

## **FIRST 5 SAN MATEO COMMISSION MEETING**

### **HOW TO PARTICIPATE**

- Commission and others, we recommend to 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](mailto:ecruz@smcgov.org) or [eroberts@smcgov.org](mailto:eroberts@smcgov.org) or [jdclark@smcgov.org](mailto: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, 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, F5SMC Staff, 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, December 14, 2020**

**TIME: 4:00 PM – 6:00 PM**

**Join Zoom Meeting**

**Online:**

<https://smcgov.zoom.us/j/91722273690?pwd=Y3ppL1NseGlxZ1BZd3VVL2c2Y1BTUT09>

**Phone: +1 669 900 6833**

Webinar ID: 917 2227 3690, Passcode: 990994

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	<b>Action to Set Agenda for December 14, 2020 Meeting and Approve Consent Agenda Items</b> <i>(This item is to set the final consent and regular agenda, and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.)</i>	
4	Commission Announcements	4:05 PM
5	<b>Storytelling: First 5 Work/Impact</b> Dana Stoehr, CEO, San Mateo County Event Center	4:10 PM
Discussion Items		
6	<b>California Policy Update</b> by Margot Grant Gould, Policy Director, First 5 Association of California	4:15 PM
7	<b>San Mateo County Strong Fund Presentation</b> by Commissioner Rosanne Foust, First 5 San Mateo County Commission and CEO, SAMCEDA	4:35 PM

Action Items		
8	<b>Approval of First 5 San Mateo County 2021 Meetings Calendar</b> (See Attachment 8)	4:55 PM
9	<b>Approval of 2021 Committee Members for Finance and Administration Committee, Early Childhood Evaluation Advisory Committee, and Program, Operations, and Planning Committee</b> (See Attachment 9)	5:00 PM
10	<b>Nomination and Election of Chairperson and Vice Chairperson to Commission for 2021</b> (See Attachment 10)	5:05 PM
Informational Items		
11	<b>Report of the Executive Director</b> (See Attachment 11)	5:15 PM

**\* 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](http://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, December 11, 2020 at 650.372.9500 x232 and/or [ecruz@smcgov.org](mailto: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**

December 14, 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.

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- 3.1 Approval of the October 26, 2020 Commission Meeting Minutes  
(See Attachment 3.1)

**First 5 San Mateo County (F5SMC)  
COMMISSION MEETING MINUTES  
October 26, 2020  
San Mateo County Office of Education**

**Call to Order & Roll Call**

**1. Roll Call**

Commission Members: Alexis Becerra, Ken Cole, David Canepa, Rosanne Foust, Pam Frisella, Nancy Magee, Sandra Phillips-Sved, Louise Rogers, Neel Patel (not present during roll call)

Absent Members: Youth Commissioner Ryan Teh

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

County Counsel: Monali Sheth

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

**2. Public Comments: None**

**3. Action to Set Agenda for October 26, 2020 Meeting and Approve Consent Agenda Items**

MOTION: FRISELLA/ SECOND: MAGEE

AYES: BECERRA, CANEPA, COLE, FOUST, FRISELLA, MAGEE, PATEL, PHILLIPS-SVED, ROGERS

NOES: NONE

ABSTAIN: NONE

Motion approved.

**4. Commission Announcement:**

- Commissioner Rogers shared study done by Yale University indicating that child care programs remaining open in April and May 2020 did not contribute significantly to the spread of the COVID-19 virus. The article is called **“Child care not associated with spread of COVID-19, Yale study finds”** <https://news.yale.edu/2020/10/16/child-care-not-associated-spread-covid-19-yale-study-finds>.
- Commissioner Magee thanked Commissioners Patel and Rogers for their intensive support during the pandemic. She shared that San Mateo County Office of Education (SMCOE) updated its pandemic framework in October and strengthened the language around children and mask-wearing. She also shared that SMCOE created a contract with Curative, Inc., a rapid diagnostic firm, for COVID-19 testing, and about 20 school districts are taking advantage of it. Furthermore, SMCOE is gathering information for the early learning community to provide resources for testing their employees.
- First 5 SMC, Director of Program and Planning, Michelle Blakely, announced that the Emergency Response Team consisting of First 5 San Mateo County, 4Cs, SMCOE, San Mateo County Health and other local partners will be hosting a first Facebook Live Town Hall Meeting titled “Child Care During COVID-19” on November 9<sup>th</sup> at 6 pm. We will engage parents who do not currently have their children in child care. Simultaneous Spanish translation will be available.
- Commissioner Patel shared that he is amazed by Commissioners Magee and Rogers and the rest of the group for their passion and advocacy during these challenging times.

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

Build Up for San Mateo County's Children's Director, Christine Padilla, shared how Build Up's efforts shifted during the pandemic and how crucial it is to preserve child care facilities. The Board of Supervisors passed an additional \$2 million Child Care Relief Fund that would go directly to child care center-based and family child care home businesses. Padilla shared a quote from providers regarding their experiences during the pandemic and how it affected their operations. Build Up and partners will continue to raise funds from large employers, cities etc to help with keeping the centers open.

The PowerPoint Presentation can be found on the F5SMC's website, [October 26,2020 Commission Meeting Presentations](#).

**6. Presentation on San Mateo County Recovery Plan**

Peggy Jensen, Deputy County Manager, San Mateo County, Danielle Lee, Assistant Director, Office of Sustainability, San Mateo County, and Jessica Stanfill Mullin, Resource Conservation Program Manager, Office of Sustainability, San Mateo County presented the San Mateo County Recovery Initiative and highlighted following:

- One hundred sixty-eight Recovery Initiative Members worked on public health, equity, fiscal responsibility and community-wide collaboration.
- Engaging the community, advancing equity, and determining the needs during the pandemic.
- Timeline and path to recovery.
- Response and initial recovery of current program and investments comprising \$66.3 million which includes the \$2.1 million for child care and \$6.3 million for digital technology.
- Many implementation groups such as First 5 SMC, 4Cs, SMCOE and other local partners help move the work forward.
- Launched website, [smcrecovery.org](http://smcrecovery.org), to track and share recovery progress.

The Commission asked questions and made comments.

Public Comment:

4C's Executive Director, David Fleishman, thanked for the collaboration and partnership of this effort.

The PowerPoint Presentation can be found on the F5SMC's website, [October 26,2020 Commission Meeting Presentations](#).

**7. Presentation on First 5 San Mateo County's 2020 – 2025 Communications Plan**

First 5 SMC communication's firm, Viva Social Impact Partners, Communications Director, Laura Bowen and Communications Specialists, Elizabeth Campos presented the First 5 SMC 2020 – 2025 Communications and highlighted the following:

- Discovery and planning activities.
- Outcomes from staff and grantee planning sessions which include effective approaches, opportunities, challenges, and ideas.
- Landscape scan and audit on the website and social media platforms.
- Key takeaways and communications goals.
- Strategies:
  - Build on and strengthen foundational brand and communication vehicles with the website as a hub for communications.

- Raise the visibility of First 5, its focus areas, and its investments and partners through content marketing and targeted campaigns
- Engage partners for cohesive communications and advocacy efforts across the community.
- o Currently updating the brand, website, social media, and collaborating with partners to gather stories.

The 2020 – 2025 Communications Plan is included in the packet, and the PowerPoint Presentation can be found on the F5SMC's website, [October 26,2020 Commission Meeting Presentations](#).

**8. Approval of First 5 San Mateo County FY 19 – 20 Budget Close Out**

First 5 SMC, Executive Director, Kitty Lopez, shared that the F5SMC FY 2019 – 2020 Budget Close Out which was also reviewed by the Finance Committee at their October 19, 2020 Meeting. Lopez highlighted that the total actual revenue is 13% higher than the planned budget due to higher Tobacco Tax Revenue, interest revenue, and other new grant funding. The total expenditure is \$2.22 million due to underspending in various programs and grant execution because of COVID-19. The ending fund balance is \$3.064 million higher than the ending fund balance of the planned budget. The admin cost is 9%, which is within the Commission's approved admin cost rate policy of 12%. Lopez asked for approval of this agenda item.

MOTION: FOUST/ SECOND: FRISELLA

AYES: BECERRA, CANEPA, COLE, FOUST, FRISELLA, MAGEE, PHILLIPS-SVED, ROGERS

NOES: NONE

ABSTAIN: NONE

Motion approved.

Public Comment: None

**9. Presentation of First 5 San Mateo County Audit Report FY 2019 – 2020**

First 5 SMC audit firm, Hiep Pham, CPA, from R.J. Ricciardi, Inc. presented the audit report and highlighted the following:

- o Independent Auditor's Report shows a clean opinion.
- o No significant deficiencies or material weaknesses under Government Auditing Standards.
- o There were no current year findings under State Compliance Standards
- o Financial statements such as cash balance went up by \$321,068, accounts payable more due grantees last year, salaries and wages went up due to COLA, more revenue this year produced a surplus
- o Cash and investments have a decreasing trend due to spending more on programs
- o Acknowledged Kitty and the Fiscal team (Khanh & Mey) for their cooperation during the audit.

The PowerPoint Presentation can be found on the F5SMC's website, [October 26,2020 Commission Meeting Presentations](#).

**Approval of First 5 San Mateo County's Basic Financial Statements for the Year Ending June 30, 2020 Audit Report and Its Submission to First 5 California and to California State's Controller Office**

MOTION: MAGEE/ SECOND: BECERRA

AYES: BECERRA, CANEPA, COLE, FOUST, FRISELLA, MAGEE, PHILLIPS-SVED, ROGERS

NOES: NONE

ABSTAIN: NONE

Motion approved.

Public Comment: None

**10. Presentation and Approval of First 5 San Mateo County's FY 2019 – 2020 Annual Program Report and Submission to First 5 California**

F5SMC's Research and Evaluation Specialist, Jenifer Clark, presented the Annual Report to First 5 California and highlighted the following:

- The First 5 California required us to submit an annual report to provide information about our local activities and expenditures, including fiscal information, client data, and county highlights.
- The detailed report in the packet is in accordance with First 5 California guidelines.
- Fiscal year total investment for programs was \$6,285,076 and segmented to our focus areas: family functioning, child health, child development, and systems change.
- Client data, which includes clients served duplicated and unduplicated. Clients served decreased due to pandemic.
- Family demographics data
- F5SMC distributed 1,494 Kits for New Parents which was lower than last year due to pandemic.

The commission asked questions and made comments.

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

Motion approved.

Public Comment: None

The detailed Annual Report is included in the packet, and the PowerPoint Presentation can be found on the F5SMC's website, [October 26, 2020 Commission Meeting Presentations](#).

**11. Approval of Award for Help Me Grow San Mateo County Consultant to Cheryl Oku Consulting in the Amount of \$258,000, Contract Term Effective November 9, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel; Direction to Staff to Conduct Contract Negotiations Regarding the Same**

Emily Roberts, F5SMC's Health and Development Specialist, shared background and model of Help Me Grow System, and the role of the Help Me Grow Consultant. Roberts also shared the outcomes of RFQ procurement process for Help Me Grow Consultant. The Review Panel recommends awarding the contract to Cheryl Oku Consulting.

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

Motion approved.

Public Comments: None



The PowerPoint Presentation can be found on the F5SMC's website, [October 26,2020 Commission Meeting Presentations](#).

**12. Executive Director's Report**

The Executive Director's written report was included in the [October 26, 2020 Commission Meeting Packet](#).

Kitty Lopez, highlighted the following:

- San Bruno Community Foundation awarded \$100,000 for child care center-based and family child care businesses in San Bruno.
- F5SMC signed a Heroes Act for Babies petition to ensure that \$100 million in emergency funding for the Maternal, Infant and Early Childhood Home Visiting program is included in the next economic stimulus package.
- 2020 Legislative Session Overview.
- SSF Police Department approached F5SMC for a car seat for a family experiencing homelessness. Lopez acknowledged F5SMC's Program Associate, Mai Le, for connecting with her resources to help this family.

Public Comments: None

**13. Committee Updates**

Kitty Lopez informed that the report was included in the [October 26, 2020 Commission Meeting Packet](#).

Program, Operations and Planning (POP) Committee:

Kitty Lopez reported that the Committee met and discussed the following:

- San Mateo County Child Care Relief Fund.
- Centering race and equity in our work.
- Communications Plan

Finance and Administration Committee:

Commissioner Frisella reported that the Committee met and reviewed the Budget Close Out and Audit reports presented earlier.

Early Childhood Evaluation Advisory Committee:

Commissioner Rogers reported that the Committee met and reviewed and discussed the following:

- Annual Report
- Qualitative Study on Access to Child Care for Children with Special Health and Behavioral needs
- Results of the Roundtable Collaborative Social Network Analysis

Commissioner Rogers adjourned the meeting at 5:23 PM.

**Date:** December 14, 2020  
**To:** First 5 San Mateo County Commissioners  
**From:** Kitty Lopez, Executive Director  
**Re:** Approval of First 5 San Mateo County 2021 Meetings Calendar

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**ACTION REQUESTED**

Approval of First 5 San Mateo County 2021 Meetings Calendar

**BACKGROUND**

As stated in the First 5 San Mateo County Commission Bylaws adopted on May 2020:

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

The following 2021 Commission and Committee schedule was developed based on meeting dates and times that have been established by the Commission members:

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

Meeting dates that deviate from the schedule above are due to holiday conflicts (**See Attachment 8.1**).

**RECOMMENDATION**

Approval of First 5 San Mateo County 2021 Meetings Calendar



## 2021 Commission and Committee Calendar

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

**Date:** December 14, 2020

**To:** First 5 San Mateo County Commissioners

**From:** Kitty Lopez, Executive Director

**Re:** Approval of First 5 San Mateo County 2021 Committee Members

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### **ACTION REQUESTED**

Approval of First 5 San Mateo County 2021 Committee Members

### **BACKGROUND**

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

The following are appointment recommendations for the 2021 Committees:

#### **First 5 San Mateo County Subcommittees**

<b>Committee</b>	<b>Committee Description</b>	<b>Members for 2021</b>
<b>Finance and Administration</b>	Reviews the Commission's financial operations including but not limited to the: annual budget, annual audit, long term financial planning, and investment strategies.	Pam Frisella Rosanne Foust Alexis Becerra
<b>Program, Operations and Planning</b> <i>(also referred to as POP)</i>	Reviews program specific content areas and helps facilitate the successful implementation of the Commission's Strategic Plan.	Nancy Magee Sandra Phillips-Sved Ken Cole
<b>Early Childhood Evaluation Advisory</b>	Reviews the implementation of First 5 San Mateo County's outcome-based evaluation framework and helps the Commission use evaluation results to inform strategic decision making.	Louise Rogers Neel Patel David Canepa

### **RECOMMENDATION**

Approval of First 5 San Mateo County 2021 Committee Members

**Date:** December 14, 2020  
**To:** First 5 San Mateo County Commissioners  
**From:** Louise Rogers, Commission Chair  
**Re:** Nomination and Election of Chairperson and Vice-Chairperson for 2021

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**ACTION REQUESTED**

Nominate and Elect Chairperson and Vice-Chairperson for 2021

**BACKGROUND**

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

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

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

Currently Louise Rogers serves as Commission Chair and Sandra Phillips-Sved as Commission Vice-Chair. It has been the First 5 San Mateo Commission's practice that Chair and Vice-Chair serve a 2 year term.

**FISCAL IMPACT**

None.

**RECOMMENDATION**

Nominate and Elect Chairperson and Vice-Chairperson for 2021

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

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**OVERVIEW**
**STRATEGIC INVESTMENT FOCUS AREAS – UPDATE**
**QUALITY CARE AND EDUCATION**
**Childcare Relief Fund**

On November 23, 2020, the Child Care Relief Fund (CCRF) and local partners re-convened a review panel to award an additional approximately \$2.5 million in funding for economic recovery and sustainability of child care center-based and family child care (FCC) businesses throughout the county. The San Mateo County Board of Supervisors approved an additional allocation of the Federal CARES Act for two million dollars and CCRF partners secured approximately \$500,000 in contributions from employers, cities and foundations. To date, the Board of Supervisors have approved \$3.5 million. A third contribution from the BOS' may be approved this week. See the chart below for funding sources as of 12/8/2020 and access the link for additional information on funding by city, zip code and provider type. (See Attachment 11.1)

Fund/Grantee	Amount	To Centers*	To FCCHs*
Cal Water	\$10,000	\$6,700	\$3,300
San Carlos Community Foundation	\$10,000	-	\$10,000
Facebook	\$49,500	\$33,000	\$16,500
New Community Church	\$10,000	-	\$10,000
Chan Zuckerberg Initiative	\$200,000	\$133,333	\$66,666
Google	\$99,000	\$66,330	\$32,670
City of San Carlos	\$50,000	\$33,333	\$16,667
CARES 2	\$2,000,000	\$1,350,000	\$650,000
<b>TOTAL:</b>	<b>\$2,428,500</b>	<b>\$1,622,697</b>	<b>\$805,802</b>

**Child Care Partnership Council**

On November 16, 2020, the Child Care Partnership Council (CCPC) adopted its Policy Platform for FY 20-23. The comprehensive platform addresses critical issue areas for children 0-13. The priority areas for advocacy are: Systems, Financing and Administration; High-Quality Program Implementation; Availability, Accessibility and Affordability; Workforce; Facilities and Health and Safety (See Attachment 11.2 for the policy platform). Superintendent and Commissioner Nancy Magee and Supervisor Dave Pine are co-chairs of the CCPC. Sarah Kinahan is the coordinator/ lead for this Planning Council and Michelle Blakely chairs the Leadership and Impact Committee and

facilitated the discussion to approve the policy platform. Over 50 CCPC voting members, consumers and work group participants were involved in the drafting and approval of the policy platform which will be presented to the Board of Supervisors in January 2021.

#### **Parent Town Hall- Child Care during COVID-19**

On November 9, 2020 First 5 and partners including SMC Health, San Mateo Office of Education (SMCOE), Institute for Human & Social Development (IHSD), 4C's, Community Equity Collaborative and Parent Voices held a live event for parents to address prescient questions about COVID -19 and child care. Over 100 parents attended, and live Spanish interpretation was provided. The Town Hall was facilitated by Nora Melendez, a parent advocate from IHSD. Commissioners Dr. Neel Patel and Superintendent Nancy Magee served on the panel with SMCOE's Program Manager Donna Yuriar, Jill Vandroff, Registered Nurse Consultant, and Dr. Anand Chabra of SMC Health Medical Director-Family Health. A link to the You-tube video of the town hall can be found here:

[https://www.youtube.com/watch?v=dRvwP\\_t63ZM&feature=youtu.be](https://www.youtube.com/watch?v=dRvwP_t63ZM&feature=youtu.be)

### **HEALTHY CHILDREN**

#### **Children's Health Initiative (CHI) Oversight Committee Meeting**

On November 13, the Children's Health Initiative Oversight Committee met for a regular meeting. Executive Director Kitty Lopez, on behalf of First 5 SMC, serves as one of nine voting members. The main purpose of the meeting was to consider a proposal to fund \$2 million from the CHI Trust Fund to the Mission Asset Fund's San Mateo County Immigrant Relief Fund. The recommendation was passed by Oversight Committee members and will go to the Health Plan of San Mateo Board for their vote on December 9. These funds are targeted to support children and families during this time of the pandemic.

#### **Children's Oral Health Workgroup**

The Children's Oral Health Workgroup met for their regular meeting on December 2, led by co-chairs Eileen Espejo of Children Now and First 5 SMC staff member Emily Roberts. The core of the agenda was focused on updates from members on progress with preventative oral health strategies. This focus was identified by workgroup members in the spring of 2020 as the priority during the COVID-19 pandemic and several agencies have identified creative methods and partnerships to meet the persistent oral health needs of children during this time.

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### **POLICY & ADVOCACY UPDATES**

#### **Addressing Historic Trauma in Indian Country**

On December 4<sup>th</sup>, First 5 SMC staff member, Jenifer Clark attended a webinar sponsored by Van Ness Feldman and the Roundtable on Native American Trauma-Informed Initiatives titled: "Addressing Historic Trauma in Indian Country: Funding and Implementing Trauma-Informed Programming in the Wake of the COVID-19 Pandemic". The session featured Dr. Tami

DeCoteau and Mr. Dan Press, and focused on defining historic trauma and evaluating its impacts on Native Communities; the relationship between historic trauma and the COVID-19 virus; case-studies of successful implementation of historic-trauma-informed programs; and suggestions for future efforts to support trauma-informed programming in Indian Country.

### **Kids Are In Crisis – We Need to Act Now!**

F5SMC signed on a petition to ensure that the California state’s budget prioritize every unrestricted dollar for supports for kids, across the early childhood, family and economic supports, health, K-12 and higher education, housing and child welfare areas.

(See Attachment 11.3)

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## **ACCOUNTABILITY, RESEARCH AND EVALUATION**

### **Roundtable Collaborative Social Network Analysis**

On November 19<sup>th</sup>, Jenifer Clark presented the results of the Roundtable Collaborative Social Network Analysis to Roundtable members at their regular monthly meeting. Key findings included: high levels of trust and value accorded to the Roundtable as a whole and to participating partner agencies; the Roundtable is seen as a valuable resource for coordinating client care; the success of the Roundtable is driven by informal relationships between individuals rather than formal relationships between agencies; challenges arise when agency- or systems-level issues impede the ability of staff to meet the needs of the children and families they are serving.

### **Economic Policy Institute’s Program on Race, Ethnicity, and the Economy**

On December 2<sup>nd</sup>, Jenifer Clark attended a webinar sponsored by the Economic Policy Institute’s Program on Race, Ethnicity, and the Economy titled: “Contemporary Social Issues and the Latinx Experience in the United States”. The session featured Dr. Francisca Antman, Associate Professor of Economics at the University of Colorado at Boulder, who discussed the diversity of the U.S. Latinx population by nativity, socioeconomic status, and intersections of racial and ethnic identity.

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## **FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES**

### **Annual First 5 Network Association Summit: December 7 – 9, 2020, Virtual Meeting**

The First 5 Staff attended the 3-day Annual Summit Conference along with over 100 other First 5 County Staff across the state to discuss and explore ways to improve services for young children and families locally and statewide. Topics included centering race, equity, diversity and inclusion in First 5 work and overview of California Master Plan for Early Learning and Care. Keynote speaker was Mia Birdsong, a local activist, speaker, author who advocates for the strengthening of communities and the self-determination of low-income people.

### **The First 5 California (F5CA) Home Visiting Initiative**

On November 30, and December 7, 2020, a county-wide planning continued with active participation from partner agencies, HV staff and partners including SMC Health (Family Health Services, IHSD Head Start, Family Connections, Puente, Peninsula Family Services, Star Vista, Parent Voices, AbilityPath/HMG and others partners) in co-developing an action plan for SMC to identify and overcome barriers to early childhood system coordination and alignment. SMC





Health Staff, Trish Erwin & Veronica Landa and Family Connections, Lorena Alcayaga are co-facilitating part of the planning process with First 5 using the LEAP/LEAN method. The implementation goals are to include updating (or referencing) the county's environmental scan of communities; expanding access to evidence-based home visiting services; strengthening home visiting coordination and identifying at least one COVID-19 specific strategy. We are reaching out to other partners to join in. A full presentation to the Commission will be provided in March 2021. The Action Plan is due to F5CA in February 2021 - the timeline for submission has been extended.

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## COMMUNITY AND STATEWIDE EVENTS & UPDATES

### No Small Matter: Film and Panel Discussion

On December 7, 2020, a panel discussion follow-up to this powerful documentary on early childhood education was sponsored by Congregation Beth Am, Community Equity Collaborative & Good2know Network. The panelists were Assemblymember Marc Berman, Carol Thomsen (All Five), Michelle Blakely (First 5 SMC), Christine Padilla (Build Up for SMC's Children) and special guest, Rachel Giannini the teacher featured in the documentary. The theme for the evening was "Their Now is our Future". Over 140 community members attended. The panel concluded with a discussion on ways the community can actively engage in advancing the importance and attention to young children and the early learning workforce.

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## COMMUNICATIONS

The First 5 Staff is working with its communications firm, VIVA Social Impact Partners, with elevating and revamping the current website, developing newsletters, communication strategies with other programs and initiatives such as ACEs Aware, Help Me Grow and Build Up for San Mateo County's Children.

First 5 San Mateo County will be using its updated logo (see below) beginning January 2021. Updating the logo is part of refreshing the First 5 SMC brand look and feel, and it is consistent with the First 5 SMC's communications strategies as described in the 2020 – 2025 First 5 SMC's Communications Plan.



See attachment 11.4 for website and social media analytics report.



### Funding by City

Includes CARES + Other Funding\*

City	Total # Programs	# Programs Applied	% Programs Funded	\$ Funding to Programs	# Unfunded Programs	\$ Unfunded
Atherton	12	2	100%	\$65,000	-	-
Belmont	30	7	43%	\$25,150	4	\$107,024
Brisbane	4	2	50%	\$7,200	1	\$33,499
Burlingame	39	15	33%	\$137,195	10	\$252,683
Colma	3	3	67%	\$65,000	1	\$52,545
Daly City	106	34	82%	\$443,124	6	\$38,320
East Palo Alto	36	15	93%	\$159,309	1	\$10,547
El Granada	6	1	-	-	1	\$42,878
Foster City	39	14	86%	\$226,459	2	\$18,280
Half Moon Bay	23	2	100%	\$91,987	-	-
Hillsborough	5	-	-	-	-	-
La Honda	2	-	-	-	-	-
Menlo Park	52	17	76%	\$456,698	4	\$87,135
Millbrae	28	13	69%	\$91,895	4	\$110,735
Montara	3	1	-	-	-	\$5,246
Moss Beach	2	1	-	-	-	\$4,950
Pacifica	45	14	50%	\$239,917	7	\$94,085
Pescadero	1	-	-	-	-	-
Portola Valley	6	-	-	-	-	-
Redwood City	148	56	82%	\$764,012	10	\$108,260
San Bruno	47	24	71%	\$339,207	7	\$76,706
San Carlos	28	10	70%	\$125,000	3	\$145,570
San Mateo	185	75	57%	\$713,636	32	\$468,437
South San Francisco	82	41	85%	\$577,711	6	\$197,456
Woodside	3	-	-	-	-	-
<b>TOTAL</b>	<b>935</b>	<b>347</b>	<b>70%</b>	<b>\$4,528,500</b>	<b>99</b>	<b>\$1,854,356</b>

\*See "Funding Sources" spreadsheet.



### Funding Sources

Fund/Grantee	Amount	To Centers*	To FCCHs*	Restrictions
Cal Water	\$10,000	\$6,700	\$3,300	Programs located in SSF, Colma, San Mateo, San Carlos
San Carlos Community Foundation	\$10,000	-	\$10,000	Split among three predetermined FCCHs in San Carlos
Facebook	\$49,500	\$33,000	\$16,500	Programs located in EPA, Belle Haven and NFO (Menlo Park only)
New Community Church	\$10,000	-	\$10,000	Split between 2 FCCHs located in Menlo Park
Chan Zuckerberg Initiative	\$200,000	\$133,333	\$66,666	-
Google	\$99,000	\$66,330	\$32,670	-
City of San Carlos	\$50,000	\$33,333	\$16,667	Programs located in San Carlos
CARES 2	\$2,000,000	\$1,350,000	\$650,000	-
<b>TOTAL: \$2,428,500    \$1,622,697    \$805,802</b>				

\*Unless otherwise noted, 2/3 of each fund is allocated to child care centers and 1/3 is allocated to family child care homes (FCCHs) in accordance with the 8.4.20 staff memo to the Board of Supervisors.

**CHILD CARE CENTER GRANTEES (70 Grantees)**

Center Name	City	# Children	Grant
Menlo Park City School District Early Learning Center	Atherton	44	\$55,000
Palcare	Burlingame	169	\$55,000
AbilityPath	Burlingame	135	\$55,000
Early Learning Academy	Colma	60	\$55,000
Bayshore Elementary School District	Daly City	29	\$17,905
Milestone Academy Preschool	Daly City	46	\$24,450
Young World Preschool & Childcare LLC	Daly City	140	\$55,000
Our Lady of Mercy Sr. Claire PreSchool	Daly City	58	\$44,852
Latchkey Alternative Center LLC	Daly City	85	\$42,758
Playhouse Childcare Center, LLC	Daly City	33	\$29,266
Amigos de Arden	Daly City	12	\$11,432
Centro de Cuidado Infantil Semillas de Amor	Daly City	14	\$17,960
Hope Lutheran Day School	Daly City	142	\$55,000
Milestone Academy Preschool One	Daly City	8	\$11,163
Au P'tit Monde	East Palo Alto	46	\$55,000
All Are Friends Montessori School	Foster City	52	\$32,326
Lakeview Montessori	Foster City	103	\$55,000
Peninsula Jewish Community Center	Foster City	355	\$55,000
Coastside Children's Programs	Half Moon Bay	30	\$36,987
Coastside Child Development Center	Half Moon Bay	45	\$55,000
All Five	Menlo Park	24	\$35,000
Wund3rSchool	Menlo Park	36	\$43,599
City of Menlo Park - Belle Haven Child Development Center	Menlo Park	93	\$55,000
Redwood City School District Child Development Centers	Menlo Park	512	\$55,000
GeoKids	Menlo Park	94	\$55,000
Bright Angel Montessori Academy	Menlo Park	55	\$55,000
Littlest Angels Bethany Lutheran Preschool	Menlo Park	95	\$55,000
University Heights Montessori Children's Center	Menlo Park	60	\$55,000
City of Millbrae	Millbrae	25	\$12,111
Millbrae Nursery School	Millbrae	49	\$20,915

**CHILD CARE CENTER GRANTEES** (70 Grantees)

<b>Center Name</b>	<b>City</b>	<b># Children</b>	<b>Grant</b>
Kids Konnect Preschool	Pacifica	45	\$55,000
Building Kidz	Pacifica	87	\$55,000
City of Pacifica	Pacifica	71	\$55,000
Terra Nova Christian Day Care	Pacifica	53	\$44,917
City of Redwood City Parks, Rec & Community Services	Redwood City	213	15,498
Peninsula Covenant Church School-Age Care	Redwood City	125	\$55,000
Sequoia Children's Center	Redwood City	91	\$35,000
Redwood City Child Development Program	Redwood City	74	\$55,000
St. Michael Preschool and Infant Care Center	Redwood City	120	\$55,000
Footsteps Child Care, Inc.	Redwood City	23	\$27,445
Catalyst Kids	Redwood City	91	\$55,000
Beresford Montessori Inc.	Redwood City	62	\$45,000
Open Gate Nursery School	Redwood City	43	\$845
Redwood Church Preschool	Redwood City	89	\$55,000
The Redwoods International Montessori	Redwood City	48	\$55,000
San Mateo County Community College District	San Bruno	30	\$55,000
Bright Star Preschool/CDC	San Bruno	35	\$13,921
Crayon College Inc.	San Bruno	65	\$51,481
Happy Hall Schools	San Bruno	143	\$55,000
My Busy Town Learning Center	San Bruno	5	\$21,917
San Bruno Park School District	San Bruno	101	\$55,000
Happy Campers Preschool	San Carlos	104	\$55,000
Little Learners Preschool	San Carlos	24	\$30,219
The Children's Place	San Carlos	39	\$4,758
Peninsula Family Service	San Mateo	103	\$55,000
Building Kidz	San Mateo	64	\$55,000
Challenge School	San Mateo	160	\$55,000
Highlands Recreation District Early Education Center	San Mateo	44	\$55,000
Hope Evangelical Lutheran Church Preschool	San Mateo	31	\$10,393
Little Bloom Early Child Development Center	San Mateo	98	\$55,000
Norma Gist Peoples Free Child Development Program	San Mateo	24	\$28,463
SafariKid	San Mateo	30	\$55,000
Pacific Rim International School	San Mateo	84	\$32,777
Boys & Girls Clubs of North SMC - Orange Park Clubhouse	South San Francisco	138	\$51,922

**CHILD CARE CENTER GRANTEES** (70 Grantees)

Center Name	City	# Children	Grant
Gateway Child Development Center	South San Francisco	111	\$55,000
Friends To Parents	South San Francisco	121	\$55,000
Hillside Christian Academy	South San Francisco	34	\$55,000
Building Kidz of South San Francisco	South San Francisco	115	\$55,000
City of South San Francisco - Little Steps Preschool	South San Francisco	16	\$20,636
Study Buddies Preschool	South San Francisco	45	\$47,091
<b>TOTAL:</b>		<b>5,648</b>	<b>\$3,008,007</b>


**FAMILY CHILD CARE HOME GRANTEES (176 Grantees)**

Program Name	City	# Children	Grant
Happy Feet Daycare	Atherton	8	\$10,000
Alicia's Daycare	Belmont	3	\$5,150
Little Lambs Montessori	Belmont	12	\$10,000
Jubilee Day Care	Belmont	11	\$10,000
Little Bright Star Day Care	Brisbane	5	\$7,200
Sherri's Family Daycare	Burlingame	8	\$7,195
Busy Doodle Bugs Early Learning Program	Burlingame	12	\$10,000
Little Stars Family Daycare	Burlingame	12	\$10,000
Little Giants Daycare and Preschool	Colma	8	\$10,000
Josy's Daycare	Daly City	8	\$6,950
Janet's Montessori at Westlake	Daly City	11	\$9,126
Barberena Day Care	Daly City	6	\$5,906
D&Co Daycare	Daly City	6	\$7,060
Cuddle 'N Hugs Family Daycare	Daly City	6	\$7,950
Kinder Hearts Childcare	Daly City	2	\$4,793
Little Lambs Daycare	Daly City	6	\$10,000
Aida Siguenza	Daly City	8	\$4,686
Dolores C Paltao	Daly City	6	\$7,980
Man Ling Lin	Daly City	2	\$5,904
Sandy Huang	Daly City	5	\$4,800
Luisa Family Daycare	Daly City	4	\$6,820
Family Child Daycare	Daly City	12	\$10,000

**FAMILY CHILD CARE HOME GRANTEES** (176 Grantees)

<b>Program Name</b>	<b>City</b>	<b># Children</b>	<b>Grant</b>
Northridge Family Daycare	Daly City	12	\$9,124
Happy Kids Family Childcare	Daly City	12	\$7,037
Hanadaycare	Daly City	8	\$10,000
Elizabeth V Perez Daycare	Daly City	9	\$7,626
Chiquitos Wonder School	Daly City	5	\$7,575
Pulgarcito Daycare	East Palo Alto	14	\$10,000
Kimberly McGee	East Palo Alto	21	\$10,000
Robin's Childcare	East Palo Alto	14	\$7,013
Sister Daycare	East Palo Alto	8	\$10,000
Littlepeople Playcare	East Palo Alto	13	\$9,150
My Little Prince Childcare Preschool	East Palo Alto	10	\$10,000
Andrea's Daycare	East Palo Alto	4	\$3,069
Deidras Daycare	East Palo Alto	15	8,647
Pinita's Daycare	East Palo Alto	10	\$10,000
Leticia Day Care	East Palo Alto	3	\$8,320
Marie Family Daycare	East Palo Alto	5	\$6,477
Daisy's Daycare	East Palo Alto	7	\$2,858
CandyLand Home Daycare	East Palo Alto	8	\$8,776
Mi Escuelita Daycare and Preschool	Foster City	10	\$10,000
Mrs. K's House Preschool	Foster City	25	\$10,000
Natcha Child Care	Foster City	11	\$10,000
Omni Montessori Preschool	Foster City	12	\$10,000
Little Friends Family Daycare Home	Foster City	12	\$10,000
ABC123 Homedaycare	Foster City	10	\$10,000
Loubna's Daycare	Foster City	7	\$10,000
Kids 'N Cribs Family Home Daycare	Foster City	6	\$6,294



**FAMILY CHILD CARE HOME GRANTEES** (176 Grantees)

<b>Program Name</b>	<b>City</b>	<b># Children</b>	<b>Grant</b>
Dolphin Isle Preschool	Foster City	13	\$7,839
Pie Pequeño Day Care	Menlo Park	13	\$10,000
Emy's Day Care	Menlo Park	7	\$8,099
Playsmart Child Care & Preschool	Menlo Park	12	\$10,000
Teddy Bears Loving Care	Menlo Park	14	\$10,000
Daycare by Atherton	Menlo Park	5	\$10,000
Smart Education	Millbrae	14	\$10,000
A Place to Learn	Millbrae	9	\$8,232
Jasmine Daycare	Millbrae	11	\$8,910
Little Scholar Preschool & Daycare	Millbrae	12	\$10,000
Kidz ink.	Millbrae	7	\$10,000
Guler Souad.S	Millbrae	1	\$4,100
Little Tree Academy	Millbrae	6	\$7,627
Aminta Nadelman	Pacifica	14	\$10,000
Neo Immersion Montessori School	Pacifica	8	\$10,000
Animal Crackers and Little Biscuits	Pacifica	12	\$10,000
My Little Jade Daycare	Redwood City	6	\$4,918
LM Play & Learn Inc.	Redwood City	8	\$10,000
Noemi's Home Daycare	Redwood City	4	\$4,270
Colibri Family Childcare	Redwood City	4	6,500
Playfultots learning center	Redwood City	12	\$10,000
Rosie's Family Daycare	Redwood City	6	\$10,000
My Baby Daycare & LC	Redwood City	9	\$10,000
Little Explorers Family Daycare	Redwood City	10	\$10,000
Angel's Family Childcare	Redwood City	9	\$10,000
TLC for Tots	Redwood City	6	\$7,510

**FAMILY CHILD CARE HOME GRANTEES** (176 Grantees)

<b>Program Name</b>	<b>City</b>	<b># Children</b>	<b>Grant</b>
Martha Oropeza Vigil	Redwood City	6	\$10,000
Under the Blue Sky	Redwood City	2	\$10,000
Aurora S Cortes Family Child Care	Redwood City	9	\$10,000
Venegas Family Day Care	Redwood City	7	\$5,698
Mayra Plaza-Gonzalez	Redwood City	4	\$5,967
Monica's Daycare	Redwood City	13	\$10,000
Anastasia Montessori Preschool	Redwood City	12	\$10,000
Children's Day Care	Redwood City	8	\$9,036
Kidspace	Redwood City	4	\$8,350
My Fuzzy Bunnies Child Care	Redwood City	14	\$10,000
Little Learners Daycare	Redwood City	6	\$6,650
Auntie Sahar's Daycare	Redwood City	6	\$9,700
Marilu Child Daycare	Redwood City	7	\$8,463
Little Heart Day Care	Redwood City	8	\$9,865
La Casa de Lucy Spanish Immersion Daycare	Redwood City	12	\$10,000
Daycare	Redwood city	6	\$6,900
Gina VanDusen	Redwood City	5	\$9,725
Deborah Vasquez	Redwood City	8	\$10,000
Kari's Licensed Family Childcare	Redwood City	11	\$8,412
Little Builders Preschool & Daycare	Redwood City	13	\$10,000
Elite Learning	Redwood City	12	\$9,990
Sharmila Montessori House Of Children Inc.	Redwood City	13	\$10,000
Andino's Daycare	Redwood City	12	\$10,000
Nina's Family Daycare	Redwood City	5	\$8,271
Creciendo Juntos Spanish-Immersion Child Care	Redwood City	4	\$10,000
Ingrid's Home Daycare	San Bruno	5	\$6,575

**FAMILY CHILD CARE HOME GRANTEES** (176 Grantees)

<b>Program Name</b>	<b>City</b>	<b># Children</b>	<b>Grant</b>
The Birdnest	San Bruno	4	\$3,000
Reach for the Stars	San Bruno	14	\$8,405
Kids Imagination Daycare	San Bruno	10	\$10,000
Mimi's Wonderschool	San Bruno	2	\$10,000
Abuelitas Daycare	San Bruno	10	\$8,998
Julie's Early Birds Daycare	San Bruno	8	\$6,865
Sherrie's Kiddie Corner	San Bruno	7	\$4,530
Rollingwood Child Care	San Bruno	3	\$8,515
Lucia Montessori Care	San Bruno	13	\$10,000
Maricela Barron	San Bruno	12	\$10,000
Little Troopers Inc.	San Carlos	12	\$10,000
Paragon Montessori 3DP	San Carlos	25	\$10,000
Villa's Daycare	San Carlos	6	\$8,575
Ana Fitzgerald	San Carlos	8	\$6,447
Leib Haudy Anai Family Home Day Care	San Mateo	4	\$6,602
I-IMMERSION	San Mateo	10	\$10,000
Cheryl's Daycare	San Mateo	11	\$7,920
Kidink Preschool, LLC	San Mateo	13	\$10,000
Kids Central Montessori	San Mateo	12	\$10,000
Little Panda Daycare	San Mateo	16	\$8,238
Little Dots Family Daycare	San Mateo	14	\$9,883
My Sweet Home Daycare	San Mateo	7	\$9,253
Grace's Little Preschool	San Mateo	10	\$10,000
Mi Second Casa	San Mateo	12	\$10,000
Playful Learning Preschool (Victoria Pita)	San Mateo	12	\$8,554
Jinous Saidi	San Mateo	5	\$7,397

**FAMILY CHILD CARE HOME GRANTEES** (176 Grantees)

<b>Program Name</b>	<b>City</b>	<b># Children</b>	<b>Grant</b>
ABC Panda Child Care	San Mateo	4	\$10,000
Medina Family Daycare	San Mateo	12	\$10,000
Tierra Verde Family Child care	San Mateo	12	\$10,000
Curious Beans Preschool	San Mateo	12	\$10,000
Sunshine Little House of Learning	San Mateo	12	\$10,000
Kubo Montessori	San Mateo	24	\$10,000
Nihao School	San Mateo	10	\$10,000
Little Steps Daycare	San Mateo	7	\$7,600
Boostan Kids	San Mateo	11	\$10,000
Jiayi Daycare LLC	San Mateo	6	\$10,000
Karla M. DuBois	San Mateo	15	\$10,000
Super Munchkins Academy	San Mateo	13	\$10,000
Bermuda Montessori and Daycare	San Mateo	10	\$10,000
Our Art Room	San Mateo	28	\$5,559
Jennifer's Daycare Home	San Mateo	6	\$4,550
Aurora Day Care	San Mateo	14	\$10,000
fullofwonder	San Mateo	16	\$8,964
Arcoiris daycare	San Mateo	6	\$10,000
TippiToes Daycare	San Mateo	8	\$7,484
Inspired Preschool of San Mateo	San Mateo	12	\$10,000
Hatifa's Childcare	San Mateo	12	\$10,000
Di's Day Care	San Mateo	15	\$10,000
Scarlet's Family Daycare	South San Francisco	13	\$10,000
ABC Family Daycare	South San Francisco	14	\$10,000
Estela's Family Child Care	South San Francisco	14	\$10,000
Little Bee's Family Child Care	South San Francisco	6	\$6,235

**FAMILY CHILD CARE HOME GRANTEES** (176 Grantees)

<b>Program Name</b>	<b>City</b>	<b># Children</b>	<b>Grant</b>
Maria Montessori House	South San Francisco	8	\$8,657
The Children's Cottage	South San Francisco	14	\$9,545
Anita's Home Daycare	South San Francisco	8	\$8,115
Jialing Yang (Happy Face Family Childcare)	South San Francisco	12	\$10,000
Zenny's Day Care	South San Francisco	9	\$10,000
Saira Khan	South San Francisco	4	\$6,100
Qi Wang	South San Francisco	6	\$5,510
Ositos Wonderschool	South San Francisco	8	\$7,432
Allyson's Home Daycare	South San Francisco	6	\$10,000
Christie Cruz Family Childcare Home	South San Francisco	12	\$6,600
Ekaterina Osokina Daycare	South San Francisco	6	\$10,000
Joy's Daycare	South San Francisco	6	\$4,977
KinderCareCollege	South San Francisco	5	\$6,600
Mello Tots DayCare	South San Francisco	7	\$8,157
Pumpkin Patch Childcare	South San Francisco	6	\$7,790
Little Steps	South San Francisco	7	\$9,460
Sprouting Seeds Child Care	South San Francisco	9	\$10,000
Annabelle Family Child Care	South San Francisco	9	\$6,692
Happy Faces Day Care	South San Francisco	14	\$10,000
Eva's Day Care	South San Francisco	13	\$10,000
Flores Daycare	South San Francisco	14	\$10,000
Angelitos Family Daycare	South San Francisco	6	\$6,700
Tiny Bubbles Family Daycare	South San Francisco	13	\$9,600
Teach Me Daycare	South San Francisco	14	\$10,000
<b>TOTAL:</b>		<b>1,664</b>	<b>\$1,520,601</b>



## Public Policy Platform 2020-2023

The San Mateo County Child Care Partnership Council (CCPC) advises the County Board of Supervisors and the County Superintendent of Schools on child care and early learning program and policy issues, and takes the lead in planning and advocating for quality child care and early learning for all children, *from birth to age thirteen*, in San Mateo County. This Public Policy Platform captures long-standing priorities and positions of the CCPC, as well as emerging concerns. It is not organized in order of importance, and is intended to describe values and comprehensive positions.

Child care and early learning programs contribute to children's overall healthy growth and development, and strengthen families while enabling them to go to work or school. The CCPC's vision is that every child and family in San Mateo County has high quality child care and early learning opportunities. **We believe that these opportunities should be accessible for all children regardless of race, ethnicity, religion, ability, language, economic status, immigration status, and geographic location. We seek to address inequitable practices in the child care and early learning system so that success and failure are no longer predictable by child identity - racial, cultural, economic, or any other social factor.**

The onset of the COVID-19 pandemic in March 2020 created significant upheaval throughout our community. During the pandemic, child care has been elevated as a critical support for healthcare professionals, first responders and other essential workers, as well as for the long-term recovery of our community. While some programs temporarily closed their doors due to shelter-in-place orders, many remained open, particularly family child care providers. As child care and early learning programs adapted to the pandemic, the need for additional resources quickly became apparent. Programs need financial and other supports to meet public health guidance that calls for new and increased health and hygiene practices and limiting the size of groups of children to maintain physical distancing. Schools remaining closed for distance learning have also magnified pressures on programs to support young children in new ways.

Notably, the child care and early learning system was fragile prior to the onset of the pandemic as public funds and family fees have not met the cost of operating quality programs and compensating the workforce adequately, particularly in a high-cost county such as San Mateo, and the demand for affordable child care and early learning programs has outpaced the supply. Working families struggle with the combined high costs of housing, child care, and other living expenses in our county. As such, child care and early learning is at a critical juncture as demands on the field have altered considerably and the stress and uncertainty for families has grown.

The importance of Local Child Care and Development Planning Councils (LPCs) across the state, such as the CCPC, has been magnified in these crises – coordinating across counties

and mixed delivery systems to leverage information and resources to support the field. LPCs offer a public forum to hear issues that matter most to the field and galvanize a coordinated response by engaging parents, early educators, public and community-based agencies, institutions of higher education, and philanthropy with policy makers and other local partners to strategize response and action plans.

1. Systems, Financing and Administration
2. High-Quality Program Implementation
3. Availability, Accessibility and Affordability
4. Workforce
5. Facilities
6. Health and Safety

To ensure and support a comprehensive, high-quality child care and early learning system serving children *from birth to age 13*, we advocate for increased, protected and stable funding for that system, and we recognize a need for investments that sustain the child care and early learning infrastructure as programs grapple with financial challenges due to the COVID-19 pandemic.

- Increased investments for infant and toddler care and other high need populations;
- A streamlined, single subsidy reimbursement system that reflects the actual, current cost of providing high-quality care that adequately compensates the workforce to achieve salary parity with the K-12 system;
- Streamlined and efficient administration, including adequate resources for Local Child Care Planning Councils, and coordinated regulatory, contracting and reimbursement processes;
- Strong systems coordination between state and local agencies that support child care and early learning, physical and/or mental health, prevention/early intervention, TK-12 and higher education, community and economic development, family support, food/nutrition, social services and recreation services;
- Programs that emphasize trauma-informed care to address the needs of unique populations;

## Public Policy Platform 2020-2023

- A system that supports a smooth transition for children and families from infant/toddler programs into the PreK/TK-12 system, with collaboration to align PreK and TK/K-3<sup>rd</sup> grade standards, curriculum, credentialing, and assessment;
- Opportunities to pilot new ideas and innovative services to improve outcomes for young children and their families in San Mateo County; and
- A streamlined data collection system that provides opportunities to understand children's Kindergarten readiness through a universal assessment, the various needs of children and families, their participation in various services, and the impact of those services on child development and school readiness, and family self-sufficiency and stability.

### HIGH-QUALITY PROGRAM IMPLEMENTATION

To ensure the best outcomes for young children *ages birth to 13* and their families, we support a sufficiently funded system that ensures high-quality programs that include:

- Developmentally appropriate curriculum grounded in research and evidence-based practices;
- A culturally/linguistically responsive approach;
- Inclusive environments conducive to learning and development for all children;
- Robust and authentic family engagement;
- Meaningful connections to comprehensive services and early identification and intervention processes; and
- Effective evaluation, monitoring and support.

We also support the use of a Quality Rating and Improvement System (QRIS) to assist families in choosing quality programs, to support programs to engage in continuous quality improvement, and to encourage public / private entities to invest in services that meet higher levels of quality.

To achieve high-quality program implementation in both publicly and privately funded child care and early learning programs, we support policy proposals such as:

- Inclusion of a broad representation of centers, family child care homes, and alternate settings in Quality Counts San Mateo's quality improvement efforts that encompass a diversity of modalities (i.e. coaching, mentoring, trainings, etc.);
- Technical assistance, professional development, training and coaching that remove barriers and support quality improvement;
- Increased state and local funding to grow and sustain quality improvement implementation and make these activities more accessible to all programs;
- Inclusive environments for all children within a mixed delivery system;





## Public Policy Platform 2020-2023

- Rigorous program evaluation to determine which quality improvement strategies result in improved kindergarten readiness for our most vulnerable children; and
- Supports for programs that serve school age children to improve the quality of their services.

### AVAILABILITY, ACCESSIBILITY AND AFFORDABILITY

To ensure all families and their children benefit from high-quality child care and early learning services, including equitably addressing the needs of unique populations of children and their families such as infants/toddlers, dual language learners, children at risk and/or with special developmental and health care needs, children experiencing homelessness, children under the supervision of the child welfare system, children and families experiencing domestic violence, and children of teen parents, we support investments and strategies that increase the availability, accessibility and affordability of inclusive, high-quality services provided within a diverse delivery system.

To achieve equitable and universal availability, accessibility, and affordability, we support policy proposals such as:

- Increased funding to serve all children from low-income families in need of subsidized child care and early learning services regardless of immigration status;
- Easy enrollment and verification processes for families accessing subsidized child care and early learning with adequate funding for the agencies/entities that support families so that timely and responsive services can be provided in the family's home language;
- Greater assistance for families to help them learn about child care and early learning options, particularly for families with children with special needs and in the family's home language;
- Family eligibility standards that promote continuity of care for children and families;
- A higher income eligibility threshold for subsidized child care and early learning services due to the high cost of living in San Mateo County;
- Thoughtful income supports or other strategies, such as family-friendly workplace policies, to improve the short- and long-term stability of families and healthy outcomes for children; and
- Capacity building supports for all providers to help them serve underserved populations.

### WORKFORCE

To ensure that a qualified workforce cares for and educates our diverse population of young children, we promote public and private efforts and systems that recruit, retain, and support a



## Public Policy Platform 2020-2023

diverse, well-educated, well-compensated child care and early learning workforce that is inclusive of center-based, family child care, and “family, friend, and neighbor” staff.

To achieve an increase in the number of qualified child care and early learning professionals who are paid commensurate with their education and expertise and with parity to the K-12 system, we support policy proposals such as:

- Improved access to high-quality, coordinated educational and professional development systems that address financial, cultural, linguistic, and literacy needs on a continuum from entry-level through degree attainment;
- Adequate compensation for the workforce to achieve salary parity with the K-12 system;
- Coordination between local providers of professional development and higher education and support;
- Professional development opportunities that help the workforce develop expertise to support vulnerable and unique populations of children and families; and
- Campaigns to raise awareness of the child care and early learning workforce as valued professionals.

### FACILITIES

To ensure an adequate supply of high-quality child care and early learning facilities, we advocate for public policy changes and strategies that reduce the complexity and remove barriers to developing new spaces.

To ensure that children are cared for and educated in high-quality, inclusive environments within a diverse delivery system, we support policy proposals such as:

- Increased public and private capital resources, at the federal, state and local levels, that are equitably distributed to increase the number of facilities;
- Technical expertise available to develop, finance, and maintain new and existing high quality child care and early learning facilities;
- City and county planning and land use policies that promote the inclusion and expansion of child care and early learning facilities, including the integration of these facilities in land use, housing, transportation, and economic, workforce and community development; and
- Policies that encourage employers to create child care facilities for their employees.

### HEALTH AND SAFETY

To ensure all children are cared for and educated in safe and healthy environments, we must have a sufficiently funded and staffed Community Care Licensing system that monitors and



## Public Policy Platform 2020-2023

provides technical assistance and resources to current and future licensed programs and providers. Child care and early learning programs also need technical assistance, training and resources to meet child and staff health and safety needs and respond to emergencies or disasters.

To achieve child care and early learning programs with the highest standards for health and safety, we support policy proposals such as:

- Annual monitoring visits for licensed centers and homes;
- Intra-departmental coordination between Licensing and the administration of child development programs shifted from the California Department of Education to the California Department of Social Services;
- Capacity-building within the child care and early learning system/workforce to meet all of children's health and safety needs including mental, physical, and developmental; responding to medical or situational crises; and ensuring safe routes to schools;
- Supports for all child care and early learning settings, including licensed and license-exempt, to ensure environments are safe and healthy;
- A more robust emergency response system for child care and early learning providers to ensure timely access to information and resources in the event of future disasters or emergencies;
- Representation of child care and early learning on local, state and federal COVID-19-related task forces; and
- Streamlined, clear and consistent regulations across license types.

For more information about the San Mateo County Child Care Partnership Council, please visit [www.smcoe.org/about/child-care-partnership-council/](http://www.smcoe.org/about/child-care-partnership-council/).



# Kids Are In Crisis – We Need To Act Now!

Now well into the ninth month of the pandemic, California cannot ignore the disproportionate impact it's having on kids. While the COVID-19 virus may be, for the most part, sparing children's physical health, kids are increasingly experiencing stress, social isolation, disconnectedness and serious mental health issues. And the learning loss and lack of preventive health care because of the pandemic threatens this entire generation of children.

2021 is the year to make a long-overdue, significant shift in state priorities to put children first and ensure our collective future.

Even before COVID-19, California was not prioritizing kids, especially kids that face systemic barriers to their well-being. Our investments lagged far behind most other states, as did most measures of educational attainment and overall children's well-being. Now the situation is mission critical.

2021 is the year to make a long-overdue, significant shift in state priorities to put children first and ensure our collective future. The undersigned call on you to take these tangible steps to make children the top priority:

- This year's state budget should prioritize every unrestricted dollar for supports for kids, across the early childhood, family and economic supports, health, K-12 and higher ed, housing and child welfare domains. Priority budget actions should include:
  - Increasing funding for child care, where providers are at a crisis point;
  - Reversing \$12.5 billion in funding deferrals for schools and providing sufficient funding to add teachers, school nurses, counselors, and other critical staff to move us from our bottom of the country ratios;
  - Keeping Proposition 56 dollars earmarked for developmental and trauma screenings, well-child check-ups and other critical kids' health services in Medi-Cal; and
  - Supporting children and youth in foster care and their caregivers by increasing access to child care, educational supports to address learning loss and stable housing for young adults.
- The state government needs to coordinate an all-hands-on-deck urgent approach across relevant state and local departments and agencies to ensure every school has the staff, PPE, frequent COVID-19 testing, and other resources needed to reopen safely and quickly, including prioritizing school staff for the vaccine when it is available.
- Any new revenue measure should truly prioritize kids, including quality early childhood education.

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

Sincerely,

The Undersigned Organizations

## Sign on to the letter below:

***If you are new**, welcome! Hit the blue **Next** button below 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\**

**Next**

Dear Governor Newsom and State Legislators,

The pandemic above all is a crisis for kids. While the COVID-19 virus may be for the most part sparing children's physical health, kids are increasingly experiencing stress, social isolation, disconnectedness and serious mental health issues. The learning loss and lack of preventive health care because of the pandemic threatens a generation of kids. These outcomes are especially dire for Black and brown children, kids in poverty, students who are English learners, youth in foster care and children who are in unsafe situations, all of whom face significant systemic barriers to accessing the services and support they need.

REPORT FOR NOV 1, 2020 - NOV 30, 2020

## FIRST 5 SAN MATEO ANALYTICS

## OVERVIEW

## OVERVIEW - NOVEMBER

**Website**

Communications outreach in November de-emphasized driving traffic to the website, as work on the new site got underway. November website traffic is lower than October 2020 but consistent with this time last year (646 visitors compared to 633 visitors in November 2019).

**Social Media**

- Instagram continues to show consistent follower growth, growing from 1067 to 1077 in November. Top performing posts were a combination of helpful parenting information and content related to First 5's work both generally and early learning specifically.
- LinkedIn grew from 78 to 82. Differentiating content for LinkedIn to target the primary LinkedIn audience has shown organic success, with increasing followers and the highest engagement rate so far this year.
- Twitter grew from 616 to 617. The total number of posts on Twitter was lower in November than previous months, but organic account performance overall was similar to past months, suggesting the importance of quality over quantity.
- Facebook followers went down from 1,485 to 1,482. Engagement, however, was higher than the previous two months. The most viewed posts were about the COVID-19 childcare event. The posts with the most engagement were a combination of helpful information and community-focused posts and information.
- The ad buy on Facebook was smaller in November than October; however, the awareness ad that was conducted in the last week of November resulted in 1,119 impressions and 146 engagements. Those who engaged with the post were invited to like the page in early December, which should result in increased followers.

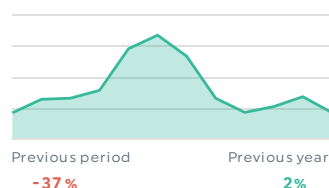
## WEBSITE ANALYTICS

## TOP PAGES BY PAGEVIEWS

Page Path	Pageviews
/	249
/about/	114
/families/healthy-and-happy/coronavirus-covid-19-infor...	101
/families/	74
/families/early-learning/kit/	67
/partners/	61
/contact/	51
/families/early-learning/special-needs/	26
/families/early-learning/	25
/partners/funding_opportunities/	24

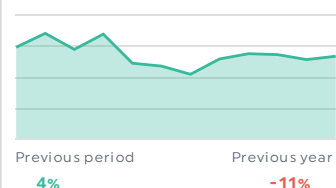
## TOTAL SESSIONS

646



## PAGES PER SESSION

2.0

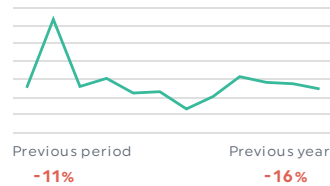


## TOP REFERRERS BY SESSIONS

Source	Sessions
m.facebook.com	13
facebook.com	12
first5association.org	7
cosmobrands.ru	5
l.facebook.com	5
sanmateo4cs.org	4
cmo.smcgov.org	3
smcgov.org	3
amberbarbellaaxox.wixsite.com	2
hsa.smcgov.org	2

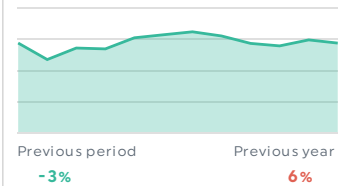
## AVERAGE SESSION DURATION

00:01:14

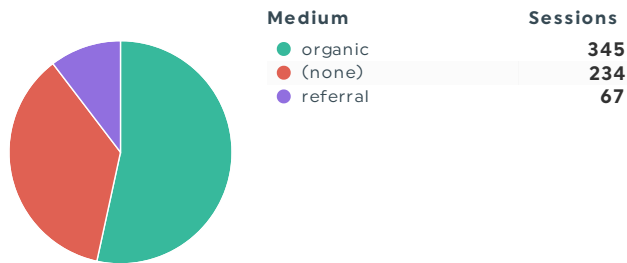


## BOUNCE RATE

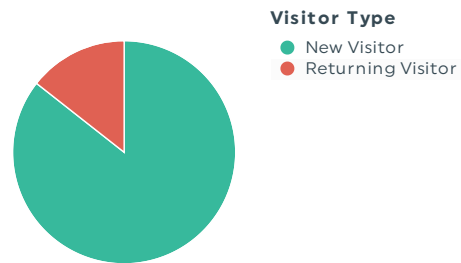
71.98%



## TOP SOURCES BY SESSIONS



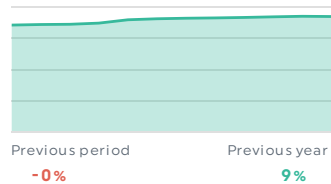
## NEW VS RETURNING



## FACEBOOK INSIGHTS

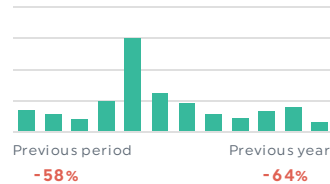
## FANS COUNT

1,482



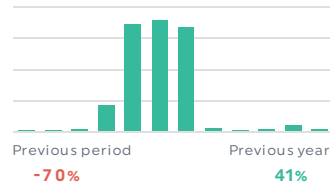
## FAN ADDS

5



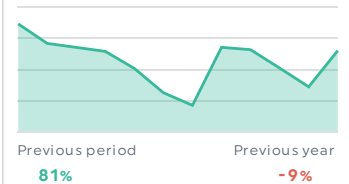
## PAGE IMPRESSIONS

5,191









## PAGE ENGAGEMENT RATE

3.91%











## TOP POSTS BY ENGAGEMENT RATE

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
 Sharing the true history of Thanksgiving with children helps them build critical thinking skills, and a true understanding of all there is to be thankful for. Here are a few things to ... (id: 618117351594890_4607079326031986)	17.14%	4	0	1
 Join this Facebook Live event to learn more about the mental health and well-being support services in San Mateo County! (id: 618117351594890_4612138125526106)	11.54%	2	0	0
 Elbow bumps and air hugs to all this Monday morning! Thanks for sharing this sweet video on safe greetings, IHSD Inc.! (id: 618117351594890_4607079326031986)	9.09%	1	1	0
 Masks help keep us all healthier! See info below on where the Mask Mobile will be this week! #MaskUpSMC (id: 618117351594890_4671268436279741)	9.09%	0	0	0
 "The most significant determinant of resilience is the quality of our close personal relationships, especially with parents and primary caregivers. Early attachments to parents play a ... (id: 618117351594890_4608602255879693)	8.70%	0	1	0
 COVID-19 (id: 618117351594890_4608602255879693)	8.33%	2	0	0

## TOP POSTS BY IMPRESSIONS

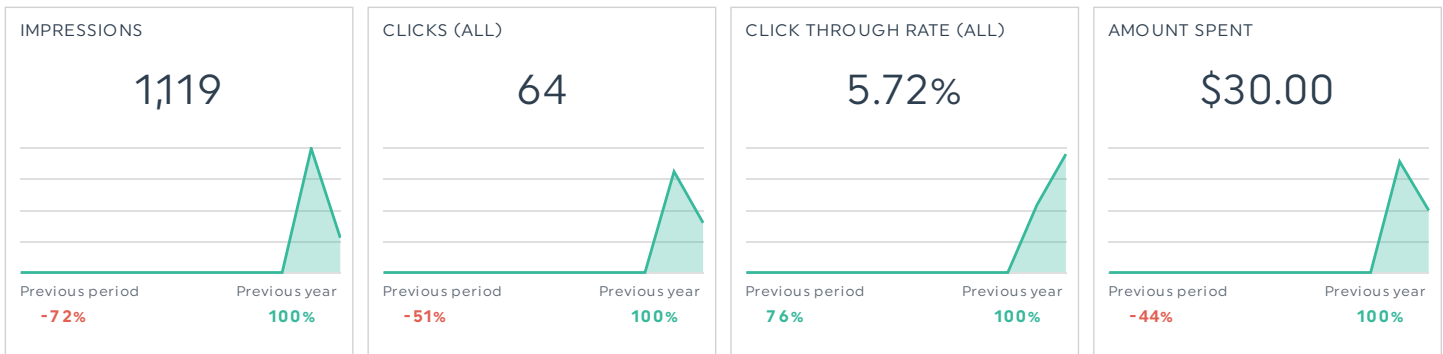
1

Post With Image	Post Impressions	Post Reach
 Are you worried about returning to child care during the COVID-19 pandemic? Join us today at 6 PM to hear the latest health-related information in #SanMateoCounty and the policies and practices that child care providers need to ... (id: 618117351594890_4607103199362932)	569	495
 Are you worried about returning to child care during the COVID-19 pandemic? On Nov. 9th at 6pm, join us to hear the latest health-related information in #SanMateoCounty and the policies and practices that child care providers ne ... (id: 618117351594890_4584951908244728)	334	248
 TODAY 11/19, San Mateo. Get your seasonal flu shot TODAY 11/19 at our Mobile Health Van in San Mateo. The van will be located at 5th and Railroad Street from 9:30am -1:30pm. Ages 2 years and older. No health insurance ... (id: 618117351594890_4651748201565098)	111	96
 Early childhood educators are pivotal in the system of care working to ensure the youngest among us reach their greatest potential. https://bit.ly/33kHFFQ (id: 618117351594890_4688070807932837)	99	88
 This Thanksgiving, we are thankful for all the parents, providers, and community partners working to support every child in San Mateo County. (id: 618117351594890_4683728545033730)	87	79
 Photos from Redwood City Public Library's post (id: 618117351594890_4576642552408997)	87	82

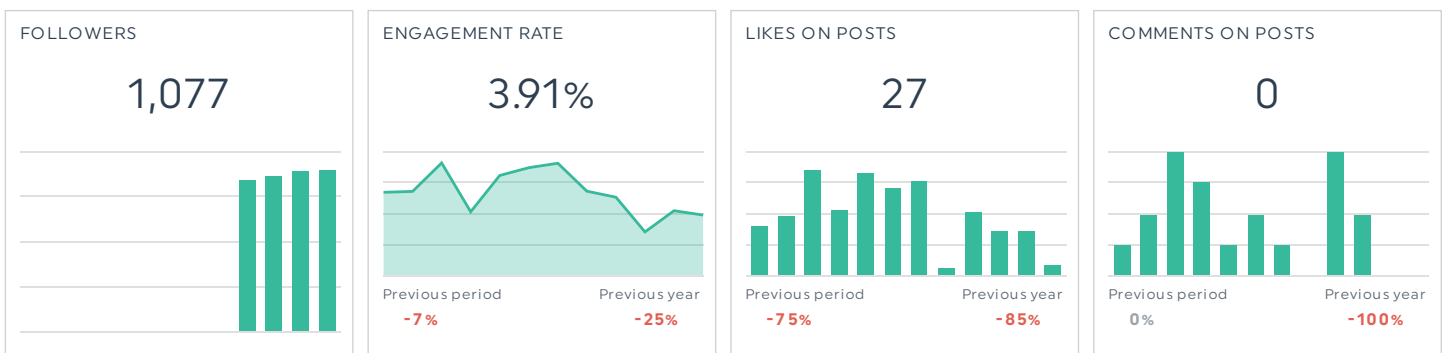
## FACEBOOK ADS

## ENGAGEMENT BY CAMPAIGN

Campaign Name	Post Engagement	Post Reactions	Post Comments	Post Shares
Awareness Campaign	146 +146	139 +139	1 +1	4 +4



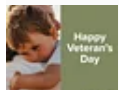
## INSTAGRAM INSIGHTS



## TOP POSTS BY ENGAGEMENT RATE

## Post With Image

Engagement Rate Likes Comments



--

7.08%

8

0



Together with our partners, we are transforming the early childhood system to ensure success for every child and guaranteeing better outcomes for San Mateo County. Link in bio to our website and learn more about our work!

5.93%

8

0



Early childhood educators are pivotal in the system of care working to ensure the youngest among us reach their greatest potential. Link in bio >> first5sanmateo.org

5.56%

5

0



Learn about Sudden Infant Death Syndrome (SIDS) and the baby sleep techniques that help reduce risks. The event will take place in English on Nov. 17 & Spanish on Nov. 24. For more information or to register contact: Leslit Tapia at 650-517-1446 or ltapia@sanmateo4cs.org

4.49%

4

0



Aprenda sobre el Síndrome de Muerte Súbita Infantil, conocido como SIDS, y las técnicas para dormir del bebé que ayudan a reducir los riesgos. El evento se llevará a cabo en inglés el 17 de noviembre y en español el 24 de noviembre. Para obtener más información o para registrarse, contacte a Leslit Tapia al 650-517-1446 o ltapia@sanmateo4cs.org

2.08%

2

0



As the Thanksgiving holiday approaches, we hope families continue to make safe choices when celebrating this year. This includes: ☒ Limiting gatherings to those in your household ☒ Continuing to wear masks and social distance ☒ Celebrating outside when possible See the full list of recommendations at <https://www.sanmateo4cs.org/health-safety>







0.00%

0

0

## TOP POSTS BY IMPRESSIONS

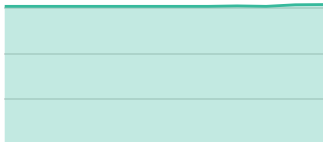
## Post With Image

		Impressions	Reach
	Together with our partners, we are transforming the early childhood system to ensure success for every child and guaranteeing better outcomes for San Mateo County. Link in bio to our website and learn more about our work!	135	126
	--	113	109
	Aprenda sobre el Síndrome de Muerte Súbita Infantil, conocido como SIDS, y las técnicas para dormir del bebé que ayudan a reducir los riesgos. El evento se llevará a cabo en inglés el 17 de noviembre y en español el 24 de noviembre. Para obtener más información o para registrarse, comuníquese con: Leslit Tapia al 650-517-1446 o ltapia@sanmateo4cs.org	96	89
	Early childhood educators are pivotal in the system of care working to ensure the youngest among us reach their greatest potential. Link in bio >> first5sanmateo.org	90	87
	Learn about Sudden Infant Death Syndrome (SIDS) and the baby sleep techniques that help reduce risks. The event will take place in English on Nov. 17 & Spanish on Nov. 24. For more information or to register contact: Leslit Tapia at 650-517-1446 or ltapia@sanmateo4cs.org	89	84
	This Thanksgiving, we are thankful for all the parents, providers, and community partners working to support every child in San Mateo County.	88	84

## TWITTER INSIGHTS

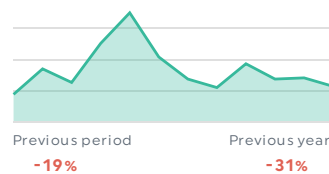
## FOLLOWERS

617



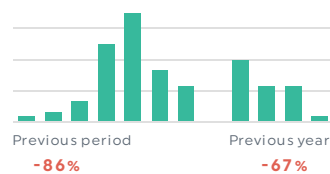
## FOLLOWER ENGAGEMENT RATE

3.40%



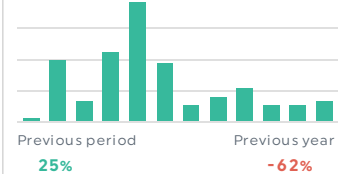
## RETWEETS OF ORIGINAL POSTS

1



## MENTIONS

5



## IMPRESSIONS

2.8K

## TOP RETWEETED POSTS

## Post

- RT @VotingforKids: Our kids are our future. Let's do everything we can to ensure that ALL kids ha... 6
- RT @PeninsulaFamily: "A child may choose to cool-down for five seconds, five minutes, or an hou... 1
- Sharing the true history of Thanksgiving with children helps them build critical thinking skills, and... 1

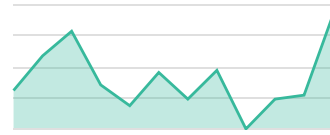
## LINKEDIN INSIGHTS

## FOLLOWERS

82

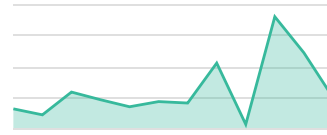
## ENGAGEMENT RATE

9.2%



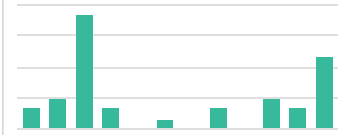
## IMPRESSIONS

152



## LIKES

7



## TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

## Post with image

## Engagement Rate

## Likes

## Clicks



It is easy for parents to feel anxious or overwhelmed right now. We are here to help! Resources and support during COVID-19 are always available on our website. <https://bit.ly/30KFYJD>

33.3%

+33.3%

1

+1

0

=



Almost everyone is feeling acute toxic stress from the pandemic. Communities across the state continue to find new ways to provide services and supports to families, including our friends @First5HumboldtCounty in Humboldt County!

28.6%

+28.6%

1

+1

0

=



The more positive interactions we have with our children, the stronger our bonds to each other grow. Attachment and healthy bonding act as a buffer to life's stressful moments. <https://bit.ly/3oTMftF>

28.6%

+28.6%

1

+1

0

=



Families have been responsive to new service approaches based in trusting relationships that address their emergent needs. Programs across communities continue to do service delivery in creative ways through the pandemic.

16.7%

+16.7%

1

+1

0

=



"The most significant determinant of resilience is the quality of our close personal relationships, especially with parents and primary caregivers. Early attachments to parents play a crucial, lifelong role in human adaptation." <https://nyti.ms/384vNuh>

16.7%

+16.7%

1

+1

1

+1



Early childhood educators and family support providers, you're invited to join @SMCOE and fb\_Help Me Grow San Mateo County for a discussion on Supporting Early Identification of Young Children During Covid-19. Register here:

12.5%

+12.5%

1

+1

0

=

## NOTES

1. Impressions are the number of times your content is displayed. Reach is the total number of people who see your content.

