






F5SMC Grantee Survey

Impact of COVID
19 Public Health
Orders






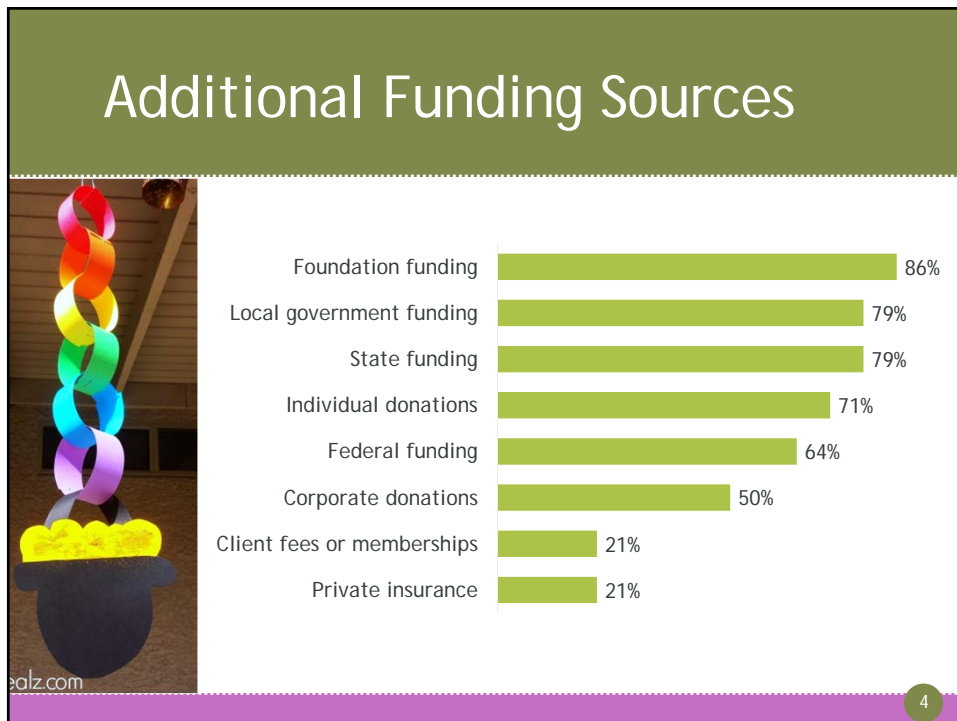
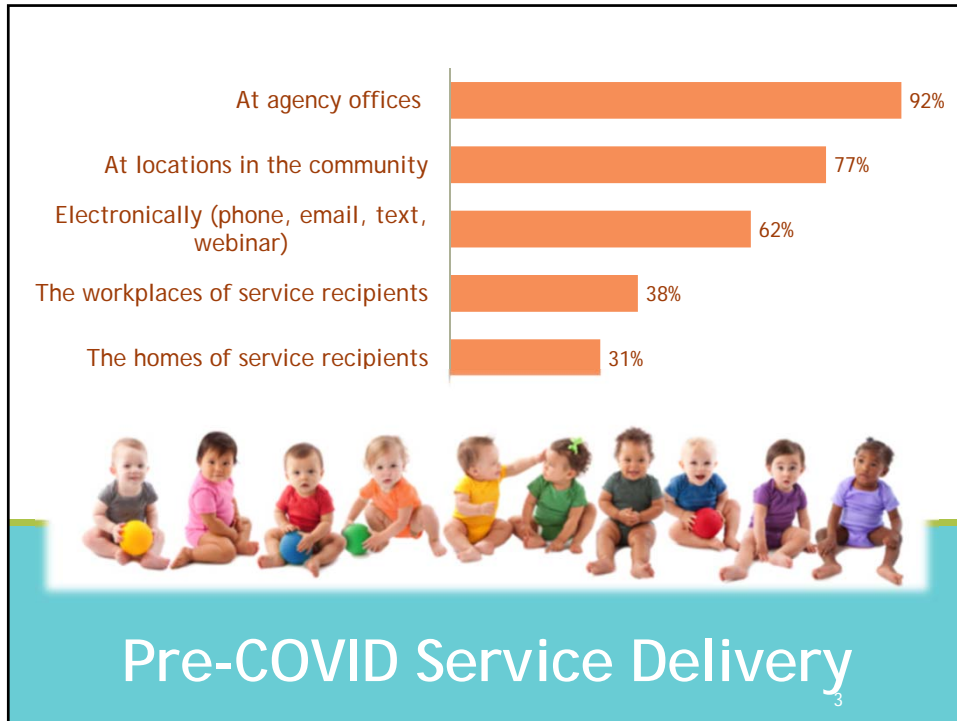
1

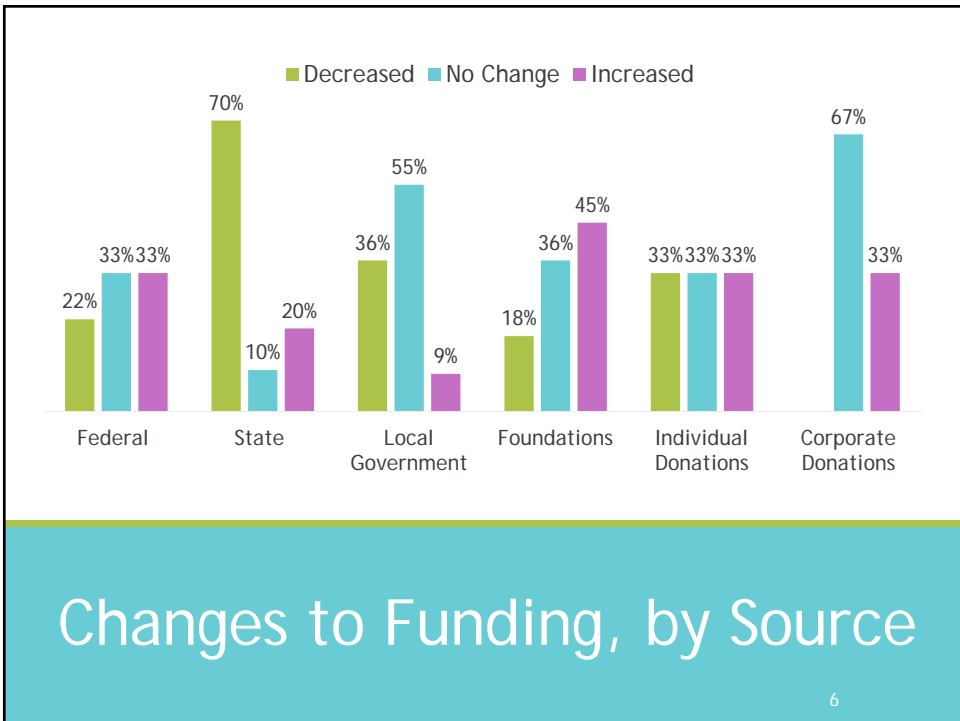
Agency Characteristics

14 Agencies Responded	
Number of F5SMC-funded staff	77
Average # of funded staff per agency	5.5
Types of clients served	
Children ages 0-5	92%
Parents/primary caregivers	92%
Family child care providers	46%
Preschool/TK/K Teachers or staff	39%
Other types of providers	15%
N/A—no direct services	8%
Other	8%

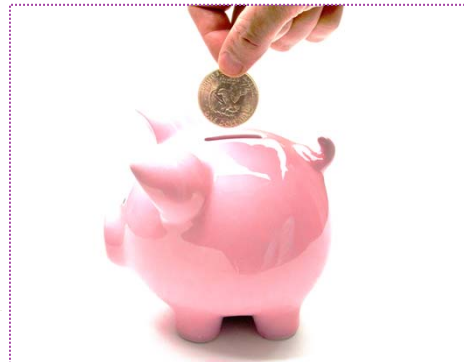
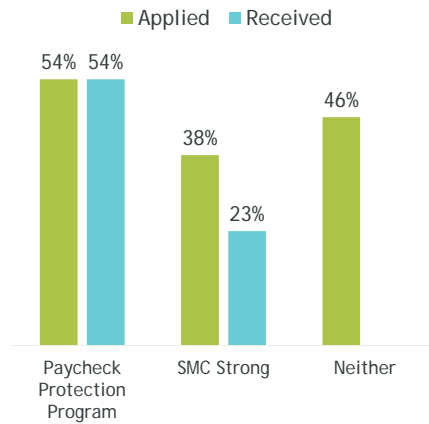


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Public Loan Program Participation



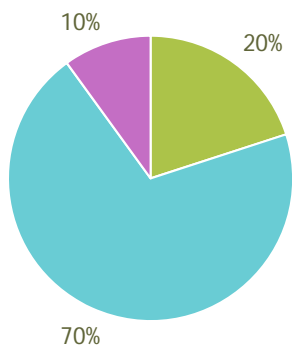
7



Staffing Changes

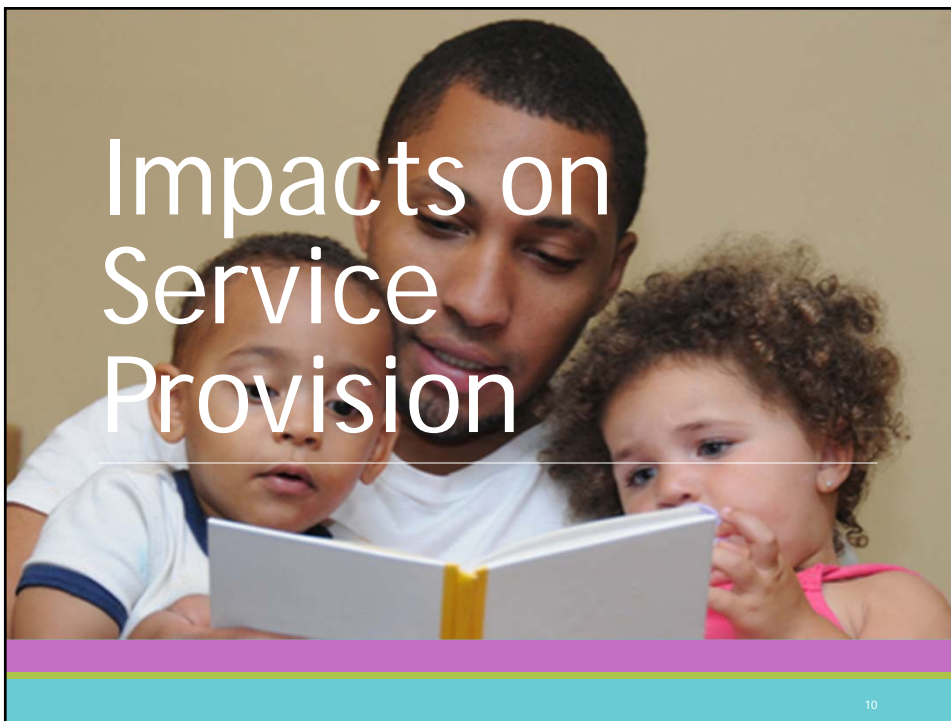
- ❖ Two agencies reported increasing staff hours
- ❖ Three agencies reported increasing staff benefits
- ❖ One agency reported reducing staff hours
- ❖ One agency reported furloughing staff
- ❖ One agency reported staff layoffs

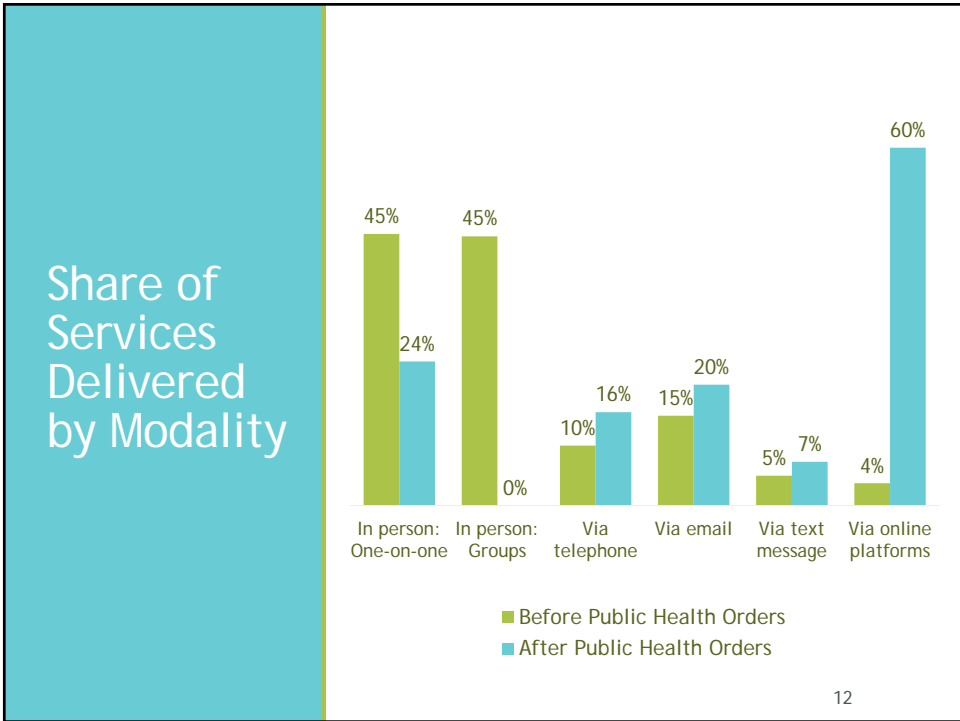
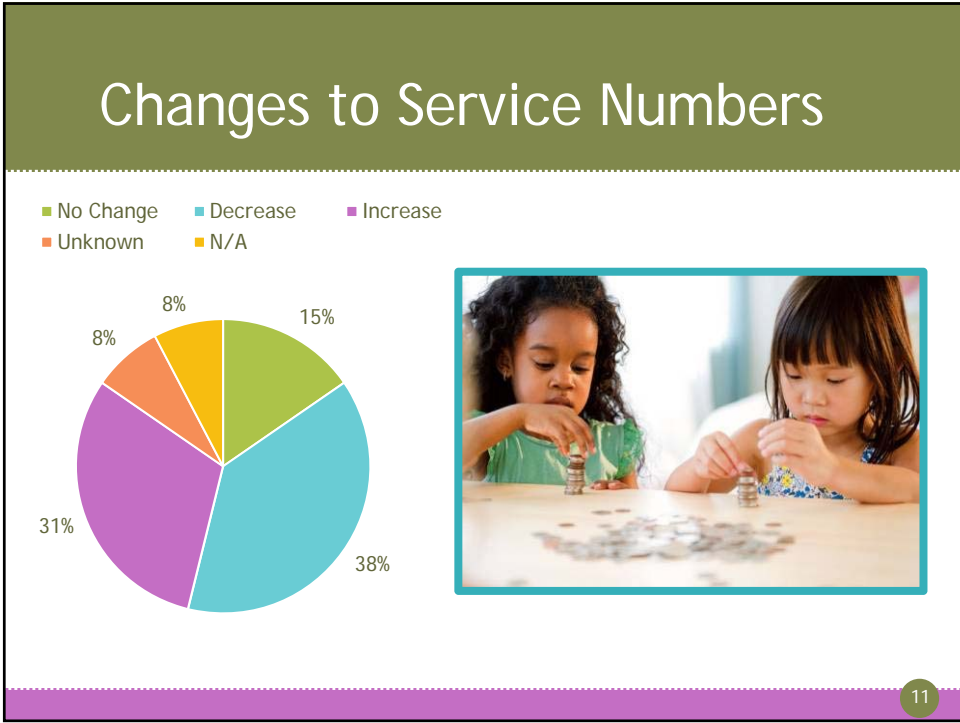
Estimated Longevity

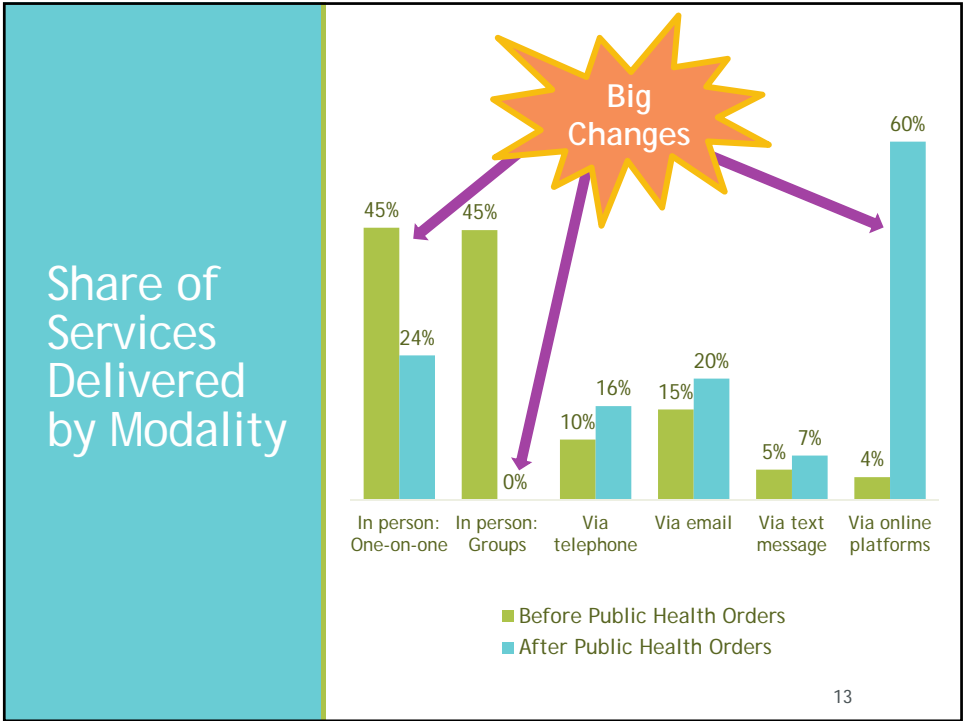


■ 6-12 months ■ Over 12 months ■ Unsure

Impacts on Service Provision







Other Service Changes



- ❖ Support with basic needs
- ❖ Legal information related to COVID-19 relief programs
- ❖ Operational support for transition to remote service provision, for both clients staff
- ❖ COVID-19 specific information sharing regarding available resources
- ❖ Support for providers regarding safe re-opening practices

14



Client Concerns

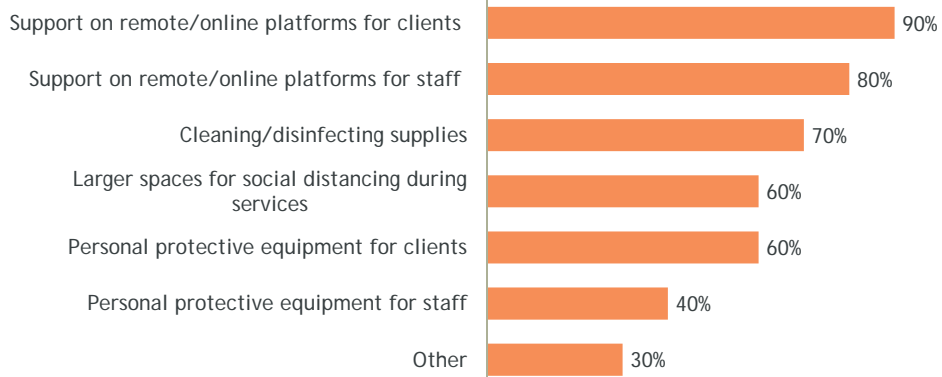
- ❖ Financial stress: job losses & furloughs
 - Difficulty affording rent, food, diapers, cleaning supplies
 - Loss of child care impacting ability to work
- ❖ Parenting stress: unable to support children's learning and development
 - Lack of technology resources
 - Children with special needs
- ❖ Health & Mental Health:
 - Concern about in-person health visits
 - Increase in domestic violence
 - Increase in abuse of legal co-parenting arrangements

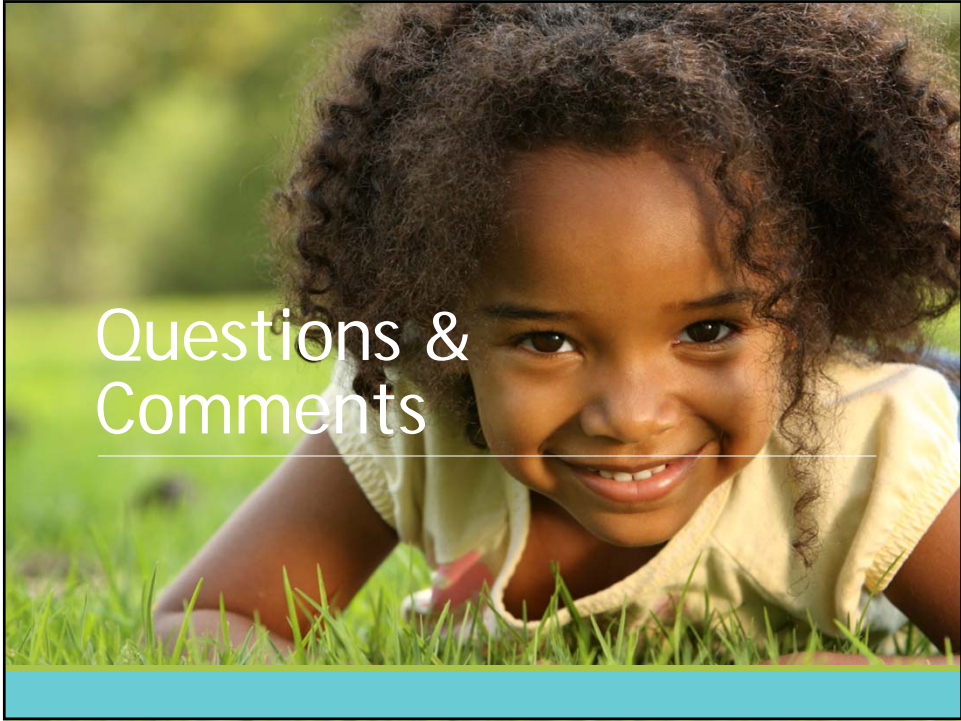
Staff Concerns

- ❖ Financial stress: both personal and at an agency level
- ❖ Operational challenges of sudden shift to remote work, new protocols, rapidly changing news
- ❖ Concerns about ability to safely return to work
- ❖ Mental health challenges & burnout
- ❖ Lack of child care impacts ability to work
- ❖ Difficulty supporting their children's learning & development



Requested Supports





COUNTY OF **SAN MATEO**



Census 2020

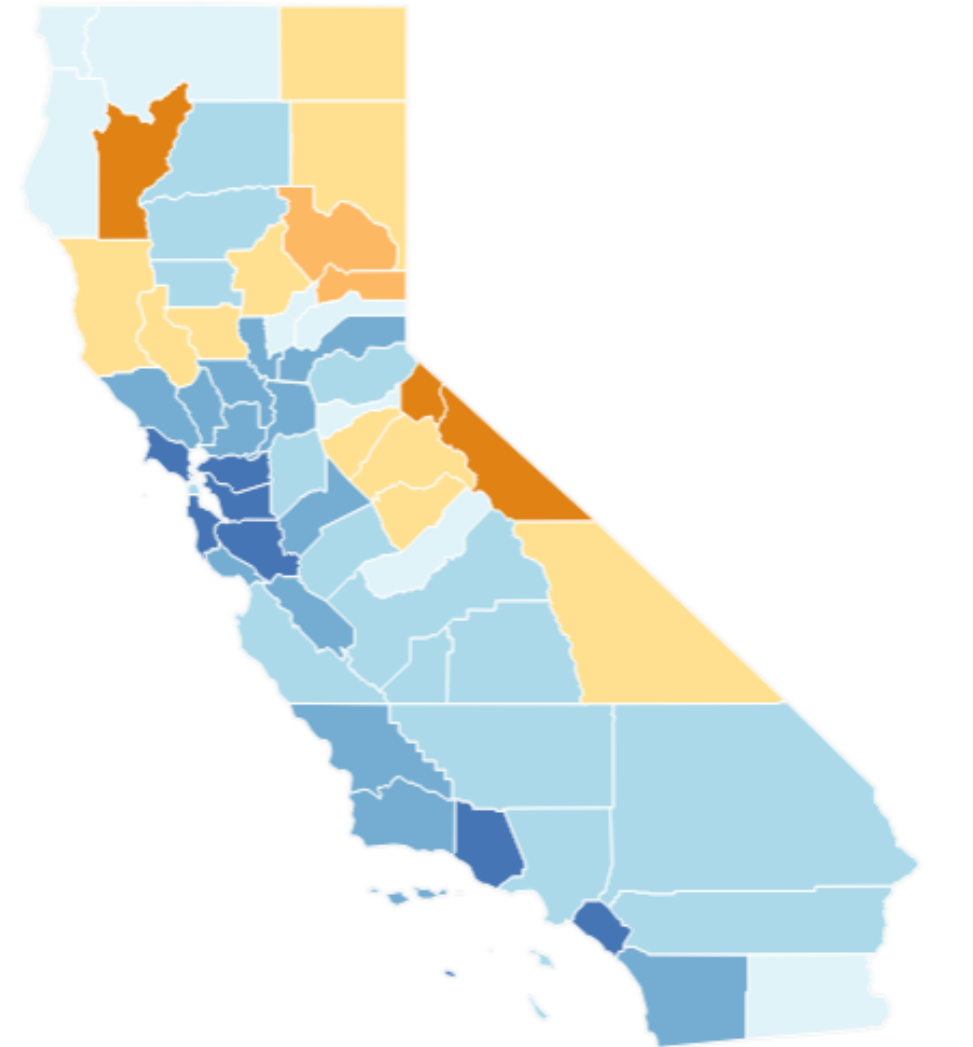
July 27, 2020



San Mateo County Leads the State

July 26th Self Response Rates

- **San Mateo County: 73.5%**
- California: 63.6%
- National: 62.4%



County-Wide Results

City	7/23
San Carlos	81.8%
Hillsborough	79.3%
Belmont	78.9%
Pacifica	78.4%
Millbrae	77.9%
Half Moon Bay	77.4%
Foster City	77.3%
Portola Valley	77.2%
Brisbane	74.0%
San Mateo	73.8%
South San Francisco	73.7%
Burlingame	72.8%
Menlo Park	72.6%
Redwood City	72.4%
San Bruno	72.3%

City	7/23
Atherton	71.7%
Woodside	71.0%
Daly City	69.8%
El Granada (census tract includes Miramar + Other Unincorporated)	68.4%
Montara (census tract includes Moss Beach, Princeton by the Sea + Seal Cove and other unincorporated)	66.5%
Colma	66.2%
North Fair Oaks	63.5%
East Palo Alto	58.9%
Pescadero (census tract includes La Honda, Loma Mar + Other Unincorporated)**	47.4%
San Mateo County Overall	73.5%
California Overall	63.3%
National Overall	62.4%

2010 v 2020 Results

Link to Google Document
with Daily Response Rates

https://docs.google.com/spreadsheets/d/16ZZoCKIcPWaXU4dFu41volbLyWOB1yeP_ph-N2mpjJk/edit?usp=sharing

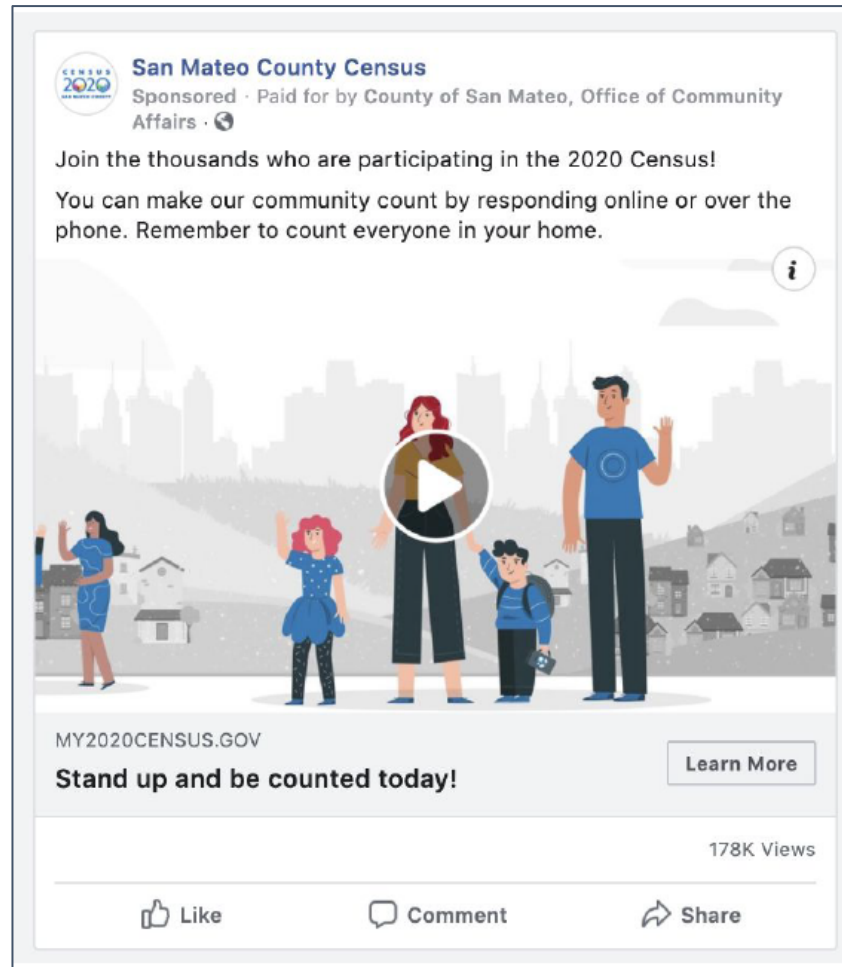
City	2010 Final Self-Response Rate	7/23	Difference	internet
Atherton	77.6%	71.7%	-5.9%	66.3%
Belmont	77.3%	78.9%	1.6%	72.5%
Brisbane	77.1%	74.0%	-3.1%	66.1%
Burlingame	72.6%	72.8%	0.2%	66.7%
Colma	72.4%	66.2%	-6.2%	53.8%
Daly City	70.8%	69.8%	-1.0%	59.6%
East Palo Alto	62.5%	58.9%	-3.6%	48.5%
El Granada (census tract includes Miramar + Other Unincorporated)	72.0%	68.4%	-3.6%	49.4%
Foster City	77.1%	77.3%	0.2%	73.0%
Half Moon Bay	77.2%	77.4%	0.2%	68.0%
Hillsborough	78.3%	79.3%	1.0%	71.8%
Menlo Park	76.1%	72.6%	-3.5%	67.2%
Millbrae	78.8%	77.9%	-0.9%	69.6%
Montara (census tract includes Moss Beach, Princeton by the Sea + Seal Cove and other unincorporated)	54.1%	66.5%	12.4%	47.0%
North Fair Oaks	70.1%	63.5%	-6.6%	
Pacifica	67.5%	78.4%	10.9%	69.6%
Pescadero (census tract includes La Honda, Loma Mar + Other Unincorporated)**	33.0%	47.4%	14.4%	33.0%
Portola Valley	78.1%	77.2%	-0.9%	71.4%
Redwood City	73.4%	72.4%	-1.0%	65.9%
San Bruno	71.8%	72.3%	0.5%	64.1%
San Carlos	80.2%	81.8%	1.6%	75.4%
San Mateo	74.0%	73.8%	-0.2%	66.6%
South San Francisco	75.1%	73.7%	-1.4%	64.1%
Woodside	75.6%	71.0%	-4.6%	64.8%
San Mateo County Overall	73.2%	73.5%	0.3%	65.6%
California Overall	68.2%	63.3%	-4.9%	52.4%
National Overall	66.5%	62.4%	-4.1%	49.8%

Pivoting Outreach: Covid-19

Micro-Targeted Digital Media

Social Media Ads (Facebook and Twitter English/Spanish)

- 4,174,582 Impressions



San Mateo County Census
Sponsored · Paid for by County of San Mateo, Office of Community Affairs · 🌐

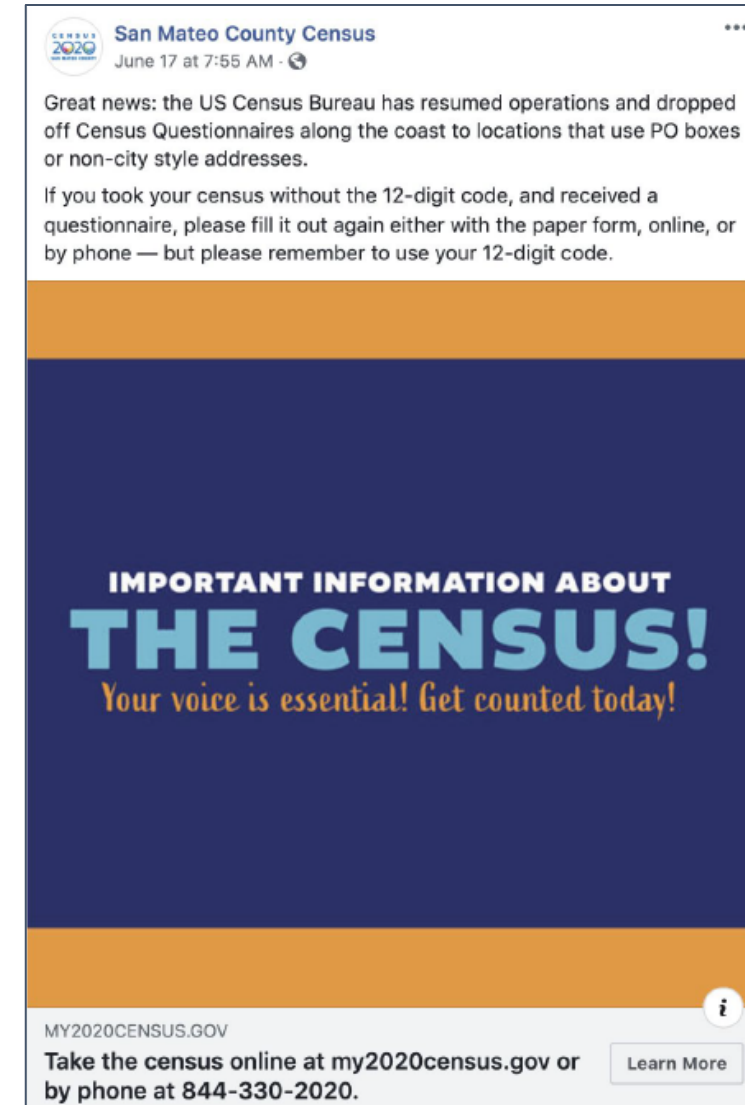
Join the thousands who are participating in the 2020 Census!
You can make our community count by responding online or over the phone. Remember to count everyone in your home.

MY2020CENSUS.GOV
Stand up and be counted today! [Learn More](#)

178K Views

Like Comment Share

The ad features an illustration of a diverse group of people (a woman, a child, a woman, a child, and a man) standing in front of a city skyline. A large play button icon is overlaid on the illustration, indicating a video player.



San Mateo County Census
June 17 at 7:55 AM · 🌐

Great news: the US Census Bureau has resumed operations and dropped off Census Questionnaires along the coast to locations that use PO boxes or non-city style addresses.

If you took your census without the 12-digit code, and received a questionnaire, please fill it out again either with the paper form, online, or by phone — but please remember to use your 12-digit code.

**IMPORTANT INFORMATION ABOUT
THE CENSUS!**
Your voice is essential! Get counted today!

MY2020CENSUS.GOV
Take the census online at my2020census.gov or by phone at 844-330-2020. [Learn More](#)

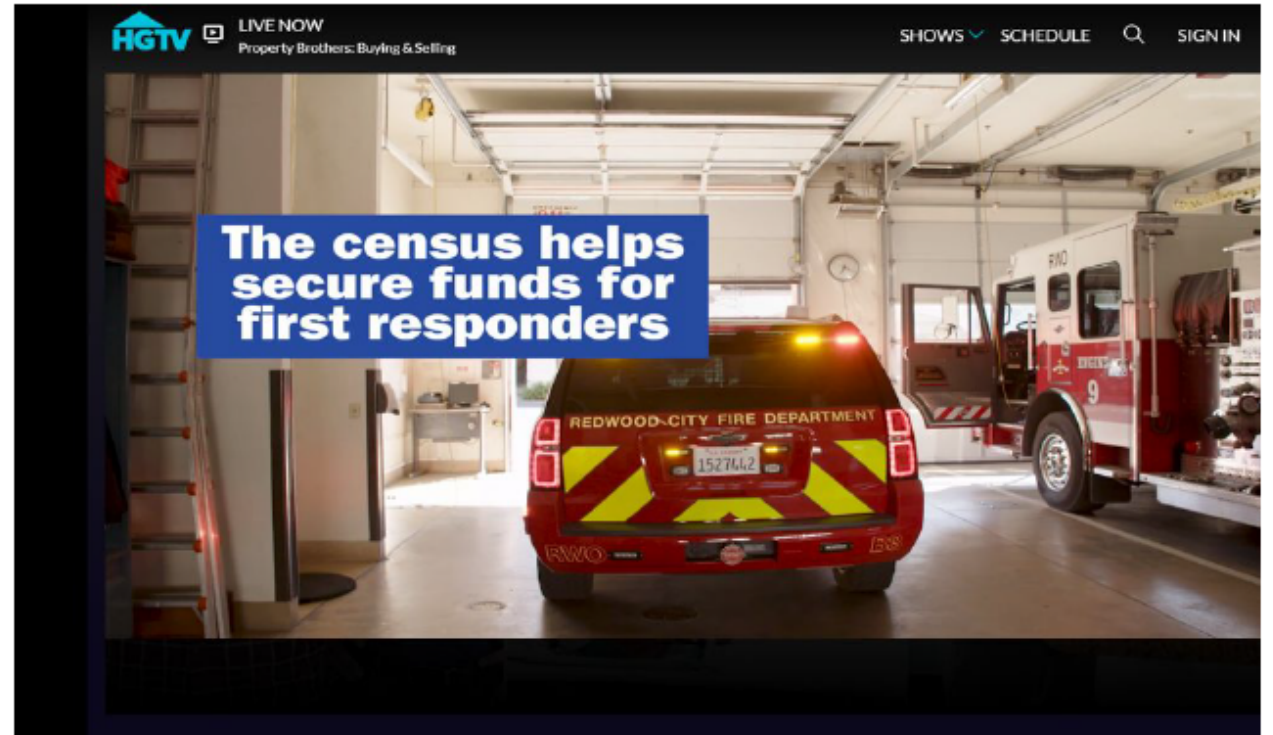
The ad features a dark blue background with a large white play button icon in the center, indicating a video player.

Micro-Targeted Digital Media

Video Ads

(Pre-roll and OTT English/Spanish)

- 3,958,793 Impressions
- 8,063 Clicks
- Univision, Vevo, Hulu



Nicole Stoney, Deputy Fire Marshall, Redwood City

Juan Carlos Prado, Teacher

Jennifer Maciel, Community Member

Micro-Targeted Digital Media

Video Ads - (YouTube, English/Spanish)

- 400,530 Impressions
- 783 Clicks

TV Ads - (Cable, English)

- 750,000 Impressions

Banner Ads - (English, Chinese, Spanish)

- 3,330,537 Impressions
- 4,027 Clicks

The image displays three vertical banners for the 2020 Census in San Mateo County. The first banner on the left is in Chinese, featuring the text "2020 人口普查开始了!" (2020 Census has started!) at the top, a map of California with a checkmark, and the "CENSUS 2020 SAN MATEO COUNTY" logo at the bottom with the slogan "站起来并被统计在内!" (Stand up and be counted!). The middle banner is in English, with the "CENSUS 2020 SAN MATEO COUNTY" logo at the top and the slogan "STAND UP AND BE COUNTED!". Below the logo, it says "Complete the 2020 Census from home today with your family:" followed by two options: "1. Online" with a laptop icon and "2. Over the phone" with a phone icon. It also states "IT ONLY TAKES 10 MINUTES" and "HELP YOUR COMMUNITY COUNT" at the bottom. The third banner on the right is a call-to-action with the text "Make your voice heard in the 2020 Census, San Mateo County." and a green "Learn more" button at the bottom.

Micro-Targeted Digital Media

NextDoor Video Ads - (English)

- 316,488 Impressions
- 357 Clicks

Online Radio Ads - (English)

- 949,835 Impressions



San Mateo County Census, Sponsored

Stand Up & Be Counted!

Join the thousands who are participating in the 2020 Census. You can make our community count by responding online or over the phone. Remember to count everyone in your home. [See More](#)

Get Counted Today, San Mateo County! [Learn more](#)

The advertisement features a central illustration of a person in a blue shirt and pants standing next to a large blue clipboard. The clipboard has a checklist with four items: the first is checked with a blue checkmark, and the others are empty boxes. The background shows a stylized landscape with houses and hills. The text is in a clean, sans-serif font, and the overall color palette is blue and white.

Influencer Videos



ARIK ARMSTEAD
Defensive End, 49ers



ALYSSA NAKKEN
Coach, SF Giants



MIKE BROWN
Coach, Warriors



Postcard Mailings + PO Box Posters

Postcards: 30,000

Posters: 500

P.O. BOX PATRONS / PERSONAS CON P.O. BOX

Be on the lookout!
FOR A CENSUS CONTACT LETTER

IF YOU LIVE IN A RURAL AREA
and/or have a P.O. Box where you receive your mail, the U.S. Census will be hand delivering or mailing a contact letter to your physical address and will NOT be mailing your Census form to your P.O. Box. If you have not received any information by April 1, 2020 call (844) 330-2020 or visit my2020census.gov.

¡Esté atento!
A UNA CARTA DE CONTACTO DEL CENSO

SI VIVE EN UN ÁREA RURAL
y/o tiene un apartado postal (P.O. Box) en donde recibe su correo, el Censo de los EE. UU. le entregará personalmente o enviará por correo una carta de contacto a su dirección física y NO enviará su cuestionario del Censo a su P.O. Box. Si no ha recibido ninguna información antes del 1 de abril de 2020, llame al (844) 468-2020 para atención en español o visite my2020census.gov.

U.S. CENSUS

CENSO DE LOS EE.UU.

Door Hangers

¡NO ES DEMASIADO TARDE para ser contado en el CENSO 2020!

Su voz es esencial para traer recursos y servicios a nuestras comunidades. ¡Puede completar su censo ahora mismo en my2020census.gov o llamando al 844-468-2020!

Completar el censo le tomará menos de 10 minutos, pero afectará los fondos para los próximos 10 años para los hospitales, escuelas, carreteras y más en nuestra comunidad. ¡Cuántas más personas se cuenten, más recursos tendremos!

Datos del Censo 2020:

- 1 Por ley, sus respuestas son confidenciales y no se compartirán con arrendadores, propietarios, agencias del orden público o inmigración.
- 2 Recuerde contar a los niños, padres, compañeros de cuarto, y a todas las personas que viven en su hogar.
- 3 Los datos del censo ayudan a financiar servicios críticos como vivienda asequible y programas de asistencia para vivienda.
- 4 El censo está disponible en 13 idiomas en línea o por teléfono. Por favor visite my2020census.gov y participe hoy.
- 5 El censo NO le pedirá su número de seguro social, información de tarjeta de crédito o su estatus legal.

Si ya ha completado el censo, puede ayudar a asegurar un recuento completo recordándole a sus amigos, vecinos y a todos los demás lo rápido y fácil que es responder.

¡TOME ACCIÓN y HÁGASE CONTAR! Visite my2020census.gov

IT'S NOT TOO LATE to be counted in the 2020 CENSUS!

Your voice is essential in bringing resources and services to our communities. You can take your census right now at my2020census.gov or by calling 844-330-2020!

The census takes less than 10 minutes to complete but will affect funding over the next 10 years for hospitals, schools, roads and more in our community. The more residents who are counted, the more resources we will have!

Facts to Remember about the Census:

- 1 Responses are confidential by law and will not be shared with landlords, property owners, law enforcement or immigration.
- 2 Remember to count children, parents, roommates and everyone living in your household.
- 3 Census data helps fund critical services such as affordable housing and housing assistance programs.
- 4 The census is available in 13 languages online or over the phone. Please go to my2020census.gov to participate today.
- 5 The census will NOT ask for your SSN, credit card information or immigration status.

If you've already filled out the census, you can help ensure a full count by reminding your friends, neighbors and everyone else how quick and easy it is to do it themselves.

STAY BE C

STAND UP and BE COUNTED

Your voice is essential to this community, you deserve to be counted. Take the census now at my2020census.gov or by calling 844-330-2020!

Su voz es esencial para esta comunidad, y merece ser contado. ¡Participe ahora en my2020census.gov o llame al 844-468-2020!

您的声音对我们社区很重要，您值得被统计在内。完成2020人口普查表格填写，登陆网站my2020census.gov或拨打电话844-330-2020（英文），844-391-2020（普通话），844-398-2020（广东话）

'Oku mahu'inga ho le'o ki hotau kāinga ' pea 'oku totonu pē ke ke kau 'i he lau. ' Fakafonu ho'o Tohi Kakai ' 'i he my2020census.gov pē fetu'utaki ki he 844-330-2020!

صوتك أساسي لمجتمعك. أنت تستحق أن تُشمل في التعداد السكاني لعام ٢٠٢٠.

قم بزيارة الموقع الإلكتروني my2020census.gov و

أو اتصل على ٨٤٤-٣٣٠-٢٠٢٠



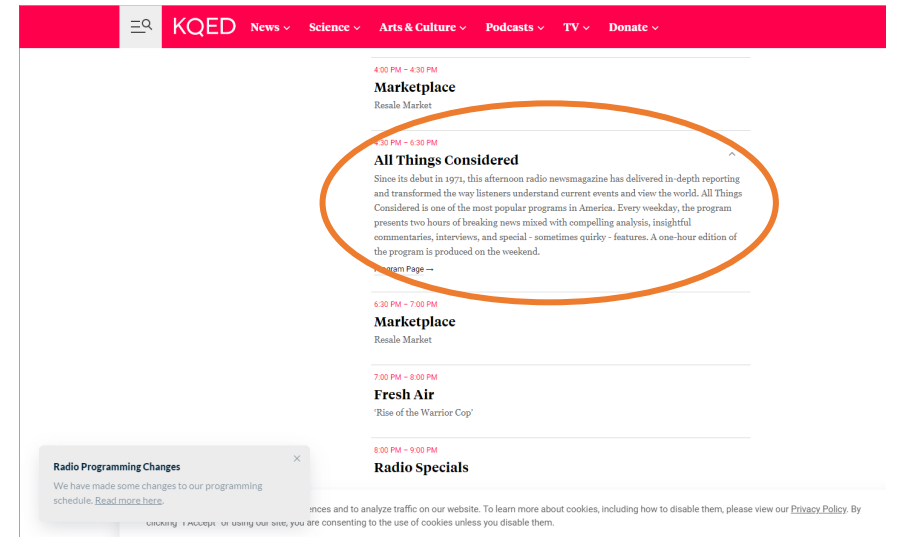
Billboards + Bus Shelters



Earned Media

Ethnic Media Services June 30th

- Good News in Challenging Times: San Mateo County Leads State in Self Response Rates
- 48 media outlets



Car Caravan

East Palo Alto

- KCBS Radio Report
- <https://kcbsradio.radio.com/media/audio-channel/census-caravans-rolling-through-neighborhoods-encouraging-residents-to-fill-out>



**Non-Response Follow-Up
Begins August 11th**

**Deadline Extended to
October 31, 2020**



www.SmcCensus.org



[@SMC_CommAffairs](https://twitter.com/SMC_CommAffairs)



SMC_Census@smcgov.org

THANK YOU!



Please send any ideas, questions, updates to:
SMC_Census@smcgov.org

The Middle Path

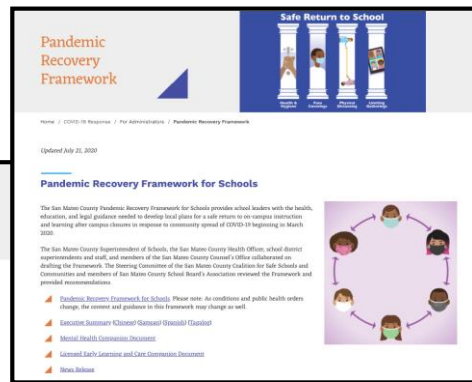
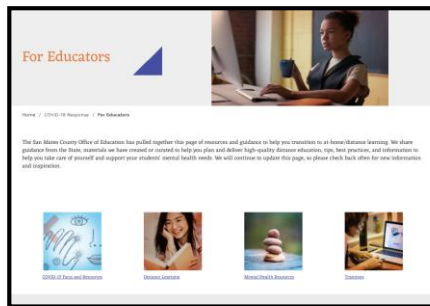
Educational / Social Emotional Needs Children and Youth



COVID-19 Community Spread



San Mateo County Pandemic Recovery Framework July 21 Edition



<https://www.smcoe.org/other/for-administrators/school-recovery-planning.html>

<https://www.smcoe.org/other/for-educators/>



San Mateo County Pandemic Recovery Framework Companion Documents

Pandemic Recovery Framework: Licensed Early Learning and Care Companion Document

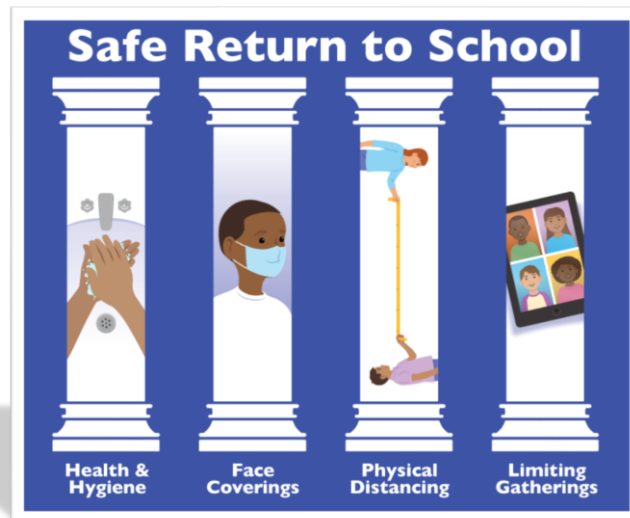
July 6, 2020



Early Learning Support Services (ELSS)
in collaboration with community partners

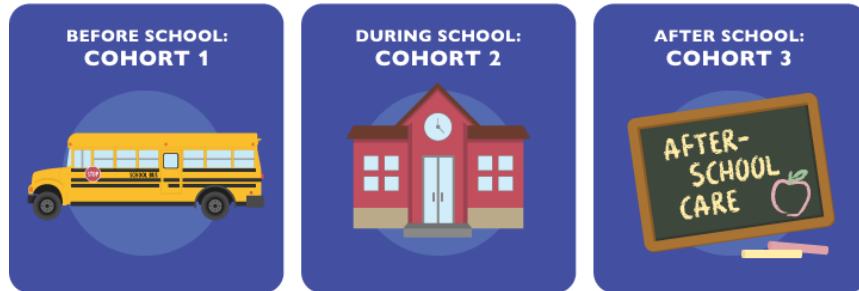


The Framework and Four Pillars



Stable Cohort Mindset For All Child-serving Settings

Stable Cohorts Across the Day



Health and Hygiene

- Stay at home with any illness
- Build handwashing and cleaning routines into the daily schedule
- Conduct health screenings including temperature checks
- Provide training for youth and staff

Face Coverings

- Required for students, Second Grade – age 22
- Strongly recommended for younger students
- Exempt for those with complicating health conditions including sensory processing disorders
- Face shields with a drape covering may substitute when a face covering interferes with instruction



Face Coverings

Framework recommends an incremental approach for helping young children adapt to wearing face coverings indoors.

25% of instructional time:
TK/Kindergarten
50% of instructional time: First graders
75% of instructional time: Second graders



Physical Distance

Successful Infection

Proximity (how close a person is)

x

Time (how much time spent in close proximity)

Reducing the Risk

Physical Distance (Maintain six feet as much as possible)

x

Face Coverings (When six feet is not possible, ensure both parties are wearing face coverings)

Physical Distance

+

Face Coverings



Limiting Gatherings

- Classroom instruction is NOT a “gathering”
All/Most meetings conducted virtually
- No in-person adult meetings like teacher/staff training, PTA, or social events



Examples of Equity-Driven Planning

- Prioritize younger students for in-person learning as well as students with specialized needs
- In a hybrid model, include everyday in-person learning opportunities for students with specialized needs including students who are English Learners
- Provide safe spaces for Distance Learning like learning labs that provide dependable connectivity and adult support

Success Story of The Big Lift's Inspiring Summers



System is Catching Up 2020-21

- Schools must provide meaningful instruction regardless of delivery method
- Accountability for attendance, student engagement, parent engagement, student outcomes



Return to School 2020-21

- Priority is for in-person instruction, but only with safety and health pillars in place
- Most districts have **planned** for hybrid or modified operations
- Many will **start** the school year in Distance Learning



State Guidance: July 17, 2020

- State Guidance for schools does **not** apply to early learning and childcare
- In person learning is contingent on SMC being on/off the monitoring list (Off: 14-days)
- Elementary Districts/schools may apply for a waiver

The Way Forward: Testing

- SMCOE is working directly with San Mateo County to coordinate a countywide approach using private vendors
- It **will be possible** to develop a testing protocol
- Explore funding sources through CARES, SB98, and SB117



www.smcoe.org



**RESILIENT FAMILIES
CONTRACT APPROVAL
July 27, 2020**

1

RESILIENT FAMILIES RECOMMENDED PORTFOLIO

**SYSTEMS
CHANGE**

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

2

Institute for Human and Social Development (IHSD)

FAMILY ENGAGEMENT UNITY PROJECT:

Engage at risk, low income, 0-5 Head Start and Early Head Start families to promote healthy parent-child relationships utilizing authentic family engagement strategies, including Father Engagement and Parent Leadership approaches, while supporting the family-serving system through trainings and strategic partnerships.

Original 3-yr funding amount	\$125,000 Adjusted 3-year amount: \$131,000
Original Target Service Numbers	720 fathers, 45 providers
Services	Father Cafes, Fatherhood Summit, parent engagement social platform, liaise with 4Cs Parent Voices program to plan and include IHSD parents in Stand for Children Day, collaborate with SMCOE to provide Father Café refresher trainings, Family Development Credential (FDC) training
Contract Negotiation Results	<ul style="list-style-type: none"> • Significant increase in target service numbers • FDC training expanded to include community providers • Increased Parent Leader involvement • Co-lead with F5SMC on System-Level Fatherhood Initiative • \$6,000 PAC allocation increasing contract to \$131,000

3

StarVista

HEALTHY HOMES PROGRAM:

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

Approved 3-yr Funding Amount	\$600,000
Original Target Service Numbers	255 children, 255 parents
Services	Mental Health Services: Phone intake, triage, and safety planning; screenings and developmental assessments; clinical home visiting/psychotherapy, individual treatment plans; case management. Father-focused services: case management, parental coaching, home visiting, Father Cafes, Fatherhood workshops.
Contract Negotiation Results	<ul style="list-style-type: none"> • Service Numbers a little lower: 240 total parents (subset 150 fathers), 126 children • Mental health home visiting for 6 months (12 for some) • Not the lead on Systems-Level Fatherhood Initiative • Referring all DV clients to CORA • Collaborations with CORA and Family Connections

4

