID-19.*

*As part of the Response Team and the San Mateo County Office of Education's (SMCOE) efforts, we also wanted to make you aware of the opportunity to utilize the **Ready4K** text messaging intervention. This evidence-based program originated out of Stanford University and provides 3x/weekly text messages to families on activities to do at home to support children's learning. The messages are short, bite-sized, easy to understand and available in English, Spanish and Arabic. They are customized to children's ages from 0-9 years, so are appropriate for your families with birth – third/fourth grade children. SMCOE currently administers Ready4k in San Mateo County.*

Between now and June, SMCOE can support organizations to launch Ready4K for enrolled students up to 9 years of age. Organizations can join the SMCOE account or open their own account; both options are free. During the next three months, a dedicated phone number is also available as part of Ready4K to push out COVID specific information and resources via text message. Please contact Diana Harlick at धारlick@smcoe.org for more information. Alternatively, parents can self-enroll through our new Ready4k San Mateo County portal at <http://www.bit.ly/Ideas4Kids>.

The Child Care Partnership Council (CCPC) Workforce and Leadership & Impact Committee

The Workforce and Leadership & Impact Committee met on April 13th and 14th respectively. The Workforce Committee reviewed and provided feedback for the CA Department of Education (CDE) Workforce RFA proposal scheduled for April 2020 submission. The Workforce RFA would allocate funding for professional development and career pipeline supports for teachers. CDE has suspended the submission of the proposal and it is most likely that funding for workforce supports will be re-directed because of COVID-19 needs.

The Leadership and Impact Committee heard updates from the Emergency Child Care Response Team, discussed legislative priorities and recommended drafting a support letter to guide the ECE Master Plan. Although the budget and legislative season was in hiatus due to COVID-19, budget hearings and advocacy convened this week. It will be critical for the CCPC to advocate for childcare and supports for children birth to 12 as in previous recessions the early care education budgets were cut and have not been restored since.

Letters to Congresswoman Anna Eshoo and Congresswoman Jackie Speier regarding Dedicated Funding for Child Care During COVID-19 Response

On April 3, 2020, First 5 San Mateo County, Build Up for San Mateo County's Children, and Child Coordinating Council (4Cs) of San Mateo County sent letters to Congresswomen Eshoo and Speier, urging that Congress act to provide at least \$50 billion in total funding dedicated to child care as part of the fourth stimulus package in order to protect and preserve our child care system: providers, workers, and the children and families they serve. (See Attachment 7.2)

Quality Improvement & Expanded Access for Children with Special Needs: ITN process

The community planning process continues to move forward virtually. We have held three online convenings to share information about the proposal process and to hear ideas and priorities from our community partners. F5SMC, SMCOE, and consultant, Viva Social Impact, are working closely together to identify the activities and investments that will be the best use of our dollars given the current local and statewide funding landscape. Lead and Partner agencies are currently developing scopes of work and budgets that will be included in the proposal, which is due on April 30th. A funding recommendation will be brought to the Commission for approval at its May 18th meeting.

CHILD HEALTH AND DEVELOPMENT

Help Me Grow Pediatric Advisory Team Meeting

On February 24th, F5SMC Commissioner and Help Me Grow SMC Physician Champion Dr. Neel Patel convened the HMG SMC Pediatric Advisory Group meeting. The meeting allowed an opportunity for attendees to update on relevant progress and activities related to screening practices, training, and systems. The physician's group also spent time discussing general HMG outreach to pediatric practices and generating feedback on ongoing evaluation of this unique and collaborative effort.

Align Our Systems Taskforce

The Align Our Systems Taskforce was convened February 27th by Michelle Sioson Hyman of SVCF Center for Early Learning in collaboration with F5SMC. The Taskforce prioritized a focus

on programmatic alignment, which resulted in a synergistic and lively discussion amongst members. Following the meeting and in light of the public health crisis, the Taskforce planning team made a decision to put a temporary pause on this work while systems leaders are focused on other obvious priorities.

Integrated Systems for Children with Special Needs Intent to Negotiate (ITN) Release and Process

The Integrated Systems for Children with Special Needs ITN was released to the public on March 3rd. The goal of the ITN is to 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. F5SMC has approved up to \$3,421,000 for the 3-year time frame of July 1, 2020-June 30, 2023 in collaboration with other funders, including the David & Lucile Packard Foundation, Sequoia Health Care District, and Peninsula Health Care District for this effort. Since the release of the ITN document, F5SMC staff and consultants have held two virtual proposer conferences, accepted letters of intent for agencies interested in lead or partner roles, and convened a review panel to make a recommendation for the Lead role. Final proposals are due Monday May 4th and a recommendation is expected to come to the Commission for approval at the May Commission meeting.

FAMILY ENGAGEMENT

Resilient Families Procurement Process

The funding recommendations related to the Resilient Families Focus Area of the 2020-2025 Strategic Plan will be presented to the Commission at the April 27th Commission meeting. The total allocation for the first three-year period of the Strategic Plan Implementation Plan (SPIP) for the Resilient Families Focus Area totals \$3,180,000. The amount requested via proposal received totaled \$8,164,947. Therefore, none of the projects are being recommended for full funding, as they requested. As a result, the review panel directed staff to conduct brief half-hour interviews with each applicant to ascertain their ability to provide services with reduced budgets, and to derive general service target numbers. Further refinement of the recommendations will be needed during contract negotiations. In addition, the contract negotiation period will be utilized to discuss and plan for service delivery modifications as a result of COVID-19. Final recommended projects will be presented to the Commission at its May meeting, at which time a final vote will be taken.

COVID-19 Family Engagement Portfolio Assessment:

Program Specialist, Karen Pisani, is in conversations with the grantees in her portfolio to offer support and problem solving around service delivery challenges as a result of COVID-19. Some grantees remain on track for spending the remainder of their three-year contract by the end of FY 19/20, but others anticipate an underspend/need for budget revisions. For grantees who normally provide groups, several of them are attempting virtual groups via zoom meetings once security/privacy issues are handled. Others are providing one-on-one check-ins with group participants. Those offering home visits are now providing virtual home visits via zoom, facetime, etc. Some clients are connecting via phone calls and text message check-ins. Grantees are working hard to reach clients via modes comfortable and appropriate for each

family situation. Another strategy that several grantees are implementing is dropping off home-kits with program-related materials (curriculum, activity items, books, etc.) so that parents can stay engaged with their children and children continue learning and receiving programmatic supports. Grantees are being very resourceful and thoughtful during a very difficult time for their clients and themselves. Thank you! (Current Family Engagement Grantees include: Family Connections, Puente de la Costa Sur, Peninsula Family Services, Redwood City 2020, San Mateo County Office Of Education (ECLDI), and StarVista.)

POLICY & ADVOCACY UPDATES

Census Update

On April 13th, Jenifer Clark participated in the Bay Area Counts 2020 Regional Webinar hosted by United Way of the Bay Area. So far, San Mateo County has the second-highest response rate across all of California, at 59.9% (as of April 16th). Low-responding tracts include areas of Pescadero, Montara, El Granada, East Palo Alto, North Fair Oaks, Colma, and Daly City. The Census Bureau has announced that it plans to seek an extension of 120 days to complete data collection and analysis of the 2020 Census. This will require Congressional approval.

COVID-19 Response and Messaging

F5SMC has created and shared a COVID-19 response page on the website with resources for providers and parents. Due to the quickly changing nature of the crisis, the primary method of sharing information has been through social media. F5SMC staff and its communication firm, RSE, have been posting 2-3 posts per day to increase engagement on our Facebook page, sharing key operational updates from family-serving agencies, resources for parents on how to discuss COVID-19 with children, age-appropriate activities to do at home, etc. An ongoing COVID-19 communications strategy is being finalized to effectively convey the most critical messages for parents and providers, including directing providers to ACEs Connection to understand the trauma implications for children, families, and the workforce.

Census Outreach

Due to COVID-19 all in-person outreach activities have been put on hold. Outreach has shifted to social media. F5SMC has been following the lead of F5 Association and San Mateo County and sharing information about completing the census and key messages about the importance of the census. *We Count* census books have been delivered to core service agencies in Daly City and Pescadero so they can be distributed with free meals. F5SMC will continue outreach activities through summer (potentially fall).

California Announces Partnerships, Strategies to Count Youngest Children in 2020 Census

Press release from California Census 2020, April 2, 2020. First 5 Association and California Census 2020 Campaign announced their partnership and outreach strategies to make sure that the youngest children are counted in the 2020 Census. (See Attachment 7.3)

Letters of Support

Don't Let History Repeat Itself: Safeguard CA Kids

On April 14, 2020, First 5 San Mateo County along with other First 5 Counties signed on a letter urging Governor Newsom and other Legislators to keep California's youngest children a priority for the upcoming 2020 – 2021 State Budget. (See Attachment 7.4)

Support Governor Newsom's Proposal to Expand Job Protection for Working Families.

On February 27, 2020, First 5 San Mateo County signed on a letter urging the Senate and Assembly Budget Subcommittees to support the Governor's budget proposal to expand job protected leave for California's working families. (See Attachment 7.5)

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

First 5 California Commission COVID Response

On April 13th, the First 5 California Commission (F5CA) approved \$4M in emergency funding for supplies for child care sites serving essential workers and community sites. F5SMC will work with partners including the 4C's, SMC Health/Child & Family Services and Human Service agency for distribution. This round of supplies will include soap, hand sanitizers, wipes and diapers and should be delivered within the next 2 weeks. Additional supplies such as formula, gloves and etc. are being vetted and coordinated with other agencies for funding. F5CA is working in partnership with the Supply Bank.Org.

First 5 Association (Virtual) Advocacy Day:

On April 21st, Kitty Lopez and Michelle Blakely participated in legislative visits with Assembly Members: Mark Berman, Kevin Mullin and Senator Scott Wiener. Updates were given on local COVID-19 responses and priorities including: ECE/child care, family resiliency and comprehensive health including care coordination.

First 5 Association ECE Master Plan Letter

Prior to COVID-19, the State had committed to developing California's long-awaited Master Plan for Early Learning and Care. This plan aims to address how California can expand comprehensive, affordable, and quality child care and universal preschool for young children across the state. Prioritization of young children and families (Prenatal through five) is even more critical today. All 58 counties embrace and advocate for the core principles of: Whole Child and Whole Family Approach, Integrated Services, Equity and Prevention. Work on the ECE Master Plan continues across the state and the first draft of the plan is expected in May 2020 with the final plan adoption in October 2020. (See Attachment 7.6)

OTHER – COMMUNICATIONS REPORT

Request for Qualifications (RFQ) for Communications Consultation Services

F5SMC released its RFQ for Communications Consultations Services on March 17, 2020. Deadline to receive Qualification Submittals will be on April 27, 2020. The Review Panel will be reviewing the submittals and will make a recommendation on the May Commission Meeting. The contract is up to a total of \$300,000 for 3-years term which begins July 1, 2020 to June 30, 2023.

"Think Bigger" Online Newsletter

F5SMC and RSE are working together to develop the quarterly online newsletter. Topics of the newsletter include Supporting San Mateo County Families During and Beyond Covid-19, Census 2020 and Child Care. The online newsletter will be released in a few weeks. Stay tuned!

Child Care was Always Essential

Build Up for San Mateo County's Children Director, Christine Padilla, wrote a blog for the F5SMC regarding the importance of child care especially during this health crisis. Click the link to read her blog <https://first5sanmateo.org/2020/04/17/child-care-was-always-essential/>

March 2020 Social Media Report and Website Analytics Report (See Attachment 7.7)

San Mateo County COVID-19

**CHILD CARE
RESPONSE
TEAM****RESOURCES
FOR FAMILIES**FOR ESPAÑOL OR 中文, VISIT: [BIT.LY/SMCOE4FAMILIES](https://bit.ly/SMCOE4FAMILIES)**HELP WITH EMERGENCY FINANCIAL ASSISTANCE, FOOD, HOUSING, UTILITIES
AND OTHER BASIC NEEDS**

Go to your nearest Core Services Agency or call 2-1-1.

SAMARITAN HOUSESan Mateo
(650) 347-3648
samaritanhouse
sanmateo.org**COASTSIDE HOPE**El Granada
(650) 726-9071
coastsidehope.org**FAIR OAKS****COMMUNITY CENTER**
Redwood City
(650) 780-7500
bit.ly/RWCFairOaks**EL CONCILIO**East Palo Alto
(650) 330-7432
bit.ly/EIConcilioEPA**PUENTE DE LA
COSTA SUR**Pescadero
(650) 879-1691
mypuente.org**YMCA COMMUNITY
CENTER**South San Francisco
(650) 276-4101
bit.ly/Y_Resources**PACIFICA
RESOURCE CENTER**(650) 738-7470
www.pacresourcecenter.
org**DALY CITY
COMMUNITY CENTER**(650) 991-8007
bit.ly/DalyCityCCFor more information on how to apply for Emergency Financial Assistance, go to bit.ly/SMCEmergencyAssistance.Point your camera app
here to visit the website!**OTHER SERVICES FOR FAMILIES**

- For **free groceries**, call 1-800-984-3663 or text "GETFOOD" to (408) 455-5181.
- For help figuring out how to **get the right services for your family's needs**, call Help Me Grow at (650) 762-6930 or visit helpmegrowsmc.org.
- If you have a child under 18, go to bit.ly/SMC_Meals to find the closest school meal site.
- For a **list of community resources**, see bit.ly/SMC_Community.


**URGENT ALERTS**To receive County of San Mateo urgent text alerts, sign up at bit.ly/SMC_Texts
Visit www.smcgov.org to access all San Mateo County information on COVID-19.



PARENTING RESOURCES AND TIPS BY TEXT

Do you have children ages 0-9 and want to receive text updates about COVID-19 and get ideas for things to do with children at home? Sign up here: bit.ly/Ideas4Kids



Point your camera app here to visit the website! 



IMMIGRANT SUPPORT

For information and support on immigration, employment, tenant rights and other legal matters, call the Legal Aid Society of San Mateo County at (650) 558-0915 or visit www.legalaidsmc.org.



FAMILIES IN CRISIS

If you are affected by violence in the home, you can get support from the CORA 24/7 hotline at 1-800-300-1080 or visit www.corasupport.org.



If you know someone or are yourself experiencing a mental health or personal crisis, call the StarVista 24/7 Crisis Support Line at 1-800-273-8255 or visit star-vista.org/programs/crisis-center.



ABOUT THE CORONAVIRUS SYMPTOMS INCLUDE:

- Feeling like you have a fever
- A new cough
- Shortness of breath

If you have symptoms/are at risk, it's especially important to stay home and avoid in-person contact with others. If you have symptoms, call for medical attention.

SOME PEOPLE ARE MORE LIKELY TO GET VERY SICK FROM COVID-19, INCLUDING:

- People over 65 years old
- People with compromised immune systems
- People with serious chronic medical conditions

If you or someone you know is high risk, avoid going out. Stay in touch with loved ones by phone or online.



KEEPING YOUR FAMILY HEALTHY

DO

- Stay home
- Avoid people outside of your household
- Wash hands with soap and water for at least 20 seconds
- Cover your cough or sneeze with a tissue
- Disinfect frequently touched objects and surfaces
- Maintain a safe social distance of 6 feet from other people whenever outside of the house

DON'T

- Shake hands
- Touch your face
- Go to the doctor if you aren't sick
- Stockpile masks or gloves

For more info, visit covid19.ca.gov



SAN MATEO COUNTY COVID-19 CHILD CARE RESPONSE TEAM





April 3, 2020

The Honorable Anna Eshoo
 U.S. House of Representatives
 698 Emerson Street
 Palo Alto, California 94301

Re: **Dedicated Funding for Child Care During COVID-19 Response**

Dear Congresswoman Eshoo:

Build Up for San Mateo County's Children, a county-wide collaborative initiative designed to grow and improve the supply of child care and preschool facilities in San Mateo County, along with leadership partners, **Child Care Coordinating Council (4Cs) of San Mateo County** and **First 5 San Mateo County** are asking for your support. Across San Mateo County, close to 11,000 spaces are needed for children ages birth to four years old, and now more than ever we must act quickly to **preserve** all existing spaces.

We appreciate the initial investments made through the Coronavirus Aid, Relief, and Economic Security (CARES) Act to help mitigate the impact of the current public health crisis on children, families, and child care providers. The emergency funding provided through the Child Care and Development Block Grant (CCDBG), along with other supports provided in the package, such as paid leave and loans for small businesses, are a critical first step in helping child care providers and families survive the growing public health and economic crisis caused by the spread of COVID-19. As the scope and scale of the devastation grows, it is clear that additional support is needed that reflects child care provider's essential status in providing care to the children of front-line workers and serving as the bedrock for a future recovery. **Congress must act to support dedicated funding for child care.**

This crisis is affecting all parts of the child care industry, whether providers are part of the existing subsidy system or the private-paying market. Closures critical to preventing the spread of the virus, some mandated by states, and some reflective of educators' and parents' difficult decisions, have left tens of thousands of child care providers without the means to pay their basic operating expenses. At the same time, some providers are risking their own health to provide care for the children of essential personnel who simply cannot continue their critical work on the front-lines of the coronavirus pandemic without this care. As these providers remain open, they face additional expenses and insufficient resources to support the necessary measures they must take, including paying substitutes, purchasing protective and cleaning supplies, operating for longer hours, and making staffing adjustments to create small groups that protect children, families, and staff.

The pressure is not on educators and providers alone, our nation's child care system rests in large part on families' ability to pay for it. Families, especially families with low incomes, should not be in a position of having to shoulder that burden during a time when job security is low, wages are compromised, and children need to be kept safe.

The need for a functioning child care system is also critical for getting families back to work and school as we recover from this crisis. The profound gaps in our child care infrastructure already cost American families and the economy billions each year in lost wages. If Congress does not take swift action to ensure that child care providers can serve essential workers now, and survive this crisis when it ends, so that they and families around the country can return to work, that loss will grow exponentially, impeding the full recovery of the American economy.

The \$3.5 billion in supplemental funding provided through CCDBG is an important first step in helping to support the child care system during this economic and public health crisis. Because child care as an industry has an economic impact on states – in the U.S., industry revenue combined with spillover effects have a \$99.3 billion impact on state economies, a much larger and ongoing investment will be needed to preserve the child care system so that it works for children, families, educators, businesses, and our nation’s economy. **We request that Congress act to provide at least \$50 billion in total funding dedicated to child care as part of the fourth stimulus package.** Child care’s essential status demands dedicated relief that acknowledges the unique needs of a system that was already teetering on the edge of financial viability before this pandemic. In addition, relief funding must be provided with enough flexibility to address the needs of particular communities and families for the duration of this crisis -- since rules about closure, essential workers, and many functions of child care are determined at the state level -- while still maintaining strong health and safety requirements that are especially important in the context of the COVID-19 pandemic. This funding must allow funding for needs that they identify, including (but not limited to):

- Paying providers to cover ongoing operating costs while they are closed;
- Providing essential duty pay for child care workers in programs that are remaining open during the crisis;
- Providing materials, resources, training and other public health supports regarding health and safety practices;
- Eliminating copayments or tuition for families during this public health and economic crisis while ensuring that providers are still paid;
- Funding and paying substitute educators where needed and available;
- Purchasing materials for providers that cannot afford or find supplies.
- Providing virtual learning opportunities when appropriate and mental health supports for families; and
- Support for helping child care providers navigate small business loan application processes.

We are at risk of the disintegration of our child care infrastructure, leaving children, families, and child care workers with no system to return to as we recover. At the beginning of this crisis, nearly 50% of child care providers predicted that they would not survive more than two weeks of closures without support; many of these closures have begun, and without a clear end in sight, the widespread effects are already being felt. Providers that remain open are struggling to cover their operational costs, with reduced enrollment, especially as they try to protect the wellbeing of their workers and the families they serve during this pandemic.

Child care is an essential need for millions of children and families, and it will continue to be the backbone of our economy both during and after this crisis, but only if additional funding is provided to keep it afloat. **In order to protect and preserve our child care system for child care providers, workers, and the children and families they serve, we urge lawmakers to provide \$50 billion in aid targeted to the child care sector in the next stimulus package.**

We respectfully ask for your support and thank you for your ongoing invaluable leadership. We stand ready to assist you to support children and families in San Mateo County. **We are already working to address this crisis as members of the San Mateo County COVID-19 Child Care Response Team.** If you need further information, please don't hesitate to contact us at 650.517.1436 or by emailing cpadilla@sanmateo4cs.org.

Most gratefully,

Christine Padilla

Christine Padilla
Director, Build Up for SMC's Children

David Fleishman
Executive Director, 4Cs of SMC

Kitty Lopez
Executive Director, F5SMC



April 3, 2020

The Honorable Jackie Speier
U.S. House of Representatives
155 Bovet Road, Suite 780
San Mateo, California 94402

Re: **Dedicated Funding for Child Care During COVID-19 Response**

Dear Congresswoman Speier:

Build Up for San Mateo County's Children, a county-wide collaborative initiative designed to grow and improve the supply of child care and preschool facilities in San Mateo County, along with leadership partners, **Child Care Coordinating Council (4Cs) of San Mateo County** and **First 5 San Mateo County** are asking for your support. Across San Mateo County, close to 11,000 spaces are needed for children ages birth to four years old, and now more than ever we must act quickly to **preserve** all existing spaces.

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The need for a functioning child care system is also critical for getting families back to work and school as we recover from this crisis. The profound gaps in our child care infrastructure already cost American families and the economy billions each year in lost wages. If Congress does not take swift action to ensure that child care providers can serve essential workers now, and survive this crisis when it ends, so that they and families around the country can return to work, that loss will grow exponentially, impeding the full recovery of the American economy.

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Most gratefully,

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Director, Build Up for SMC's Children

David Fleishman
Executive Director, 4Cs of SMC

Kitty Lopez
Executive Director, F5SMC

FOR IMMEDIATE RELEASE: Thursday, April 2, 2020
MEDIA CONTACT: press@census.ca.gov 916-214-9266 (cell)

PRESS RELEASE

California Announces Partnerships, Strategies to Count Youngest Children in 2020 Census

SACRAMENTO – Today, the California Census 2020 Campaign and the First 5 Association of California announce a range of outreach strategies and partnerships to help ensure the state's youngest children are counted in the upcoming 2020 Census.

Through their [All Kids Count campaign](#), First 5 Association of California is using the campaign to complement its outreach to young children and their families and has forged a partnership that brings together California's largest networks working with children aged zero to five in California.

Through [the First 5 campaign's toolkit](#), which includes social media, videos, and printed materials, families will receive information in ways that are most respectful of their first language. First 5s across California are partnering with school districts and foodbanks across the state to distribute Census materials to families with young children as part of existing food distribution operations. The campaign will deploy trusted messengers including in PSAs in English and Spanish airing on PBS from April 1.

They are also sharing resources with relevant state agencies and departments like the California Health and Human Services Agency to inform Californians they already serve. Each partner serves the most at risk and isolated, and hardest-to-count families in the state.

"Young children in California have been historically undercounted in previous censuses. They are also those with the most to gain from a complete count – it is their future that this Census will fund, their representation that will be determined. It is crucial that parents and guardians have the tools and information necessary to ensure that our young children are counted in 2020," said **Ditas Katague, Director of the California Complete Count – Census 2020**.

Ensuring the youngest children are counted has been a historic challenge. Moreover, there is evidence that the undercount for this population has been increasing while there has been an improvement in coverage for other age groups. The 2010 Census had a net undercount of 4.6 percent for young children, compared with a net overcount of 0.1 percent for the total population^[1]. That translates into a net undercount of almost 1 million young children nationwide, and around 210,000 in California—the highest of any state.

"This campaign is about helping families secure the support they need for the next decade. An undercount of young children in 2020 would affect funding for programs that support children: schools, childcare, health care, food assistance, housing, and public transportation," said **Kim Goll, President of the First 5 Association of California Executive Committee Board**.

In light of COVID-19 concerns, it is important to highlight that every Californian can respond to the Census online at <https://my2020census.gov> or by phone by calling the numbers available below, or by mail if they received a paper form.

The California will continue outreach and education efforts in a way that protects the health and safety of all Californians. That includes shifting toward phone banks, webinars and events

where partners can continue to give the state's hard-to-reach communities the information and the support they need to participate in the Census with confidence.

What Californians Need to Know About the 2020 Census:

- The Census is a simple, confidential 9 question survey
- Questions include name, address, sex, race, ethnicity, age, and whether you own or rent the home
- Californians should self-identify in regard to race, ethnicity and gender
- Make sure you count everyone in your home, including any friends or family members who are living and sleeping there most of the time
- The Census Bureau will never ask about your citizenship status, or for sensitive information like your social security number, bank accounts, or payments/donations
- The Census Bureau will never reach out to you on behalf of a political party
- Your responses to the Census are protected by law and cannot be shared with, or used by, any other government agencies. Answers cannot be used for law enforcement purposes, to determine eligibility for government benefits or immigration enforcement
- For more information and answers to frequently asked questions, please visit californiacensus.org.

Why California's Participation Counts

Ensuring every California household participates in the Census is critically important. Mandated by the U.S. Constitution, the Census determines how billions of dollars of federal funding are distributed to each state every year for education resources, affordable housing programs, nutrition and health care services, and more. Estimates show that for every person uncounted, California could lose \$1,000 a year for 10 years. That's as much as \$10,000 per person in funds lost over the next decade.

The Census also determines the state's political representation through the number of representatives in the U.S. Congress and the California State Legislature. Participating in the Census can help ensure Californians' voices are heard in Sacramento and Washington, D.C.

###

The California Complete Count – Census 2020 Office

Once each decade, the U.S. Census Bureau attempts to count every person in the United States. California leaders have invested \$187.2 million toward a statewide outreach and communication campaign. For more information, please go to <https://californiacensus.org/>.

DATA: To see data on the hard-to-count populations in cities, counties, congressional and legislative districts in California, please visit: <https://census.ca.gov/htcfactsheets/>.

LANGUAGE LINE

TOLL-FREE NUMBER

English	844-330-2020
Spanish	844-468-2020
Chinese (Mandarin)	844-391-2020
Chinese (Cantonese)	844-398-2020
Vietnamese	844-461-2020
Korean	844-392-2020
Russian	844-417-2020
Arabic	844-416-2020
Tagalog	844-478-2020

Polish	844-479-2020
French	844-494-2020
Haitian Creole	844-477-2020
Portuguese	844-474-2020
Japanese	844-460-2020
English (Puerto Rico residents)	844-418-2020
Spanish (Puerto Rico residents)	844-426-2020
Telephone Display Device (TDD)	844-467-2020

All lines provide live customer service representative support providing information about the 2020 Census and assistance with the questionnaire.

- Callers to the English and Spanish language lines will be routed through the Interactive Voice Response system prior to being transferred to a customer service representative.
- Callers to all other language lines will be greeted in that language by a customer service representative.

###

[1] https://www2.census.gov/programs-surveys/decennial/2020/program-management/final-analysis-reports/2020-report-2010-undercount-children-complex_households.pdf

Don't Let History Repeat Itself: Safeguard CA Kids

Add your Organization to the Letter Below

If you are new, welcome! Hit the blue button at the bottom of the page to continue and enter your organization's information.

If you are already in The Children's Movement, begin typing your organization's name in the box. Select your organization, then hit the blue button at the bottom of the page.

if applicable, please type out the word "and" rather than using the "&" symbol

Dear Governor Newsom and State Legislators,

Thank you for your leadership in addressing this pandemic and your tireless work to support our health, our economy, our communities and our most vulnerable residents.

The spread of COVID-19 is impacting everyone, and every corner of life. It is particularly devastating for California's children and families who were already in crises before the pandemic: families with young children – the cohort of our state's population most in poverty – who couldn't access essential supports, including sufficient nutrition and quality child care and preschool; children who were abused and neglected and/or witness to domestic violence; the majority of California students who lacked the educational supports they needed to meet basic grade-level reading and math standards; many children living in immigrant or undocumented families; the unacceptably low number of children in Medi-Cal who received preventive care and health screenings; and the millions of young people experiencing mental health challenges, including many who struggled with suicidal thoughts. Vulnerable kids were not receiving the supports and services they needed as we entered 2020, requiring a significant shift in state priorities to ensure our collective future. Now this shift is essential as a result of COVID-19.

Moreover, during the last economic downturn, it was child-serving programs, including early childhood and K-12 education, that received the most dramatic funding cuts in California. We can't repeat that history.

The undersigned call on you to prioritize kids in the upcoming 2020-21 state budget – holding crucial children’s programs and services harmless and increasing targeted supports as much as possible.

Specifically, we urge the following:

- Stabilize the fragile child care system by extending the hold harmless provisions for child development programs through budget year 2020-21.
- Ensure our education system has sufficient resources for the summer months to provide school meals and to address the significant learning loss that has occurred.
- Protect schools from budget reductions, mid-year cuts and funding deferrals through the next academic year, and prioritize support for our most vulnerable students as required by LCFF.
- Provide targeted funding for training programs like youth mental health first aid so that adults who care for children, including school staff, are able to de-escalate tense emotional situations and provide appropriate support.
- Ensure expedited implementation of the Family Urgent Response System (FURS) for foster youth and their caregivers, who need immediate access to trauma-informed supports during moments of instability.
- Establish the Child Welfare Disaster Response Fund to provide critical resources for children and youth in foster care and their caregivers who face unique challenges when disasters strike.

We recognize the strain you are experiencing as you try to grapple with the enormity of this crisis and keep the Golden State intact. As always, prioritization is essential, and we urge you to ensure that our most precious constituency, our kids, are your top priority.

Sincerely,
The Undersigned Organizations

[Next](#)

[Contact Information](#)



Sign-On Letter to Support Governor Newsom's Proposal to Expand Job Protection for Working Families

Please join us in urging the Senate and Assembly Budget Subcommittees to support the Governor's budget proposal to expand job protected leave for California's working families. Please have your organization sign on by **Friday, February 28th**.

This February, Governor Newsom released a budget proposal to protect Californians from losing their jobs when they take leave from work to care for themselves, a new child, or a seriously ill family member. Specifically, the Governor's proposal would increase access to Paid Family Leave by protecting workers' jobs no matter the size of their employer. It would also provide job protection for family caregiving using a more inclusive definition of family, including siblings, grandparents, grandchildren, adult children, and parents-in-law. In short, it will ensure equitable access to Paid Family Leave and will help preserve the health and long-term financial security of California's working families, while also reducing health care costs to the state and benefiting businesses and the overall economy.

Please **click next** to read a full copy of the support letter and then simply provide your name, organization, and email to sign on!

We will be sending the final letter with the list of organizational supporters to the Senate and Assembly Budget Subcommittee Chairs. **Please sign on by Friday, February 28th**.

Below is the full text of the support letter. Footnotes have been omitted, but will be included in the final version sent to the subcommittees.

Click Next at the bottom to sign on!

Dear Subcommittee Chair:

On behalf of the undersigned organizations, we write to express our enthusiastic support for Governor Newsom's 2020-21 budget proposal to protect Californians from losing their jobs when they take leave from work to care for themselves, a new child, or a seriously ill family member. Specifically, the Governor's proposal provides for:

- 1) job-protected leave for all employees, regardless of employer size, to bond with a newborn, adopted, or foster child, care for a seriously ill family member, address a military exigency, or care for their own serious illness under the California Family Rights Act;
- 2) job-protected leave for pregnancy and childbirth related disability, regardless of employer size, under the Pregnancy Disability Leave Act; and,

3) alignment of the California Family Rights Act's definition of family with the more inclusive definition under California's Paid Family Leave law, recognizing the value of diverse and multigenerational familial relationships and allowing families to care for each other during times of need.

This proposal implements the critical first step of the comprehensive recommendations issued by the Governor's Paid Family Leave Task Force, which included representatives of the business, labor, and early childhood education communities. Ensuring job protection for all workers will improve family health, increase family economic stability, cut healthcare costs, grow the labor market, and invest in the wellbeing of future generations. For these reasons, we urge your support.

Introduction

California's Paid Family Leave and State Disability Insurance programs cover over 18 million people and provide crucial wage replacement benefits when workers need leave to welcome a new child or address a personal or family health crisis. These programs are funded by employee payroll taxes and virtually all private employees qualify for benefits when they experience covered life events. As important as these programs are, they do not provide job protection. This means that workers can lose their jobs for taking necessary leave unless they qualify for job protection under separate laws. Currently, California's job protection laws have strict eligibility requirements that leave out a significant portion of the workforce, and disproportionately exclude low-wage workers.

1. Wage Replacement Programs

California's wage replacement programs ensure that workers receive some pay when they take time off from work for health or family reasons. The State Disability Insurance program (SDI) provides partial wage replacement benefits to workers who are unable to work due to a non-work-related disability, including pregnancy and childbirth-related disabilities.

California's Paid Family Leave program (PFL) provides 6 weeks of partial wage replacement benefits to workers who are bonding with a new child or caring for a seriously ill family member. PFL defines family to include parents, children regardless of age, spouses, registered domestic partners, parents-in-law, siblings, grandparents, and grandchildren. Thanks to the Governor's leadership, PFL will be extended from 6 to 8 weeks starting July 1, 2020. And, as of 2021, PFL will also cover qualifying military exigencies.

2. Job Protection Laws

Job protection laws do not provide pay; they simply give employees the right to take time off and return to their same or equivalent job with benefits continued during leave. These job protection laws include:

- The California Family Rights Act (CFRA) provides 12 weeks of unpaid, job-protected leave for a worker's own serious illness, to care for a seriously ill family member, or to bond with a new child. CFRA only applies to employees who work for an employer with at least 50 employees within 75 miles of the employee's worksite, who have been on the job for at least 1 year, and who have worked at least 1250 hours in the year before their leave. CFRA has a limited definition of family, only including parents, minor or adult dependent children, spouses or registered domestic partners.
- The New Parent Leave Act (NPLA) provides 12 weeks of unpaid, job-protected leave to bond with a new child. It covers employers with 20 to 49 employees (and therefore too small to be covered by CFRA). NPLA otherwise has the same eligibility requirements as CFRA.
- California's Pregnancy Disability Leave Law (PDL) entitles pregnant workers to job-protected, unpaid leave during the time they are actually disabled by pregnancy, childbirth or related conditions. Although the law allows up to a maximum of 4 months if medically necessary, leave typically lasts only up to 10 or 12 weeks (4 weeks before the due date and 6 to 8 weeks postpartum). PDL only applies to workers who have employers with at least 5 employees.

The Governor's Proposal Aligns Wage Replacement and Job Protection to Ensure Equitable Access to Leave, Especially for Workers with Low Incomes.

Taken together, the purpose of California's wage replacement and job protection laws is to allow families to recover from illnesses and be there for each other during life's significant moments – when a baby is born, when a parent is dying of cancer, or a spouse suffers a stroke – without having to worry about losing their job, health benefits, or income. Unfortunately, the laws do not align, and many more people are eligible for wage replacement than job protection, which leaves millions of Californians vulnerable to losing their jobs and long-term financial security for taking the leave they need to care for themselves or their families.

The undersigned organizations support the Governor's proposal to provide job protection to all employees, no matter their employer size, and to align the definition of family in CFRA and PFL to be more inclusive.

1. All Workers Should Have Access to Job-Protected Leave Regardless of Their Employer Size. 7.5

Virtually all private employees are eligible for wage replacement benefits under PFL or SDI to recover from their own disability, care for a seriously ill loved one, or bond with a new child. But too few workers are eligible for job protection, meaning they have to risk their economic future to take leave. Based on employer size alone, at least 40% of workers are currently excluded from the CFRA (covering employers with 50 or more employees), and at least 25% of workers are excluded from the New Parent Leave Act (covering employers with 20 or more employees).

Low-wage workers are disproportionately less likely to be covered, as they are more likely to work for small employers. A 2018 survey conducted by the California Employment Development Department (EDD) determined that a top reason for not using Paid Family Leave was fear of job loss. Unfortunately, this worry is well founded. Right now, for over 7 million Californians who work for employers with fewer than 50 employees, taking leave to help a loved one through a medical emergency could cost them their job.

As a result, workers with low wages are not utilizing the Paid Family Leave program as frequently as higher wage workers. In 2018, workers who earned less than \$20,000 a year made up over 38% of the state's workforce, yet they only represented 24% of total claims that same year. Of the 6.8 million workers who earned less than \$20,000 in 2018 and were covered by the PFL program, only 45,672 workers utilized the PFL program. This 0.7% utilization rate is lower than that for other income levels, which all exceeded 2% utilization.

Further, while virtually all pregnant workers in the private sector pay into SDI and can therefore receive SDI while they are disabled by pregnancy and childbirth, only those who work for employers with at least 5 employees have their jobs protected while they take this time. More than 1.4 million Californians work for employers with fewer than 5 employees. Thus, these workers can legally be fired for taking leave to have a baby or recover from birth. California's families deserve better. Workers should not be fired for needing leave to have or bond with a new child, or to deal with their own or a family member's serious health condition. And workers should be able to access the SDI and PFL benefits that they pay for out of their own paychecks without having to risk their jobs.

California led the nation in passing the first Paid Family Leave program in 2002, but our state is now falling behind. Other states including New York, Rhode Island, Massachusetts, Connecticut, and Oregon have enacted paid family leave laws that provide job protection for all workers, regardless of employer size.

Ensuring job protection for all employees is an essential step to ensuring equitable access to paid leave. We proudly support the Governor's proposal to equalize access to job-protected leave, regardless of employer size.

2. The Definition of Family in the California Family Rights Act Should be Aligned with the More Inclusive Definition in Paid Family Leave.

The California Family Rights Act's narrow definition of family should be consistent with the more inclusive definition in Paid Family Leave. The Governor's proposal would align these definitions.

CFRA guarantees workers the right to take unpaid leave from work to care for a seriously ill family member without risking one's job. Unfortunately, CFRA excludes many workers from the opportunity to care for their loved ones because of its overly narrow definition of family. CFRA covers only minor and adult dependent children, parents, spouses, and registered domestic partners.

This limited definition does not reflect California's families. California has the second highest percentage of multi-generational households in the country, families that are disproportionately likely to live in poverty and to be of color. One study showed that over 40% of caregivers were not covered under CFRA's definition of family. With the expansion of California's Paid Family Leave law under SB 770 (Jackson, 2013), workers who need to care for a seriously ill sibling, adult child, grandparent, grandchild, or parent-in-law can receive wage replacement benefits but can still be denied leave by their employer or can be fired for taking that leave.

An inclusive family definition is especially important for the LGBTQ community, people with or caring for those with disabilities, veterans, and for the increasing number of Californians, disproportionately people of color, living in multigenerational households. We support and commend the Governor's proposal to make job-protected leave available for diverse families.

Increasing Access to Paid Family Leave Will Improve Family Health and Economic Security.

Paid family and medical leave is associated with many positive health impacts for families because it makes it possible for workers to take the leave that they need to care for themselves, a new child, or an ill family member, and return to work.

California Paid Family Leave has nearly doubled the duration of leave new parents take from around 3 to 6 or 7 weeks, with especially significant increases among mothers without a college degree, single mothers, and Black and Latinx mothers. PFL has also increased the duration of leave taken by fathers. This means that more children have

been able to stay in their parents' care longer, resulting in health benefits for the whole family. Paid Family Leave is also associated with long-lasting improvements in maternal physical and mental health, including reductions in stress and depression. PFL is associated with reduced infant and post-neonatal mortality, improved breastfeeding rates and duration, and the increased likelihood of a child attending well-baby visits and receiving vaccines. The first 12 weeks are key for a baby's brain development and can shape the way a child interacts with their surroundings for their whole life. The positive health impacts of having a parent take Paid Family Leave in a baby's first months can be seen into early elementary school and onward, impacting California's future workforce and community.

Paid Family Leave also influences who takes leave to care for a new child. Since Paid Family Leave was implemented in 2004, men have taken on more bonding leave for new children. PFL has increased father-only leave-taking by 50% (while the other parent is at work), and joint leave-taking, where both parents are home, by 28%. When PFL began, men were only 15% of those who took child bonding leave; over a decade later, men made up 38% of those taking leave for new children. This is a dramatic change in our program's use and our culture. A father who takes time to bond with a new child is more likely to be involved in the child's life for years to come, and a father's involvement is associated with improved health and developmental outcomes for children.

Paid Family Leave is also critical for California's 4.7 million family caregivers who provide care for adults with a serious illness or chronic condition. These caregivers provide the lion's share of care in California, and they play an often unrecognized but central role in the delivery and coordination of health care and long-term services and supports. The vast majority (74 percent) of family caregivers have worked at a paying job at some point during their caregiving experience, and most (58 percent) are currently employed either full-time or part-time. When work requirements conflict with family obligations, some employed family caregivers have to make difficult decisions that can lead to lost wages, missed career opportunities, and even leaving the workforce altogether. Individuals in communities of color are especially impacted. Approximately two in three Hispanic and Asian family caregivers (68 and 67 percent, respectively) are in the labor force, compared with 60 percent of African American and 56 percent of white family caregivers. And there is an emerging cohort of Millennials, who now represent 25% of all family caregivers. These caregivers are typically employed, with a third earning less than \$30,000 a year. Approximately one-quarter of caregivers of people with Alzheimer's or other dementias are "sandwich generation caregivers," meaning they also provide care to a child under age 18.

California Paid Family Leave has decreased the enrollment of elderly family members into nursing homes by about 11%, resulting in significant savings for the Medi-Cal program. In a 2017 survey, nearly 60% of caregivers of people with cancer who had access to paid family leave said that paid leave improved their ability to go to a loved one's medical appointments and improved their overall ability to care for their loved ones. PFL also has improved the health of children with serious health conditions. Parents with access to paid leave are five times more likely to stay home with a sick child, and for seriously ill children, having a parent stay with them in the hospital reduces the length of hospital stays by one third.

Strengthening our paid family and medical leave policies can also help to reduce intimate partner violence (IPV) in California, therefore increasing the health and well-being of many while reducing costs that impact California's healthcare and criminal justice systems, and impact our economy through lost wages and productivity. The Centers for Disease Control found that reducing poverty and financial stress, and improving financial stability, autonomy, and women's employment and income through programs like paid leave may reduce the risk for IPV.

Expanding access to Paid Family Leave is especially important for low-wage workers. Four-fifths of workers who take caregiving leave without pay report having to make sacrifices and tradeoffs, including spending savings, borrowing money, and dealing with the administrative burdens of signing up for public benefits. California's Paid Family Leave program has made it possible for families with low incomes to take the leave they need and return to work, narrowing the socioeconomic gaps in leave-taking. PFL has reduced health disparities by helping to ensure that all babies can experience the crucial health and developmental benefits of parental leave regardless of socioeconomic status or race. Women who take paid family leave after childbirth are also more likely to report wage increases within the year of their return to work.

Shorter hospital stays, reduced nursing home enrollment, preventative care for babies, prevention of IPV, and reduced rates of maternal depression reduce healthcare costs for the state as well as individuals' pain and suffering.

Increasing Access to Paid Family Leave Will Benefit Businesses and the Overall Economy.

Survey data show that the overwhelming majority of employers report positive or neutral effects of the program on productivity (89 percent), profitability/performance (91 percent), turnover (96 percent), and employee morale (99 percent). Paid Family Leave has allowed small employers to compete with larger employers who can afford to offer paid leave. Some businesses and business groups have supported recent measures to improve Paid Family Leave and every recent expansion to California's family leave laws has received bipartisan support.

PFL also benefits the economy overall. Research shows that a year after giving birth, women who took Paid Family Leave are 93% more likely to be in the workforce than women who took no leave. In the year after a child's birth,

access to state-provided Paid Family Leave decreased maternal labor force detachment by 20% and five years after a child's birth, it decreased detachment rates by 20-50%, avoiding significant financial losses to families over time.

The Governor's proposal to expand access to job-protected paid leave will give California residents the time they need to recover, bond with their children, and care for seriously ill loved ones so that they can return to work as productive employees, strengthening California's economy as a whole.

Conclusion

We thank you for supporting equitable access to Paid Family Leave for all Californians. Expanding job protected leave will support families, businesses, and our economy, reducing healthcare costs and investing in future generations.

On behalf of the following organizations, we urge you to support the Governor's proposal to expand access to paid family leave by ensuring job protection for all workers regardless of employer size and aligning a more inclusive definition of family in our leave laws. Please feel free to contact Sharon Terman at sterman@legalaidatwork.org, Jenya Cassidy at jenya@workfamilyca.org or Alex DeCaprio at adecaprio@ccfc.ca.gov if you have any questions or if we can be of assistance.

**To sign your organization on in support please provide your organization, name and email.
Thanks!**

Organization Name *

Exactly as it should appear on the letter

Name *

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**By checking this box, you are certifying that you have the authority to sign your organization on in support.
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MEMORANDUM

TO: Early Childhood Action Research Team and the Early Childhood Policy Council

FROM: First 5 Association of California, representing 58 First 5 county commissions, and First 5 California

DATE: March 11, 2020

RE: **First 5's Recommendations for the State Master Plan on Early Learning and Care**

I. Introduction

Science has long proven the importance of the first five years of life, when 90% of brain development occurs. Research shows that supportive, warm relationships with caregivers spur early cognitive, social, and behavioral development for young children and set them up to succeed as adults. Conversely, studies show that prolonged exposure to toxic stress and Adverse Childhood Experiences (ACEs) has a damaging effect on early childhood brain architecture, which has lasting results into adulthood.¹

Grounded in the research of early brain development, First 5 has built innovative systems of care to promote optimal development among children and strengthen families. Informed by our two decades of work in early childhood, the network of 58 First 5 county commissions and First 5 California developed this letter to deliver key recommendations for the Master Plan on Early Learning and Care (Master Plan), designed around the core principles of:

Whole Child/Whole Family: Quality early learning—regardless of setting and age—is only achievable when integrated with children’s health, parental engagement, and supports for the whole family. Further, multi-generational strategies are critical to family stabilization and promoting optimal child development. Put simply, helping families will help children.

Integrated Services: Young children and families can fall through the cracks when programs and services aren’t coordinated. Families need systems that integrate all efforts to promote family stability and optimal child development. This requires coordinating an array of partners and systems to work in continual collaboration, with the end goal of making services more accessible and responsive to families.

Equity: Every child has a right to reach their full potential. However, far too many children are not afforded this opportunity as a result of persistent racial and socio-economic inequities. For First 5, equity means focusing on the families and neighborhoods that have historically experienced disinvestment due to racial and socio-economic marginalization, and removing

¹ Center on the Developing Child. (2007). *The Science of Early Childhood Development* (InBrief). Retrieved from: <https://developingchild.harvard.edu/resources/inbrief-science-of-ecd/>

barriers that have structurally excluded communities from opportunity. To address inequity, policymakers must use disaggregated data to identify needs and better address disparities, and intentionally partner with families and communities.

Prevention: Far too often, public systems wait for families to experience poor outcomes before offering support, a more expensive and less effective approach than promoting positive outcomes early. First 5 knows that supporting children and families from the earliest moments possible leads to improved child health and developmental outcomes, increased school success, and reduced costs to our public systems over time.

Governor Newsom put an unprecedented spotlight on the importance of early childhood development in our state. Through his inaugural budget, California saw expansions of early childhood services across health, education, and family wellbeing, all under the frame of the Governor's "Parents Agenda." The Master Plan will further provide the needed and long-awaited roadmap for achieving comprehensive, quality, and affordable early care and education (ECE) expansions across California.

The success of the Master Plan is contingent on a robust state-local partnership that both elevates the ECE field while promoting local flexibility for communities across California to be responsive to their pressing early childhood needs. As a network of state and local agencies working in every community in California, First 5 is poised and ready to help the Governor implement his early childhood agenda to ensure that it is woven into our state and local fabric and serves the families and communities most in need of support.

For 20 years, First 5 has played a critical role in early childhood systems building. We serve as the backbone among agencies and delivery systems; we ensure leaders prioritize children's wellbeing and focus on prevention; we work with public and private partners to connect siloed systems of care; and we respond quickly to system and policy changes at the local, state, and federal levels to address immediate implementation needs and barriers. These functions are critical in a state as large and complex as California, which has a wide range of funding streams and competing priorities at the state and local levels that often overlook the impact and importance of prevention services. Overall, the work of First 5, as mandated through the voter-approved Proposition 10 of 1998, indicates that each county needs and benefits from having a strong entity dedicated to supporting whole child issues across health, human services, and early learning domains.

This letter details key recommendations for how the state can expand and improve ECE and other integral early childhood systems of care, and explains how First 5s are critical partners to the successful implementation of the Master Plan. Our recommendations for the Master Plan focus on: (1) expanding and supporting quality ECE opportunities for children most in need; (2) integrating systems of care to address family needs; and (3) using data to address disparities in child and community outcomes. As referenced throughout, *Appendix A* highlights selected First 5 approaches to systems integration that promote family strengthening and early childhood development, and *Appendix B* provides additional First 5 policy papers and program evaluations to help further inform the Master Plan process.

II. Expanding & Supporting Quality Early Care & Education

First 5 applauds Governor Newsom’s lifelong Cradle-to-Career approach to closing the opportunity gaps that persist across every community in the state and are measurable well before kindergarten. One recent study found that California’s students in low-income school districts lag behind their national peers when first entering kindergarten, resulting in lower 3rd and 8th grade test scores.²

To address disparities in outcomes, the Governor has rightfully identified the expansion of affordable, quality child care and universal preschool as core components to realize his vision. As the state looks to expand ECE systems, First 5 commends the “Targeted Universalism” approach endorsed by the Assembly Blue Ribbon Commission (BRC), which explicitly focuses attention on historically marginalized groups while working towards universal goals.³

First 5 recommends that this concept of targeted universalism be applied to all critical components of ECE, including access, quality workforce development, and improved wages and reimbursement rates. Below are specific recommendations based on First 5’s work in building quality ECE systems.

Increasing Access to Affordable ECE Opportunities: Two million children in California qualify for subsidized ECE programs, yet nearly 1.8 million children—primarily children of color—lack access to full-day, full-year programs because state policymakers have not prioritized funding for ECE spaces.⁴ The lack of access is particularly acute for infants and toddlers, whose families experience the most difficulty in finding affordable, responsive care.

Last year, Governor Newsom took immediate and bold steps to address the lack of ECE opportunities by dedicating 75 percent of Proposition 64 cannabis prevention funds towards child care access. Despite the importance of this new funding stream, far too many low-income young children still do not have access to ECE opportunities, especially in quality settings, and funding for ECE systems is overwhelmingly reliant on the state’s general fund. Identifying new and additional sources of dedicated revenue, like Proposition 64, must be a critical component of the Master Plan to ensure all children who are eligible for subsidized ECE can in fact access affordable, quality programs.

Providing care for three- and four-year olds is also imperative, especially as California is critically close to achieving long-awaited plans for universal preschool. As the leaders of the Master Plan process consider how to provide universal access to affordable preschool programs, the state must also ensure that these programs are developmentally appropriate, use optimal adult-to-child ratios, and reflect family need. For example, one immediate step the Master Plan can take is to address the reimbursement rate for State Preschool, which as currently structured, financially incentivizes contractors to offer part-day care, which is not reflective of the vast majority of parents’ needs and work schedules.

² Reardon, S.F., Doss, Gagné, J., Gleit, R., Johnson, A., & Sosina, V. (2018). *A Portrait of Educational Outcomes in California*. Getting Down to Facts II. Retrieved from: https://gettingdowntofacts.com/sites/default/files/2018-09/GDTFII_Report_Reardon-Doss.pdf

³ Assembly Blue Ribbon Commission on Early Learning and Education. (2019). *Final Report: April 2019*. (p.11). Retrieved from: <https://speaker.asmdc.org/sites/speaker.asmdc.org/files/pdf/BRC-Final-Report.pdf>

⁴ Schumacher, K. (2019). *Subsidized Child Care Can Help Reduce Barriers for Children of Color, but Few Receive It in California* [Fact sheet]. The California Budget and Policy Center. Retrieved from: <https://calbudgetcenter.org/resources/subsidized-child-care-can-help-reduce-barriers-to-success-for-children-of-color-but-few-receive-it-in-california/>

In 2017, the First 5 Association of California commissioned a report and worked alongside our ECE partners to strategically sequence how best to build out high-quality licensed care for children ages 0-5. This report, available in *Appendix B*, provides a multi-year roadmap that builds upon the strengths of our mixed delivery system, and can help inform the Master Plan process in achieving the goals around expanding early learning and care and providing universal preschool for three- and four-year olds. While many of the policies identified in this report have since been actualized (like providing 12-month eligibility and updating family eligibility), much of this work still remains, especially around access.

Supporting Quality Workforce Development: Access to ECE programs is necessary, but not sufficient, to close the state’s opportunity gaps. Building an ECE system also requires a focus on program quality. A well-trained and supported ECE workforce is critical to improving the quality of services across all settings—family child care homes, centers, schools, and family friend and neighbor (FFN) care. First 5 has led the development, implementation, and evaluation of quality improvement programs for the past two decades in California. Core components of successful quality improvement models include: low adult-to-child ratios; staff training, education, and coaching; safe, healthy, and engaging environments; and the integration of supports that promote the social and emotional development of children.⁵

While quality is applicable to all ECE programs and settings, quality improvement investments need to focus on professionals who serve the lowest-income families and are least likely to receive professional supports. In many communities, this emphasis and attention is on FFN and family child care.

One barrier to reaching ECE professionals across the state’s mixed delivery system is that workforce supports are funded and managed through an array of local, state, and federal funding streams, including First 5. California currently has multiple sets of standards across subsidized ECE programs, and in many cases, these standards are redundant or contradictory. As a result, systems are inefficient and confusing. This places a considerable burden on professionals to meet the multiple sets of standards and makes it difficult for them to communicate with parents about quality.

Program standards and quality funding streams should be coordinated and aligned. Doing so would maximize limited resources, create consistency across programs, and remove a significant burden on professionals. Further, it would build capacity to support more ECE professionals who are serving California’s richly diverse population of young children. Examples of trainings and workforce supports that would benefit under such coordinated systems include but are not limited to:

- Basics of child development beyond health and safety, including best practices for promoting optimal development;
- Implicit bias and cultural competency trainings to address unconscious patterns of behavior that often lead to discrimination;
- Trainings that support dual language learners (DLLs) and reflect the assets that this growing, and now majority, population of young children bring to our ECE settings; and
- Early childhood mental health consultation to promote better understanding of children’s social-emotional development and more effectively address challenging behaviors.

⁵ Wechsler, M., Melnick, H., Maler, A., & Bishop, J. (2019). *The Building Blocks of High-Quality Early Childhood Education Programs*. Learning Policy Institute. Retrieved from: <https://learningpolicyinstitute.org/product/building-blocks-high-quality-early-childhood-education-programs>

Appendix B includes additional reports detailing how the state can streamline quality improvement dollars and restructure reimbursement rates. Also, First 5 California, the California Department of Education, and the California Department of Social Services are convening a tri-agency working group to review and advise on quality standards alignment, and will be developing a white paper with recommendations to help inform this part of the Master Plan.

In addition to promoting coordination and consistency statewide, funding requirements for quality improvement should promote flexibility for local agencies to work together to address local needs. Communities with high ACEs scores, for example, may emphasize the need for robust integrated trauma trainings, while communities with high percentages of DLLs may emphasize capacity building to help ECE providers recognize the unique linguistic and developmental needs of their students. While the state can and should set standards for quality improvement and professional development opportunities, the Master Plan should also recognize the complementary nature of local decision making that is best made in the context of community need and in consultation with communities.

Increasing Wages & Reimbursement Rates: Quality improvement efforts will only be as successful as the wages we pay ECE professionals. With a statewide median income of \$12.29 per hour,⁶ child care workers have been asked to do too much for too little, for far too long. ECE professionals should earn professional wages that adequately reflect the importance of their work for our society as a whole. The BRC said it best:

High-quality early care and education requires a competent, effective, well-compensated, and professionally supported workforce. It must be one that reflects the racial, ethnic, and linguistic diversity and needs of the children and families they serve, across the various roles and settings where children are cared for.⁷

Additionally, the state’s current bifurcated reimbursement rate structure complicates efforts to deliver high-quality ECE programs. The statewide Standard Reimbursement Rate (SRR) does not adequately cover the cost of care in many communities, and neither the SRR nor the Regional Reimbursement Rate (RMR) compensates for quality standards. California needs a single, regionalized reimbursement rate system for ECE programs that reflects the economic diversity of the state, recognizes the cost to meet quality standards, and strengthens the mixed delivery system. A report detailing how California can achieve reimbursement rate reform is available in *Appendix B*.

Recommendations: Building from the BRC’s report, the Master Plan should apply the “targeted universalism” approach to all critical components of ECE. This approach should explicitly focus attention on historically marginalized groups while working towards universal goals.

Increasing Access to Affordable ECE Opportunities:

- The Master Plan should identify new, dedicated funding sources to support access to high-quality early learning programs for all children, especially infants and toddlers where the access crisis is most acute.

⁶ Whitebook, M., McLean, C., Austin, L.J.E., & Edwards, B. (2018). *Early Childhood Workforce Index – 2018*. Center for the Study of Child Care Employment, University of California, Berkeley. Retrieved from: <https://cscce.berkeley.edu/files/2018/06/Early-Childhood-Workforce-Index-2018.pdf>

⁷ Assembly Blue Ribbon Commission on Early Learning and Education. (2019). (p.49)

- Access should be expanded across the ECE mixed delivery system, while ensuring that the programs are developmentally appropriate, use optimal adult-to-child ratios, and reflect family need.

Supporting Quality Workforce Development:

- The Master Plan should prioritize simplifying the multiple ways quality improvement is currently funded to promote greater coordination and stability, and establish a single set of minimum quality improvement guidelines for all subsidized ECE professionals by setting. First 5 recommends using the following principles to help guide this process:
 - (1) Establish and adhere to consistent measures of quality;
 - (2) Create clearly articulated standards;
 - (3) Ensure quality is incentivized and compensated;
 - (4) Ensure a sustainable, scalable, and efficient statewide system of monitoring;
 - (5) Ensure all professionals and ECE programs have access to quality improvement and quality assessment opportunities and infrastructure; and
 - (6) Promote local flexibility to address local needs and implement quality improvement efforts.
- While applicable to all settings, the Master Plan should explicitly ensure quality improvement efforts reach ECE professionals in settings least likely to receive workforce supports—primarily FFN and family child care programs.

Increasing Wages & Reimbursement Rates:

- First 5 recommends a focus on increasing wages for ECE professionals and restructuring the current bifurcated reimbursement systems. For FY 2020-21, these plans should immediately update the RMR to the 2018 survey and provide an equivalent rate increase for the SRR. First 5 also supports the multi-year rate reform efforts proposed in AB 125 (McCarty) and SB 174 (Leyva) to develop a single, regionalized reimbursement rate system. A report, included in *Appendix B*, provides further detail and recommendations around rate reform.
- Efforts to restructure reimbursement rates should be implemented simultaneously with plans to reimburse quality at a higher rate, in conjunction with a robust capacity-building and workforce supports system. Promising practices and funding models from systems that both build and incentivize quality can be found at First 5 Riverside, First 5 San Francisco, and the Placer County Office of Education (in partnership with First 5 Placer). *Appendix B* also provides additional resources on these county models.
- Informed by a whole child/whole family approach, First 5 recommends that the Master Plan increase the State Preschool reimbursement rate to incentivize communities to offer full-day, full-year care. Doing so will help increase access to care that is more reflective of family need and work schedules.

III. Integrating Systems of Care to Address Family Needs

To achieve the Governor’s goals related to early learning and school readiness, the Master Plan must look at the needs of the whole child and whole family. Physical health and comprehensive development, exposure to ACEs and trauma, and family support systems all impact children’s success in school and

life. All these issues are inherently connected, and these connections need to be reflected in our systems of care. Put simply, the Master Plan cannot focus only on California’s ECE system and expect to prepare children for school and life.

Governor Newsom’s Parents Agenda takes a holistic approach to supporting children beyond early learning, and the Master Plan should acknowledge all components of the Governor’s agenda. The programs and initiatives the Governor has supported—including identifying potential developmental delays as early as possible through the timely use of validated developmental screens, increasing awareness of the impact of ACEs among providers who serve young children and their families, increasing investments in evidence-based programs that improve child and family outcomes like home visiting, and protecting a family’s right to support their child’s development through Paid Family Leave—demonstrate the Administration’s understanding of policies that support the whole child/whole family. First 5 shares these same priorities, applauds the expansions across early childhood support systems to date, and strongly recommends the Master Plan address the connections across early childhood health, family supports, and education holistically. California cannot afford to reinforce silos that do not reflect the needs of the state’s youngest residents and their families.

Integrating and Linking Systems between State Agencies: In 2016, over 1.4 million children under the age of five received health coverage through Medi-Cal.⁸ A recent report from the state auditor found, however, that children are not receiving the prevention and early intervention services to which they are entitled, and California ranks 40th among all states in providing preventative health services through Medicaid.⁹ The report also revealed low Medi-Cal utilization rates among children: Rates remained below 50 percent from 2013-2018, and were far lower in many rural counties throughout the state.¹⁰

Ensuring that young children enrolled in Medi-Cal are connected to the services they are entitled to through the Medicaid Early Periodic Screening Diagnostic and Treatment (EPSDT) benefit is a critical step to ensure that children are born healthy, receive the appropriate early interventions like home visiting and services to address developmental delays, and develop optimally. The Master Plan must address the critical role the Medi-Cal system plays in promoting child development including behavioral and physical health. Ensuring that the California Advancing and Innovating Medi-Cal (CalAIM) process incorporates early childhood priorities, and ensuring that the Master Plan incorporates Medi-Cal as a critical system to promote child development, will help reinforce the important role of multiple public systems in advancing the Governor’s vision for early childhood. A joint letter containing key recommendations around how to support young children through the CalAIM initiative can be found in *Appendix B*.

In addition to Medi-Cal, CalWORKs—the state’s Temporary Assistance for Needy Families program—is another publicly funded system that can better connect families to multiple services like child care and home visiting, and coordinate with other systems of care. The Master Plan should highlight how

⁸ Kidsdata.org. (2017). *Medicaid (Medi-Cal) or CHIP Coverage, by Age Group (California & U.S. Only)*. Retrieved from: <https://www.kidsdata.org/topic/2000/means-tested-insurance-age/table#fmt=2507&loc=1,2&tf=88&ch=928,1301,1303,1300,1302&sortColumnId=0&sortType=asc>

⁹ California State Auditor Report 2018-111, *Department of Health Care Services -- Millions of Children in Medi-Cal are not Receiving Preventative Health Care Services*. (April 2019). Retrieved from: <https://www.auditor.ca.gov/pdfs/reports/2018-111.pdf>

¹⁰ *Ibid*

CalWORKs can better promote seamless access to services to families, rather than just focusing on eligibility for a discrete set of benefits.

Demonstrating System Integration at the Local Level Highlights Opportunity for State Coordination: One part of promoting comprehensive development is ensuring children are eligible for services through publicly funded systems like subsidized ECE programs, Medi-Cal, and CalWORKs; another part is ensuring children and families are able to access appropriate and timely support. With many agencies supporting child development, funding streams are complex. The state needs to incentivize coordination among agencies, so families can navigate services more easily.

First 5 has demonstrated an array of innovative approaches that bridge systems of care, promote multi-generational family strengthening programming, and ultimately connect families to appropriate services. Selected examples of such systems that span across multiple counties are available in *Appendix A*. Such examples can inform state agency coordination and integration, and should be built upon and leveraged to actualize the Master Plan on the ground level.

For years, First 5 funding for local systems integration and coordination has been critical to supporting families navigating the multiple public systems that offer early prevention, identification, and intervention services. For example, First 5 commissions have funded and implemented approaches like Help Me Grow, which help children receive timely development screens, refer families to intervention services when needed, and help families navigate California's complex, multi-agency system of early intervention. First 5 has also historically been the largest funder of home visiting services and systems, an evidence-driven way to promote positive child and family outcomes. Just as the Master Plan should address funding gaps for critical ECE programs, a component of the funding should promote system coordination and integration to bolster child development services.

The need for this funding is critical as First 5 resources decline over time. First 5's primary source of revenue is a tax on tobacco products approved by California's voters as part of the Proposition 10 initiative, which created California's network of First 5 agencies. First 5 is pleased that fewer Californians use tobacco products, a critical public health goal. This means, however, that First 5 agencies have significantly fewer resources to invest locally in direct services for children and early childhood systems.

In order to address the comprehensive needs of California's children and their families, the Master Plan must identify funding for services and systems coordination that builds upon the historic investments made by First 5 agencies. *Appendix A* not only highlights system integration efforts, but also showcases the funding and partnerships that are at stake as First 5 funding declines.

Recommendations:

- Include a roadmap in the Master Plan that outlines a coordinated system of care to link the multi-faceted needs of children and families, across health, behavioral health, mental health, housing, child care and education, food access, financial and employment assistance, and child welfare. This is especially critical to the Medi-Cal and CalWORKs systems that frequently serve young children and families and are essential to the promotion of healthy child development.
- This roadmap should also describe the role of local systems, building upon local assets and integrated systems supported by First 5 to help actualize the goals of the Governor's Parents

Agenda and the Master Plan itself. Innovative practices, as described in *Appendix A*, should be leveraged and built upon, especially in light of First 5's declining revenues.

- As the Master Plan identifies funding to expand ECE programs, a component of this funding should promote system coordination and integration to bolster child development services.

IV. Using Data to Address Disparities in Child & Community Outcomes

Historically, child data collection, particularly for children under age five, has not been undertaken in a systematic manner in California. First 5 has long invested in local strategies that aim to collect better data and paint a holistic picture of child outcomes in the context of their community assets and resilience. From First 5's perspective, data are critical tools for identifying disparities that exist within all communities, building cross-sector partnerships to address system deficits, and allocating resources to address the greatest needs. To ensure the equitable expansion of programs across early childhood development services, the Master Plan should incorporate two data approaches supported by First 5: The California Strong Start Index and Kindergarten Readiness Inventories (KRIs).

Using Birth Record Data to Build Assets for Infants and Families: The Strong Start Index is a unique tool that uses information collected at birth from every child in California to assess the assets and resources they have to help promote their resilience. Strong Start Index scores are calculated by adding the number of assets available to each baby—across family background, health, services available, and socioeconomic status—and averaging them at the census tract level. Detailed maps reveal neighborhoods where newborns have more or fewer supportive resources, ensuring that decision makers can guide investments to the communities with greatest need.¹¹

For instance, the California Budget and Policy Center recently used the index to estimate that 151,500 children under age two in California would benefit from home visitation services, compared to the 31,800 children who received federally- or locally-funded home visiting services in 2017-18.¹² *Appendix A* provides additional examples of First 5-funded approaches where the Strong Start Index could be used to direct resources, in order to connect families to care and build assets. We recommend that the Master Plan use the Strong Start Index to help address inequities present at birth, and direct family strengthening and child development services to communities in need.

Measuring Community Readiness for Kindergartners: KRIs have long been an important part of First 5's work to strengthen community resources for children, improve child outcomes, and eliminate the opportunity gap. KRIs provide necessary data to identify measurable disparities within communities to help direct investment and understand the impacts of new programs.

In addition to identifying need, KRI data can serve as effective community-level catalysts to engage cross-sector partners—the business community, city/county leadership, and all agencies that intersect with children—to discuss system alignment and identify gaps in services. In this sense, the data drive conversations around how multiple investments can and should reflect the needs of the whole child/whole family approach at the community level, including but not limited to housing, open space,

¹¹ "California Strong Start Index", Children's Data Network, University of Southern California Suzanne Dwork-Peck School of Social Work.(2019). Retrieved from: <https://strongstartindex.org/>

¹² Hutchful, Esi, "Home Visiting Can Improve Outcomes for Children, But Few Receive Services", California Budget & Policy Center (July 2019). Retrieved from: https://calbudgetcenter.org/wp-content/uploads/2019/07/Fact-Sheet_Home-Visiting-Can-Improve-Outcomes-for-Children-But-Few-Receive-Services_7-25-2019.pdf

transportation, health access, and more. Further, the data serve as critical equity and inclusion tools to ensure that communities focus investments on the areas most in need, and that community voices are involved in the investment decisions.

However, KRI data are not collected across all of California’s counties, and the state has no statewide picture of kindergarten readiness. The state and all California counties would benefit from better information about the assets and challenges of new students so that resources at all levels of governance could be better directed to support children and families most in need and furthest from opportunity in communities. A paper detailing the approaches and merits of the First 5-invested KRIs will be released this spring.

Recommendation:

- The Master Plan should use the California Strong Start Index to identify birth inequities across communities, in order to inform programmatic expansions across family strengthening and early childhood development services. *Appendix A* provides additional examples where the Strong Start Index could be used to direct resources to family strengthening approaches that help build family and community assets to strengthen resilience.
- First 5 recommends that the Master Plan include implementing a statewide approach to collecting county-level kindergarten readiness data, based on county experiences. The state’s planning and policymaking processes would be improved by the creation of a statewide approach that collects comparable data, and it would help state and local governments address the greatest inequities that exist within communities.

V. Conclusion: Actualizing a California Master Plan Throughout the State

As California embarks on a new early childhood Master Plan, First 5 will leverage our two decades of investments and relationships to ensure the plan is implemented, functional, and responsive to local needs. No single agency or organization can improve child outcomes alone. It requires state, local, and cross-sector partners to focus and integrate systems around early childhood; it requires local flexibility to address local needs and address deficient systems; and it requires communities to respond quickly to federal and state policy changes, in order to tackle implementation challenges and seize opportunities.

As stated in Proposition 10 (1998), the goal of First 5 is to see “implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development and to ensure that children are ready to enter school.”¹³ No other entity is structured or primed to play these critical roles better than First 5.

¹³ California Legislative Information. Health and Safety Code HSC, Section 130100. (1998). Retrieved from: http://leginfo.ca.gov/faces/codes_displayText.xhtml?lawCode=HSC&division=108.&title=&part=&chapter=&article=

Appendix A: Examples of First 5’s Systems Integration Investments for Fiscal Year 2017-18*

Approach	Description	First 5 Involvement & Key Partnerships
Home Visiting	Home visiting is a voluntary, evidence-based intervention that strengthens families and leads to long-term positive health and other outcomes. Certified professionals visit parents regularly during pregnancy and infancy. Home visitors also connect families to a broad range of available supportive resources in the community. Through these visits and referrals, home visiting programs reduce parental stress, improve child health and development, and help parents bond with their child.	<p># of First 5s Funding: 39 counties First 5 Investments (Prop 10): \$69.1 million Additional Funding: \$10 million (including MIECHV, MAA/TCM, EPSDT/Medi-Cal, CalWORKs Family Stabilization, grants, and foundation grants)</p> <p>Common Models: Parents as Teachers, Healthy Families America, Nurse Family Partnership, Nurturing Parenting Program, SafeCare, HIPPY, Early Head Start, Welcome Baby</p>
Help Me Grow (HMG) and Other Evidence-Driven Early Identification and Intervention Systems	A well-organized early identification and intervention (EII) system ensures that children receive periodically-based developmental and behavioral screens and that families, in turn, receive appropriate referrals that result in timely access to services. First 5 investments in Help Me Grow and other evidence-driven EII systems to improve screening and referral rates, system navigation, care coordination, and service delivery. First 5 investments in this area also connect families to a wide range of family- and community-strengthening services such as referrals to home visiting programs, housing assistance, mental health services, health insurance, food assistance, general childhood development information, provider training, and family education.	<p># of First 5s Implementing: 24 counties (has grown to 31 counties in 2020) First 5 Investment (Prop 10): \$23 million Additional Funding: \$17.6 million (including EPSDT/Medi-Cal, MHSA – Prop 63, County General Funds and foundation grants)</p> <p>Common Implementation Partners: American Academy of Pediatrics, Mental Health Services Act/Behavioral Health, Federally Qualified Health Clinics, County Offices of Education, Family Resource Networks/Community-Based Organizations, United Way: 211, Department of Public Health, Libraries</p>
Enhanced Pediatric Supports	Enhanced pediatric support models help ensure infants and toddlers receive enhanced services during their regular pediatric visits, including care coordination and other supports that may be offered on site. Children and families are referred to supports that address social determinants of health and promote the healthy development of children.	<p># of First 5s Funding: 16 counties First 5 Investments (Prop 10): \$10.3 million</p> <p>Common Models/Approaches: Dulce, Healthy Steps, Parent Child Interaction Therapy, Perinatal Wellness Systems, Baby Friendly Hospital and Clinics, Medically Vulnerable Care Coordination, Baby Gateway, Families First Care Coordination, Lactation Promotion</p>

Approach	Description	First 5 Involvement & Key Partnerships
<p>Family Resource Centers (FRCs)</p>	<p>FRCs are located in many of the highest-need communities across the state, and provide a one-stop hub for family support. These integrated FRC models connect families to government assistance programs, encourage positive child development practices, and promote healthy parent/child interaction. As recently defined in state statute, FRCs are entities that provide evidence-based family strengthening programs that can be located in various places within a community.¹⁴</p>	<p># of First 5s Funding: 26 counties First 5 Investments (Prop 10): \$35 million Additional funding: \$11 million (MAA, foundation grants, school districts, Prop 63, County General Fund)</p> <p>Common Approaches: First 5 Centers, neighborhood centers, CBOs co-located at schools, libraries, clinics, community centers Common Supports: Triple P, Five Protective Factors, Help Me Grow services, parent education, parent empowerment, playgroups, benefits enrollment (CalFresh), emergency and long-term case management</p>
<p>Early Literacy & Family Engagement Programs</p>	<p>A wide body of research has demonstrated that exposure to books and positive parenting practices such as being read to in the first three years of life are critical to robust brain development. There are many programs and organizations hard at work in California to provide books and offer instructional coaching and supports for parent and caregivers to enable early literacy development.</p>	<p># of First 5s Funding: 29 counties First 5 Investments (Prop 10): \$22 million</p> <p>Common Models: Imagination Library, Talk.Read.Sing, Raising a Reader, Reach Out And Read, SEEDS, Abriendo Puertas, New Parent Kit distribution, Book Mobile</p>

**An important note on this appendix: With the goal of service integration, many of these programs are integrated or linked, making it difficult to capture them as discrete investments. For instance, an FRC may help families navigate the early intervention field, which is part of their HMG system. This is a limitation to the chart. However, First 5 would like to stress that these linkages and partnerships make for better systems for families and emphasize a no-wrong-door approach.*

¹⁴ “Family Resource Centers” are codified in the state Welfare and Institute Code through Chapter 476, Statutes of 2019 (Senate Bill 436). Available: http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201920200SB436

Appendix B: Select First 5 Policy Papers & Program Evaluations

There is a plethora of research papers, studies, and evaluations around early childhood development. First 5 would like to highlight a few resources that provide additional insights into early childhood system building to help inform the Master Plan process.

1. Viva Strategy + Communications. (2017). *High Quality Early Learning Systems Building; State Approaches and Examples*. Available: <https://app.box.com/file/606258338719>
2. Viva Strategy + Communications. (2017). *Early Care & Education Priorities: High Quality Licensed Care for Children 0-5, Legislative Priorities*. Available: <https://app.box.com/file/606277639368>
3. California Department of Education & First 5 California. (2016). *Transforming the Workforce for Children Birth through Age 8: Implementation Plan for the State of California*. Available: http://twb8-ca.net/files/CA_TW8_Implementation_Plan.pdf
4. First 5 California. (2019). *Principles and Recommendations: AB 212 and California's ECE Workforce System of Support*. Available: http://www.cafc.ca.gov/pdf/about/organization/policy/2019_AB%20212_Worgroup_Summ ary_Principles_and_Reccomendations.pdf
5. First 5 California. (2018). *Developing a Single-Rate System Reimbursement Structure for California*. Available: http://www.cafc.ca.gov/pdf/about/organization/policy/Developing_Single-Rate_Structure.pdf
6. First 5 San Francisco. (2014). *Preschool for All: A Look Back at the First 10 Years of Universal Preschool in San Francisco*. Available: https://www.first5sf.org/wp-content/uploads/2018/09/pfa_look_back.pdf
7. Social Finance. (2019, October 15). *First Five Riverside Final Read Out Discussion*. [PowerPoint Slides]. Box. Available: <https://app.box.com/file/616831202084>
8. American Academy of Pediatricians – California, Breaking Barriers, California Children's Hospital Association, California Children's Trust, Center for the Study of Social Policy, Center for Youth Wellness, Children's Defense Fund—California, Children Now, Children's Specialty Care Coalition, First 5 Association, First 5 Center for Children's Policy, First 5 LA, San Diego State University Social Policy Institute, The Children's Partnership, & United Ways of California. (2019, September 16). *Children's Health Proposals for inclusion in DHCS's CalAIM Proposal* [Advocacy Letter] Available: <https://app.box.com/file/623288779320>
9. Altmayer, C., & DuBransky, B. A. (2019). Strengthening Home Visiting: Partnership and Innovation in Los Angeles County. *The Future of Children*, 29 (1), 61-79. Available: <https://files.eric.ed.gov/fulltext/EJ1220079.pdf>

10. Mission Analytics Group, Inc. (2011). *San Francisco Family Resource Center Initiative, Year 2 Evaluation: FY 10-11 Executive Summary*. Available: <https://app.box.com/file/606268115824>
11. Harder+ Co Community Research. (2018). *Early Identification and Intervention Systems in California, Bright Spots and Lessons Learned*. Available: <https://app.box.com/file/606287251569>
12. Zimskind, L., Hernandez, R., & Boles, S. (2016). *Help Me Grow Three Year Report: 2013 through 2015*. Available: <https://app.box.com/file/606287376452>
13. The School Readiness Assessment Model. (2018). *Kindergarten Readiness and Later Development: A Longitudinal Study in Alameda County, Comprehensive Report*. Available: <http://www.first5alameda.org/Alameda Longitudinal KRA Study Final.pdf>
14. Kindergarten Readiness Inventories. The First 5 Center for Children’s Policy. Expected: Spring 2020.
15. Help Me Grow: Lessons and Leveraging Medi-Cal. The First 5 Center for Children’s Policy. Expected: Spring 2020.
16. Early Learning and Care: Quality Standards Alignment Recommendations. First 5 California, California Department of Education, and California Department of Social Services. Expected: Spring 2020.

First 5 San Mateo County March 2020




Overview

During the month of March, all of First 5 San Mateo County’s (F5SMC) social media platforms gained following. In addition to strategic and relevant organic posts, the inclusion of paid posts allowed us to generate solid engagement, with more than 65K Facebook impressions, 10.7K Twitter impressions, and 59 new followers on Instagram.

When looking at F5SMC’s on-site analytics for the month of March, the website had a total of 644 users from within California, creating a total of 845 website sessions. The top sources of traffic were Google organic search, direct search, and being directed from our Facebook page. The top cities in California that drove website traffic were San Francisco, Redwood City, Santa Clara, San Mateo, and Foster City. The top pages that were visited in March were the Coronavirus resources page, Home page, and the Funding Opportunities page. 66.3% of users accessed the site from a desktop computer, 32.2% did so from a mobile device, and the remaining 1.5% of visitors used a tablet device. Detailed website analytics can be found on the attached F5SMC March 2020 Analytics Report.

Social Activity by Platform

The following report provides engagement statistics by social media platform.

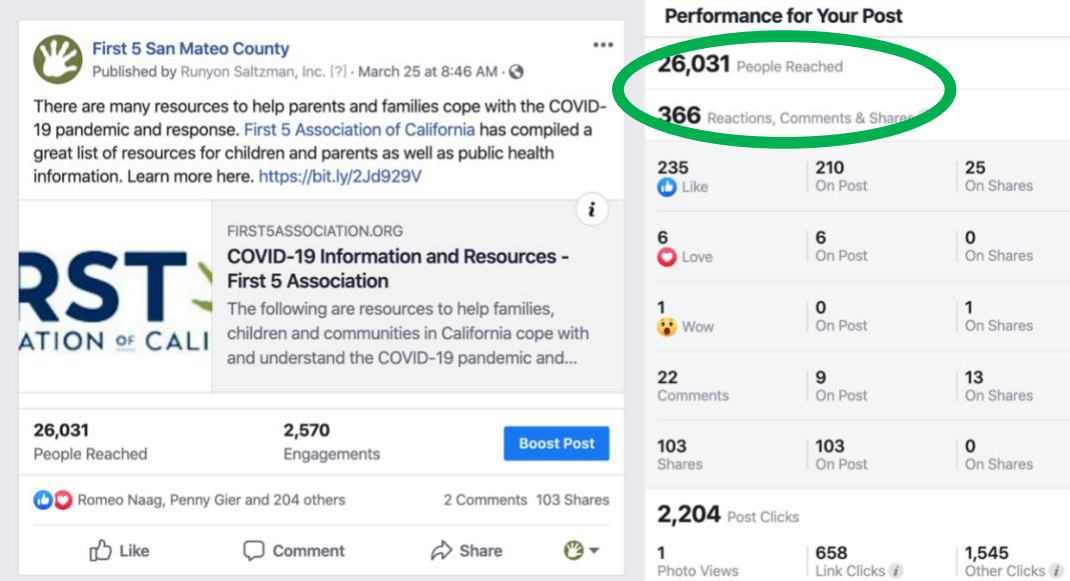


1,535 Followers
3,821 Total Engagement (Likes, Comments, Clicks)
65K Facebook Post Impressions

Facebook

Throughout the month of March, First 5 San Mateo’s Facebook page acquired 41 new followers and generated 3,821 engagements. 62 organic posts generated more than 65K impressions. The incorporation of paid social was a driving force behind this month’s increase in engagement and impressions. Two posts were promoted; a COVID-related resource post and a post directing followers to San Mateo County’s ACEs Connections page. The post about First 5’s COVID-19 resource page was shared 103 times and received over 2,200 post clicks. Of the 2,200 post clicks, 658 users actually visited the First 5 website. This is a nearly 30% Click-Through-Rate, in comparison to Facebook’s average of .90%. The ACEs Connections post received 384 post clicks, and nearly 20% (75 users) visited the webpage. Our promoted posts alone reached nearly 42,000 users. We will continue to utilize paid social in April by promoting 4 posts, an increase from the previous month. RSE expects for paid social to continue to generate an increase in impressions and site traffic.

Highlights:



The screenshot shows a Facebook post from 'First 5 San Mateo County' published on March 25 at 8:46 AM. The post content is about COVID-19 resources for parents and families. The analytics section on the right, titled 'Performance for Your Post', shows the following data:

- 26,031 People Reached (circled in green)
- 366 Reactions, Comments & Shares
- 235 Likes (210 On Post, 25 On Shares)
- 6 Loves (6 On Post, 0 On Shares)
- 1 Wow (0 On Post, 1 On Shares)
- 22 Comments (9 On Post, 13 On Shares)
- 103 Shares (103 On Post, 0 On Shares)
- 2,204 Post Clicks
- 1 Photo Views
- 658 Link Clicks
- 1,545 Other Clicks

At the bottom of the post, it shows '26,031 People Reached' and '2,570 Engagements' with a 'Boost Post' button.



First 5 San Mateo County March 2020

First 5 San Mateo County
Published by Runyon Saltzman, Inc. [?] · March 31 at 8:46 PM · [?]

Adverse Childhood Experiences (ACEs) are potentially traumatic events that happen during childhood. San Mateo County has their own resource network for those who are working to address trauma and build resiliency in children and their families. Visit us here: <https://bit.ly/3cvKOoG>

.... See More
* See original · Rate this translation

Performance for Your Post

15,894 People Reached

241 Reactions, Comments & Shares #

51	150	1
18	17	1
1	1	0
1	1	0
40	39	1
1	1	0
4	4	0
26	26	0

384 Post Clicks

72	75	237
Photo Views	Link Clicks #	Other Clicks

NEGATIVE FEEDBACK

0	0
0	0

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

15,894 People Reached **625** Engagements [Boost Post](#)

191 4 Comments 26 Shares

Like Comment Share [?]



578 Followers
58 Total Engagements- Retweets/Likes/Mentions/Link Clicks
10.7K Tweet Impressions

Twitter

During the month of March, the account gained 7 new followers, bringing total followers up to 578. 38 organic Twitter posts produced more than 10.7K impressions. We will look into the possibility of promoting tweets on twitter to increase our engagement. Some strategies that can help increase engagement include asking users to retweet or spread the word, incorporate short videos in addition to images, or include tweets with a call to action. Posts that ask users to click to watch a video or participate in an activity is more likely to generate impressions. We will look to incorporate these strategies in upcoming editorial calendars. We will also craft copy keeping in mind that shorter copy and hashtags will increase engagement. In order to increase our follower count and impressions, we will look to retweet relevant content from partners and engage with other organizations. April's tweets are heavily focused around COVID-19 and should receive higher engagement due to the increased attention surrounding the topic.

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



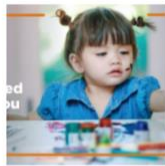
First 5 San Mateo County March 2020

First 5 San Mateo Co @first5sanmateo

There are many resources to help parents and families cope with the COVID-19 pandemic and response. @First5Assoc has compiled a great list of resources for children and parents as well as public health information. Learn more here <https://bit.ly/2Jd929V>



Promote your Tweet
Your Tweet has 715 total impressions so far. Get more impressions on this Tweet!



First 5 San Mateo Co @first5sanmateo
The #2020Census helps decide how much money your community will get for schools, child care and early learning, health insurance and medical care, early intervention and home visiting programs, food assistance, foster care, housing assistance, and public transport. #CountAllKids
pic.twitter.com/Lok7VnTyR5

Impressions	715
Total engagements	19
Link clicks	6
Retweets	4
Likes	4
Detail expands	3
Profile clicks	2

Impressions	530
Total engagements	6
Likes	3
Retweets	2
Profile clicks	1



778 Followers
126 Total Engagements (Likes and Comments)

Instagram

During the month of March, the Instagram account continued to increase its following with the addition of 59 new followers. The 15 organic posts that were published generated a total of 126 engagements. We find that posts involving images regarding First 5 San Mateo events or meetups have higher engagement rates. The increase in followers can be attributed to engagement with more organizations. We will be looking into the possibility of using paid social on Instagram, which will allow us to generate more engagement and increase our reach and visibility on the platform. We will also incorporate having a call to action in the post copy, such as encouraging followers to add comments or tag another user.

The two most popular posts are shown below:





First 5 San Mateo County March 2020



first5sanmateo ...

first5sanmateo At First 5 San Mateo, we understand the fears and questions that come up around the novel coronavirus disease (COVID-19). We encourage all parents to visit our website to be directed to resources on both medical and non-medical questions. Learn more at the link in bio.

3w

Liked by **first5shasta** and others

MARCH 12

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




LinkedIn

RSE continued to post content during the month of March to the F5SMC LinkedIn business page. F5SMC's LinkedIn business page added 2 new followers, bringing its total number of followers up to 69. We believe that timely, provider-oriented post contributed to the increase in followers. Two posts generated 69 organic impressions. The content on LinkedIn continues to be aimed at funded and unfunded partners, business leaders, and professional organizations. We will continue to leverage and encourage our partners and similar organizations to share our content by tagging them in our posts.

First 5 San Mateo County
69 followers
2w · 🌐

Early Childhood Providers Alert: There will be two FREE Webinars this week to help you in manage and navigate COVID-19. The links to register are below. If you are not able to attend the webinars live, we will release recording ...see more



NOTE: THE TWO SCHEDULED WEBINAR LINKS FOR THURSDAY ARE BOTH FREE (SEE BELOW FOR REGISTRATIONS)

ADDITIONALLY, FRIDAY WE WILL POST ON SOCIAL MEDIA BOTH FOR FREE ON YOUTUBE. IN OTHER WORDS, FRIDAY BOTH WEBINARS WILL BE POSTED AND FREE FOR ALL.

Part I: Being Your Own Emergency First Responder: Leaders Managing the Stress of Working in Response to COVID-19
March 19 1:00-2:00 PST
Julie Kurtz, Julie Nicholson and LaWanda Wesley
Link to Register Thursday for #1: <https://lnkd.in/g/8jfr4>
Description: This webinar will provide leaders with useful information to help them manage their own stress response to the uncertain climate created by COVID-19 and identify concrete practical strategies they can use right away to buffer stress and build resilience.

Learning Outcomes

1. Participants will learn how to tune in and notice their body's individual reaction to stress.
2. Participants will learn strategies for creating environments that support adults to buffer their stress response system and promote resilience.
3. Participants will be introduced to H.O.P.E.—a simple stress reducing, resilience building tool—they can use right away to buffer stress and support healing for staff, children, families and communities.

Part II: Help! What Can We Do? Emergency Response Strategies for Early Childhood Educators Supporting Children and Families During COVID-19
March 19 3:00-4:00pm PST
Julie Kurtz, Julie Nicholson and LaWanda Wesley
Link to Register for Thursday for #2: <https://lnkd.in/g/ndU4q>
Description: This webinar will provide early childhood educators with concrete practical strategies they can use right away to support young children and families impacted by the stress and effects of social distancing resulting from COVID-19. The presenters will introduce authentic examples being used in the field to support families to maintain concrete social supports and ensure children's and families' basic needs are met. We will also discuss several research-informed tips that adults can use with young children to help them feel safe and support their social and emotional and physical health during these stressful and uncertain times.

www.optimalbrainintegration.com
Questions contact Julie Kurtz at optimalbrainintegration@gmail.com

👤 2

👍 Like 💬 Comment

Be the first to comment on this

Organic impressions: 42 Impressions [Hide stats](#) ^

Organic stats ⓘ

Targeted to: All followers

42 Impressions	2 Reactions	2.38% Click-through rate	0 Comments
0 Shares	1 Click	7.14% Engagement rate	

First 5 San Mateo County

March 2020



First 5 San Mateo County

69 followers

1w · 🌐

Pediatricians recommend that parents complete developmental screening tools to understand children's development and milestones as they grow. For info ...see more



👤 1

👍 Like 🗨️ Comment

Be the first to comment on this

Organic impressions: 27 Impressions

Hide stats ^

Organic stats 📊

Targeted to: All followers

27	1	7.41%	0
Impressions	Reaction	Click-through rate	Comments
0	2	11.11%	
Shares	Clicks	Engagement rate	

Spanish Website:

During the month of March, F5SMC's Spanish site had a total of 22 sessions with 12 of those sessions coming from within California. The top sources of traffic were from Google search and direct search. The top cities that drove traffic to the site were Daily City, Redwood City, Santa Clara, Woodland, and San Jose. The most visited pages were the <https://espanol.first5sanmateo.org/> (Home), Familias (Families) page, and Aprendizaje temprano (Early Learning Page). 75% of site traffic was accessed by users from a desktop device, while 17.5% came from mobile users and 8.3% of users accessed the website through a tablet. Detailed website analytics can be found on the attached F5SMC March 2020 Analytics Report. To drive more traffic to the Spanish sites, we will incorporate more posts with resources in Spanish. Having a COVID-19 resources page in Spanish with links to Spanish resources is also a strategy to increase Spanish engagement by taking advantage of the current attention surrounding Coronavirus.

First 5 San Mateo County March 2020



Buscar...

ENGLISH | ESPAÑOL

- Quiénes somos
- Familias
- Contacto

- Visión general
- Aprendizaje temprano
- Saludable y feliz
- Conexiones familiares



Aprendizaje temprano

El 90% del cerebro de tu bebé crece durante los primeros 5 años. Las primeras experiencias afectan su futuro. ¡Las actividades gratis y divertidas como hablar, leer y cantar marcan una gran diferencia!

APRENDE MÁS

Los elementos fundamentales del aprendizaje temprano son las relaciones sólidas, las experiencias, las emociones, y el juego. Las actividades diarias proveen excelentes oportunidades de aprendizaje. Tenemos mucha información para apoyarte en tu rol como primer maestro de tu niño.



Buscar...

ENGLISH | ESPAÑOL

- Quiénes somos
- Familias
- Contacto





Mar 1, 2020 - Mar 31, 2020

On-Site Performance - February 2020

Website Traffic Overview

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
941	1,184	67.31%	2.54	00:01:31

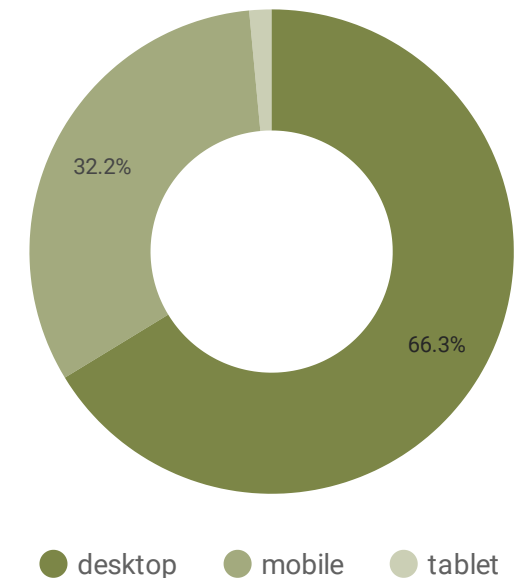
Website Traffic Overview - California

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
644	875	60.11%	2.95	00:01:53

Website Traffic by Source - California

Source	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. google	385	515	59.03%	2.3	00:01:43
2. (direct)	139	207	57.49%	5.45	00:03:10
3. m.facebook.com	41	42	92.86%	1.1	00:00:06
4. smcgov.org	25	25	64%	1.56	00:00:34
5. first5california.com	16	18	27.78%	3.06	00:01:35

Website Traffic by Device (Sessions)



Website Traffic by City - California

City	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. San Francisco	75	103	49.51%	6.94	00:03:59
2. Redwood City	74	110	67.27%	1.87	00:02:07
3. Santa Clara	40	45	80%	1.42	00:00:26
4. San Mateo	36	38	60.53%	2.08	00:00:52
5. Foster City	33	36	77.78%	1.25	00:00:51

Website Traffic by Page - California

Page	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. /families/healthy-and-happy/coronavi...	263	273	78.39%	1.48	00:00:43
2. /	187	253	29.25%	1.47	00:02:30
3. /partners/funding_opportunities/	118	94	78.72%	2.99	00:01:47
4. /families/	59	1	0%	85	00:10:58
5. /partners/	47	1	0%	94	00:01:55



Mar 1, 2020 - Mar 31, 2020

On-Site Performance - February 2020

Website Traffic Overview

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
21	22	90.91%	1.36	00:00:03

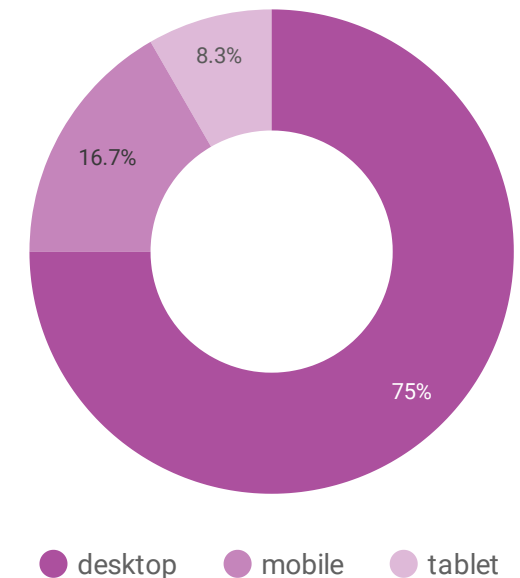
Website Traffic Overview - California

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
11	12	83.33%	1.67	00:00:07

Website Traffic by Source - California

Source	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. google	4	4	100%	1	00:00:00
2. (direct)	4	5	60%	2.6	00:00:17
3. first5california.com	3	3	100%	1	00:00:00

Website Traffic by Device (Sessions)



Website Traffic by City - California

City	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. Daly City	2	3	66.67%	2.33	00:00:19
2. Redwood City	2	2	100%	1	00:00:00
3. Santa Clara	1	1	100%	1	00:00:00
4. Woodland	1	1	100%	1	00:00:00
5. San Jose	1	1	100%	1	00:00:00

Website Traffic by Page - California

Page	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. /	9	10	80%	1.3	00:00:08
2. /familias/	1	0	null	null	null
3. /?s=covid	1	0	null	null	null
4. /familias/aprendizaje-temprano/paqu...	1	1	100%	1	00:00:00
5. /familias/saludable-y-feliz/	1	0	null	null	null