

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

DATE: Monday, February 24, 2020

TIME: 4:00 PM – 6:00 PM

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

AGENDA		
Call to Order and Preliminary Business		
1	Roll Call	4:00 PM
2	Public Comment	
3	Action to Set Agenda for February 24, 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>	
4	Commission Announcements	
5	Storytelling: First 5 Work / Impact: Youth Commissioner Ryan Teh	
Action Items		
6	Approval of First 5 San Mateo County’s FY 2019-20 Revised Budget and the Use of Ending Fund Balance (Ending Reserves*) to Fund FY 2019-20 Revised Budget	4:15 PM
Discussion Items		
7	Presentation: Strategic Plan Implementation Plan Update by Michelle Blakely, Program and Planning Director, First 5 San Mateo County	4:25 PM
8	Big Lift Update by Avo Makdessian, VP, Strategic Initiatives and Partnerships, Silicon Valley Community Foundation	4:55 PM
Informational Items		
9	Communications Update <i>(See Attachment 9)</i>	5:25 PM
10	Report of the Executive Director <i>(See Attachment 10)</i>	
11	Committee Updates <i>(See Attachment 11)</i>	

*** Public Comment:** This item is reserved for persons wishing to address the Commission on any Commission-related matters that are as follows: 1) Not otherwise on this meeting agenda; 2) Listed

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on the Consent Agenda; 3) Executive Director's Report on the Regular Agenda; or 4) Subcommittee Members' Reports on the Regular Agenda. Public comments on matters not listed above shall be heard at the time the matter is called.

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

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

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

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

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

February 24, 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 January 27, 2020 Commission Meeting Minutes
(See Attachment 3.1)

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**First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
January 27, 2020
San Mateo County Office of Education**

Call to Order & Roll Call**1. Roll Call**

Commission Members: Ken Cole, Roseanne Foust, Pam Frisella, Neel Patel, Louise Rogers
 Absent: Alexis Becerra, David Canepa, Nancy Magee, Sandra Phillips-Sved
 Staff: Kitty Lopez, Michelle Blakely, Khanh Chau, Emily Roberts, Mai Le, Myra Cruz
 County Counsel: Monali Sheth

A quorum was present. Commissioner Frisella called the meeting to order at 4:07 PM; roll call was taken. Commission welcomed Commissioner Ken Cole.

2. Public Comments: None**3. Action to Set Agenda for January 27, 2020 Meeting and Approve Consent Agenda Items**

MOTION: FRISELLA/ SECOND: FOUST
 AYES: COLE, PATEL, ROGERS
 NOES: NONE
 ABSTAIN: NONE

Motion approved.

4. Commission Announcement:

Commissioner Rogers shared that there will be a public study session of the San Mateo County Health Budget tomorrow, January 27, 2020, at 9:00 am at the Board of Supervisors. Everyone is welcome to attend. She informed everyone that there would be no impact on early childhood services.

5. Storytelling: First 5 Work/Impact

Commissioner Cole shared his background, including his involvement in mental health, running a homeless shelter, and housing programs in Seattle, Santa Cruz, and San Mateo. He was also involved in First 5 Santa Cruz County, and is happy to be here.

6. Approval of First 5 San Mateo County Program, Operations, and Planning Committee Member: Commissioner Ken Cole for 2020 Calendar Year

F5SMC's Executive Director, Kitty Lopez, asked for the approval of this agenda item.

MOTION: FOUST/ SECOND: PATEL
 AYES: COLE, FRISELLA, ROGERS
 NOES: NONE
 ABSTAIN: NONE

Motion approved.

7. Medical-Dental Integration Pilot Project Presentation

Health Plan of San Mateo (HPSM), Deputy Chief Executive Officer, Pat Curran, presented this pilot project. Curran shared that HPSM is a plan for all individuals who qualify to receive medical benefits under the Medi-Cal program in San Mateo County. Denti-Cal is a similar program, but for dental benefits. The dental services through Denti-Cal are administered separately by the State of California in Sacramento. It is not administered

by HPSM. This pilot program however, would incorporate dental services administration within HPSM. This is an innovative approach requiring legislative action. Curran also highlighted the following:

- Annual Dental Visit Percentages.
- Goals of Dental Integration such as improve access to care for dental services, especially preventive services.
- Dental Integration Program Timeline.
- Opportunities such as building on the existing fluoride varnishing programs in primary care setting; potential Children's Health Initiative funding to increase access for children, especially children with special needs; leveraging initiatives already in place through the Oral Health Coalition, especially the Children's Work Group.

The Commission made comments and asked questions.

Public Comments: F5SMC's Staff, Emily Roberts, acknowledged Pat Curran for his vision and effort in this pilot project.

The PowerPoint Presentation can be found on F5SMC's website, [January 27, 2020, Commission Meeting Presentation](#).

8. **Communications Update**

Kitty Lopez informed the Commission that the Communication's written report was included in the [January 27, 2020 Commission Meeting Packet](#). She highlighted the following:

- *Think Bigger Newsletter* will go out in the last week of January.
- The Build Up for San Mateo County's Children Initiative was featured in the Living!LOCAL Foster City Area Guide.
- Help Me Grow website launched in January.

9. **Executive Director's Report**

The Executive Director's written report was included in the [January 27, 2020 Commission Meeting Packet](#).

Kitty Lopez highlighted the following:

- Early Childhood Education Candidate Forum.
- Build Up for SMC Lead Testing.
- F5SMC is a recipient of Peninsula Health Care District Community grant for \$35,000. Lopez acknowledged Emily Roberts for submitting the grant.
- First 5 Association, Moira Kenney, resigned as Executive Director as of January 10th. Kitty, as the new Vice-Chair of First 5 Association Board, is helping with the ED recruitment.
- San Mateo Chambers of Commerce is hosting a Business Dinner Awards on February 13, 2020, and F5SMC will be a recipient of their Community Award.

10. **Committee Updates**

Kitty Lopez informed that the written report was included in the [January 27, 2020 Commission Meeting Packet](#). Lopez shared that Commissioner Phillips-Sved is the POP Committee Chair for this year.

11. **Closed Session**

The Commissioners moved to a different room to discuss the Public Employee Performance Evaluation (California Government Code Section 54957 (b) Title: Executive Director, F5SMC.

The meeting was reconvened at 5:37 PM. Commissioner Rogers reported that the Commission reviewed the Executive Director's performance evaluation and no decisions were made.

12. The meeting was adjourned at 5:39 PM.

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DATE: February 24, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of First 5 San Mateo County's FY 2019-20 Revised Budget and the Use of Ending Fund Balance (Ending Reserves*) to Fund FY 2019-20 Revised Budget

ACTION REQUESTED

Approval of First 5 San Mateo County's FY 2019-20 Revised Budget and the Use of Ending Fund Balance (Ending Reserves*) to Fund FY 2019-20 Revised Budget

SUMMARY OF FY 2019-20 REVISED BUDGET

Finance and Administration Committee met and reviewed the First 5 San Mateo County's FY 2019-20 Revised Budget at its Finance and Administration Committee Meeting on Monday February 10, 2020. Committee members endorsed the approval of F5SMC's FY 2019-20 Revised Budget with the budget change summary as following:

	FY 2019-20 Initial Adopted Budget	FY 2019-20 Revised Budget	Increase / (Decrease) \$	Increase / (Decrease) %
Beginning Fund Balance (Beginning Reserves*)	10,430,525	11,723,535	1,293,010	12%
Total Revenues	6,513,223	6,647,223	134,000	2%
Total Available Fund (Total Sources*)	16,943,748	18,370,758	1,427,010	8%
Total Appropriations (Net Appropriations*)	9,715,059	9,824,059	109,000	1%
Ending Fund Balance (Ending Reserves*)	7,228,689	8,546,699	1,318,010	18%
Total Requirements* (Net Appropriations* + Ending Reserves*)	16,943,748	18,370,758	1,427,010	7%
Surplus / (Deficit) (Total Revenues – Net Appropriations*)	(3,201,836)	(3,176,836)	25,000	

*** Please read Details of FY 2019-20 Revised Budget presented in Attachments 6A,6B, 6C (Schedule 1 and Schedule 2) presented in the following pages.*

FISCAL IMPACTS

Beginning Fund Balance will be adjusted increase by \$1,293,010 as per the outcome of the audit report for the year ending 6.30.2019

The net change of Ending Fund Balance (Ending Reserves*) as a result of these budget adjustments will be an increase of \$1,318,010 in the FY 2019-20 Revised Budget.

FY 2019-20 Revised Budget changes results in a Budget Deficit of \$3,176,836. This represents \$25,000 less than Initial Adopted Budget Deficit for FY 2019-20. Therefore, we will draw from the Reserves in order to fund the Community Investments.

For County Controller Office, the purposes of the Appropriations Transfer Request (ATR) for the F5SMC's FY2019-20 Revised Budget in the County Budget System, the Fund Balance has not been adjusted.

The Administrative Cost Rate is 7% which remains below 12% of the approved Administrative Cost Policy for the FY2019-20.

ACTION REQUESTED

Approval of First 5 San Mateo County's FY 2019-20 Revised Budget and the Use of Ending Fund Balance (Ending Reserves*) to Fund FY 2019-20 Revised Budget

F5SMC'S FY 2019- 20 REVISED BUDGET PROPOSAL

BACKGROUND

1. Per the County Budget Act (Government Code §§ 29000-29144, 30200 and 53065), the County Manager's Office and the County Controller's Office have requested F5SMC include the language of the use of Fund Balance (Reserves*) in its Budget memo to the Commission.
2. Since its inception, F5SMC has used different terminologies in its audit reports, budget documents, and Long-Term Financial Plan than those used by the County of San Mateo. The rationales are for (1) comparable terminologies used across F5SMC's audit reports, budget documents, and Long-Term Financial Plan; (2) for the usefulness of the general public; and (3) for consistent language used by First 5 California and by other First 5 Commissions throughout the State. Since March 2018, F5SMC added budgetary terminologies used by the County to F5SMC Budget.
3. As per F5SMC's Strategic Plan FY 2015-20 and LTFP FY 2018-19 approved by the Commission, the Commission approved higher Community Investments than its fiscal revenues by drawing down the Ending Fund Balance (Ending Reserves*) to fund strategic initiatives. As a reminder, F5SMC has continued to draw down \$3-4 million per year, per the Strategic Plan and per Long-Term Financial Plan.

FY2019-20 REVISED BUDGET ASSUMPTIONS

- FY 2019-20 Revised Budget was anticipated after the FY 2018-19 Financial Audit completion when under spending contracts and Audited Ending Fund Balance as of 6.30.2019 became available.
- FY 2019-20 Initial Adopted Program Budget was approved by Commission in June 2019 and was based on the approved SPIP 2018-20 Funding Allocations while contract negotiations were ongoing; these contract budgets for FY 2019-20 become available generally after grantees' FY2018-19 Year End Closing.
- FY 2019-20 Revised Budget is necessary to honor grant executions and contract obligations; and to reflect the increase Revenues and increase Appropriations as agency won various new grant awards and new contract executions started.

DETAILS FY 2019-20 REVISED BUDGET are presented in Attachments 5A, 5B, 5C (Schedule 1, and Schedule 2).

A. BEGINNING FUND BALANCE (BEGINNING RESERVES*)

Beginning Fund Balance (Beginning Reserves*) produce a net increase of \$1,293,010 as the Audited Beginning Fund Balance (Beginning Reserves*) is adjusted as the result of FY 2018-19 Audit Report outcome.

B. TOTAL REVENUES

Total Revenues produce a net increase of \$134,000:

- \$45,000 reflects Interest Revenue increase due to higher interest earning rates;
- \$39,000 reflects new revenue of FY 2019-20 IMPACT HUB TA grant award;
- \$50,000 reflects new revenue of Mental Health Services Act MHSA-Prop 63 grant award.

C. TOTAL AVAILABLE FUND (TOTAL SOURCES*)

Total Available Funds (Total Sources*) produce a net increase of \$1,427,919

D. PROGRAM APPROPRIATIONS

Total Program Appropriations produce a net increase of \$109,000:

Net Increases by \$327,000 from various SPIP budget lines and Non-Tobacco Tax grants

- \$120,000 combined increases of Children Health & Development and Family Engagement budget lines to honor contract obligations and new contract execution.
- \$50,000 increase for the execution of Mental Health Services Act MHSA –Prop 63 grant:
- \$65,000 increase for the execution of the Build Up Kids Facilities grant;
- \$35,000 increase for the execution of the FY19-20 IMPACT HUB TA grant;
- \$7,000 net increases of allocated Revised Operating Budget FY 2019-20 (Schedule 1).

Net Decreases by (\$218,000) from various SPIP budget lines

- (\$211,000): decreases in Other Evaluation Projects associated with pending planning and contracting with anticipated execution after FY 2019-20.
- (\$7,000): net decreases of allocated Revised Operating Budget FY 2019-20 (Schedule 1)

E. ADMINISTRATIVE APPROPRIATIONS

Total Administrative Appropriations produce a neutral variance

- \$7,000: net increases of allocated Revised Operating Budget FY 2019-20 (Schedule 1)
- (\$7,000) net decreases of allocated Revised Operating Budget FY 2019-20 (Schedule 1)

F. REVISED OPERATING BUDGET FY 2019-20 (Schedule 1)

Revised Operating Budget FY 2019-20 produce a neutral variance

Net Increases by \$14,000

- \$2,500 increase in General Office Supplies
- \$4,000 increase in Meeting and Conference Expenses
- \$4,000 increase in Other Business Travel Expenses
- \$2,000 increase in Department Employee Training Expenses
- \$1,500 increase in General Liability Insurance

Net Decreases by (\$14,000)

- (\$12,000) decrease in Other Professional Services
- (\$2,000) decrease in Human Resources Services (Employee Training held by HR)

G. SALARIES AND BENEFITS (Schedule 2): No changes**H. TOTAL APPROPRIATIONS**

Total Appropriations (Net Appropriations*) produce a net increase of \$109,000

I. ENDING FUND BALANCE

Ending Fund Balance (Ending Reserves*) produce a net increase of \$1,318,010.

FIRST 5 SAN MATEO COUNTY

FY 2019-20 REVISED BUDGET

Attachment 6B

	ORG/ACCT#	FY19-20 Initial Adopted Budget	Increase \$	(Decrease) \$	Revised Budget FY19-20	FY19-20 Revised Budget (+/-) vs FY19-20 Initial Adopted Budget (%)	Notes to Revised Budget FY19-20
REVENUE							
FUND BALANCE BEGINNING (BEGINNING RESERVES*)		10,430,525	1,293,010		11,723,535	12%	Beginning Fund Balance is adjusted as per the outcome of the FY18-19 Audit Report, page 11
Interest	19510-1521	156,458	45,000		201,458	29%	YTD Interest Revenue of \$115K as of December 30 2019
Tobacco Tax Revenue	19510-1861	5,254,000			5,254,000	0%	
F5CA IMPACT Grant	19510-1861	575,000			575,000	0%	
F5SF IMPACT HUB TA FY19-20	19510-2643		39,000		39,000		New IMPACT HUB grant FY19-20
David Lucile Packard Foundation - Help Me Grow Grant	19510-2643	100,000			100,000	0%	\$150K New Help Me Grow grant
San Mateo County Health System - WMG Clinic Based Services Grant	19510-2643	362,765			362,765	0%	
GILEAD - Build Up Kids Facilities Grant	19510-2643				0		
San Mateo County Human Services Agency - Build Up Kids Facilities Grant	19510-2643	65,000			65,000	0%	
Mental Health Services Act MHSA - Prop 63	19510-2643		50,000		50,000		\$300K New Mental Health Services grant
F5SMC Wellness Grant	19510-2658				0		
TOTAL REVENUES		6,513,223	134,000	-	6,647,223	2%	
TOTAL AVAILABLE FUNDS (TOTAL SOURCES*)		16,943,748	1,427,010	-	18,370,758	8%	

APPROPRIATIONS							
1. Program							
Family Engagement	19540-6125	1,712,067			1,712,067	0%	
Child Health & Development	19540-6156	1,744,041	64,000		1,808,041	4%	2-year contract obligations and SPIP new contract execution
Early Learning	19540-6263	1,665,000	56,000		1,721,000	3%	2-year contract obligations
Policy Advocacy, Communications & Systems Change	19540-6814	800,502			800,502	0%	
Other Communications - Sponsorship	19540-6814				0		
Emerging Projects	19540-6814	334,600			334,600	0%	
Kit for New Parent KNP (KNP)	19540-6814	42,000			42,000	0%	

	ORG/ACCT#	FY19-20 Initial Adopted Budget	Increase \$	(Decrease) \$	Revised Budget FY19-20	FY19-20 Revised Budget (+/-) vs FY19-20 Initial Adopted Budget (%)	Notes to Revised Budget FY19-20
Regional Cost Sharing	19540-6814	45,000			45,000	0%	
Program Salary & Benefits		607,381			607,381	0%	Schedule 2
Grant Management and Big Data	19540-6265	194,896			194,896	0%	Include Persimmony
Other Evaluation Projects	19540-6265	290,000		(211,000)	79,000	-73%	Pending planning of other Evaluation projects with anticipated execution after FY 2019-20
Evaluation - Salaries & Benefits		173,784			173,784	0%	Schedule 2
David Lucile Packard Foundation grant - Help Me Grow Grant	19540-6131	100,000			100,000	0%	
San Mateo County Health System - Watch Me Grow Clinic Based Services Grant	19540-6131	362,765			362,765	0%	
Mental Health Services Act MHSA - Prop 63	19540-6131		50,000		50,000		New grant execution
GILEAD - Build Up Kids Facilities Grant	19540-6131		50,000		50,000		New grant execution
San Mateo County Human Services Agency - Build Up Kids Facilities Grant	19540-6131	65,000	65,000		130,000	100%	2-year grant execution
F5SF IMPACT HUB TA FY19-20	19540-6126		35,000		35,000		New grant execution
F5CA IMPACT Grant	19540-6126	461,269			461,269	0%	
Program Operating Budget		197,800	7,000	(7,000)	197,800	0%	See Schedule 1
Shared Admin Staff Time		194,712	0	0	194,712	0%	27% Admin staff time allocated to Program
Subtotal Program Appropriations		8,990,817	327,000	(218,000)	9,099,817	1%	
2. Administrative							
Admin Salaries and Benefits		526,442	0	0	526,442	0%	Schedule 2
Admin Operating Budget		197,800	7,000	(7,000)	197,800	0%	See Schedule 1
Subtotal Administrative Appropriations		724,242	7,000	(7,000)	724,242	0%	
Administrative Cost Rate %		7%			7%		
TOTAL APPROPRIATIONS (NET APPROPRIATIONS*)		9,715,059	334,000	(225,000)	9,824,059	1%	
ENDING FUND BALANCE (ENDING RESERVES*)		7,228,689	1,093,010	225,000	8,546,699	18%	Net increase in Ending Fund Balance as a result of audited Beginning Fund Balance adjustment and various new grant awards and its grant execution

Color Coding

Shared Budget/Shared Cost

Revenue ; Fund Balance

Appropriations

Salaries & Benefits

Schedule 1- Revised Operating Budget FY19-20

	ORG / ACCT#	FY19-20 Adopted Budget	Increase \$	(Decrease) \$	Revised Operating Budget FY19-20		Notes of Revised Operating Budget
I. Services and Supplies							
Outside Printing & Copy Svc	19510-5191	2,000			2,000	0%	
General Office Supplies	19510-5193	7,500	2,500		10,000	33%	Purchase ergonomic workstation equipments for 2 staff
Photocopy Lease & Usage	19510-5196	4,000			4,000	0%	
Computer Supplies	19510-5211	18,000			18,000	0%	
County Memberships - (e.g. F5 Assn Dues)	19510-5331	15,000	0		15,000	0%	
Auto Allowance	19510-5712	11,000	0		11,000	0%	
Meetings & Conference Expense	19510-5721	12,000	4,000		16,000	33%	Increase to cover Conferences expenses to F5CA Association Summit in Palm Spring and F5CA Summit in Irvine
Commissioners Meetings & Conference Exp	19510-5723	5,000			5,000	0%	
Other Business Travel Expense	19510-5724	5,000	4,000		9,000	80%	Increase to cover staff Business Travel expenses to F5CA Association Summit in Palm Spring and F5CA Summit in Irvine
Dept. Employee Training Expense	19510-5731	5,000	2,000		7,000	40%	
Wellness grant	19510-5856				0		
Other Professional Services	19510-5858	60,000	0	(12,000)	48,000	-20%	Place holder
Sub Total - Services & Supplies		144,500	12,500	(12,000)	145,000	0%	
II. Other Charges							
Telephone Service Charges	19510-6712	3,500			3,500	0%	
Automation Services - ISD	19510-6713	45,000			45,000	0%	
Annual Facilities Lease	19510-6716	95,000			95,000	0%	
General Liability Insurance	19510-6725	7,500	1,500		9,000	20%	Liability Insurance increase
Official Bond Insurance	19510-6727	600			600	0%	
Human Resources Services	19510-6733	2,000		(2,000)	0	-100%	
Countywide Security Services	19510-6738	500			500	0%	
All Other Service Charges	19510-6739	50,000			50,000	0%	
A-87 Expense	19510-6821	47,000			47,000	0%	
Sub Total - Other Charges		251,100	1,500	(2,000)	250,600	0%	
Total Shared Operating Budget		395,600	14,000	(14,000)	395,600	0%	
Allocated Program Operating Budget		197,800			197,800		Allocation rate 50%
Allocated Admin Operating Budget		197,800			197,800		Allocation rate 50%

Schedule 2 - Salaries & Benefits Budget FY19-20

Program Staff & Shared Admin Staff		802,093			802,093	0%	27% Admin staff time allocated to Program
Evaluation Staff		173,784			173,784	0%	
Admin Staff		526,442			526,442	0%	
Total Salaries and Benefits		\$ 1,502,319	\$ -	\$ -	\$ 1,502,319	0%	

Color Coding

Shared Budget/Shared Cost	
Revenue ; Fund Balance	
Appropriations	
Salaries & Benefits	

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DATE: February 20, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Communications Update

ACTION REQUESTED

None; this agenda item is for information only.

COMMUNICATIONS

- **“Think Bigger” Newsletter:** First 5 San Mateo County (F5SMC) sent out its quarterly electronic newsletter on February 13th. Topics in this online newsletter include 2020 Census, Help Me Grow Website Launch, Culture of Care Conference Recap and Governor’s Budget. Click link <https://conta.cc/2tYOZlq> or (See attachment 9.1)
- **Impact Story:** Challenging Communities to Change the Child Care Crisis, an interview with Build Up for San Mateo County’s Children Leaders. (See attachment 9.2)
- **Help Me Grow Spanish Website** will be launched this week. Stay tuned!
- **Communication’s Request for Qualifications (RFQ)** – F5SMC staff is currently developing communication’s RFQ for fiscal year 2020 – 2021. More details to follow.

SOCIAL MEDIA

- See January 2020 Social Media Report and Website Analytics Report (Attachment 9.3)

THINK BIGGER



Big Topic

Help Me Grow Website Launch



First 5 San Mateo County, in partnership with Gatepath and Stanford Children's Health, is excited to announce the launch of a [new website](#) that will serve as a centralized access point for local parents, caregivers and providers. Our new "[Help Me Grow San Mateo County](#)" website provides powerful tools and information that help children grow, develop and thrive, including:

- Information and resources about child development and helpful tools for families
- Access to a free online developmental screening tool
- An interactive look at a child's milestones from ages 2 months to 5 years
- Downloadable forms for providers, including a screening conversation guide
- Requests for presentations or trainings for providers
- Easy access to reach out to the Help Me Grow team to answer questions or concerns
- And so much more!

To learn more about Help Me Grow and connect with these new resources, click [here](#) or contact us directly [online](#) or by phone: 650-762-6930.

Census 2020



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

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

More census news:

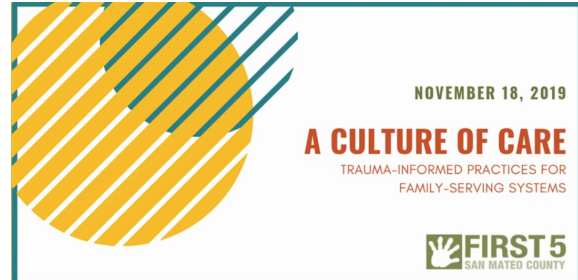
- The County of San Mateo is seeking proposals from community organizations to assist in outreach to educate, motivate and activate residents to participate in Census 2020. This RFP will

- total up to \$100,000 and must be submitted by February 19 at 5:00 P.M. View the RFP [here](#).
- Read about "[Why the census matters more than ever](#)" from the *Daily Journal* and learn more about why participation in the census is so critical.

Image by County of San Mateo

A Look Back: Culture of Care Conference Recap

On November 18, 2019, First 5 San Mateo County brought together trauma- and resiliency-informed systems leaders and service providers from across the county for a day of learning, connection and more at "A Culture of Care: Trauma-Informed Practices for Family-Serving Institutes." The day was full of lively and healing discussions from keynote speakers, breakout session leaders, panelists and audience members. Here is a list of conference sessions along with some takeaway quotes from conference speakers:



Morning Keynote:

Transforming Trauma – How to do this work and sustain

"Don't wait for big waves to happen in life before you get fluent with gratitude." – Laura van Dernoot Lipsky, Trauma Stewardship Institute

Morning Breakout Sessions:

A Culture of Care: Transgenerational Perspective
Culture of Self-Care
Prepped to Change: Relational Leadership

Leadership Panel:

Culture of Care Convening: A Multi-Sector Leadership Panel

"It's like any other system, you just have to start, then you have to have persistence and grit." – Toni DeMarco, Deputy Director of Child and Youth Services, San Mateo County Health

Afternoon Breakout Sessions:

Centering Racial Equity in Trauma-Informed Practice
The Art of Self-Care
Supportive Team Practices
Trauma Screening: Exploring the Local Impact of State Policy

Closing Keynote:

Relational Healing in the Time of Evidence

"Trauma is historical, structural, political, intergenerational, interpersonal and embodied. So, then, must be our healing." – Dr. Ken Epstein, systems leadership consultant

Take a look at some pictures from the conference [here](#). Read more about the conference from [ACEs Connection](#) and don't forget to stay [up to date with everything San Mateo County ACEs](#) related!

In the Media

The Foster City Area Guide, *living!LOCAL*, has featured Build Up San Mateo County in their latest online and print edition! This exciting feature takes an in-depth look at Build Up for San Mateo County's Children (Build Up SMC) and the impact it is making on our communities. You can check-out the online version [here](#) or keep an eye out around town to pick up a printed version! To learn more about Build Up SMC, [click here](#).

Along with *living!LOCAL*, the *Daily Journal* also gave attention to the great work of Build Up SMC and featured an article by Rosanne Foust. Check out the eye opening feature by Foust, "[Solving the county's child care and preschool shortage.](#)"



Image by Foster City *living!LOCAL*

2020 and Beyond

Governor's Budget

From Paid Family Leave expansion to Adverse Childhood Experiences trainings, Governor Newsom's 2020-21 budget announcement was packed with exciting things to look forward to for early childhood development. With these critical steps from the Governor's office, First 5 San Mateo County is excited to continue generating lasting returns on the investment in our children. Check out the Governor's budget [here](#) for all that is to come in 2020-21.

Strategic Plan

First 5 San Mateo County's new strategic plan for 2020-2025 is here! We are excited to continue to promote positive outcomes for young children and their families through strategic investments, community leadership and effective partnerships going into the next five years. Here is what you can expect to see us continue with over the next five years:

- Prioritizing San Mateo County's Young Children Through Policy, Advocacy, and Building Awareness
- Focus Area: Quality Care and Education
- Focus Area: Healthy Children
- Focus Area: Resilient Families

To review the full strategic plan, click [here](#).

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

Visit our Website

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

STAY CONNECTED



Success for Every Child



SPOTLIGHT ON SUCCESS:

Challenging Communities to Change the Child Care Crisis

An Interview with Build Up for San Mateo County's Children Leaders

How can San Mateo County close the gap of 19,000 needed child care, preschool and afterschool spaces? According to Christine Padilla and Sarah Kinahan of Build Up for San Mateo County's Children (Build Up SMC), there isn't a one-size fits all approach to this problem—every city and person requires something different. And to make a real difference, these leaders also know that solutions must be practical.

Build Up SMC is a critical initiative that is working to grow and improve the supply of child care and preschool facilities in San Mateo County. Utilizing a multi-pronged approach, Build Up is seeking to alleviate the child care shortage through the reuse of existing available spaces, inclusion of child care in new developments, partnerships with large employers, and generating new capital funds.

Build Up's approach goes beyond Early Childhood Education (ECE)—at its core is multi-sector relationship building that improves the lives of families, the infrastructure of the community and the economies of cities within San Mateo County. "With such a significant shortage, we needed to move outside the ECE circle, we needed more

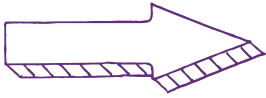
people to be an 'advocate' for the cause because it affects us all," Padilla said.

Leaders within the organization focus on child care as a benefit that supports employee retention and productivity, along with creating a sustainable work-life balance for parents and caregivers. Kinahan brings attention to the fact that the child care crisis is an economic and community issue that impacts overall life potential.

"It takes a lot of leg work and relationship-building to sustain progress," Kinahan said. "It's not often something that's on a city council's radar, but as soon as we share the impact the child care crisis has on everyone, it's eye-opening for them." Child care is part of community infrastructure, interrelated



SPOTLIGHT ON SUCCESS:



An Interview with Build Up for San Mateo County's Children Leaders

with housing and transit. According to Padilla and Kinahan it is about taking care of our environment, our workforce, our children and their future. Build Up envisions child care located close to homes, jobs and transit that makes the community better as a whole, for everyone in it.

To-date, Build Up SMC has worked with child care providers and cities to add 1,600 child care spaces, with a goal of adding 3,000 by June 2020.

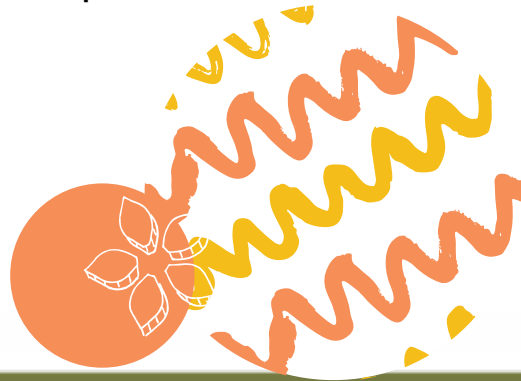
Tackling this issue city by city and person by person is not accomplished without great difficulties. As Padilla acknowledges, different cities have different needs and challenges and San Mateo County is unique with vast disparities across the county that can't always be seen. It can sometimes take time to get buy-in from cities and achieve the funding that is needed to tackle this crisis. To continue progress, further support from cities and communities is needed.

In the next year, Build Up SMC will be taking on these challenges with a variety of strategies, including growing its capital fund. Gilead Sciences,

Inc., Build Up's first corporate donor, recently provided a \$50,000 grant to Build Up SMC. Using this funding, Build Up SMC will be rolling out mini grants for small at-home child care facilities so these small businesses can increase their capacities. These exciting opportunities coincide with SB234, new state legislation that makes it easier for licensed family homes to expand the number of spaces they offer.

And perhaps most importantly, Build Up SMC will continue with expanded community awareness and relationship-building in order to create change across the county. "Helping different sectors recognize the interconnectedness between child care, the economy, and workforce, as well as overall community wellness, is essential to move forward. The Child Care shortage is not an isolated problem and it impacts communities on numerous levels." Padilla said.

Learn how you can [be an advocate](#) for Build Up SMC and [sign up](#) for the First 5 San Mateo County newsletter to stay up to date with the latest news. Visit buildupsmc.com and first5sanmateo.org.



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

First 5 San Mateo County January 2020




Overview

During the month of January, all of First 5 San Mateo County's (F5SMC) social media platforms gained following. As with previous months, strategic and relevant organic posts allowed us to generate solid engagement, with more than 3.5K Facebook impressions, 7.5K Twitter impressions, and 43 new followers on Instagram.

When looking at F5SMC's on-site analytics for the month of January, the website had a total of 394 users from within California, creating a total of 538 website sessions. The top sources of traffic were Google organic search, direct search, and being linked from First 5 California. The top cities in California that drove website traffic were San Francisco, San Mateo, Redwood City, Sacramento and Palo Alto. The top pages that were visited in January were the Home page, the Funding Opportunities page and About page. 70.4% of users accessed the site from a desktop computer, 27.1% did so from a mobile device, and the remaining 2.5% of visitors used a tablet device. Detailed website analytics can be found on the attached F5SMC January 2020 Analytics Report.

Social Activity by Platform

The following report provides engagement statistics by social media platform.


1,488 Followers
197 Total Engagement (Likes and Comments)
3.5K Facebook Post Impressions

Facebook

Throughout the month of January, First 5 San Mateo's Facebook page acquired 9 new followers and generated 197 engagements. 28 organic posts generated more than 3.5K impressions. The team will continue to incorporate more posts about resource guides for parents because they tend to achieve higher engagement rates. For example, Help Me Grow and the First 5 CA Parent Guide had more link clicks than other posts. Beginning in February, we will be incorporating paid social efforts. This will allow us to continue to grow our audiences and dramatically increase our overall performance. Below you can see some of the stand out posts from January.

Highlights:

Performance for Your Post

660 People Reached

15 Reactions, Comments & Shares

8 Like	0 On Post	6 On Shares
3 Love	2 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares

17 Post Clicks

3 Photo Views	2 Link Clicks	12 Other Clicks
---------------	---------------	-----------------

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

660 People Reached 32 Engagements **Boost Post**

Performance for Your Post

158 People Reached

14 Reactions, Comments & Shares

9 Like	0 On Post	0 On Shares
4 Love	4 On Post	0 On Shares
1 Haha	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

16 Post Clicks

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

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

158 People Reached 29 Engagements **Boost Unavailable**

First 5 San Mateo County January 2020



570 Followers
35 Total Engagements- Retweets/Likes/Mentions
7.5K Tweet Impressions

Twitter

During the month of January, the account gained 7 new followers, bringing total followers up to 570. 17 organic Twitter posts produced more than 7.5K impressions in comparison to 6.3K impressions in December. To continue achieving high engagement, we suggest tweeting about events in real time, joining conversations involving trending topics, and using appropriate hashtags and tags. Our posts about e-cigarettes, the census and living!LOCAL received more engagement than other posts.

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



Impressions	619
Total engagements	11
Media engagements	6
Link clicks	2
Profile clicks	2
Retweets	1



Impressions	385
Total engagements	22
Replies	15
Profile clicks	3
Link clicks	2
Media engagements	1
Likes	1

First 5 San Mateo County January 2020



Instagram

665 Followers
152 Total Engagements (Likes and Comments)

During the month of January, the Instagram account continued to increase its following with the addition of 43 new followers. The 13 organic posts that were published generated a total of 152 engagements. We find that posts involving images regarding First 5 San Mateo events or meetups have higher engagement rates. We will consider other relevant organizations that can be tagged to boost engagement rate. With paid social we hope to increase engagement and increase followers that are parents of children aged 0 to 5.

The two most popular posts are shown below:




First 5 San Mateo County January 2020



LinkedIn

RSE continued to post content during the month of January to the F5SMC LinkedIn business page. F5SMC's LinkedIn business page added 2 new followers, bringing its total number of followers up to 63. We believe that having a timely, provider-oriented post contributed to the increase in followers. The January post generated 40 organic impressions. The content on LinkedIn continues to be aimed at funded and unfunded partners, business leaders, and professional organizations. Moving forward, we will attempt to leverage partners and similar organizations to share our post by tagging them.



First 5 San Mateo County

62 followers

1w • Edited • 🌐


[+ Follow](#) ...

First 5 San Mateo County's new resource to help children ages 0-5 thrive is now LIVE! Whether you're a parent or a local provider, you can visit our Help Me Grow website for more information on developmental milestones, free screenings, care assistance and more.

•
•
•

¡El nuevo recurso de First 5 San Mateo County para ayudar a los niños de 0 a 5 años a prosperar ya está aquí! Si usted es un padre o un proveedor local, visite nuestro sitio web Help Me Grow para obtener más información sobre el desarrollo de niños, evaluaciones gratuitas, asistencia para cuidado y más.

<https://bit.ly/2GIBI4M>



🔗 3			
👍 Like 💬 Comment			
Be the first to comment on this			
Organic impressions: 40 Impressions			Hide stats ^
Organic stats ⓘ			
Targeted to: All followers			
40	3	0%	0
Impressions	Reactions	Click-through rate	Comments
0	0	7.5%	
Shares	Clicks	Engagement rate	

First 5 San Mateo County January 2020



Spanish Website:

During the month of January, F5SMC’s Spanish site had a total of 19 sessions with 13 of those sessions coming from within California. The top sources of traffic were from Google search and Facebook. The top cities that drove traffic to the site were San Francisco, Redwood City, Sacramento, San Mateo and Irvine. The most visited pages were the Nuestras Inversiones (Our Investments) page, <https://espanol.first5sanmateo.org/> (Home), Acerca-de (About) page, Aprendizaje Temprano (Early Learning) page, and the Familias (Families) page. 61.5% of site traffic was accessed by users from a desktop device, while the remaining 38.5% came from mobile users. Detailed website analytics can be found on the attached F5SMC January 2019 Analytics Report. To drive more traffic to the Spanish sites, moving forward we will incorporate more posts with resources in Spanish.

PRIMEROS 5
CONDOMIO DE SAN MATEO
Éxito para cada niño

Buscar...

ENGLISH | ESPAÑOL

Quiénes somos Familias Contacto

Visión general Misión Nuestras inversiones Personal Plan estratégico Comisión

Nuestras inversiones

Generamos ganancias significativas y duraderas en la inversión en nuestros niños. Existe una gran cantidad de investigaciones que demuestran que las inversiones en la primera infancia ofrecen el mayor rendimiento posible para el niño, la familia y la comunidad.

“Cuanto más temprana sea la inversión, mayor será el rendimiento de la inversión”

Quiénes somos Familias Contacto

Visión general Aprendizaje temprano Saludable y feliz Conexiones familiares

Los bebés pueden ser la recompensa más dulce y al mismo tiempo, pueden ser el reto más grande de nuestras vidas. Las investigaciones muestran que las experiencias de los niños en sus primeros 5 años afectan su futuro. Esa es una responsabilidad muy grande. Nosotros sabemos que tú eres la persona perfecta para esa labor, y estamos dispuestos a ayudarte.

Aprendizaje temprano

El 90% del cerebro de tu bebé crece durante los primeros 5 años. Ellos comienzan a aprender de ti desde el día en que nacen.

APRENDE MÁS

Saludable y feliz

Todo padre quiere que su hijo crezca feliz y saludable. ¡Puedes hacer tantas cosas!

APRENDE MÁS

First 5 San Mateo County - January 2020 - English Analytics Report



Jan 1, 2020 - Jan 31, 2020

On-Site Performance - January 2019

Website Traffic Overview

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
806	967	58.74%	2.56	00:03:11

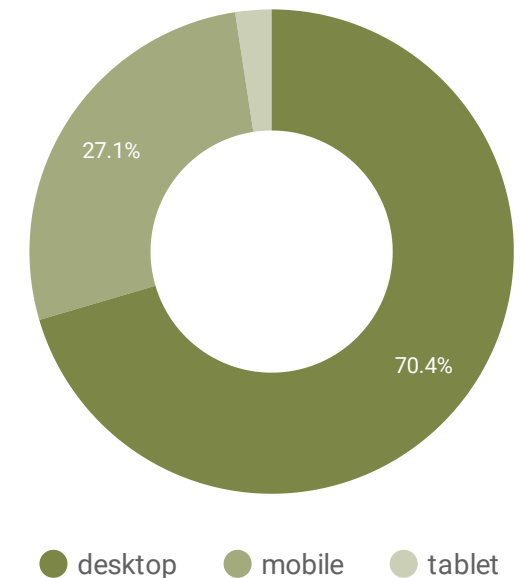
Website Traffic Overview - California

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
394	538	55.2%	2.73	00:02:03

Website Traffic by Source - California

Source	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. google	263	338	52.37%	2.53	00:01:52
2. (direct)	76	130	58.46%	3.48	00:02:58
3. first5california.com	13	14	42.86%	3.29	00:01:55
4. m.facebook.com	11	11	100%	1	00:00:00
5. bing	10	12	50%	3.42	00:01:17

Website Traffic by Device (Sessions)



Website Traffic by City - California

City	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. San Francisco	79	103	53.4%	4.45	00:03:24
2. San Mateo	53	64	50%	2.31	00:01:33
3. Redwood City	47	73	61.64%	2.33	00:02:03
4. Sacramento	18	40	40%	3.13	00:02:35
5. Palo Alto	15	16	50%	2.81	00:01:50

Website Traffic by Page - California

Page	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. /	115	152	29.61%	1.41	00:03:07
2. /partners/funding_opportunities/	82	89	67.42%	2.01	00:02:01
3. /about/	58	14	57.14%	7.14	00:00:50
4. /families/	45	1	100%	60	00:00:00
5. /about/first-5-staff/	42	15	60%	3.73	00:00:35

First 5 San Mateo County - January 2020 - Spanish Analytics Report



Jan 1, 2020 - Jan 31, 2020

On-Site Performance - January 2020

Website Traffic Overview

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
15	19	78.95%	2.05	00:01:49

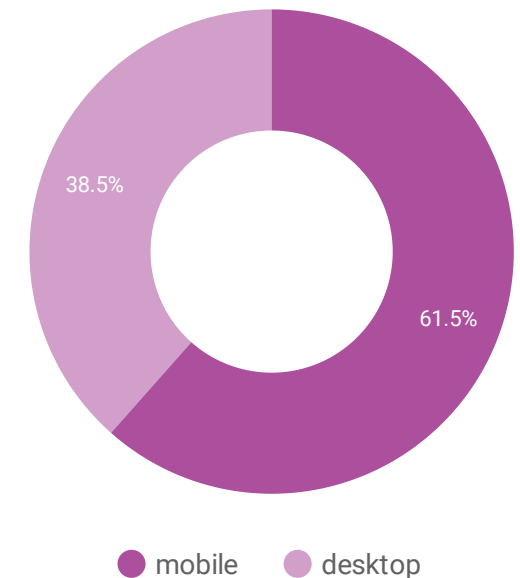
Website Traffic Overview - California

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
9	13	69.23%	2.54	00:02:39

Website Traffic by Source - California

Source	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. google	7	8	50%	3.5	00:04:19
2. m.facebook.com	1	1	100%	1	00:00:00
3. (direct)	1	4	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. San Francisco	4	4	50%	4.75	00:04:29
2. Redwood City	2	2	50%	1.5	00:00:08
3. Sacramento	2	2	50%	3	00:08:10
4. San Mateo	2	4	100%	1	00:00:00
5. Irvine	1	1	100%	1	00:00:00

Website Traffic by Page - California

Page	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. /acerca-de/nuestras-inversiones/apre...	4	7	85.71%	1	00:01:47
2. /	4	4	25%	1.75	00:05:30
3. /acerca-de/	2	0	null	null	null
4. /familias/aprendizaje-temprano/	2	0	null	null	null
5. /familias/	2	1	100%	6	00:00:00

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

OVERVIEW

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

EARLY LEARNING

Child Care Partnership Council:

A Survey: Early Care and Education in San Mateo County and the Role of the Child Care Partnership Council. Your response is welcome through March 2, 2020. The Child Care Partnership Council's (CCPC) has launched a survey to inform the local communications plan. The CCPC is mandated by the state of CA to identify and plan for the county's early care and education needs, including child care, preschool, and after school. The CCPC recently completed its five-year strategic plan, which includes a focus on communication and advocacy; this survey will provide baseline data to inform the CCPC's efforts in these areas. The survey should only take a few minutes. Thank you for participating

The survey can be found at <https://www.surveymonkey.com/r/CCPC2020>

Build Up for San Mateo County's Children:

Build Up released its Employer-One Page Brief highlighting the significant role the private sector has in increasing the supply of quality early care and education facilities and why employers should act. The brief describes five recommended actions and provides local examples. (See *Attachment 10.1*)

“Access to affordable early childhood education and care is a proven driver of economic growth in communities, so when state and local economic development discussions are happening, early education should have a seat at that table. In San Mateo County, early ed, philanthropy, business, developers, and city planners are at the table together, thanks to Build Up SMC, folding a need for early education facilities into existing regional infrastructure development conversations.”

Cheryl Oldham, Senior Vice President, U.S. Chamber of Commerce Foundation's Center for Education and Workforce

In other Build Up News, The City of San Mateo Gets a New Preschool: [Check out our latest blog post about Little Footsteps: City of San Mateo Gets a New Preschool](#)

CHILD HEALTH AND DEVELOPMENT

First Tooth or First Birthday Oral Health Campaign:

The Children's Oral Health Workgroup, a subcommittee of the SMC Oral Health Coalition, launched its first ever communication's campaign this month in recognition of National Children's Dental Health Month. The campaign slogan, “First Tooth or First Birthday” reminds families and multi-sector child-serving providers that children should see the dentist beginning with their first tooth or first birthday, whichever comes first. The campaign is being promoted on

social media by SMC Health, First 5 SMC, and other SMC Oral Health Coalition partners, and features graphics created by First 5 SMC's own Mai Le!



FAMILY ENGAGEMENT

Resilient Families Procurement Process

On January 7, 2020 the Resilient Families RFP was released, officially beginning the procurement process for the Resilient Families Focus Area of the 2020-2025 Strategic Plan. This procurement process will release up to \$3,180,000 in community investments over three years, as called for in the Strategic Plan Implementation Plan (SPIP). On January 21, 2020 a Proposers' Conference was held with 35 people in attendance, representing 18 interested parties. 10 Letters of Intent (LOI) were received by the due date of February 4, 2020 from a variety of family-serving organizations. LOIs are mandatory but not binding; therefore, we anticipate receiving 8-10 full proposals. The Resilient Families Review Panel will be meeting on February 25th & 26th, with possible phone interviews conducted on the 27th. Currently, 5 review panel participants have been recruited reflecting a variety of family support expertise, including: father involvement, early childhood mental health, home visiting, San Mateo County systems, and local area funding. In addition, Family support Program Specialist, Karen Pisani, will participate on the review panel. We are on track to bring funding recommendations to the Commission at the March Commission Meeting.

POLICY & ADVOCACY UPDATES

“Dual Language Learner Study Reveals California Culture Change, But More Work Needed” a press released by First 5 California (February 12, 2020) highlighting the new brief, *The Early Learning and Care Context for Dual Language Learners in California*, by the American Institute of Research. The initiative is to promote high-quality early learning environments for children learning more than one language in their child care and preschool classrooms. (See Attachment 10.2)

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

First 5 CA 2020 Summit:

First 5 SMC staff members Kitty Lopez, Michelle Blakely, Emily Roberts, and Mai Le attended the First 5 California 2020 Child Health, Education, and Care Summit, “Equity In Action: Elevating Children, Families, and California’s Workforce” in Irvine, CA from February 2-4. The Summit offered three days of dynamic keynote speakers, topic-specific breakout sessions, and networking opportunities. Some of the highlights included presentations by:

- Dr. Rosemarie Allen, President and CEO, Center for Equity and Excellence
- Dr. Patricia Kuhl, Professor and Co-Director, University of Washington Institute for Learning and Brain Sciences
- Dr. Nadine Burke Harris, Surgeon General of California

First 5 SMC staff member Mai Le also presented a poster at the conference, titled *Shame & Blame: The Impact of Stigma on Parents of Young Children with Mental, Behavioral, and Developmental Challenges*

First 5 Advocacy Day: April 20 – 21, 2020

Kitty Lopez and Michelle Blakely, along with other representatives of First 5’s throughout California, will be attending the First 5’s Advocacy Day at the Capitol in Sacramento to educate state lawmakers on important issues concerning young children and their families. The F5SMC Commissioners are welcome to attend. Please see Myra Cruz or Kitty Lopez for more details.

COMMUNITY AND STATEWIDE EVENTS & UPDATES

Community Award

On February 13, 2020, the First 5 San Mateo County was recognized by the San Mateo Area Chamber of Commerce by receiving the Community Award for supporting services that helps San Mateo families thrive.



Expanding Facilities for Early Childhood Education

A brief for Employers prepared by Build Up for San Mateo County's Children, a new initiative growing and improving the supply of early childhood education (ECE) programs for children ages birth to twelve



San Mateo County has a **shortfall of 19,000 ECE spaces, including child care, preschool and after school care**, directly impacting the county's business, education, transportation and housing sectors.

By 2025, this shortage is **expected to rise by more than 25%**.

The **good news** is that **local employers**, along with partners from education, philanthropy, and local government, **can play a significant role in increasing the supply** of ECE facilities.



Why should employers take action to increase the availability of ECE?

Businesses that offer supports for working families are **better able to recruit and retain talent**. In a recent survey, 83% of Millennials, now the largest group of new parents, would leave their job for one with better family/lifestyle benefits, including family-care assistance (such as child care), flexible work schedules, and paid parental leave. **Employees listed "help securing reliable child care" as one of the top five benefits** that would improve their ability to do their job.

Employees are **more productive** when parents have consistent, high quality child care. Child care enables parents to focus on work, accept promotions, and be available to meet employers' needs. A 2018 report shows the **U.S. economy loses an astonishing \$57 billion per year in revenue, wages, and productivity as a result of child care issues**.

On average, workers in San Mateo County travel over 30 miles one-way between home and work. In emergencies, having children nearby is **crucial for family wellbeing and safety**.

The public sees a **return on investment of \$13-\$16 for every \$1** put into high quality early childhood education programs through better education, social, economic, and health outcomes. Children who have high quality ECE experiences build **a solid foundation to succeed in the workforce of tomorrow**.

"Access to affordable early childhood education and care is a proven driver of economic growth in communities, so when state and local economic development discussions are happening, early education should have a seat at that table. In San Mateo County, early ed, philanthropy, business, developers, and city planners are at the table together, thanks to Build Up SMC, folding a need for early education facilities into existing regional infrastructure development conversations."

Cheryl Oldham, Senior Vice President, U.S. Chamber of Commerce Foundation's Center for Education and Workforce

Five Recommended Actions and Local Examples for Employers

1) Build Child Care Facilities

Employers use available space to build child care facilities on-site for employees or collaborate with other employers to create "consortium" child care facilities near-site.

Local Examples: The following major San Mateo County Employers have either on-site centers or partnerships with centers.

City of Daly City
Mills Peninsula Medical Ctr

County of San Mateo
Oracle

Electronic Arts
San Francisco Airport

Genentech
Stanford

Gilead Sciences, Inc.
USGS

2) Invest in the Expansion of Existing ECE Programs

Employers provide financial support for expansion of additional spaces at existing facilities. Current ECE operators with room to grow typically do not have adequate funds for expansion.

Local Example: Oracle planned to build a large center on campus, but faced regulatory challenges. Their solution was to support expansion of a nearby child care center in exchange for employee access to 60% of the spaces for children ages birth to 5.

3) Provide Paid Parental Leave

Providing paid leave reduces the need for infant child care. Paid leave programs increase retention, especially among women. 82% of companies with paid leave programs experienced a measurable increase in morale, and 63% of employers say they have seen an increase in productivity because of the policy.

Local Example: Facebook offers full-time employees four months of paid leave to bond with a new child.

4) Contribute to the Build Up's Child Care and Preschool Capital Fund

This fund offers critical capital grants to child care operators in San Mateo County to open or expand centers.

Local Example: Gilead Sciences Inc. was Build Up's first corporate donor with a grant of \$50,000 to the Capital Fund, complementing a \$250,000 individual donation through Silicon Valley Community Foundation.

"Gilead hopes our funding will be a catalyst for other local businesses to partner with Build Up and grow an early childhood facilities fund to increase access to quality care."

Joydeep Ganguly, Senior Vice President of Corporate Operations, Gilead Sciences, Inc.

5) Align with Build Up on Public Policy and Advocacy

Chambers of Commerce, Economic Development organizations, and individual employers can become advocates for high quality ECE, using their networks and clout to drive policy and engage decision-makers to support ECE expansion.

Local Examples: The presidents of the Redwood City Chamber of Commerce and the San Mateo County Economic Development Association (SAMCEDA) are active members of the Build Up Advisory Body, and SAMCEDA's president completed the U.S. Chamber of Commerce Foundation's Education and Workforce Fellowship Program. The Silicon Valley Leadership Group hosts an Education Summit each year and has highlighted ECE issues. The Bay Area Council promotes policies that support gender equity and family-friendly policies in the workplace.

"Build Up SMC has taken a bold approach to solving substantial ECE shortages in San Mateo County. Their efficient and effective multi-sector initiative has brought ECE to the table as a crucial part of the county's economic development conversations. Their process of assessing the need, leveraging existing funding streams, and expanding their network of stakeholders should be considered a best practice for other counties across the country looking to tackle these same issues."

Julia Barfield, Senior Manager of Policy & Programs, U.S. Chamber of Commerce Foundation's Center for Education and Workforce



Sources for this document include:

San Mateo County Early Learning Facilities Needs Assessment and Early Learning Facilities Study, Brion Economics, 2016; *San Mateo County Child Care and Preschool Needs Assessment*, San Mateo County Child Care Partnership Council, 2017; *Millennials Would Leave Job for Better Benefits*, Care.com, 2015; *Building Bridges: Creating Strong Partnerships for Early Childhood Education*, U.S. Chamber of Commerce Foundation, 2019; *Emerging Business Trends in Paid Family Medical Leave*, The Paid Leave Project, 2018.

Thank you to Build Up's Seed Funders and Partners:



Jacques M Littlefield
Foundation



SAN BRUNO
Community Foundation

To learn more, visit www.buildupsmc.org or contact Christine Padilla, Director, Build Up for San Mateo County's Children, 650.517.1436 or cpadilla@sanmateo4cs.org. Twitter/Facebook: @BuildUpSMC Instagram: TheBuildUpInitiative

**For Immediate Release**

February 12, 2020

Contact: Erin Gabel

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**Dual Language Learner Study Reveals California Culture Change,
But More Work Needed**

Sacramento, CA — First 5 California has released a new brief by the American Institute of Research (AIR) as the first step in a \$20 million initiative to promote high-quality early learning environments for children learning more than one language in their child care and preschool classrooms. *The Early Learning and Care Context for Dual Language Learners in California* reports on analysis of interviews with local stakeholders and experts across California, and is now available at californiadllstudy.org. The brief highlights the movement in California toward supporting bilingualism as well as challenges that remain in the areas of educator preparation, instructional strategies, and system-level support.

Proposition 227 effectively dismantled bilingual instruction in 1998 by severely restricting bilingual education in K – 12 classrooms. Attitudes quickly began to swing in the other direction and in 2016, Proposition 58 repealed Proposition 227. In addition, since about 2008, resources have become more readily available to educators that enhance their ability to provide classroom instruction and are considered vital tools to shaping local practices in early learning settings.

“We found that developing bilingualism is increasingly viewed as an asset by county agencies, which reflect the changing policy landscape. Despite this, we also found that families have deeply held beliefs about developing English, often at the expense of their home language,” said Dr. Heather Quick, Managing Researcher for AIR.

Some counties have taken great strides in helping families to understand the importance of their home language through multiple avenues and system partners. Lupe Jaime-Mileham, Senior Director of Early Care and Education at the Fresno County Superintendent of Schools, spearheaded Fresno county’s interagency learning collaborative in support of DLLs. “This work requires a sustained effort with multiple and diverse champions across the county and cross-sector system,” said Ms. Jaime-Mileham.

Many challenges still exist. “Although 60 percent of children in California speak a language other than English at home, there are no requirements for early childhood teachers on how to work with DLLs,” according to Patricia Lozano, Executive Director for Early Edge California. Further, the study found there are limitations to the extent in which training addresses diverse settings, language, and ages, and there is a lack of consistent funding for professional development.

California has an opportunity and responsibility to support DLLs in reaching their full academic potential. The next phase of the study will examine how specific instructional, professional development, and family engagement strategies support positive outcomes for DLLs and their families across diverse setting types, languages, and age groups. Further, the next study phase will illuminate the local and state contexts required for them to be effective.

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About First 5 California

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



DATE: February 24, 2020
TO: First 5 San Mateo County (F5SMC) Commission
FROM: Kitty Lopez, Executive Director
RE: Committee Updates

Finance and Administration Committee Meeting – February 10, 2020 Meeting

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

1. Election of Finance and Administration Committee Chair

Commissioner Rosanne Foust was reelected as the Finance and Administration Committee Chair for the year 2020.

2. Budget Monitoring Report as of January 31, 2020

Committee members reviewed Budget Monitoring Report as of January 31, 2020; asked questions for clarification.

Committee members discussed and decided the frequency of the Budget Monitoring Report should be on a quarterly basis due to 85% budget spending are Program Expenditures and Program invoices are currently billed on quarterly basis.

3. Review and Recommend Approval of F5SMC's FY 2019-20 Revised Budget

Kitty Lopez briefly presented the FY 2019-20 Revised Budget Summary as presented in the Budget memo (Attachment 6). Kitty Lopez further explained Budget changes and details that are presented in accompanying Attachments 6A, 6B, 6C, and Schedule 1 and Schedule 2. FY 2019-20 Revised Budget changes results in a Budget Deficit of \$3,176,836. This represents \$25,000 less than Initial Adopted Budget Deficit for FY 2019-20. Therefore, we will draw from the Reserves in order to fund the Community Investments. The Administrative Cost Rate is 7% which remains below 12% of the approved Administrative Cost Policy for the FY2019-20.

Committee members reviewed FY 2019-20 Revised Budget; asked questions for clarification and provided few changes to the Notes of the Revised Budget worksheet for clarity.

Committee members endorsed the approval of FY 2019-20 Revised Budget.

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