

FIRST 5 SAN MATEO COMMISSION MEETING

HOW TO PARTICIPATE

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

- **JOINING VIA ONLINE:**

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

- **JOINING BY PHONE:**

The phone number is listed on the agenda.

Press *6 to mute and unmute your phone

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

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

When you hear your name called, Jenifer, 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, June 22, 2020

TIME: 4:00 PM – 6:00 PM

Join Zoom Meeting

Online:

<https://smcgov.zoom.us/j/98034503482?pwd=blc1c0Z3TEE2YWkwVTZad2JReVdzZz09>

Phone: +1 669 900 6833

Webinar ID: 980 3450 3482, Password: 998396

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

AGENDA		
Call to Order and Preliminary Business		
1	Roll Call	4:00 PM
2	Public Comment	
3	Action to Set Agenda for June 22, 2020 Meeting and Approve Consent Agenda Items <i>(This item is to set the final consent and regular agenda, and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.)</i>	
Discussion Item		
4	Annual Review of First 5 San Mateo County’s 2020-2025 Strategic Plan for FY2019- 2020 in accordance to Proposition 10 Statutes, California Health and Safety Code 130140(a) (1) (C) (iii), 130140(a) (1) (E), and 130140(a) (1) (F) and San Mateo County First 5 Commission Ordinance 2.24.060 <i>(See Attachment 4)</i>	4:05 PM
Action Items		
5	Approval of F5SMC’s Long Term Financial Plan (LTFP) FY 2019 – 2020 through FY 2024 – 2025 (FY 2019 – 2020 Update), and Presentation by Kitty Lopez, Executive Director, First 5 San Mateo County <i>(See Attachment 5)</i>	4:10 PM

6	<p>Approval of Amendments to Extend Contract Terms for Grantees from July 1, 2020 to December 31, 2020; Direct staff to Execute the Amendments Regarding Same <i>(See Attachments 6, 6.1 - Table 6A and Table 6B)</i></p>	4:20 PM
7	<p>Overview: Strategic Plan Implementation Plan (SPIP) Recommendations for FY2020 – 2023 Round 3, Quality Care & Education: Quality Improvement & Expanded Access for Children with Special Needs; and Research & Evaluation Persimmony Inc, Grants Management and Data System by Michelle Blakely, Program and Planning Director, and Jenifer Clark, Research and Evaluation Specialist, First 5 San Mateo County <i>(See Attachment 7)</i></p> <p>7A) Approval of Award to San Mateo County Office of Education for the Quality Improvement & Expanded Access for Children with Special Needs Initiative Agreement in the Amount of \$3,180,000, Contract Term Effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel; Direction to Staff to Finalize Contract Negotiations and Execute Contract Regarding the Same <i>(See Attachment 7A)</i></p> <p>7B) Approval of Persimmony International, Inc Grants Management & Data System Agreement in the Amount of \$261,861, Contract Term Effective July 1, 2020 through June 30, 2023 <i>(See Attachment 7B)</i></p>	4:25 PM
8	<p>Approval of VIVA Social Impact Partners Communications Consultation Services Agreement in the Amount of \$300,000, Contract Term Effective July 1, 2020 through June 30, 2023 <i>(See Attachment 8)</i></p>	5:00 PM
9	<p>Approval of Gatepath for the Integrated Systems for Children with Special Needs Initiative Agreement in the Amount of \$3,421,000, Contract Term Effective July 1, 2020 through June 30, 2023 <i>(See Attachment 9)</i></p>	5:05 PM
10	<p>10A) Approval of CORA: The Family Resilience Project Agreement in the Amount of \$850,000, Contract Term Effective July 1, 2020 through June 30, 2023 <i>(See Attachment 10A)</i></p> <p>10B) Approval of Peninsula Family Service: Therapeutic Child Development Centers Agreement in the Amount of \$480,000, Contract Term Effective July 1, 2020 through June 30, 2023 <i>(See Attachment 10B)</i></p> <p>10C) Approval of San Mateo County Office of Education – Family Engagement System Support Agreement in the Amount of \$225,000, Contract Term Effective July 1, 2020 through June 30, 2023 <i>(See Attachment 10C)</i></p>	5:20 PM
Informational Items		
11	<p>Report of the Executive Director <i>(See Attachment 11)</i></p>	5:40 PM

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

Persons wishing to address a particular agenda item should speak during that agenda item. Speakers are customarily limited to two minutes, but an extension may be provided to you at the discretion of the Commission Chair.

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

Public records that relate to any item on the open session agenda for a regular Commission meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the Commission. The documents are also available on the First 5 Internet Web site at www.first5.smcgov.org.

Individuals who require special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the agenda, meeting notice, agenda packet or other writings that may be distributed at the meeting, should contact Myra Cruz, by 12 Noon on Friday, June 19, 2020 at 650.372.9500 x232 and/or ecruz@smcgov.org. Notification in advance of the meeting will enable the Commission to make reasonable arrangements to ensure accessibility to this meeting, the materials related to it, and your ability to comment.

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

June 22, 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 May 18, 2020 Commission Meeting Minutes
(See Attachment 3.1)

**First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
May 18, 2020
Via Zoom**

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

Commission Members: Alexis Becerra, David Canepa, Ken Cole, Rosanne Foust, Pam Frisella, Nancy Magee, Sandra Phillips-Sved, Louise Rogers

Absent: Neel Patel, Ryan Teh (Youth Commissioner)

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

County Counsel: Monali Sheth

A quorum was present. Commissioner Rogers called the meeting to order at 4:02 PM; roll call was taken.

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

MOTION: FOUST/ SECOND: BECERRA
 AYES (ROLL CALL VOTE): CANEPA, COLE, FRISELLA, MAGEE, PHILLIPS-SVED, ROGERS
 NOES: NONE
 ABSTAIN: NONE

Motion approved.

4. First 5 California Annual Report Review

Commissioner Rogers opened the public hearing for this agenda item.

MOTION: BECERRA/SECOND: FRISELLA
 AYES (ROLL CALL VOTE): CANEPA, COLE, FOUST, MAGEE, PHILLIPS-SVED, ROGERS
 NOES: NONE
 ABSTAIN: NONE

Motion approved.

F5SMC's Research and Evaluation Specialist, Jenifer Clark, presented the *First 5 California Annual Report for 2018 – 2019* (F5CA 18-19), and highlighted the following:

- It is requirement of Prop 10 that each year's First 5 California Annual Report is reviewed in a public hearing by each First 5 County Commission.
- The full F5CA 18-19 Annual Report can be accessed online at http://www.ccfca.gov/pdf/about/budget_perf/annual_report_pdfs/Annual-Report-18-19.pdf
- In 2018 – 2019 F5CA invested \$322 million in services and \$83 million in system change.
- First 5 County Commissions provided 779,068 services to children, 688,723 services to adults, and over 177,000 Kits for New Parents in 2018 – 2019.
- Communications efforts, such as First 5 Express mobile outreach van reached at least 45,518 people.
- First 5 California approved an additional \$103 million to fund the Improve and Maximize Programs so All Children Thrive (IMPACT) 2020 quality initiative from FY 20-21 through 22-23.
- Dual Language Learner Pilot Study was conducted in 16 counties.
- Parents who have seen the *Talk, Read, Sing* campaign messages are 2.9 times as likely to read to their children at least three times per week than those who didn't see it, according to the California Health Interview Survey.

Commissioner Rogers closed the public hearing for this agenda item.

MOTION: CANEPA/ SECOND: MAGEE

AYES (ROLL CALL VOTE): BECERRA, CANEPA, COLE, FOUST, FRISELLA, MAGEE, PHILLIPS-SVED, ROGERS

NOES: NONE

ABSTAIN: NONE

Motion approved.

Commission provided comments and asked questions.

Public Comments: None

The Power Point Presentation can be found on the F5SMC's website, [May 22, 2020 Commission Meeting Presentations](#).

5. Approval of First 5 San Mateo County Policies and Bylaws FY 2020 – 2021

F5SMC's Executive Director, Kitty Lopez, shared that the Commission annually reviews and approves F5SMC's bylaws and policies -- which includes -- the Contracting and Procurement Policy, Conflict of Interest Policy, Salary and Benefits Policy, Supplantation Policy, Delegation of Authority to ED Policy, Event Sponsorship Policy, and Administrative Costs Policy. The F5SMC policies and bylaws are to ensure compliance with Prop 10 mandates and to align with other administrative and fiscal processes which strengthen F5SMC's internal controls and operations.

The Finance Committee reviewed the F5SMC's policies and bylaws. Lopez highlighted the change in the Event Sponsorship Policy: Event Sponsorship requests up to the amount of \$5,000 or less can be reviewed and approved by the Executive Director.

MOTION: FRISELLA /SECOND: MAGEE

AYES (ROLL CALL VOTE): BECERRA, CANEPA, COLE, FOUST, FRISELLA, MAGEE, PHILLIPS-SVED, ROGERS

NOES: NONE

ABSTAIN: NONE

Motion approved.

Public Comment: None

6. Approval of F5SMC's FY 2020-21 Draft Budget and the Use of Ending Fund Balance (Reserves*) to Fund F5SMC's FY 2020 – 2021 Adopted Budget

Kitty Lopez presented the F5SMC's FY 2020 – 2021 Draft Budget, and she highlighted the following:

- The Finance Committee reviewed the FY 2020 – 2021 Draft Budget at their May 11, 2020 meeting and recommended their approval.
- Strategic Plan Implementation Plan (SPIP) FY 2020 – 2023 will be starting in July. F5SMC is continuing to seek additional new funding sources and to emphasize policy, advocacy, communications, and system change strategies.
- Other Grant Revenue contributes \$1.2 million or 20% Fiscal Revenue.

- FY 2020 – 2021 Total Revenue is \$7.2 million and Total Appropriations is \$7.6 million; drawing down \$421K from Ending Fund Balance to fund F5SMC's FY 20-21 Adopted Budget to support current operations for new Strategic Plan implementation.
- SPIP FY 2018 – 2020 carry-over \$850K funds are in Evaluation and Policy, Advocacy, Communication, and System Change areas of Strategic Plan.
- No-Cost Extension Contracts: Due to COVID-19, F5SMC is extending contract terms with the grantees through December 31, 2020 and is currently in the process of negotiating with them.

Commission made comments.

Public Comment: None

MOTION: FOUST /SECOND: FRISELLA

AYES (ROLL CALL VOTE): BECERRA, CANEPA, COLE, FOUST, FRISELLA, MAGEE, PHILLIPS-SVED, ROGERS

NOES: NONE

ABSTAIN: NONE

Motion approved.

The Power Point Presentation can be found on the F5SMC's website, [May 22, 2020 Commission Meeting Presentations](#).

7. **Overview: Strategic Plan Implementation Plan (SPIP) Recommendations for FY2020 – 2023 Round 2, Healthy Children Focus Area: Integrated Systems for Children with Special Needs and Policy, Advocacy & Communications Focus Area: Communications Consultation Services**

F5SMC's Program and Planning Director, Michelle Blakely, and Health and Development Program Specialist, Emily Roberts provided an overview presentation in these focus areas, and they highlighted the following:

Healthy Children Focus Area: Integrated Systems for Children with Special Needs

- SPIP Timeline
- Integrated Systems for Children with Special Needs initiative purpose, intent to negotiate process, and scope and strategies
- The Review Panel recommended Gatepath for funding as a lead agency in the amount of \$3,421,000 for 3 years.
- Gatepath has a strong history as a First 5 funded agency, and they will hold the following roles for this iteration: initiative administration, Help Me Grow (HMG): centralized access point, care coordination, community & family outreach.
- Presented funded partners agencies roles, strategies and services, and approximate budget amount.
- First 5 SMC key role in this initiative which includes elevating and addressing systemic barriers, sustainability, marketing/communications, enhanced opportunities for alignment and partnership.

Policy, Advocacy, & Communications Focus Area: Communications Consultation Services

- Outline of Communications Plan objectives.
- Funding mechanisms: a fully competitive process, and we received 5 RFQ proposals
- The Review Panel recommended VIVA Social Impact Partners in the amount of \$300,000 for 3 years for their fresh, innovative, and creative implementation approach, and their knowledge of our target audience.

- VIVA Social Impact Partners will be working on communication strategies on key priorities including advocacy, COVID-19 Response, and the CA State Budget
- Project approach and process: including discovery, planning, finalizing, implementation, and analysis of implementation.

Public Comment: Gatepath’s Director of Family Support Services, Carol Elliott, acknowledged the F5SMC Staff, review panel, the funded partners (Legal Aid Society of San Mateo County, Life Steps Foundation, SVCF Center for Early Learning, StarVista, Stanford Children’s Health – Developmental Behavioral Pediatrics and Community & Government Relations), and the Commission for the support, partnership, and commitment, work on collaborative process -- recognizing the best way to address the needs with limited funding available, continuing to prioritize the early identification for children with special needs, ensuring that children are linked to services to achieve optimal developmental outcomes.

Commissioner Rogers acknowledged Anne Campbell (former F5SMC Commissioner and SMC Superintendent of Schools) for always keeping children with special needs in mind.

The Power Point Presentation can be found on the F5SMC’s website, [May 22, 2020 Commission Meeting Presentations](#).

7A) Approval of Award to Gatepath for the Integrated Systems for Children with Special Needs Initiative Agreement in the Amount of \$3,421,000, Contract Term Effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel; Direction to Staff to Conduct Contract Negotiations Regarding the Same

MOTION: COLE/SECOND: FOUST
 AYES (ROLL CALL VOTE): BECERRA, CANEPA, COLE, FOUST, FRISELLA, MAGEE, PHILLIPS-SVED, ROGERS
 NOES: NONE
 ABSTAIN: NONE
 Motion approved.

7B) Communications Consultation Services Approval of Award to Be Announced in the Amount of \$300,000, Contract Term Effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel; Direction to Staff to Conduct Contract Negotiations Regarding the Same

MOTION: PHILLIPS-SVED /SECOND: FOUST
 AYES (ROLL CALL VOTE): BECERRA, CANEPA, COLE, FOUST, FRISELLA, MAGEE, PHILLIPS-SVED, ROGERS
 NOES: NONE
 ABSTAIN: NONE
 Motion approved.

8. F5SMC’s Family Support Program Specialist, Karen Pisani, provided brief background and outcomes of contract negotiation for Puente de la Costa Sur – Suenos Unidos Project and Family Connections, including service delivery impacted by COVID-19. She reminded the Commission that they approved to enter contract negotiation for the Resilient Families’ recommended portfolio.

Public Comment: Family Connections Executive Director, Sarah Poulain, thanked the Commission and F5SMC Staff for the support and looks forward to the partnership.

The Power Point Presentation can be found on the F5SMC's website, [May 22, 2020 Commission Meeting Presentations](#).

8A) Approval of Puente de la Costa Sur - Sueños Unidos Project Agreement in the Amount of \$300,000, Contract Term Effective July 1, 2020 through June 30, 2023

MOTION: MAGEE /SECOND: CANEPA
AYES (ROLL CALL VOTE): BECERRA, CANEPA, COLE, FOUST, FRISELLA, MAGEE, PHILLIPS-SVED, ROGERS
NOES: NONE
ABSTAIN: NONE
Motion approved.

8B) Approval of Family Connections-Thriving Families Program Agreement in the Amount of \$600,000, Contract Term Effective July 1, 2020 through June 30, 2023

MOTION: CANEPA /SECOND: MAGEE
AYES (ROLL CALL VOTE): BECERRA, CANEPA, COLE, FOUST, MAGEE, PHILLIPS-SVED, ROGERS
NOES: NONE
RECUSED: FRISELLA
Motion approved.

9. Committee Updates

The Committee written report can be found on the F5SMC's website, [May 22, 2020 Commission Meeting Packet](#).

Program, Operations and Planning (POP) Committee: POP Chair, Commissioner Phillips-Sved, shared that the Committee met on May 4, 2020 and discussed F5SMC response on COVID-19. They had a preview of SPIP procurement process. Kitty Lopez added that the first shipment of child care supplies arrived last Friday, May 15, 2020, and are being stored at the San Mateo County Event Center, whose staff has been very helpful. We will be distributing them to child care providers.

Finance Committee and Administration: Finance Committee Chair, Commissioner Foust, shared that the Committee met and reviewed the budget, policies and by-laws and discussed how we can leverage additional funding from other sources since the revenue coming from tobacco tax is declining.

Kitty Lopez added that the March 31, 2020 Budget Monitoring Report is in the packet, and we are on target.

The meeting was adjourned at 5:23 PM.

DATE: June 22, 2020

TO: First 5 San Mateo County Commission

FROM: Kitty Lopez, Executive Director

RE: Annual Review of First 5 San Mateo County's 2020-2025 Strategic Plan for FY2020-2021 in accordance with Proposition 10 Statutes, California Health and Safety Code 130140(a) (1) (C) (iii), 13140(a) (1) (E), and 130140(a) (1) (F) and San Mateo County First 5 Commission Ordinance 2.24.060

ACTION REQUESTED

Annual Review of First 5 San Mateo County's 2020-2025 Strategic Plan for FY2017-2018 in accordance with Proposition 10 Statutes, California Health and Safety Code 130140(a) (1) (C) (iii), 13140(a) (1) (E), and 130140(a) (1) (F) and San Mateo County First 5 Commission Ordinance 2.24.060

BACKGROUND

In accordance with the California Health and Safety Code and San Mateo County First 5 Commission Ordinance referenced above, the First 5 County Commission shall, on at least an annual basis, review its strategic plan and revise the plan if necessary and is appropriate. Additionally, County Commissions are required to conduct a public hearing on the review of the strategic plan before any revisions are adopted, and to submit its strategic plan and any revisions to First 5 California.

2020-2025 Revised Strategic Plan: After a comprehensive strategic planning process, the 2020-2025 Revised Strategic Plan was developed and adopted by the F5SMC Commission on October 22, 2018. The community was engaged throughout the process with the Commission during a significant portion of the Commission meetings through table top discussions and audience participation (**See Attachment 4A, 2020 – 2025 Strategic Plan**). The approved Strategic Plan's approach inspired by social determinants of health and Bronfenbrenner's ecological model is relevant today given the current events affecting the physical health, emotional health, economic vitality and equanimity with systems supporting young children and families.

Strategic Plan Implementation Plan (SPIP): On October 28, 2019, the Commission approved the SPIP, strategies and funding allocations, for FY2020 through FY2023, supporting the implementation of the 2020-2025 Strategic Plan. For the duration of the 2020-2025 Strategic Plan, F5SMC will focus on three primary community roles: Strategic Financial Investor, Community Partner in aligned efforts, and as a Community Leader to advocate for the prioritization of young children and their families in decision making processes.

The Commission also approved the Long-Term Financial Plan (LTFP) for FY2020-2025, allocating funding to the Strategic Plan's Focus Areas: Healthy Children; Quality Care and Education; Resilient Families; and Policy, Advocacy, Evaluation and Communication.

July of 2020 marks the beginning of the first phase of the 5-year plan; a 3-year funding cycle of community investments. New contracts have come to the Commission April – June for final approvals. Updates on the Strategic Plan Implementation have been provided to the Program, Operations and Planning Committee (POP), to the full Commission and public since 2019; updates will be ongoing.

This agenda item satisfies the requirement of an Annual Review of First 5 San Mateo County's 2020-2025 Strategic Plan; no changes to the 2020-2025 Revised Strategic Plan are recommended at this time; we are implementing the plan starting July 2020.

RECOMMENDATION

Annual Review of First 5 San Mateo County's 2020-2025 Strategic Plan for FY2020-2021 in accordance with Proposition 10 Statutes, California Health and Safety Code 130140(a) (1) (C) (iii), 13140(a) (1) (E), and 130140(a) (1) (F) and San Mateo County First 5 Commission Ordinance 2.24.060



First 5 San Mateo County **Strategic Plan**

July 1, 2020 - June 30, 2025





Vision

Success for every child.

Mission

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

Desired Outcomes

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

1 San Mateo County will give priority to young children and their families

2 Communities provide a safe and healthy environment for young children

3 Children have access to high-quality early care and education settings

4 Families feel connected to and supported by their community and able to nurture their children's health and development

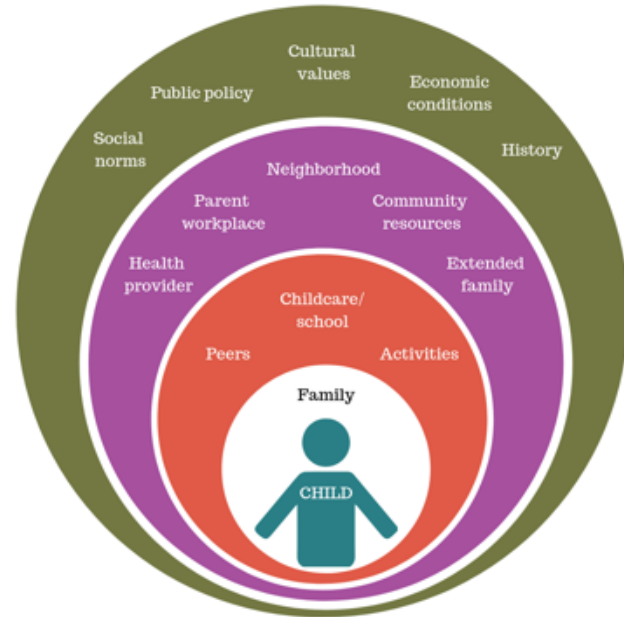
5 Children have healthy attachments to their parents and caregivers

6 Children have access to and are utilizing appropriate health care services to meet their health and developmental needs

Preparing Children for Lifelong Success

By the time children reach their sixth birthday, they should be poised to achieve their potential in all areas. This is frequently labeled “school readiness” and measured using standardized tests; however, the work of the First 5 San Mateo County Commission goes far beyond success in school settings. F5SMC’s vision is for children to succeed in all aspects of their lives.

The foundations for physical, emotional, cognitive, and behavioral health are laid during the first years of life. Children develop these capacities through interactions with responsive and loving caregivers in safe environments. Stable, nurturing relationships literally build children’s brains in ways that foster healthy emotional expression, self-regulation and impulse control, and social interactions. Parents and other caregivers are better able to build warm and consistent relationships with children if they themselves feel secure in their lives. Parents who are experiencing mental health issues, substance abuse, violence, social isolation, or the stress of being unable to meet their family’s basic needs face more barriers to providing a nurturing environment for their children.



Research has identified four major building blocks that contribute to a child’s likelihood of thriving in school and beyond: behavioral and emotional health, physical health, social skills, and academic skills. Children who arrive in elementary school well prepared in all four of these building blocks are over three times more likely to be reading at grade level in third grade than children who need additional support in all areas. In fact, healthy behavioral and emotional development at kindergarten entry is just as important as academic skills in predicting future success. Given our charge to foster optimal development for children prenatally through age 5, F5SMC can play a unique role in ensuring that communities prioritize the needs of young children and their families.

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

Many of these systems and influences have been studied in research on social determinants of health, including physical environment, housing, employment opportunities, wages, education, community safety, and social connections. These factors influence the health, cognitive and social-emotional development, well-being, and long-term success of children and their caregivers. Each child’s development and opportunity to thrive is thus shaped by the distribution of and access to resources and power.¹ Understanding the complexity of achieving health and well-being, we strive to work broadly and proactively to create, support, and sustain the social, physical, and economic conditions for children’s success.

¹ World Health Organization (2018), *Social Determinants of Health*, Retrieved from www.who.int/social_determinants/en/

History of First 5 Children and Families Commissions

In November 1998, California voters passed the California Children and Families First Act (Prop 10). This groundbreaking legislation added a 50-cent tax on all tobacco products. The purpose of this funding is to create “an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development and to ensure that children are ready to enter school.”

The Act established the Children and Families Commissions, subsequently called First 5 Commissions, in each of the state’s 58 counties. It also created a State Children and Families Commission (First 5 California) that focuses on statewide initiatives, media communications, public education, and research and evaluation functions.

Funds from the Children and Families First Act are distributed to each county based upon the number of births in that county. County Commissions are responsible for developing strategic plans that guide funding decisions to meet local strategic priorities, consistent with the legislative intent of the Act.

For the last 20 years, First 5 County Commissions have funded a wide variety of programs and services that address the needs of children in the prenatal stage through age 5 and their families. Investments were made in the areas of early childhood development and education, health care, and parent education and support. Additionally, investments have been made to improve capacity and quality of services provided to young children and their families. These local efforts have been complemented by an array of investments by First 5 California.

In recent years, many Commissions have been faced with the issue of declining revenues. While First 5 dollars were never able to meet all of the need for children 0-5 and their families, the decrease in funding has resulted in five related trends in Commission investments:

- 1 **Endorsing practices with evidence of effectiveness**
- 2 **Focusing on prevention and early identification**
- 3 **Targeting populations most at risk**
- 4 **Shifting the balance from funding primarily direct services to efforts that contribute to broader systems change**
- 5 **Considering the contextual landscape at the local, state, and federal level by examining the policy and budget landscape, partnership opportunities, and other funding and sustainability considerations**

As outlined in its 2015-2020 Strategic Plan, F5SMC is prioritizing partnerships with entities that are achieving both direct impact and positive systemic change. This approach fosters sustainable improvement within agencies and systems, and allows families beyond the direct service reach to benefit. Many of our investments serve present needs as well as examining and improving the underlying systems.

About the First 5 San Mateo County Commission

The First 5 San Mateo County Commission was established in March 1999. It consists of nine Commissioners appointed by the San Mateo County Board of Supervisors. Since its inception, First 5 San Mateo County has invested more than \$150 million in local programs and has served nearly 100,000 children from birth through age five. Each year, more than 8,000 parents and primary caregivers receive F5SMC services.

Roles of the First 5 San Mateo County Commission

First 5 San Mateo County is fortunate to be a part of a community with a history of collaboration and partnership within and across our publicly funded service sectors and community-based organizations. In light of the Commission's declining revenues, as well as expanding opportunities for partnership, the First 5 San Mateo County Commission reaffirmed that its desired role in the community is to maximize positive impacts for children, families, and the community. For the duration of the 2020-2025 Strategic Plan, F5SMC will focus on three primary community roles: Strategic financial investor, community partner in aligned efforts, and systems leader to advocate for the prioritization of young children and their families in decision-making processes.

Strategic Financial Investor:

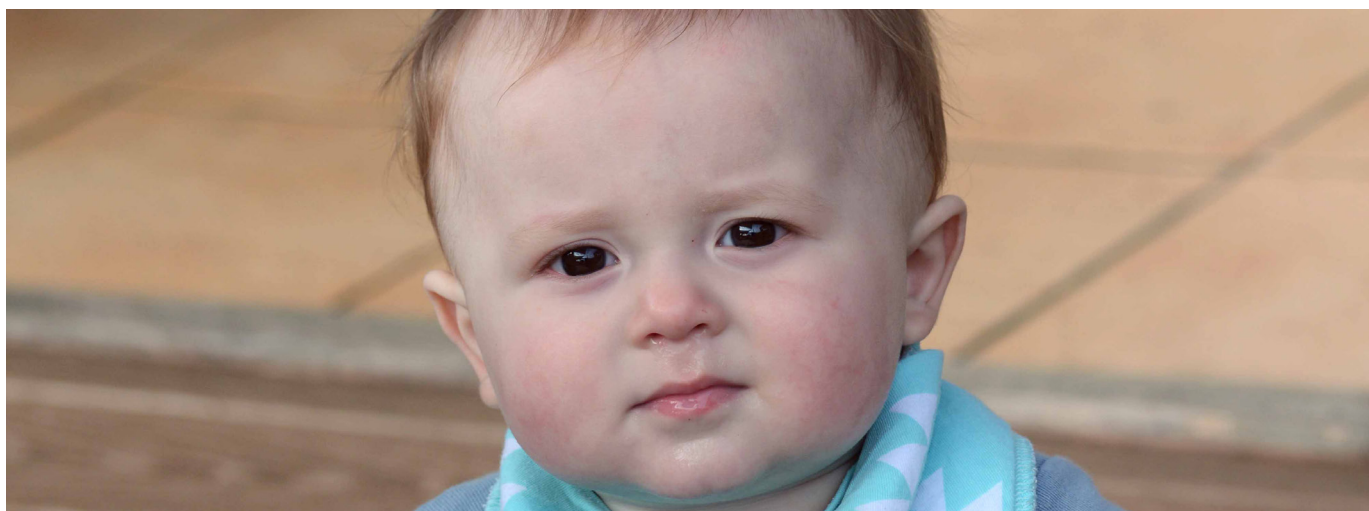
The Commission's role as an investor is to make positive movement toward its desired outcomes in critical areas of need for young children and their families. Specifically, these investments aim to make a unique contribution to specific family needs that are currently unable to be addressed by other entities. Strategic investments will also target quality improvement and enhancements within and across organizations and professionals serving children 0-5 and their families.

Community Partner:

The Commission's role as a community partner may be as a leader, initiating collaborative efforts aligned to its vision and mission; as a partner in existing efforts for which the leadership is provided or shared; or as a champion of community efforts, encouraging the efforts of others better resourced to make a positive impact. First 5 San Mateo County prioritizes partnerships that are results-driven, action-oriented, and likely to achieve measurable results and community impact.

Systems Leader:

As the County's only organization legislated exclusively to achieving positive outcomes for children 0-5 and their families, the Commission will vigorously advocate for their needs and priorities. Using appropriate and respectful channels, this leadership aims to ensure that the unique health and developmental needs of young children are known, discussed, and integrated into community solutions for families.





Prioritizing San Mateo County's Young Children Through Policy, Advocacy, and Building Awareness

Lasting improvements to the well-being of the County's youngest residents are possible when community organizations, policy makers, businesses, and residents understand the importance of supporting young children and their families, and work together to mobilize resources.

Voicing the need to prioritize young children and those who care for them is especially important in light of the stark inequalities of opportunity for the children of San Mateo County. While San Mateo County overall has some of the best health outcomes in the state,² these experiences are not shared equally. San Mateo County has greater income inequality than any other county in California, with the average income of the top 1% being nearly 50 times greater than the average income of the bottom 99%.³

This inequality manifests itself in the stress experienced by parents and caregivers, and the opportunities available for young children to reach their potential. Children living in low-income families are less likely to visit the dentist, attend preschool, be read to daily, and have access to enrichment activities, and they are more likely to be diagnosed with a developmental disability and to have a parent dealing with depression.

Children's health and development outcomes follow a social gradient: the further up the socioeconomic spectrum, the better the outcomes. Inequitable access to supports and services has the potential to maintain or increase inequities for children during their early years, because those families most in need of services are typically least able to access them. Reducing inequities during early childhood requires a multi-level, multi-faceted response.⁴

First 5 San Mateo County strives to create the conditions that will allow all young children to prosper socially, emotionally, and economically. Ensuring that all children can achieve their potential is a significant undertaking and will require a community solution that is not possible with funding alone. This effort will require common understanding, shared ownership, willingness to change, and commitment to providing equitable opportunities for all children.

An example of this work is the Early Childhood Policy Cabinet, which was convened as part of the strategic planning process in 2015-2020. The Cabinet consisted of a cross-section of large agencies in San Mateo County, including the County Office of Education, Human Services Agency, Probation, Housing, and others. The leadership of these agencies quickly identified opportunities for alignment and maximization of positive outcomes while better meeting family needs. This work will continue as part of First 5 San Mateo County's 2020-2025 Strategic Plan.

² University of Wisconsin Population Health Institute. (2018). *County Health Rankings & Roadmaps*. Retrieved from [countyhealthrankings.org](http://www.countyhealthrankings.org): <http://www.countyhealthrankings.org/app/california/2018/rankings/san-mateo/county/outcomes/overall/snapshot>

³ Price, E. S. (2018, July 19). *epi.org*. Retrieved from Economic Policy Institute: <https://www.epi.org/publication/the-new-gilded-age-income-inequality-in-the-u-s-by-state-metropolitan-area-and-county/>

⁴ Moore, T., McDonald, M. & McHugh-Dillon, H. (2014). *Early childhood development and the social determinants of health inequities: A review of the evidence*. Parkville, Victoria: Centre for Community Child Health at the Murdoch Children's Research Institute and the Royal Children's Hospital.

Additional activities to promote the prioritization of young children in San Mateo County are listed below:

Leadership on Early Childhood Advocacy & Policy Development:

Identify strategic partners and align leadership and resources to promote optimal child and family outcomes. Activities may include: convening high-level, multi-agency policy conversations that keep early childhood priorities and the impact of early childhood in the forefront of decision making; development and implementation of a Policy and Practices Platform that advances First 5 San Mateo County’s vision of Success for every child; and partnering with elected officials, community leaders, and other stakeholders to promote an early childhood agenda.

Community Partnership:

Foster cross-agency and multidisciplinary partnerships to better serve children 0-5 and their families. Activities may include: facilitation of partnerships and collaborative efforts that increase the capacity and quality of services to children 0-5 and those that care for them; and hosting facilitated opportunities for multidisciplinary cross-training and networking for both funded and unfunded partners.

Community Education:

Increase understanding about foundational early childhood topics such as early brain development. In coordination with other efforts, build public and political will to invest in the well-being and success of our young children. Activities may include: development and implementation of a Communications Plan highlighting the importance of a child’s early years, the needs and circumstances of families with young children in San Mateo County, and opportunities for stakeholders to act in ways that maximize positive outcomes for this population.

Early Childhood Research

The Children and Families First Act was based on research that a child’s brain develops more during the first five years than at any other time and that a child’s experiences and relationships during these years will impact a child for the rest of his or her life.

Since that time, a wealth of research has supported and expanded upon these earlier findings. This newer research provides First 5 Commissions additional information about types of early childhood programs and services that make the greatest difference, as well as demographic targets that will achieve the greatest benefit.

Among the primary findings are:

- The brain undergoes its most rapid development from the prenatal period through three years old. In the first few years of life, 700 new neural connections are formed every second.
- During these early sensitive periods of development, healthy emotional and cognitive development is shaped by responsive, dependable interaction with adults.
- Conversely, stress experienced early in life can result in physiological changes to the brain and have a cumulative toll on a child’s physical, emotional, and cognitive development.
- The more adverse experiences in childhood, the greater the likelihood of developmental delays and lifelong problems in learning, behavior, and physical and mental health.

The impact of experiences on brain development is greatest during the earliest years of a child’s life. It is easier and less costly to form strong brain circuits during the early years than it is to intervene later. However, it is important to remember that the brain remains flexible and capable of building new pathways throughout life. Therefore, while prevention of early childhood trauma is ideal, intervention after stressors have occurred can also be significantly beneficial to children.

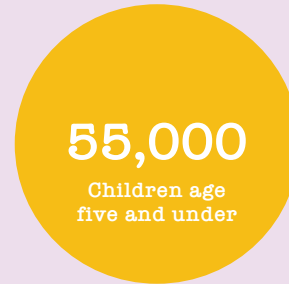
Children and Families in San Mateo County

Located in the heart of the Silicon Valley, San Mateo County has a highly-educated population with a median family income of \$125,227. It is home to over 55,000 children age five and under. Latinx children are the majority population in the county at 33.9%, followed by Caucasian (31.9%) and Asian American (22.6%). Other ethnic populations include: Multiracial (11.1%), African American (1.8%), and Pacific Islander (1.7%).⁵

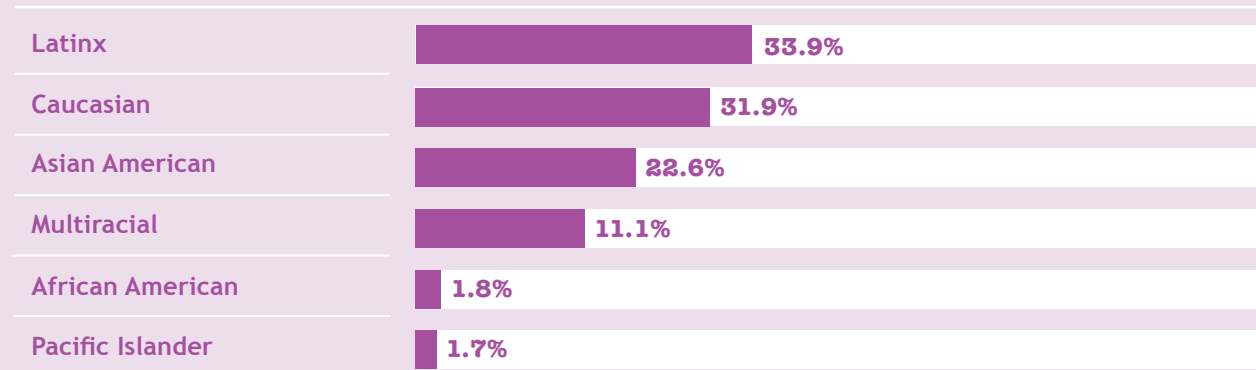
Median annual income for families in San Mateo County



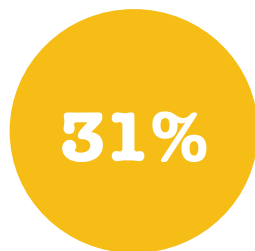
San Mateo County is home to over



Ethnic population



Approximately 10% of all children 0-5 are living at or below federal poverty standards. Compared to the overall population of children 0-5 in the county, Latinx and African American children are much more likely to be living in poverty than all other children. In fact, 31% of all African American children 0-5 and 20% of all Latinx children 0-5 live in poverty.⁵



of all African American children 0-5 live in poverty



of all Latinx children 0-5 live in poverty

⁵ 2016 American Community Survey, 5-year estimates for San Mateo County.

While the median annual income for families in the county was \$125,227 in 2016, the Self-Sufficiency Standard for California estimates that a San Mateo County family of two adults and two children (one infant/toddler and one preschooler), would need an annual income of \$146,005 to make ends meet without assistance. Although a relatively small proportion of families in the county live below the Federal Poverty Line, 39% of families with children are below the Self-Sufficiency Standard.⁶ At the same time, high housing prices continue to make owning a home—or even finding affordable rentals—difficult for most families, as the median value of housing units is almost double that of the state.

According to the 2013 Silicon Valley Parent Story Project,⁷ approximately one-third of parents in San Mateo and Santa Clara Counties experienced depressive symptoms. Low-income parents reported higher frequency of depressive symptoms compared to middle-to-high income parents. The study also brought to light several other troubling disparities between low-income or Latinx parents and their middle-to-high income and non-Latinx peers. These included:

- Low-income parents reported lower levels of both personal and neighborhood support;
- Latinx preschool-age children were less likely to be enrolled in preschool and less likely to participate in enrichment activities outside of school;
- Low-income parents were more likely to encounter problems finding childcare and identified cost and inconvenient hours or locations as barriers to selecting child care options; and
- Low-income parents engaged in language development activities less frequently with their infants/toddlers than middle-to-high income parents.

The Parent Story Project also presented findings that illustrated strengths among low-income and Latinx parents. These included that they:

- Were more likely to help their children with homework;
- Were more likely to have family meals together than middle-to-high income parents; and
- Reported a greater ability to deal with stress compared to non-Latinx parents.

Core Values & Guiding Principles

The First 5 San Mateo County Commission has established the following Core Values and Principles to guide this Strategic Plan.

Core Values

We believe that our work must:

- 1 **Support the whole child within the whole family:** We understand that young children's social, emotional, physical, and cognitive development are interdependent, and that children grow and learn within their family relationships and the larger community.

⁶ Sources: 2016 American Community Survey, 5-year estimates for San Mateo County, and 2018 Self Sufficiency Standard for California, San Mateo County estimate.

⁷ Diaz, Rebeca & Rodriguez, Fernando & Boal, Ashley & Miller, Sarah. (2014). *The Silicon Valley Parent Story Project*.

- 2 **Build connections between the many systems that serve young children and their parents and caregivers:** We recognize the importance of smooth transitions for children and families as they grow from infancy through toddlerhood and preschool, and enter elementary school.
- 3 **Embrace the importance of fathers and male role models in the healthy development of children:** We expect intentional inclusion of fathers/male role models and consideration of their needs within the structure and delivery models of family services and supports.
- 4 **Promote positive development in infants and toddlers, and focus on prevention and early intervention:** We know that 75% of a child's brain develops before the third birthday, and that it is therefore critical to support pregnant women and to help mothers, fathers, and caregivers establish and maintain stable and loving relationships with their infants and toddlers.
- 5 **Include children of diverse abilities:** We support the right of all children to live, grow, and learn in their communities.
- 6 **Respect and engage parents and families:** We acknowledge the strength of individual familial structures and cultures, and respect the desire and ability of parents to nurture their children and act as their first teachers.
- 7 **Honor cultural, ethnic, and linguistic diversity:** We believe that all services should be delivered in a culturally and linguistically appropriate way.
- 8 **Appreciate strengths:** We build upon the positive qualities of children, families, and communities in the design and delivery of programs.
- 9 **Enlarge community capacity:** We invest in our community's understanding of and ability to support the healthy development of all children.

Guiding Principles

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

- 1 **Create value:** Invest in approaches that add social and economic value to the landscape of supports for all children and families; and build upon, integrate, and collaborate with existing services to improve quality and provide efficient service delivery.
- 2 **Promote equity:** Ensure that all children, regardless of circumstance, have the opportunity to reach their full potential, and include families as partners in decisions that affect their service provision.
- 3 **Foster excellence:** Expect excellence and allow for innovation in the development and implementation of initiatives and programs.
- 4 **Demonstrate effectiveness:** Consider the existing evidence of impact when designing and supporting activities, and evaluate our investments to monitor results and inform continuous quality improvement.
- 5 **Achieve sustainable change:** Use Commission investments to effect long-term policy, institutional, funding, and systemic changes that extend the reach and impact of First 5 San Mateo County activities.

Developing the Strategic Plan - The Planning Process

In March 2018, the First 5 San Mateo County Commission began its strategic planning revision process to guide future community investments. The process included the following activities:

- A Community Forum for members of the public to share their experiences, perspectives and priorities
- A Partnership Breakfast with public agency systems partners to identify areas for collaboration
- An ad-hoc committee of F5SMC Commissioners that met regularly over seven months
- Two strategic planning sessions held as part of Commission meetings that included dialogue among Commissioners, community members, and First 5 San Mateo County staff.

Across the input processes, five themes emerged as central to F5SMC efforts moving forward.

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

The information gathered from these discussions served as guidance for the strategic planning process and informed the Commission's deliberations and ultimate decisions on the Strategic Plan.

Framework for the 2020-2025 Strategic Plan

The 2020-2025 Strategic Plan is consistent with the focus and intent of the Children and Families Act, building on what has been learned and accomplished locally and providing a framework for the Commission and the community for how Proposition 10 funds will be strategically invested over the next five years.

Central to the success of these investments is a strong foundation that adequately prioritizes early childhood systems and services in San Mateo County. These foundational improvements will be furthered with investments in three core focus areas: Quality care and education, healthy children, and resilient families.



Focus Area: Quality Care and Education

Early learning settings—including infant and toddler care, family child care homes, and center-based preschool programs—play a critical role in nurturing children’s social, emotional, and cognitive development and are an essential component of any strategy to promote school readiness and success in all aspects of life. In San Mateo County, 69% of children ages 0-5 live in families where all parents work,⁸ and 81% of kindergartners attend preschool in the year before entering elementary school.⁹ The benefits of a continuum of high-quality early learning, beginning in infancy and with smooth transitions into toddler care, preschool, and elementary school, has been well researched and is a priority for the Commission.

69%

of children ages 0-5 in San Mateo County, live in families where all parents work

Quality matters when providing early care and education services. Programs that participate in continuous quality improvement efforts are more likely to prepare students for success in school and beyond. Children who participate in high-quality early childhood education programs show long-term impacts on their ability to learn and interact with the world around them, including increased language and math skills, positive peer relationships, decreased rates of grade repetition, fewer referrals to special education services, and higher levels of cognitive and social development.¹⁰

81%

of kindergartners attend preschool in the year before entering elementary school

Central to providing a quality early care and education experience for children is a well-compensated, well-educated, and well-respected workforce. Studies have found that teachers’ specialized knowledge about child development and instruction for young children is particularly important.¹¹ A highly skilled, educated, and compensated workforce is necessary for high-quality early education. Professionalizing the early care and education field reduces teacher vacancies and turnover.¹²

The long-term economic benefit of children attending high-quality preschool programs is well documented, particularly for children living in low-income households. These “return on investment” studies differ on level of return depending on the population served, length of the program, and quality enhancements. One of the most widely studied programs is The Perry Preschool Program, a high-quality, half-day preschool targeted to very low-income children. Evaluations of this program document that the program returned seven dollars for every dollar invested.¹³

⁸ American Community Survey, 2012-2016 5 year estimates. American Fact Finder, Retrieved from <https://factfinder.census.gov/>

⁹ 2012 San Mateo County School Readiness Assessment, June 2013, SRI International, <https://www.siliconvalleycf.org/sites/default/files/publications/2012-silicon-valley-school-readiness-assessment.pdf>

¹⁰ Reynolds, A.J. and Wolfe, B. (1997). School achievement, early intervention, and special education: New Evidence from the Chicago Longitudinal Study. Focus 19, 3, 25-28. Available online at: www.worldbank.org/children/why/18.htm

¹¹ Bueno, M., Darling-Hammond, L., and Gonzales, D. Preparing Teachers for Pre-K: What Policymakers Should Know and Be Able to Do (Washington, DC: Pre-K Now, 2008).

¹² San Mateo County Teacher Compensation Study, Davis Consulting 2017

¹³ National Institute for Early Education Research. Economic benefits of quality preschool education for America’s 3- and 4- year olds. <http://nieer.org/resources/facts/index.php?FastFactID=6>

Parents of children with special needs and parents of infants and toddlers consistently report difficulty finding appropriate child care settings for their children. According to the 2017 San Mateo County Child Care Needs Assessment conducted by the Child Care Partnership Council, only 60% of the demand for infant and toddler care can be met with the available supply, and only 13% of the need for subsidized infant/toddler care is met.¹⁴

60%

of the demand for infant and toddler care can be met with the available supply

The 2014 assessment estimated that the parents of 1,956 children ages 0-5 with identified special needs are looking for an early learning program that will enroll their child. While the 2017 report did not provide a numerical estimate of the number of children with special needs who are seeking child care, it noted that the overall numbers of children served through the Golden Gate Regional Center and school district special education programs is similar to what has been found in prior assessments.

13%

of the need for subsidized infant/toddler care is met

High-quality early learning programs can also provide an early identification process to assess young children for special needs. Early interventions for children at high risk can improve their social competence and cognitive abilities prior to school entry.^{15,16} These programs adapt to meet the needs and strengths of their students, to ensure that students with physical, sensory, or cognitive disabilities can learn some or all of the same lessons as other students.

In order to enroll their children in high-quality early learning programs, parents must be able to find understandable, user-friendly, reliable information about the quality of specific programs. Under the collaborative leadership of First 5 San Mateo County, San Mateo County Office of Education, and 4Cs of San Mateo County, San Mateo County began its Quality Rating and Improvement System (QRIS), which is called Quality Counts San Mateo County.

Quality Counts San Mateo County supports the quality improvement efforts of early learning programs to help make the care and education they provide even better. It is part of a state and national movement to raise early learning quality. Quality Counts rates early learning programs using statewide, evidence-based standards for high quality care and education. The ratings help programs identify where they want to improve; Quality Counts gives the programs helpful resources and training based on their ratings. Quality Counts also gives parents information to help find and select the best early learning program for their child.

The strategies for investments listed below link to and build upon the foundation of Quality Counts.

STRATEGIES FOR INVESTMENT

1

Quality Improvement:

In partnership with existing community efforts, support formal quality improvement frameworks in early learning environments, and provide the services required to help providers and programs improve their quality as measured by these frameworks. Such services may include: coaching/consultation, including reflective practice and consultation to support children with social-emotional needs or who are at risk for expulsion and/or reduced hours; peer mentoring; program quality assessments; facility enhancements; early learning provider training; and technical assistance. Recruiting, retaining, and educating the early learning workforce is vital to creating and sustaining high-quality early learning programs.

¹⁴ San Mateo County Child Care and Preschool Needs Assessment. (2017) Retrieved from http://www.smcoe.org/assets/files/learning-and-leadership/child-care-partnershipcouncil/Needs%20Assessment%202017/CCPC_Full_Report_Needs_Assessment_11-17.pdf

¹⁵ Karoly, L., Greenwood, P.W., Everingham, S.S., Hoube, J., Kilburn, M.R., Rydell, C.P., Sanders, M. and Chiesa, J. (1998). *Investing in Our Children: What We Know and Don't Know about the Costs and Benefits of Early Childhood Education*. Santa Monica, CA: RAND Corporation. Available online at: www.rand.org/publications/MR/MR898.

¹⁶ Reynolds, A.J. and Wolfe, B. (1997). *School achievement, early intervention, and special education: New evidence from the Chicago Longitudinal Study*. Focus 19, 3, 25-28. Available online at: www.worldbank.org/children/why/18.htm

2

Expand Access to Early Learning Settings/Environments for Children with Special Needs:

Support families' ability to access appropriate early learning experiences for their children with special needs. Such efforts may include: enhanced referrals matching children with appropriate placements, training and technical assistance to providers who enroll children with special needs, and/or policy approaches supporting inclusion.

Population-level Indicators:

These indicators have community baseline data and are impacted by many efforts and agencies. The Commission will monitor the following indicators to inform its work:

- The percentage of children ages 3-5 who are enrolled in preschool prior to Transitional Kindergarten/Kindergarten entry
- The available supply of infant and toddler care relative to the need
- The number/percent of early learning programs that enroll and maintain children 0-5 with special needs
- The percentage of all early learning programs participating in the QRIS

Participant-level Indicators:

These indicators will be measured by First 5 San Mateo County grantees, as applicable, for participants in services:

- The percentage of children ages 3-5 who are enrolled in quality preschool prior to Transitional Kindergarten/Kindergarten entry (note: availability of information on the quality of programs is limited)
- The percentage of early learning programs that improve their overall rating on the QRIS matrix
- The percentage of families of children with special needs and of infants/toddlers reporting ability to access appropriate early care for their children

Focus Area:

Healthy Children

Children's optimal health and development is influenced by many factors, from the environments in which children live and are cared for to their access and utilization of preventive health services. F5SMC has a strong history of supporting collaborative health efforts, particularly those that focus on prevention and early intervention.

Preventive health care can help minimize threats to healthy development and provide early detection and intervention for problems that emerge.¹⁷ In San Mateo County, 98.5% of children are covered by health insurance (CHIS). Health coverage and utilization of preventive care benefits has been and continues to be an advocacy priority for the First 5 San Mateo County Commission.

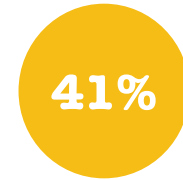
Given that there are limited resources to address the numerous important inputs that impact health, F5SMC is intentionally focusing on three areas that are not adequately supported in the current landscape of healthcare: oral health access and utilization, integrated systems for children with special needs and their families, and enhanced mental health systems.

¹⁷ Center on the Developing Child at Harvard University (2007). A Science-Based Framework for Early Childhood Policy: Using Evidence to Improve Outcomes in Learning, Behavior, and Health for Vulnerable Children. <http://www.developingchild.harvard.edu>

Oral Health Access and Utilization

Tooth decay is the most common chronic condition for children in the United States. Untreated decay can have negative implications for children's development, including problems with eating and speaking, as well as poor self-esteem. Additionally, dental problems are one of the leading causes of school absenteeism, which is associated with lower academic achievement.¹⁸ Preventive dental visits for children save 10 times the cost of more invasive dental treatment and help to avoid the negative physical, socio-emotional, and academic consequences of poor dental health.¹⁹

One-third of California children are low income and subsequently qualify for Denti-Cal. Children on Denti-Cal experience inadequate access to dental care. In 2016, the Little Hoover Commission issued a scathing report detailing the reasons for the poor utilization rates, including dismal reimbursement rates and the lack of providers willing to accept the state insurance provision.²⁰ According to 2017 data from the California Department of Health Care Services, only 41% of eligible children on Medi-Cal ages 1-20 in San Mateo County received an annual dental visit in the year prior. These rates differ significantly from those of children with private insurance.²¹ Denti-Cal reimbursement rates, administration of the Medi-Cal dental provision, and higher no-show rates are cited as significant barriers for dental providers to accept Medi-Cal patients.²²



of eligible children on Medi-Cal ages 1-20 in San Mateo County received an annual dental visit in the year prior

Integrated Systems for Children with Special Needs and Their Families

Early identification and treatment of special needs during the first five years of life is critical because this is the time when a child's brain, body, and behavior are most malleable. Early detection is critical for the 12 to 16 percent of all children in the U.S. who experience developmental or behavioral problems.²³ Although developmental delays pose risks for all children, delays that are prevalent among low-income children are more likely to be missed. Although the national average for all children to receive an autism diagnosis is four years of age, the average age of diagnosis for low-income children varies by race, with white low-income children diagnosed on average at six years of age, and their black and Latinx peers diagnosed at eight and nine years, respectively.²⁴ In California, 70% of children with developmental delays go undetected until kindergarten.²⁴ Undetected developmental problems in young children may cause delays in acquiring speech and language, inability to maintain relationships, and serious impediments to school learning.



of children with developmental delays go undetected until kindergarten

¹⁸ Research Brief. *Chronic Health Conditions and Academic Achievement*, 2017. Retrieved from https://www.cdc.gov/healthyschools/chronic_conditions/pdfs/2017_02_15-CHC-and-Academic-Achievement_Final_508.pdf

¹⁹ *Early Childhood Caries and the Impact of Current U.S. Medicaid Program: An Overview*. March 2012 Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3312229/>

²⁰ *Fixing Denti-Cal*, Report #230, April 2016. Little Hoover Commission Retrieved from <https://lhc.ca.gov/sites/lhc.ca.gov/files/Reports/230/Report230.pdf>

²¹ <http://healthpolicy.ucla.edu>.

²³ Boyle CA, Boulet S, Schieve LA, et al. *Trends in the prevalence of developmental disabilities in U.S. children, 1997-2008*. *Pediatrics* 2011;127:1034-42.

²⁴ Retrieved from <http://helpmegrowca.org/index.php/resources/resources-and-references/>

²⁵ Source for FY 2017: Part C Early Intervention Numbers and Percentages 2016. Retrieved from <https://www2.ed.gov/programs/osepidea/618-data/static-tables/2016-2017/part-c/child-countand-settings/1617-cchildcountandsettings-1.xlsx> Citation Source for Part B Child and Adolescent Health Measurement Initiative, Data Resource Center for Child and Adolescent Health, National Survey of Children with Special Health Care Needs (Dec. 2012). downloaded from Kids Data: Lucile Packard Foundation for Children's Health: www.kidsdata.org/topic/65/special-needs-special-education-participation

Screening for developmental delays using a validated tool has been shown to detect credible concerns that are otherwise missed by primary care physicians and other child-serving professionals who rely instead on surveillance methods. Although the American Academy of Pediatrics recommends that pediatricians implement universal screening for their patients three times before a child's third birthday, only 29% of children in California receive timely developmental screenings.²⁵ California ranks 30th among all 50 states for screening of infants and toddlers.²⁵ Early data in San Mateo County mirror the statewide data, indicating that each year 4,000 children under age six are not receiving critical early intervention services for which they may qualify.²⁵

Families and providers need support to understand and navigate the complex array of community-based services and supports available to promote children's optimal health and wellness.²⁶ However, California ranks 46th in the nation on effective care coordination for children with special health care needs, and families in our state are more likely than families in every other state to cut back or stop working due to their child's condition.²⁷

Enhanced Mental Health Systems

Trauma is increasingly recognized as a significant contributing factor to overall health and well-being. Trauma can affect individuals, families, and communities immediately and long term, even over generations. It can have particularly negative developmental impacts on young children.²⁸ When young children are exposed to trauma, they can experience feelings of helplessness, uncertainty about whether there is continued danger, and a general fear that extends beyond the traumatic event.²⁹

Trauma refers to the effects of an event, series of events, and/or ongoing circumstances that are experienced as physically or emotionally harmful. For children, this can include abuse and neglect, as well as living in a household affected by substance abuse, mental illness, domestic violence, or incarceration. These conditions are often also referred to as Adverse Childhood Experiences, or ACEs. ACE scores are highly correlated with future health outcomes and opportunities, including greater risk of nearly every major disease or condition. People with high ACE scores are more likely to die decades before their counterparts with lower ACE scores.³⁰

Given the increase of knowledge regarding the critical role that ACEs play in overall health and well-being, equal attention is also being paid to the importance of child- and family-facing services being mindful and attentive to trauma, a concept that has been coined "trauma-informed." Similarly, the recognition that systems that are intended to serve children and families in supportive ways can often unintentionally exacerbate the trauma of their clients has led to a new body of knowledge focused on promoting "trauma-informed organizations." This work encourages organizations to recognize the importance of trauma and its impacts, plan and implement trauma-informed practices at the organizational level, and adapt for the ongoing and evolving needs of those they serve.

²⁶ Hughes, D. (2015). *In their own words: Improving the care experience of families with children with special health care needs*. Lucile Packard Foundation for Children's Health & University of California, San Francisco. Retrieved from: <http://www.lpfch.org/publication/their-own-wordsimproving-care-experience-families-children-special-health-care-needs>

²⁷ Data source: *2009/10 National Survey of Children with Special Health Care Needs*. Data Resource Center for Child and Adolescent Health. www.childhealthdata.org

²⁸ Center for Collective Wisdom. *Trauma and Resiliency: A Systems Change Approach: Emerging Lessons and Potential Strategies from the Los Angeles County Trauma and Resiliency-Informed Systems Change Initiative*, 2017. <https://www.first5la.org/files/Trauma.pdf>.

²⁹ National Child Traumatic Stress Network, 2013. <http://www.nctsn.org/>

³⁰ "Relationship of Childhood Abuse and Household Dysfunction to Many of the Leading Causes of Death in Adults," published in the *American Journal of Preventive Medicine* in 1998, Volume 14, pages 245-258

STRATEGIES FOR INVESTMENT

1

Oral Health Access and Utilization:

Partnerships to improve young children's utilization of preventive oral health care and advocating for policies and practices that increases dental utilization for children on Medi-Cal.

2

Integrated Systems for Children with Special Needs and their Families:

Bolster the continuum of care to identify and treat children with special needs, and the ongoing efforts to address systemic issues that impact access to and quality of these services. Activities may include: promoting universal social-emotional and developmental screening services for children 0-5; embedding screenings, assessments, and care coordination into pediatric clinics, early learning settings, or family support services; and supporting linkages and timely access to care coordination, assessment, and services for children and families requiring additional assistance.

3

Early Mental Health Systems and Infrastructure Enhancements:

Partnerships to support trauma- and resiliency-informed practices and policies in child- and family-serving organizations.

Population-level Indicators:

These indicators have community baseline data and are impacted by many efforts and agencies. The Commission will monitor the following indicators to inform its work:

- The number and/or percentage of children ages 0-5 who live in areas of High Community Need, as defined by the Community Collaboration for Children's Success Project.
- Maintenance of universal or near-universal health insurance rates for children ages 0-5 (at or above 98.5% of children 0-5 insured)
- The number or capacity of dental providers who serve children on public insurance
- The number or percentage of pediatric health providers who provide access to developmental screening as a part of routine well-child visits

Participant-level Indicators:

These indicators will be measured by First 5 San Mateo County grantees, as applicable, for participants in services:

- The percentage of children with the appropriate number of well-child visits for their age in the past 12 months, calculated using the Academy of Pediatrics schedule
- The percentage of children ages 1-5 who have seen the dentist for a routine check-up in the past year
- The percentage of parents reporting difficulty accessing services for mental health, developmental, or behavioral concerns



Focus Area: Resilient Families

Secure, stable, and supportive relationships with caring adults significantly contribute to a child's healthy brain development.³¹ A loving and caring environment within the parent-child relationship is associated with many positive outcomes including higher self-esteem, increased communication, and fewer psychological and behavioral problems.³² Furthermore, lower levels of parenting stress may serve as a protective factor of the social-emotional health of their children. The early childhood field has gained tremendous knowledge in recent years about the ways in which families should be engaged in children's healthy development. Strength-based approaches that authentically affirm different cultures, languages, and family structures are accepted by the field as the best way to partner with families to achieve positive outcomes for children. Research on family engagement has repeatedly demonstrated that the majority of parents want the best for their children but may lack the knowledge and resources to promote development in the critical early years.

Data gathered from First 5 San Mateo County's research and evaluation efforts has identified social isolation, especially during the infant and toddler years, as a common struggle for parents. Between 2009 and 2015, more than one of every four parents participating in F5SMC services reported a lack of social support. This mirrors one of the key findings of the 2013 Silicon Valley Parent Story Project, which found that 37% of low-income families could not count on anyone in their neighborhood for help. Similarly, 24% of high-needs families reported they did not have friends to help them in their role as parents. Mothers' or fathers' groups can help parents network with other parents from similar backgrounds. Effective parent support groups are led by individuals who have similar life experiences and have a deep understanding of the socio-cultural backgrounds of the group participants.

Families in greatest need of support, for example, parents with mental health or substance abuse problems, parents experiencing domestic violence or incarceration, and especially those dealing with more than one serious issue benefit from focused services that are targeted to their particular source of stress. The cumulative effects of toxic stress can have damaging effects on learning, behavior, and health across the lifespan. Supporting families with multiple stressors diminishes the effects of trauma and promotes resilience by providing a more stable foundation for lifelong learning and success.

37%

of low-income families could not count on anyone in their neighborhood for help

24%

of high-needs families reported they did not have friends to help them in their role as parents

³¹ Schorr, L. B., & Marchand, V. (2007). "Pathway for Children Ready for School and Succeeding at Third Grade." Harvard University, Cambridge, MA.

³² Cox, M. Parent-child relationships. In M. Bornstein, L. Davidson, C. Keyes, and K. Moore (Eds.), *Well-being: positive development across the lifespan*. Hillsdale, NJ: Lawrence Erlbaum.

It is critical that parents and caregivers feel able to nurture their child's optimal development, because positive home learning environments contribute significantly to children's school achievement.³³ When parents act as their child's advocate and are involved in their child's education, it is more likely that their child will have increased school attendance and higher academic achievement.³⁴ Effectively partnering with parents in promoting their child's optimal development also results in better lifelong outcomes and reduces costs to society for special education, welfare, criminal justice, and health. By working with parents as equal partners in their child's healthy development, as well as acknowledging parents, schools, and communities as collectively responsible for the success of children, we promote reciprocal relationships that exponentially benefit children.

Authentic family engagement is the shared responsibility of families, providers, and communities to all collaborate in meaningful ways to support children's optimal development and learning. One barrier to family engagement for service providers and early childhood educators is a lack of knowledge and/or skills to effectively develop family engagement strategies. A key ingredient of effective family engagement is developing the capacity of providers through professional development.³⁵ A focus should be placed on building capacity of staff and families in four keys areas: Capabilities (skills and knowledge), Connections (networks), Cognition (beliefs, values), and Confidence (self-efficacy). Service sector leaders (i.e. executive directors, supervisors, and decision makers) must have a fundamental understanding of early brain development and the parent-child relationship, as well as an understanding of the importance of family engagement for child development. This is critical to guard against decision makers implementing practices/approaches/policies that unwittingly burden families and/or the family-serving system. Having a fundamental understanding of child development is key to positively impacting children. Without such knowledge and information, service providers will struggle to reach children in a positive light.³⁶

STRATEGIES FOR INVESTMENT

1

Intensive Support for Families with Multiple Risk Factors:

Provide ongoing, individualized, professional support to children and parents in families experiencing multiple challenges, such as: homelessness, low income, domestic violence, incarceration, mental illness, or substance abuse. Activities may include: home visiting, care coordination, case management, family needs assessments, social-emotional screening, and therapeutic services, as well as wrap-around services such as parent support/parent education groups.

³³ Duncan, G.J. and Magnuson, K. (2003). *Promoting health development of young children*. In Sawhill, I. [ed.], *One Percent for the Kids: New Policies, Brighter Futures for America's Children*. Washington, DC: Brookings Institution Press.

³⁴ Caspe, M., Traub, F., and Little, P. (2002). *Beyond the Head Count: Evaluating Family Involvement in Out-of-School Time*. Harvard Family Research Project. Cambridge, MA. <http://www.gse.harvard.edu/hfrp/projects/afterschool/resources/issuebrief4.html>

³⁵ Mapp and Kuttner. (2013) *Partners in Education: A Dual Capacity-Building Framework for Family-School Partnerships*. Retrieved from <https://www2.ed.gov/documents/family-community/partners-education.pdf>

³⁶ National Association for the Education of Young Children (NAEYC)

2

Parent Connectivity:

Support informal or semi-formal social networks to promote parental resilience and reduce social isolation. Activities may include: mothers' or fathers' groups; paraprofessional- or peer-led support groups; social media networking opportunities; father involvement efforts; family cafés; father cafés; developmental playgroups; and partnering with parents to identify parent leaders who understand and share knowledge about attachment and early child development among their peers.

3

Family Engagement Capacity Building:

Increase the understanding of early brain development, the parent-child relationship and culturally responsive practices among service providers from sectors whose decisions affect family functioning, and to promote the appropriate application of that knowledge within their work. Activities may include: training and learning communities (Friday CAFEs - Community and Family Engagement) to create a culture of awareness, learning and sharing; building the capacity of both service sector leaders and direct service staff on early childhood development, adverse early childhood experiences, the 5 Protective Factors, and related subjects; systematized data sharing; and promotion of family-centric practices. Target service sectors include: child- and family-serving organizations.

Population-level Indicators:

These indicators have community baseline data and are impacted by many efforts and agencies. The Commission will monitor the following indicators to inform its work:

- The percentage of children ages 0-5 reunified with their families within 12 months of entering out-of-home care
- The percentage of children ages 0-5 re-entering the child welfare system
- The percentage of parents who regularly read, sing, and/or count with their children ages 0-5
- Increase in percentage of parents who report feeling connected to a support network

Participant-level Indicators:

These indicators will be measured by First 5 San Mateo County grantees, as applicable, for participants in services:

- The number and/or severity of risk factors reported by parents, such as inadequate food, inadequate housing, depression, domestic violence, and substance abuse
- The percentage of parents reporting that they are able to access the services their family needs
- The percentage of parents who report feeling connected to a support network
- The percentage of parents reporting confidence in their ability to nurture their children and support their development
- The percentage of parents who regularly read, sing, and/or count with their children ages 0-5

Accountability and Evaluation

First 5 San Mateo County Commissioners are responsible for ensuring that First 5 funds are used as voters intended when the California Children and Families First Act (Proposition 10) was passed in 1998. Commissioners work with First 5 staff to create and implement internal policies and procedures in order to help guide decision-making that is both consistent with the law and that respects and honors families with young children. In addition, Commissioners serve on committees such as: Finance & Administration; Program, Operations, & Planning; and Evaluation. Committee work facilitates in-depth discussions on internal and external activities and responsibilities. Reports from committee meetings are a part of each Commission meeting.

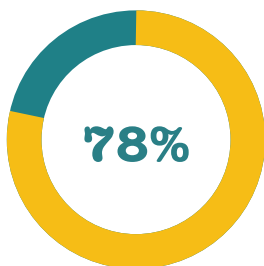
Organizations that receive First 5 San Mateo County funds report financial, program, and evaluation data in order to ensure contractual compliance. The fiscal reporting structure of the First 5 San Mateo County Commission was developed in accordance with the First 5 Financial Management Guide. This guide is a result of a cooperative project of the First 5 Association, First 5 California, and the Government Finance Officers Association of the United States and Canada (GFOA). Each year, F5SMC reports financial and program data to First 5 California for inclusion in the statewide Annual Report. In addition, F5SMC completes a comprehensive external audit annually. Together, these measures serve to ensure the public that Proposition 10 funds are being used as they were intended.

Evaluation

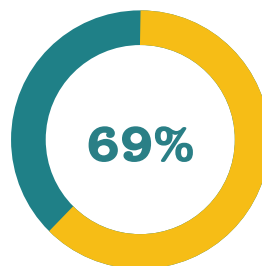
Starting in 2009, First 5 San Mateo County used a comprehensive evaluation approach to track its impact and identify effective strategies for achieving its desired outcomes using common indicators and data collection protocols across funded partners. The comprehensive evaluation has provided the Commission with a more complete picture of the families and providers we serve, and the benefits they gain from F5SMC-funded programs. For example, among families who received home visiting or care coordination services:



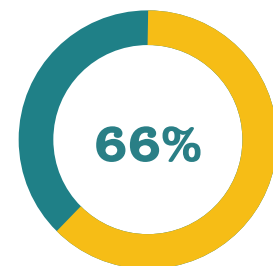
80% lived in households with annual incomes of less than \$30,000



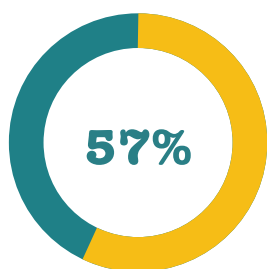
78% were Latinx, and 70% spoke primarily Spanish



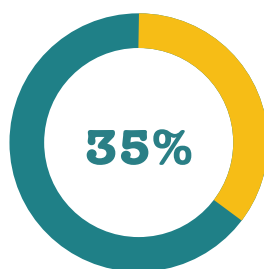
69% of parents had a high school education or less



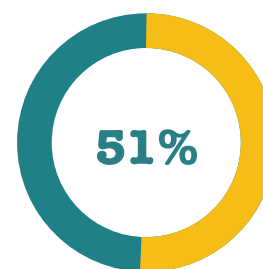
66% of parents read to their children at least 3 times per week



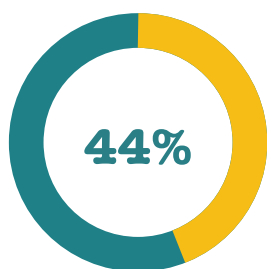
of children were
breastfed for at least
six months



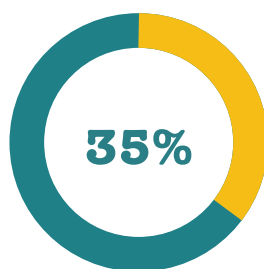
of the children had
developmental concerns
identified at screening,
and 12% had been
diagnosed with a
developmental disability



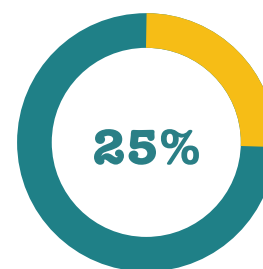
of parents worried
about inadequate
housing



of children ages 1-5
had never been to the dentist



of children had two or
more hours of screen
time per day



of parents needed help
with their sadness or
depression

While F5SMC is continuing common data collection for clients who participate in intensive services through our funded programs, different types of data collection may be required as we shift towards partnership, policy, and systems-level interventions. Collective impact models of community change require common data collection and data sharing procedures. Such efforts require that all partners build deeper connections to align, share, and use the data we collect on behalf of the children and families we serve. Regional, statewide, or national efforts typically have their own data collection and evaluation requirements, which we must map onto our local efforts. Work conducted through cross-agency, cross-sector collaborations also requires specialized evaluation to assess the changing nature of relationships between organizations and how those relationships improve systems' abilities to support high-quality service delivery as well as client outcomes.

Status of Young Children Countywide

In addition to evaluating the impact of its funded programs, F5SMC has an interest in tracking the overall status of the young children and families of San Mateo County. Partnering with local and regional funders to collect and analyze information about the status of young children allows all those who care about the wellbeing of our youngest residents to monitor trends, identify emerging issues, and inform program and policy development. To further these ends, the Commission will continue to partner with other funders in support of countywide research projects such as school readiness assessments, parent surveys, or service participation analyses.

Conclusion

It is with tremendous gratitude for our fellow investors, leaders, and partners that F5SMC celebrates its contribution to the increased well-being of children ages birth through five and their parents in our County. It is also satisfying that as Proposition 10's funding has decreased, the impact of First 5 continues to be significant.

F5SMC's pivot from primarily serving as a direct-service grant maker to a strategic investor, leader, and partner has set up its enduring relevance and the championing of young children for years to come. Now at its 20-year anniversary as an organization, the maturation of F5SMC, its leadership, and community partners facilitated the ability to rethink the strategies used to make the most impact. Rather than perceiving the funding decline as a fiscal cliff from which one should recoil, it was embraced as an opportunity to seek out new opportunities for leverage and significance. This creative and opportunity-based approach has yielded profound impact for young children and their families, and reinvigorated F5SMC as a community investor, partner, and leader.



First 5 San Mateo County Commissioners

Commissioners Who Adopted the Strategic Plan

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

2020 Current Commissioners

Louise Rogers, Chief, San Mateo County Health, Commission Chair
 Sandra Phillips-Sved, Public Member, Commission Vice-Chair
 Nancy Magee, County Superintendent of Schools
 David J. Canepa, Board of Supervisors
 Ken Cole, Director, San Mateo County Human Services Agency
 Alexis Becerra, Public Member
 Rosanne Foust, Public Member
 Pam Frisella, Public Member
 Neel Patel, M.D., Public Member

First 5 San Mateo County Staff

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

Acknowledgements

The Commission would like to thank and acknowledge:

- Community members and leaders who took part in the strategic planning process. The time, expertise, and insight provided by our community partners were invaluable and played a significant role in shaping the focus and direction of the 2020-2025 Strategic Plan
- First 5 San Mateo County strategic planning ad-hoc members which includes the following Commissioners: Pam Frisella, Louise Rogers, Nicole Pollack, and Michael Garb
- First 5 San Mateo County staff for their thoughtful and tireless work, and dedication to San Mateo County's youngest children and families
- VIVA Strategy + Communications for their wise counsel and facilitation of the strategic planning.

DATE: June 22, 2020

TO: First 5 San Mateo County Commission

FROM: Kitty Lopez, Executive Director

RE: Approval of F5SMC's Long-Term Financial Plan (LTFF) from FY 2019-20 through FY 2024-25 (FY19/20 Update)

ACTION REQUESTED

Approval of F5SMC's Long-Term Financial Plan (LTFF) from FY 2019-20 through FY 2024-25 (FY19/20 Update)

KEY MESSAGES

Long-Term Financial Plan (LTFF) is a snapshot in time with financial information that continues to change and evolve. The Commission has the opportunity to review and approve updated LTFF every year.

Finance and Administration Committee reviewed and endorsed the approval of the F5SMC's LTFF (FY19/20 Update) at its June 8, 2020 Finance and Administration Committee Meeting.

LTFF SUMMARY (FY19/20 Update)

	FY 19-20 Budget	FY20-21 Budget	FY21-22 Projection	FY22-23 Projection	FY23-24 Projection	FY24-25 Projection
Beginning Fund Balance	11,723	8,943	8,926	8,350	7,415	6,198
A+B. Tobacco Tax & Interest Revenues	5,852	6,403	5,195	4,842	4,675	4,516
C. Other Grants	1,192	1,203	968	800	400	400
Total Revenues	7,044	7,606	6,163	5,642	5,075	4,916
Total Available Fund	18,767	16,549	15,089	13,991	12,490	11,115
Appropriations						
D. Strategic Plan Investment (SPIPs)	6,738	4,630	3,780	3,780	3,780	3,780
E. Other Grants	1,188	1,003	856	700	350	350
F+G+H Operations	1,898	1,991	2,103	2,096	2,162	2,231
Total Appropriations	9,824	7,624	6,739	6,576	6,292	6,361
Ending Fund Balance Before Restricted Fund	8,943	8,926	8,350	7,415	6,198	4,754
Restricted Fund (Pension Liability and Operational Reserves)	1,900	2,000	2,000	2,000	2,000	2,000
Ending Fund Balance After Restricted Fund	7,043	6,926	6,350	5,415	4,198	2,754

**Please read the LTFP Memo (Attachment 5) in conjunction with the LTFP Narrative and LTFP Spreadsheets (Attachments 5A, 5B, 5C)*

FISCAL IMPACT

- Admin Cost Rate: projected 7% for period FY 2019-20 and 13% for period FY 2020-25.
- At the end of FY 2024-25, Projected Ending Fund Balance after Pension Liability and Operational Reserves is \$2.754 M which is approximate to 6.7-month equivalent of FY 2025 fiscal Revenue.
- FY 2019-20: Projected Budget Deficit of \$2.780 M in FY 2019-20 with draw down of Ending Fund Balance (Reserves*) to fund higher community investments, per the current Strategic Plan Implementation Plan (SPIP).
- FY 2020-25: Projected Budget Deficit of \$4.189 M over the 5-year period. We will continue to draw down funds to cover this annual deficit from the Ending Fund Balance.
- It is anticipated that from FY 2025 forward, Total Appropriations would be in line with Total Fiscal Revenues.

RECOMMENDATION

Approval of F5SMC's Long-Term Financial Plan (LTFP) from FY 2019-20 through FY 2024-25 (FY19/20 Update)

LTFP FROM FY 2019-20 THROUGH FY 2024-25 - NARRATIVES

*Please read the LTFP Memo (Attachment 5) in conjunction with the LTFP Narratives (Attachment 5A) and LTFP Spreadsheet (Attachments 5B, 5C)

F5SMC's LTFP from FY 2019-20 through FY 2024-25 are presented in **Attachments 5A, 5B and 5C** and are updated with:

- (1) F5CA Tobacco Tax Revenue Projections FY 2019-25, released May 26, 2020;
- (2) FY 2018-19 Audited Financial Information;
- (3) FY 2019-20 Revised Budget and FY 2020-21 Adopted Budget
- (4) Funding Allocations of New Strategic Plan Implementation Plan (SPIP) FY 2020-25, which was approved during the new strategic planning process.

I. REVENUES**A. Interest Revenue:**

- Interest Revenue is projected 1% Interest Earning Rate on the Beginning Fund Balance.

B. Tobacco Tax Revenue

- Tobacco Tax Revenues include Prop 10 and Prop 56 *Tax Revenues which are allocated to F5 Commissions based on actual birth rate in each county.
- F5CA Tobacco Tax Revenue Projections FY 2019-25, released May 26, 2020, reflects the average declining rate of 2.89%, which is slightly lower than 2.92% of previous year projections; adds \$716K more Tobacco Tax Revenue during period FY 2019-23.

C. Other Grant Revenues: include new grants and repeating grant opportunities that produce steady additional revenue stream:

- FY2020-23: Total \$2.875 M Other Grant Revenues (or \$950K of additional Other Grant Revenues per year):
 - ✓ \$1.200 M F5CA's IMPACT Grant;
 - ✓ \$150K David Lucile Packard Foundation's Help Me Grow Grant;
 - ✓ \$35K Peninsula Healthcare District's Help Me Grow Call Center Grant;
 - ✓ \$1.190 M Sequoia Healthcare District's Special Needs and Trauma Informed Grants;
 - ✓ \$300K San Mateo County Behavioral Health and Recovery Services Division's Mental Health Services Act MHSA – Prop 63: Mental Health programs.
- FY 2023-25: projected \$400K Other Grant Revenues each fiscal year. This projection is made on a conservative estimate of historical trend, trusted relationships with existing funders and leverage funding opportunities with F5SMC's strategic plan.

II. PROGRAM APPROPRIATIONS

D1. Strategic Plan Investment SPIP FY 2020-23: Cycle 4 investments are \$3.780M each fiscal year; said investment level was previously approved by the Commission during the strategic planning process, 2017-2018.

D2. SPIP FY 2018-20 Carry-Over

**The Proposition 56 taxes reduce tax-paid tobacco purchases (hereafter, "consumption"), resulting in lower revenue for other tobacco tax funds. In the first revenue allocation step, some Proposition 56 revenues replace—or "backfill"—these revenue losses. <https://lao.ca.gov/Publications/Report/3939>*

E. Other Grants Appropriations

- FY 2020-23: Include existing and newly executed Other Grant Appropriations:
 - ✓ F5CA's IMPACT Grant;
 - ✓ David Lucile Packard Foundation's Help Me Grow Grant;
 - ✓ Peninsula Healthcare District's Help Me Grow Call Center Grant;
 - ✓ Sequoia Healthcare District's Special Needs and Trauma Informed Grants;
 - ✓ San Mateo County Behavioral Health and Recovery Services Division's Mental Health Services Act MHSA – Prop 63: Mental Health programs.
- FY 2023-25: Include projected \$350K/year pass-through contracts from projected Other Grant Revenues of \$400K/year.

F. Program Operations: for consistent presentation and reading across F5SMC's Budget and F5SMC's LTFP, Operations section includes:

- ✓ Program Operating Budget: Allocation rate of 50%
- ✓ Program and Evaluation Staff Salaries and Benefits
- ✓ Shared Admin Staff Time working on Program activities: Allocation rate of 27%

III. ADMIN APPROPRIATIONS

G. Shared Operating Budget: Allocation rate of 50%

H. Admin Staff Salaries and Benefits: Allocation rate of 73%

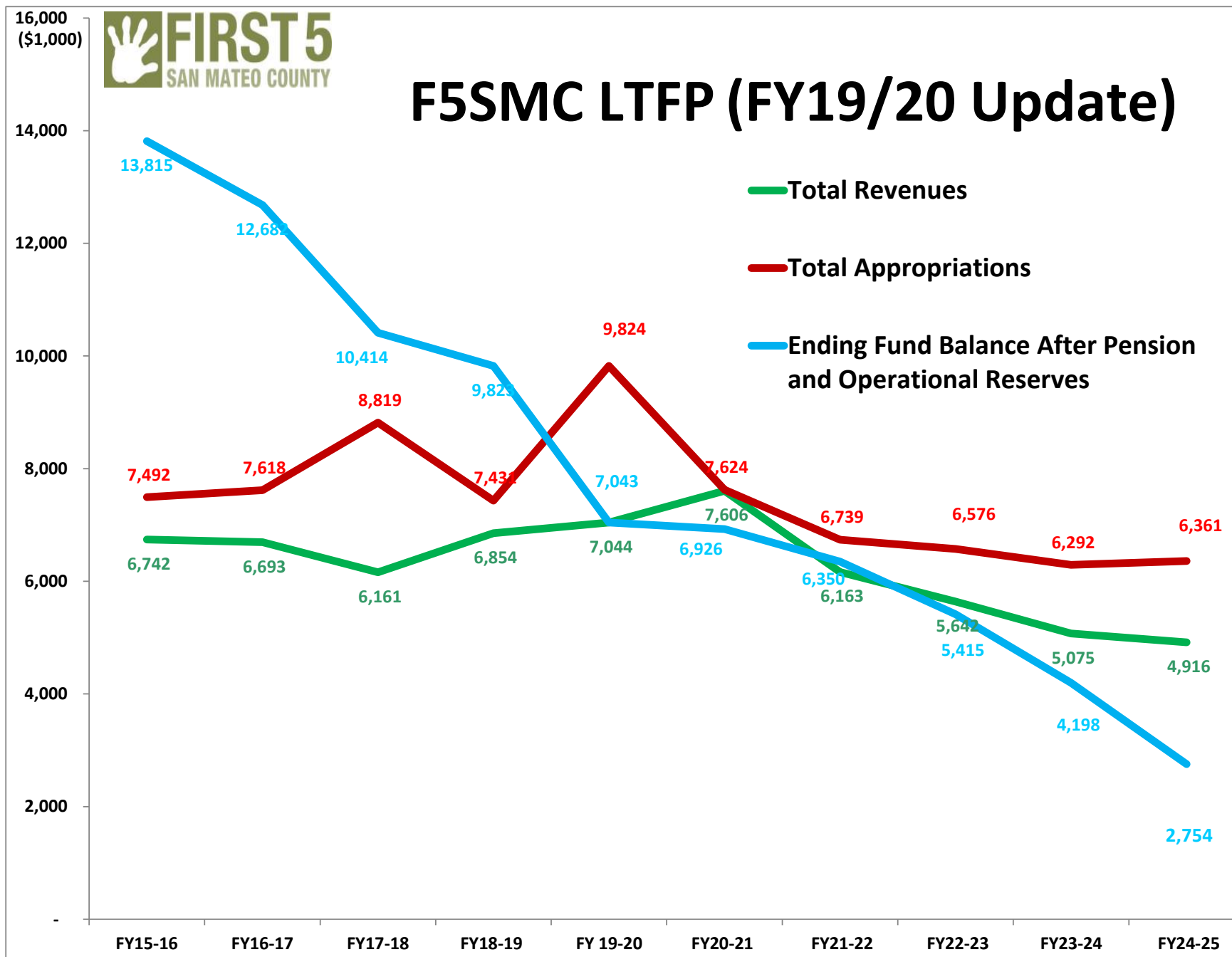
IV. RESTRICTED FUND FOR PENSION LIABILITY AND OPERATIONAL RESERVES

- Commission has approved in previous LTFPs a \$1M Pension Liability and 6 months of Operational Reserves. The Pension Liability and Operational Reserves are Restricted Fund and are set aside for its intended restricted uses.

V. ENDING FUND BALANCE

- Commission has guided and approved the Ending Fund Balance after Pension Liability and Operational Reserves to be equal to or approximately 6 months of said fiscal year revenue for safety cash flow management after FY 2020.
- At the end of FY 2025, Projected Ending Fund Balance after Pension Liability and Operational Reserves is \$2.754 M which is approximately 6.7-month equivalent of FY 2025 fiscal Revenue.

	CYCLE 3					CYCLE 4				
	FY 15-16 Actual	FY16-17 Actual	FY 17-18 Actual	FY 18-19 Actual	FY 19-20 Revised Budget	FY20-21 Budget	FY21-22 Projection	FY22-23 Projection	FY23-24 Projection	FY24-25 Projection
BEGINNING FUND BALANCE (Beginning Reserves*)	16,205	15,457	14,922	12,299	11,723	8,943	8,926	8,350	7,415	6,198
A. Interest Revenue	136	156	208	281	201	85	89	84	74	62
B. Tobacco Tax Revenue	6,098	5,846	5,262	5,559	5,651	6,318	5,106	4,758	4,601	4,455
C. Other Grant Revenues										
F5CA Other Grants / IMPACT Grant	219	428	650	467	575	400	400	400		
Other Non-Tobacco Tax Grants	289	263	41	548	617	803	568	400	400	400
Total Revenues	6,742	6,693	6,161	6,854	7,044	7,606	6,163	5,642	5,075	4,916
TOTAL AVAILABLE FUND (Total Sources*)	22,947	22,150	21,083	19,154	18,767	16,549	15,089	13,991	12,490	11,115
PROGRAM APPROPRIATIONS										
D1. Strategic Plan Investment SPIP (excl. E. Other Grants)	5,663	5,781	6,694	4,854	6,738	3,780	3,780	3,780	3,780	3,780
Community Investments (FE, CH&D, EL)	5,392	5,261	6,092	4,360	5,241	3,180				
Evaluation	88	182	115	98	274	113				
Policy, Advocacy, & Communications (PAC)	183	338	486	396	1,223	487				
D2. SPIP FY18-20 Carry Over to FY20-21						850				
E. Other Grants	360	326	559	904	1,188	1,003	856	700	350	350
F5CA Other Grants / IMPACT Grant	10	326	558	394	461	350	350	350		
Other Non-Tobacco Tax Grants	350		1	510	727	653	506	350	350	350
F. Program Operations	426	585	628	688	1,174	1,217	1,275	1,245	1,286	1,329
Shared Operating Budget					198	194	220	220	220	220
Program Staff S&B & Shared Admin Staff Time	426	585	628	688	976	1,023	1,055	1,025	1,066	1,109
Total Program Appropriations (D+E+F)	6,449	6,692	7,881	6,446	9,100	6,850	5,911	5,725	5,416	5,459
ADMIN APPROPRIATIONS										
G. Shared Operating Budget	314	300	331	335	198	194	220	220	220	220
H. Admin Staff S&B	730	626	607	649	526	579	608	631	656	682
Total Admin Appropriations (G+H)	1,044	926	938	984	724	773	828	851	876	902
TOTAL APPROPRIATIONS (Net Appropriations*)	7,492	7,618	8,819	7,431	9,824	7,624	6,739	6,576	6,292	6,361
Surplus / (Deficit) (Total Revenues - Total Appropriations)	(750)	(925)	(2,658)	(576)	(2,780)	(17)	(576)	(934)	(1,217)	(1,445)
ENDING FUND BALANCE before Pension Liability and Operational Reserves (Ending Reserves* before Pension Liability and Operational Reserves)	15,455	14,532	12,264	11,723	8,943	8,926	8,350	7,415	6,198	4,754
Restricted Fund for Pension Liability and Operational Reserves	1,640	1,850	1,850	1,900	1,900	2,000	2,000	2,000	2,000	2,000
ENDING FUND BALANCE after Pension Liability and Operational Reserves (Ending Reserves* after Pension Liability and Operational Reserves)	13,815	12,682	10,414	9,823	7,043	6,926	6,350	5,415	4,198	2,754
Total S&B	1,156	1,211	1,235	1,337	1,502	1,602	1,663	1,656	1,722	1,791



Date: June 22, 2020

To: First 5 San Mateo County Commission

From: Kitty Lopez, Executive Director

Re: Approval of Amendments to Grant Contracts FY18-20 to Extend Contract Terms from July 1, 2020 to December 31, 2020; Direct staff to Execute the Amendments Regarding Same

ACTION REQUESTED

Approval of Amendments to Grant Contracts FY18-20 to Extend Contract Terms from July 1, 2020 to December 31, 2020; Direct staff to Execute the Amendments Regarding Same.

BACKGROUND

All current F5SMC Grant Contracts for FYs 18-20 are set to expire on June 30, 2020. In response to the COVID-19 pandemic, and other CA state and local policy shifts affecting service delivery, F5SMC staff recommends no-cost extensions to amend the term (the length) of agreements with no changes in the total amount of the contract for grantees needing additional time to complete their project's Scope of Work (SOW). F5SMC staff and grantees have worked together to develop a plan and budget that meets the objectives and activities delineated in the scope of work for the amended term. **See Attachment 6.1 - Tables 6A and 6B (Commission Recusals)** for grantees requesting no-cost extensions through December 31, 2020.

NO-COST EXTENSION CONSIDERATIONS AND REPORTING

The criterion used to determine recommendations for approvals are:

- o Serving families, children 0-5
- o Original SOW activity no longer possible because of COVID-19
- o Redirecting funding and activities to meet immediate COVID-19 needs
- o Policy landscape changes have impacted service delivery
- o Contract/Budget must be spent by Dec 2020
- o Prior performance standards and deliverables have been met
- o Must have underspend remaining in current contract
- o Detailed explanation of the cause of unspent funds provided
- o Have been consistently billing in the past (potential ap of one quarter's worth of funding)

F5SMC staff will monitor the grantees progress toward meeting objectives and activities delineated in their Scope of Work (SOW) as well as budget expenditures and data collection. Reporting requirement remain the same: quarterly invoicing, year reporting and contract closeout requirements & procedures.

FISCAL IMPACT

None. These contract extensions are funded from contract underspending amounts at the end of fiscal year 6.30.2020 and shall not exceed the original contract amount approved by the Commission.

RECOMMENDATION

Approval of Amendments to Grant Contracts FY18-20 to Extend Contract Terms from July 1, 2020 to December 31, 2020; Direct staff to Execute the Amendments Regarding Same.

Table 6A Recommendations for No-Cost Extensions for Amended Term July 1, 2020 thru December 31, 2020

	Grantee/Agency	Explanation/Description
6A.1	Star Vista	Family Reengagement: Incentives as a one-time effort to re-engage families that have dropped out of Services because of COVID-19 related stressors, including SIP, lack of employment, etc. The following services will utilize the gift cards to incentivize re-engagement of families/children: Clinical Services (Child Parent Psychotherapy), Parents as Teachers (One on One Services), Parent Child Activity Groups, and Father Engagement Services. Due to the insecurities in food, housing, and employment, some clients have disengaged from services as they are trying to address these other needs and may not see our services as something, they can make time for. This has been especially true for Father Groups. Funds will be utilized to purchase clinical materials and supplies that could be used by therapists, family partners, and/or the father engagement specialist during telehealth sessions. This would also include supplies that would be sent to families so that they could engage in these activities in their own homes and PPE purchases for staff.
6A.2	SVCF_ Close the Gap	The COVID-19 health crisis and the subsequent closure of school campuses has meant that our grantee districts were unable to conduct the professional development, family engagement and kindergarten transition activities as planned. An extension of 6 months will allow Bayshore, Brisbane and Pacifica school districts to reengage in activities.
6A.3	Ravenswood Health Clinic	Traditional Virtual Dental Home services came to a halt with the shelter-in-place mandate and required reimaging service delivery for the remainder of the year due to the high exposure burden for dental providers. The extended timeline would cover two months of our portion of costs for the Registered Dental Hygienist in Alternative Practice's time. The extension also buys time to await the outcome of telehealth bill AB 2164 (Rivas) that may have implications for the virtual dental home model.

TABLE 6B Recommendations for No-Cost Extensions for Amended Term July 1, 2020 thru December (Commission Recusals Needed: Nancy Magee)

	Grantee/Agency	Explanation/Description
6B.1	San Mateo County Office of Education: Family Engagement	As a response to COVID, provide support in building out the early learning provider page on the SMCOE website to include family engagement resources (instead of having a separate page for families), with the goal of providers then sharing that info with their families. Deepening and continuing COP's (Communities of Practice into the summer to engage families.
6B.2	San Mateo County Office of Education SMCOE and EQ+IP Partners: 4Cs, StarVista,	Resources and support specific to COVID-19 response in early learning settings as they reopen (may include but are not limited to: guidance on updating policies and procedures, online resource portal, supplies, coaching, technical assistance from health providers, training and mental health support related to trauma, isolation, stress, and anxiety); Incentives for providers who attend COVID-19 - related trainings Incentives for parents who attend advocacy trainings and engage in advocacy around community needs related to the educational, health, and economic fallout of the pandemic Stipends that enable early learning providers to reopen and/or remain open in the current economic environment

	and Community Colleges	Consultation to SMCOE regarding budgetary and programmatic shifts at State and local levels due to COVID-19; how to direct available resources most efficiently in the current economic environment. Unallocated dollars to allow for flexibility and a nimble response to emerging COVID-19 related issues over the next 6 months.
6B.3	Gatepath- Help Me Grow	Covers the cost of relocation of staff and office from SSFUSD school district portable, delayed outreach/ marketing activities, and the postponed development of updated case management and resource databases. Subcontractor request due to cost associated with developing an electronic consent form and postponed conference/ travel. Activities were postponed due increased staff time needed to pivot to accommodate new strategies and to respond to and coordinate Integrated Systems for Children with Special Needs ITN submission.

DATE: June 22, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Overview: Strategic Plan Implementation Plan (SPIP) Recommendations for FY2020 – 2023 Round 3, Quality Care & Education: Quality Improvement & Expanded Access for Children with Special Needs; and Research & Evaluation Persimmony Inc, Grants Management and Data System

ACTION REQUESTED

No action required for this presentation; overview information.

BACKGROUND

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

The PowerPoint presentation provides a review of the procurement process and an overview of the Quality Care & Education: Quality Improvement & Expanded Access for Children with Special Needs recommendation. A detailed description of the Initiative is provided below. The PowerPoint presentation today will also provide an overview of the Persimmony Grants Management Database System recommendation, the Policy, Advocacy and Research & Evaluation and SPIP presentation slated for the July 27, 2020 Commission meeting.

SPIP Phase One (FY 2020-2023) funding is being rolled out in "Rounds" in order to strategically prioritize funding of certain investment strategies sooner than others. Today's recommendations are being referred to as "Round 3." This staggered approach allows the Commission to achieve better timing and alignment with other county-wide and statewide initiatives, provide as much advance notice as possible to current grantees transitioning off our funding, and manage the F5SMC staffing demands involved with multiple, simultaneous procurement processes.

Additional, upcoming funding rounds include: Policy, Advocacy, Research & Evaluation, Healthy Children- Oral Health & Safe -Healthy & Equitable Communities.

The attached supporting documents correlate with each of the funding recommendations (Agenda Items 7A and 7B and are referenced in each memo for clarity, recusals, recommendation and approvals.

- Attachment (7.1) Strategic Plan Implementation Plan (SPIP) FY 2020-2023
- Attachment (7.2) Procurement Strategies/Funding Mechanisms
- Attachment (7.3) Appeals Process Language

Quality Care & Education

Quality Improvement & Expanded Access for Children with Special Needs

The purpose of this project is to maintain, build upon, and integrate the work being done through various quality support efforts and funding streams in San Mateo County. Therefore, a critical piece of this work is the need to thoughtfully and strategically braid the available F5SMC funds with

other funding streams supporting similar or complementary activities. These funding streams include: the Quality Counts California Local Consortia and Partnership Grants RFA jointly released by First 5 California and the California Department of Education in January 2020¹; the Early Learning and Care Workforce Development Pathways Grant released by the California Department of Education on March 6, 2020²; the Inclusive Early Education and Expansion Program RFA released by the California Department of Education in June 2019³; San Mateo County's Big Lift program; the California State Preschool Program adjustment factor available to fund Early Childhood Mental Health Consultation services in state-funded early learning settings; and various other State and Federal grants and contracts that support efforts to provide high quality early learning experiences to children ages birth to five⁴. The San Mateo County Office of Education and its partner agencies took this opportunity to re-imagine the best use of our local dollars within the context of the current funding landscape and to think innovatively about how to foster a quality improvement system that supports all settings, incorporates inclusion as a key aspect of quality, and is integrated with other local, regional, and state-level efforts.

As part of the ITN process, proposers were asked to address the following service strategies:

1. **Quality Improvement:** In partnership with existing community efforts, support formal quality improvement frameworks in early learning environments, and provide the services required to help providers and programs improve their quality as measured by these frameworks. Such services may include:
 - Quality improvement coaching for early learning providers and programs
 - Training and technical assistance for early learning providers
 - Early childhood mental health consultation in early learning settings, including reflective practice and consultation to support children with social-emotional needs or who are at risk for expulsion and/or reduced hours
 - Peer mentoring and professional learning communities
 - Program quality assessments and ratings
 - Facility enhancements
2. **Expanded Access to Early Learning Settings for Children with Special Needs:** Support families' ability to access appropriate early learning experiences for their children with special needs. Such efforts may include:
 - Enhanced referrals matching children with appropriate placements
 - Training and technical assistance to providers who enroll children with special needs
 - Peer mentoring and professional learning communities for those who create and work in inclusive early learning environments
 - Policy approaches supporting inclusion

The table below reflects the funding recommendation for the Integrated Systems for Children with Special Needs strategy. In accordance with the SPIP, first 5 SMC has allocated \$3,180,000 over the three-year term.

¹ Request for Application available at: <http://www.cfc.ca.gov/partners/qris.html#quality>

² Information available at: <https://www.cde.ca.gov/fg/fo/profile.asp?id=5468>

³ Information available at: <https://www.cde.ca.gov/fg/fo/r2/ieeep1819rfa.asp>

⁴ Descriptions of and budget information about child development programs administered by the California Department of Education: <https://www.cde.ca.gov/sp/cd/op/>

Agency		Approximate Year 1 Funding	Proposed Services & Activities	Service Numbers
Lead	San Mateo County Office of Education	\$799,475	<ul style="list-style-type: none"> Initiative Administration Countywide, regional, and state-level coordination of multiple quality & inclusion efforts Provider professional development Dual language learner & family engagement supports Child Care Partnership Council Facilities enhancements and quality supports Targeted coaching and curriculum pilot projects Professional Learning Communities & Communities of Practice Data Collection/ Continuous Quality Improvement Process 	<ul style="list-style-type: none"> 415 providers 288 children
Partner	StarVista	\$110,000	<ul style="list-style-type: none"> Early Childhood Mental Health Consultation to ECE providers and programs Parent Learning Circles for families of children with special needs or challenging behaviors Individual consultation to parents and teachers of children at risk of expulsion Transition support for children and families unable to be maintained in their programs 	<ul style="list-style-type: none"> 30 providers 50 parents 15 children
Partner	4Cs	\$105,000	<ul style="list-style-type: none"> Enhanced referrals and inclusion supports Provider professional development 	<ul style="list-style-type: none"> 70 providers 75 parents 30 children
Partner	VerticalChange	\$30,525	<ul style="list-style-type: none"> Data System 	
Partner	Good2Know Network	\$5,000	<ul style="list-style-type: none"> Online resources for inclusion Marketing and support for QRIS Inclusion Badge 	
Partner	Community Equity Collaborative	\$10,000	<ul style="list-style-type: none"> Development and implementation of CCPC communications plan and social media activities Joint advocacy efforts 	
Partner	Gatepath Life Steps Foundation Family Connections	Unfunded and In-Kind	<ul style="list-style-type: none"> Expert partnership on inclusion Integration with Help Me Grow Initiative 	

Year 1 Total	\$ 1,060,000		
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ISSUES TO CONSIDER

- The maximum available amount of \$3,180,000 for this strategy represents a reduction of approximately 40% from the current funding amount for similar work.
- Prior to releasing the ITN, F5SMC determined that the Lead Agency for this project would be the San Mateo County Office of Education. Given the tight braiding of our local funds with multiple State funding streams that are administered by SMCOE, allowing another agency to apply to be the Lead of the locally-funded Quality Improvement & Expanded Access initiative would create inefficiencies in resource allocation, contract management, and reporting.
- SMCOE and its Partner Agencies are braiding our local F5SMC funds with over \$2.5 million annually; that is more than double our annual contribution to the collective effort to improve early learning quality and support access and inclusion.
- A review panel comprised of five external reviewers and one F5SMC staff member reviewed the full proposal submitted by SMCOE and its funded and unfunded partner agencies. Panelists identified some items for follow-up and clarification during contract negotiations, and unanimously recommended that F5SMC fund the proposal should those negotiations prove fruitful.
- F5SMC and SMCOE have had multiple contract negotiation conversations and successfully addressed all areas where review panelists requested additional clarification or suggested ways to bolster the proposed activities.
- Although the proposed contract amount for the recommended initiative is fixed, the proposed budget allocations and program activities for the Lead and Partners may vary slightly during contract negotiations and/or from year to year. In addition, slight adjustments to target service numbers may be warranted.
- In order to provide continuity of care and staffing stability for currently funded activities and staff, contracts that fund existing service strategies must be in place no later than July 1, 2020.
- Approval of this award will initiate the formal process through which agencies or individuals can appeal the awards.

RESEARCH AND EVALUATION

Grants Management and Data System

Since the 2015-16 fiscal year, F5SMC transitioned its grants management and aggregate data collection activities to the Persimmony online system. This system enables activities such as invoicing, budget revisions, and monitoring programmatic progress and deliverables to be handled via a secure online portal. Key services and activities include: authorized licensing, support and training, software support, reasonable database customization data exports, hosting server,

accessibility and uptime performance. The proposed amount for the Persimmony Grants Management & Data System contract is \$261,861, or \$87,287 per year over the three-year term. Compared to the FY 19-20 budget, the proposed budget reflects a 10% funding decrease. Persimmony has agreed to forgo annual Cost of Living Adjustments for the term of the contract, resulting in additional savings. This recommendation is in accordance with the approved funding allocations of the Strategic Plan Implementation Plan (SPIP) and the Long-Term Financial Plan (LTFP).

2020 – 2025 STRATEGIC PLAN IMPLEMENTATION PLAN*

RESILIENT FAMILIES

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

HEALTHY CHILDREN

Strategies	Language in the Strategic Plan	Total
#4 Oral Health Access & Utilization	Partnerships to improve young children’s utilization of preventive oral health care and advocating for policies and practices that increases dental utilization for children on Medi-Cal.	\$ 375,000
#5 Integrated Systems for Children with Special Needs and their Families	Bolster the continuum of care to identify and treat children with special needs, and the ongoing efforts to address systemic issues that impact access to and quality of these services. Activities may include: promoting universal social-emotional and developmental screening services for children 0-5; embedding screenings, assessments, and care coordination into pediatric clinics, early learning settings, or family support services; and supporting linkages and timely access to care coordination, assessment, and services for children and families requiring additional assistance.	\$ 2,580,000*
#6 Early Mental Health Systems & Infrastructure Enhancements	Partnerships to support trauma- and resiliency-informed practices and policies in child- and family-serving organizations.	\$ 225,000
		\$ 3,180,000
	*First 5 SMC has allocated \$2,580,000 over the three-year term. With additional leveraged funding secured by First 5 SMC from Sequoia Health Care District, the David and Lucile Packard Foundation, and Peninsula Health Care District, the total combined allocation for this strategy comes to \$3,421,000.	

QUALITY CARE AND EDUCATION

Strategies	Language in the Strategic Plan	Total Allocation
#7 Quality Improvement	In partnership with existing community efforts, support formal quality improvement frameworks in early learning environments, and provide the services required to help providers and programs improve their quality as measured by these frameworks. Such services may include: coaching/consultation, including reflective practice and consultation to support children with social-emotional needs or who are at risk for expulsion and/or reduced hours; peer mentoring; program quality assessments; facility enhancements; early learning provider training; and technical assistance. Recruiting, retaining, and educating the early learning workforce is vital to creating and sustaining high-quality early learning programs.	\$ 2,700,000
#8 Expand Access to Early Learning Settings for Children with Special Needs	Support families' ability to access appropriate early learning experiences for their children with special needs. Such efforts may include: enhanced referrals matching children with appropriate placements, training and technical assistance to providers who enroll children with special needs, and/or policy approaches supporting inclusion.	\$ 405,000
		\$ 75,000
		\$ 3,180,000
	GRAND SUBTOTAL FOR FAMILY ENGAGEMENT, CHILD HEALTH & DEVELOPMENT, AND EARLY LEARNING FOCUS AREAS	\$ 9,540,000

POLICY, ADVOCACY, EVALUATION, EMERGING AND COMMUNICATIONS

Strategies	Language in the Strategic Plan	Total Allocation
#9 Leadership on Early Childhood Advocacy & Policy Development	Identify strategic partners and align leadership and resources to promote optimal child and family outcomes. Activities may include: convening high-level, multi-agency policy conversations that keep early childhood priorities and the impact of early childhood in the forefront of decision making; development and implementation of a Policy and Practices Platform that advances First 5 San Mateo County's vision of Success for every child; and partnering with elected officials, community leaders, and other stakeholders to promote an early childhood agenda.	\$1,140,000

ATTACHMENT 7.1

<p>#10 Community Partnership</p>	<p>Foster cross-agency and multidisciplinary partnerships to better serve children 0-5 and their families. Activities may include: facilitation of partnerships and collaborative efforts that increase the capacity and quality of services to children 0-5 and those that care for them; and hosting facilitated opportunities for multidisciplinary cross-training and networking for both funded and unfunded partners.</p>	
<p>#11 Community Education</p>	<p>Increase understanding about foundational early childhood topics such as early brain development. In coordination with other efforts, build public and political will to invest in the well-being and success of our young children. Activities may include: development and implementation of a Communications Plan highlighting the importance of a child’s early years, the needs and circumstances of families with young children in San Mateo County, and opportunities for stakeholders to act in ways that maximize positive outcomes for this population.</p>	
<p>#12 Evaluation</p>	<p>Prop 10 mandates that we evaluate and collect data on our investments. Evaluation includes research activities.</p>	<p align="right">\$339,000.00</p>
<p>#13 Emerging Projects</p>	<p>Innovation, New Opportunities, Seed Projects</p>	<p align="right">\$321,000.00</p>

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

Comparisons of Procurement Strategies

Note: This is based on a strict interpretation on procurement types. However, in practice, many funders don't distinguish between an RFP and an RFA. There are many different ways that procurement can be modified and this should not be seen as "right" or "wrong." In addition, a required or optional Intent to Participate may be used as a precursor for any type of procurement.

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

Appeal Process Language used in the Quality Early Learning: Quality Improvement & Expanded Access for Children with Special Needs ITN Process

An email informing unsuccessful Proposers that their proposal has not been selected for funding will be sent by Tuesday, June 23, 2020, to the contact person identified on the ITN Cover Sheet.

A Proposer must submit a written appeal via email by 5pm, June 30, 2020 to the attention of the Executive Director of F5SMC and copied to the Program staff as indicated below. Appeals may be written in the body of the email itself or sent as an attachment to the email.

Appeals shall be emailed to: Kitty Lopez, Executive Director, F5SMC at klopez@smcgov.org and copied to: Jenifer Clark, Research & Evaluation Specialist, at jdclark@smcgov.org; and Mai Le, Program Associate, at mle@smcgov.org

Mailed or hand-delivered appeals will not be accepted.

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

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

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

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

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

DATE: June 22, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Award to San Mateo County Office of Education for the Quality Improvement & Expanded Access for Children with Special Needs Initiative Agreement in the Amount of \$3,180,000, Contract Term Effective July 1, 2020 through June 30, 2023, Based on Recommendation by F5SMC Staff and Review Panel; Direction to Staff to Finalize Contract Negotiations and Execute Contract Regarding the Same

ACTION REQUESTED

Approval of award to San Mateo County Office of Education for the Quality Improvement & Expanded Access for Children with Special Needs Initiative Agreement in the amount of \$3,180,000, contract term effective July 1, 2020 through June 30, 2023, based on recommendation by F5SMC staff and review panel; direction to staff to finalize contract negotiations and execute contract regarding the same

BACKGROUND

F5SMC 2020-2025 Strategic Plan and Implementation Plan: At its October 2018 meeting the Commission updated and adopted its 2020-2025 Strategic Plan, approved the Long-Term Financial Plan (LTFP) and the Strategic Plan Implementation Plan (**SPIP— See Attachment 7.1**). At the same time the Commission authorized staff to conduct the procurement processes associated with all investment strategies within the SPIP, including the awards under consideration at this meeting.

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

Key characteristics of the Strategic Plan and the Implementation Plan relevant to the rollout of the Quality Improvement & Expanded Access for Children with Special Needs allocation include:

- In accordance with the SPIP, first 5 SMC has allocated \$3,180,000 over the three-year term.
- The maximum available amount of \$3,180,000 for this strategy represents a reduction of approximately 40% from the current funding amount for a similar strategy. Thoughtful braiding of local dollars with State funds allows our local quality improvement and inclusion efforts to incorporate approximately \$2.5 million additional per year.
- Acknowledgement of declining revenues and the resulting continued shift toward funding a blend of direct services and systemic improvements.

Procurement Process:

The funding mechanism used to develop this recommendation was an Intent to Negotiate (ITN) process. A document provided by VIVA Social Impact Partners comparing various procurement processes is attached (**See Attachment 7.2**).

The ITN process included vetting of proposals with a panel of external experts and F5SMC staff knowledgeable about the field of early childhood development, health services, and family engagement. The review panel conducted an in-depth discussion of the submission and used a standard rating sheet to arrive at final recommendations. Panelists identified some items for follow-up and clarification during contract negotiations, and unanimously recommended that F5SMC fund the proposal should those negotiations prove fruitful.

The table below outlines the three-year funding recommendation for San Mateo County Office of Education from the Quality Improvement & Expanded Access for Children with Special Needs strategy. For a fuller description of the proposed project please see the table in **Attachment 7**.

Lead Agency	Three-Year Funding Amount Recommendation	Partner Agencies
San Mateo County Office of Education	\$3,180,000	<ul style="list-style-type: none"> • 4Cs • StarVista • VerticalChange • Good2Know Network • Community Equity Collaborative • Gatepath • Family Connections • Life Steps Foundation

ISSUES TO CONSIDER

- F5SMC and SMCOE have had multiple contract negotiation conversations and successfully addressed all areas where review panelists requested additional clarification or suggested ways to bolster the proposed activities.
- In order to provide continuity of care and staffing stability for currently funded activities and staff, contracts that fund existing service strategies must be in place no later than July 1, 2020.
- Approval of these awards will initiate the formal process through which agencies or individuals can appeal the awards. This process is described in attachment (**See Attachment 7.3**).

FISCAL IMPACT

The recommended award to San Mateo County Office of Education for the Quality Improvement & Expanded Access for Children with Special Needs Initiative is \$3,180,000. This award is in accordance with the approved funding allocations of the SPIP and the LTFFP.

RECOMMENDATION

Approval of award to San Mateo County Office of Education for the Quality Improvement & Expanded Access for Children with Special Needs Initiative Agreement in the amount of \$3,180,000, contract term effective July 1, 2020 through June 30, 2023, based on recommendation by F5SMC staff and review panel; direction to staff to finalize contract negotiations and execute contract regarding the same

DATE: June 22, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Persimmony International, Inc Grants Management & Data System Agreement in the Amount of \$261,861, Contract Term Effective July 1, 2020 through June 30, 2023

ACTION REQUESTED

Approval of Persimmony International, Inc Grants Management & Data System Agreement in the amount of \$261,861, contract term effective July 1, 2020 through June 30, 2023.

BACKGROUND

Since the 2015-16 fiscal year, F5SMC transitioned its grants management and aggregate data collection activities to the Persimmony online system. This system enables activities such as invoicing, budget revisions, and monitoring programmatic progress and deliverables to be handled via a secure online portal. All F5SMC staff and each user at funded partner agencies have unique log-in credentials. Permission levels are specific to the particular grants and actions that each user needs to successfully administer the F5SMC grant portfolio. The unique log-in credentials and permission levels also enable electronic signatures, reducing paper usage and streamlining the invoicing submittal and approval process. The system also allows for secure entry and storage of both individual level and aggregated client data.

KEY SERVICES AND ACTIVITIES

- Authorized Licensing
- Support and Training
- Software Support
- Reasonable Database Customization
- Data Exports
- Hosting Server Accessibility and Uptime
- Performance

See Attachment 7B.1 For Exhibit A Scope of Work and Exhibit B Budget Payment.

ISSUES TO CONSIDER

- This recommendation is in accordance with the approved funding allocations of the Strategic Plan Implementation Plan (SPIP FY 20-23) and the Long-Term Financial Plan (LTFP).
- The Grants Management and Data System funds are drawn from the Strategic Plan Implementation Plan Data & Evaluation allocation as well as other systems allocations as appropriate.
- Compared to the FY 19-20 budget, the proposed budget reflects a 10% funding decrease.
- Persimmony has agreed to forgo annual Cost of Living Adjustments for the term of the contract, resulting in additional savings.

FISCAL IMPACT

The proposed amount for the Persimmony Grants Management & Data System contract is \$261,861, or \$87,287 per year over the three year term. This is in accordance with the approved funding allocations of the Strategic Plan Implementation Plan (SPIP) and the Long-Term Financial Plan (LTFP).

ACTION REQUESTED

Approval of Persimmony International, Inc Grants Management & Data System Agreement in the amount of \$261,861, contract term effective July 1, 2020 through June 30, 2023.

EXHIBIT A – SCOPE OF WORK

1. Scope of Work/Purpose

The Commission is contracting for use of an online software application. Use of the software allows the Commission to capture client-level and program-level information.

2. Specific Requirements for Service Delivery

The Contractor shall provide (A) limited and non-exclusive license to use contractor's Software, (B) hosting of the server necessary to run Software, (C) train-the-trainer training, software support, and online training videos, and (D) unlimited customization of reports, assessments, and field values as described in this Exhibit A.

2.1. PERSIMMONY POINT OF CONTACT

- 5.1.1. **Contact Information:** Persimmony International, Inc.
 Attn: [Michael Kogus](#)
 33 Endless Vista
 Aliso Viejo, CA 92656
 Phone (949) 770-5551
 Email: michael@persimmony.com

2.4. AUTHORIZED LICENSING PER NAMED USER

All access and use of Software by the Authorized Users is subject to the terms of the non-exclusive, non-transferable license for the purposes of processing by internal data related to program and contract planning, development, management, monitoring and evaluation.

- 2.4.1. Authorized Users may not use the Software for any purpose other than those expressly authorized hereunder. The uses that Authorized Users shall not make of the Software include, but are not limited to: (i) using the Software to provide data processing services to any third-party persons; (ii) making copies of the Software for distribution to third-parties; (iii) reverse-engineering or decompiling the Software for the purpose of designing, or developing a Software competitive with Contractor's Software.
- 2.4.2. Contractor shall provide software support, database access, and all other services described in this Agreement solely to "Authorized Users."
- 2.4.3. Commission bears the sole responsibility of ensuring that only Authorized Users access Software.
- 2.4.4. Commission shall be responsible for setting up new users and/or agencies (assigning passwords and creating shortcuts, etc.) and the ongoing addition/deletion of new/existing users and/or agencies.
- 2.4.5. Contractor shall guarantee that the License Fees for Authorized Named Users are inclusive of all fees for:
- 2.4.5.1. System Maintenance and Programming
- 2.4.5.2. ASP Operations
- 2.4.5.3. User Licenses

- 2.4.5.4. Software Customization Support
- 2.4.5.5. Server Software Licenses
- 2.4.5.6. Server Hosting
- 2.4.5.7. Server Maintenance
- 2.4.5.8. Database Administration and Backups

2.5. SUPPORT AND TRAINING

- 2.5.1. Contractor shall provide First (1st) Tier Admin Support and Second (2nd) Tier End-User Support to Commission. Contractor provides comprehensive 1st Tier Admin Support to the Commission's identified Software Administrator(s) and 2nd Tier Admin Support for all Authorized Users if the Commission's Software Administrator(s) is unable to troubleshoot the Users database problems.
 - 2.5.1.1. **1st Tier Admin Support:** If the Commission's designated Administrator(s) has questions about the Software, they have unlimited access to their project manager(s) and Contractor's technical support team via phone or e-mail from 8:00 AM to 5:00 PM Monday through Friday, excluding Commission holidays. Typical response times are within two-to-four hours of initial request. Emergency assistance is available seven (7) days a week, twenty-four (24) hours a day covering system failures or other emergency needs of the Commission.
 - 2.5.1.2. **2nd Tier Support:** If an Authorized User has questions about the Software their first call is to the Commission's Administrator(s). Because the majority of questions from Authorized Users involve assessment inquiries or password re-sets and not 'how to use the system' Contractor is 2nd Tier Admin Support to these users. If the Commission's Administrator(s) is not able to answer or solve the Authorized User's question about the application, the Commission's Administrator(s) will call the Contractor's Project Manager to help resolve the issue.
- 2.5.2. Contractor shall provide the following training options for the Commission's Administrator(s) and key Commission users:
 - Train-The-Trainer and Technical Support:** Contractor's Project Manager(s) will train the Commission's Administrator(s) and key Commission staff and provide technical assistance and product training during the initial 'migration of data' phase and throughout the term of our Agreement. The Commission's Administrator(s) will be trained to use the Software's "Shadow Tools" to share the user's screen so they can see things first-hand (to actually see the users screen) and virtually apply hands-on technical assistance, if needed, to safely and securely manage the user's computer and applications. Additionally, when the Commission's Administrator(s) has questions about the system (adding new surveys, questionnaires, assessment, reports, and any other customization of the existing fields within the system) they have unlimited access to the Software's technical support via phone, online or e-mail from 8:00 AM to 5:00 PM Monday through Friday, excluding Commission holidays as well as contacting assigned Contractor's Account Manager(s).

- 2.5.3. Contractor shall, provide the following training options for all authorized Commission users:

Just-In-Time Video Training: Contractor will provide all Authorized Users access to video training twenty-four (24) hours a day, seven (7) days a week that provides training “just in time” for the any of the data entry screens in the system. The SHOW ME videos provide step-by-step demonstrations on how to enter data, run reports and setup new fields; all at a pace that is comfortable for the user who can stop, repeat or get back to any portion of the video training at any time.

2.6. SOFTWARE SUPPORT

Contractor shall provide support in, and troubleshoot, system problems in accordance with the following specifications:

- 5.6.1. Online support requests made by the Commission’s Administrator(s) (“Requestor” for the purposes of this support provision) received through e-mail or online form submissions will be responded to via either one of the three modes of communication: (1) telephone; (2) e-mail; or (3) remote desktop technology, depending on the nature of support request and discretion of Contractor for which support method it deems reasonable. Requestor will be solely responsible for all telephone, internet and other communication charges that Requestor incurs from any support related activities. If Contractor deems remote desktop support necessary, using the remote desktop technology, Requestor will be solely responsible to ensure that Requestor’s network does not block access for use of such technology by Contractor.
- 5.6.2. The Commission’s Administrator(s) can access free technical support via phone or via e-mail during Contractor’s regular business hours of 8:00 AM to 5:00 PM Pacific Standard Time, Monday through Friday, excluding national holidays. Typical response times are within two-to-four hours of initial request. Contractor cannot be held liable for extended delays in technical support response times related to acts of God, third party communication systems failures and other unforeseeable events which may impact response times.

2.7. PERSIMMMONY DATABASE CUSTOMIZATION

- 5.7.1. Contractor shall during the term of this Agreement provide **reasonable customization*** at no additional fee to all existing database functionality in order to meet the needs of Commission; including customization of the following modules and features within the Software:
- 5.7.1.1. Modifications and Customizations to the existing fields within the First 5 and Client Modules;
- 5.7.1.2. Unlimited number of assessments/surveys to assist authorized program users collect data on the clients they serve; and an
- 5.7.1.3. Unlimited number of customized point-and-click or export reports that pull data from the modules listed above.

** Reasonable customization includes modifications to any/all of the data fields currently within the database. If a request is made to make custom changes to fields not currently in the database or would require an undue amount of time and effort not anticipated at the time of entering into this agreement, then both parties would agree upon the scope of those changes and Contractor would provide an estimate of time and fees to complete that work.*

2.8. DATA EXPORTS

- 5.8.1. Contractor shall during the term of this Agreement provide data exports (in .txt or .xls formats that can be generated by the Commission Administrator(s) at any time) of all Commission-owned data within the database at no additional fee. Data export requests by authorized Commission staff may be requested throughout the term of this Agreement provided that these requests are made with reasonable notice and time for Contractor to export the data.

2.9. HOSTING SERVER ACCESSIBILITY AND UPTIME

- 5.9.1. Contractor agrees to host Software on its servers or government cloud for the term of this contract.
- 5.9.2. Contractor is not responsible for user's computer hardware or software failures which restrict the users' ability to access the software.
- 5.9.3. Contractor agrees to provide twenty-four (24) hour access to its server; server access may be unavailable in the event of routine maintenance (routine maintenance should be scheduled outside of Commission business hours 6:00 PM to 6:00 AM), unexpected hardware failure, malicious attacks such as denial of service attacks, or other unforeseeable events which restrict outside access to the server.
- 5.9.4. Contractor agrees to perform routine backups of all data and maintain these backups for a reasonable amount of time.
- 5.9.5. Commission agrees to reasonably maintain all client computers which access Contractor's server to be free of viruses, worms, or other malicious software.

2.10. PERFORMANCE

- 5.10.1. Contractor shall configure, support, and, allow access to and train users on its Software for Commission to enter data into the Contractor's software and allow Commission to query data, run reports and analyze data using the Software. Completion of the Tasks or Milestones contained within the Project Plan satisfies the Contractor's performance requirements of this Agreement.

EXHIBIT B – PAYMENT SCHEDULE

1. Compensation

Payment for these services described in Exhibit A - Statement of Work will be on a fixed price basis after Commission review and acceptance of original invoice in accordance with this Exhibit B - Payment Schedule.

2. Payments

The Commission will review each invoice before payment. Only invoices that include the information described in this Exhibit B– Payment Schedule shall be eligible for payment. Each invoice the Commission approves will be paid and shall constitute full payment for the deliverables for which the invoice was submitted.

3. Invoices

3.1 INVOICE SUBMISSION

3.1.1. Contractor shall submit invoice to the Commission by the 15th day after the end of the previous quarter.

FY2020-2021

Component	Payment Schedule		Total Price
Licensing, Hosting, Maintenance, and Technical Support	Period	Amount	\$87,287.00
	07/01/20 – 09/30/20	\$21,821.75	
	10/01/20 – 12/31/20	\$21,821.75	
	01/01/21 – 03/31/21	\$21,821.75	
	04/01/21 – 06/30/21	\$21,821.75	
Maximum Amount Payable			\$87,287.00

FY2021-2022

Component	Payment Schedule		Total Price
Licensing, Hosting, Maintenance, and Technical Support	Period	Amount	\$87,287.00
	07/01/21 – 09/30/21	\$21,821.75	
	10/01/21 – 12/31/21	\$21,821.75	
	01/01/22 – 03/31/22	\$21,821.75	
	04/01/22 – 06/30/22	\$21,821.75	
Maximum Amount Payable			\$87,287.00

FY2022-2023

Component	Payment Schedule		Total Price
Licensing, Hosting, Maintenance, and Technical Support	Period	Amount	\$87,287.00
	07/01/22 – 09/30/22	\$21,821.75	
	10/01/22 – 12/31/22	\$21,821.75	
	01/01/23 – 03/31/23	\$21,821.75	
	04/01/23 – 06/30/23	\$21,821.75	
Maximum Amount Payable			\$87,287.00

DATE: June 22, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of VIVA Social Impact Partners Communications Consultation Services Agreement in the Amount of \$300,000, Contract Term Effective July 1, 2020 through June 30, 2023

ACTION REQUESTED

Approval of VIVA Social Impact Partners Communications Consultation Services Agreement in the Amount of \$300,000, Contract Term Effective July 1, 2020 through June 30, 2023

BACKGROUND

F5SMC 2020-2025 Strategic Plan and Implementation Plan: At its October 2018 meeting the Commission updated and adopted its 2020-2025 Strategic Plan, approved the Long-Term Financial Plan (LTFP) and the Strategic Plan Implementation Plan (SPIP). At the same time the Commission authorized staff to conduct the procurement processes associated with all investment strategies within the SPIP.

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

On March 17, 2020, F5SMC released Request for Qualifications as a funding mechanism for Communications Consultation Services. A panel of external experts and F5SMC staff knowledgeable about the field of communications, early childhood development, health, family engagement and cross sector engagement reviewed the five proposals received and made a recommendation to the Commission. On May 18, 2020, the Commission approved the Review Panel’s recommendation to award the contract to VIVA Social Impact Partners.

VIVA Social Impact Partners, in collaboration with F5SMC staff, will update the Strategic Communications Plan and Implementation Plan (The Communications Plan) that will serve as a roadmap for how communication activities and public education campaigns supporting the needs of children prenatal to age 5 and their families in San Mateo County, will be developed, implemented and measured. The Plan will support the implementation of strategic and systemic investments to achieve positive child, family and community outcomes. In part, this will be accomplished through Policy, Advocacy and Communication Efforts focused in the areas of Leadership on Early Childhood Advocacy & Policy Development; Community Partnership; and Community Education as identified in the 2020 - 2025 Strategic Plan.

The Table below reflects the Objectives of F5SMC’s Communications Plan:

<p>FY 2020 - 2023 Strategic Communications Plan and Implementation Plan that provides F5SMC with a plan on how communication activities and public education campaigns supporting the needs of children prenatal to age 5 and their families in San Mateo County, will be developed, implemented and measured.</p>
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	Supports the Commission's Vision, Mission and successful implementation of Desired Outcomes as identified in the 2020-2025 Strategic Plan.
	Increased knowledge of F5SMC's role, initiatives, programs, funded partners services and impact to the community (parents, businesses, legislators, educators, etc.) county-wide, with targeted efforts to hard to reach population segments.
	Educate/Informs San Mateo County expectant parents, parents/caregivers of children birth to age 5, service providers and community members for universal understanding of the importance of early brain development through an Early Brain Development Public Education Campaign.
	Aligned communications collaboration with First 5 California, First 5 Association of California, Children Now, Early Childhood Funders, etc., on initiatives benefiting local needs.
	Increase communication collaboration activities with funded and non-funded partners.

SCOPE OF WORK

The following is an overview of the proposed scope of work. See **Attachment 8A** for the Exhibit A full detailed VIVA Social Impact Partners Scope of Work and **Attachment 8B** for their Budget for Fiscal Year 2020 – 2021.

Phase 1A: Planning This planning phase will help VIVA and F5SMC gather insights and opportunities to inform the development of a communications framework.	Timeline 7/1/20 - 9/15/20
Phase 1B: Year 1 Implementation Insights from the Discovery Phase will guide the development of a tailored communications framework.	Timeline 9/15/20 - 6/30/21
Phases 2 & 3: Year 2 and 3 Implementation Planning and coordination of implementation activities for immediate and short-term strategies will launch the Implementation Plan into action.	Timeline 7/1/21 - 6/30/22, 7/1/22 - 6/30/23
TOTAL BUDGET: \$300,000	

FISCAL IMPACT

The recommended award for Communication Consultation Services to VIVA Social Impact Partners is in accordance with the approved funding allocations of the SPIP and the LTFFP.

RECOMMENDATION

Approval of VIVA Social Impact Partners Communications Consultation Services Agreement in the Amount of \$300,000, Contract Term Effective July 1, 2020 through June 30, 2023



**First 5 San Mateo County
Communications Consulting Services**

Exhibit A _Scope of Work

Through a holistic and collaborative approach, VIVA Social Impact Partners is prepared to provide communications consulting services to First 5 San Mateo County, to update and deliver a Strategic Communications Plan and Implementation Plan that will serve as a roadmap for how communication activities will be developed, implemented and measured. The Strategic Communications and Implementation Plan will support the implementation of strategic and systemic investments to achieve positive child, family and community outcomes in San Mateo County.

Especially in extraordinary times like the present pandemic, VIVA believes it is valuable to assess the present landscape and then move to action expediently when circumstances have been drastically changing for families, providers, and other F5SMC stakeholders. Our proposed planning and implementation process is outlined in this document.

Phase 1A: Planning This planning phase will help VIVA and F5SMC gather insights and opportunities to inform the development of a communications framework.	Timeline 7/1/20 - 9/15/20
Kick Off Meeting (VIVA and F5SMC)	Weeks 1-2
Facilitation of internal staff planning session	Weeks 3-4
Review & analysis of existing data and metrics (provided by F5SMC), identification and confirmation of goals and audiences. Note: During the planning process, VIVA will support F5SMC's ongoing and responsive communications.	Weeks 5-6
Planning session with communications committee (participants identified by F5SMC) focused on key messages, persuasive strategies, and communications activities and vehicles. Session will be used to gather need/impact quotes and stories from stakeholders.	Weeks 6-7
Second staff planning session to confirm and develop ideas from the communications committee, and to discuss timing and implementation.	Weeks 7-8
Facilitate a focus group with families (recruited by F5SMC or its partners) to test key messages and strategies. Need/impact quotes and stories from families that emerge will be catalogued for future use.	Weeks 8-9
Finalize communications plan, including goals, audiences,	Weeks 9-10

messages/message frame, strategies, activities and vehicles, crisis communications, timing/long-term implementation, monitoring and evaluation, and budget.	
Facilitate core team meeting to confirm communications plan and finalize short-term implementation plan priorities and approach. Implementation of the new plan begins and continues through the remainder of the contract.	Week 10-11
Finalize Communications Plan and Implementation Plan	September 2020

Phase 1B: Year 1 Implementation Insights from the Discovery Phase will guide the development of a tailored communications framework.	Timeline 9/15/20 - 6/30/21
VIVA will support F5SMC's ongoing and responsive communications.	Ongoing
VIVA will implement strategies identified in the communications plan, which may include a website and/or brand refresh, social media, collateral development, stakeholder and Commission communications, a public awareness/educational campaign, etc. Specific activities will be determined with F5SMC during the communications planning process.	Ongoing
Project Team Meetings: Facilitate regular check-in meetings with F5SMC to communicate progress, identify priorities, and project needs as they arise. Meeting cadence will be determined in collaboration with F5SMC during project kick-off.	Ongoing
Quarterly SWOT Check-in: Facilitate core team to review implementation and metrics and discuss strengths, weaknesses, opportunities, and threats, in order to establish priorities and focuses for implementation for the upcoming quarter. This approach ensures that plan implementation is nimble, integrated with current Commission priorities and opportunities, and metrics-driven. It enables communications strategies to be responsive to evolving situations. Quarterly SWOT check-ins are separate from scheduled and as-needed touchpoints with the core team to check in on implementation activities.	September 2020 December 2020 March 2021 June 2021

Phases 2 & 3: Year 2 and 3 Implementation Planning and coordination of implementation activities for immediate and short-term strategies will launch the Implementation Plan into action.	Timeline 7/1/21 - 6/30/22, 7/1/22 - 6/30/23
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<p>Specific implementation activities will be guided by the communications plan and agreed upon with F5SMC and may include social media, collateral development, stakeholder and Commission communications, public awareness/educational campaigns, etc.</p>	<p>Ongoing</p>
<p>Project Team Meetings: Facilitate regular check-in meetings with F5SMC to communicate progress, identify priorities, and project needs as they arise. Meeting cadence will be determined in collaboration with F5SMC during project kick-off.</p>	<p>Ongoing</p>
<p>Quarterly SWOT Check-in: Facilitate core team to review implementation and metrics and discuss strengths, weaknesses, opportunities, and threats, in order to establish priorities and focuses for implementation for the upcoming quarter. This approach ensures that plan implementation is nimble, integrated with current Commission priorities and opportunities, and metrics-driven. It enables communications strategies to be responsive to evolving situations.</p> <p>Quarterly SWOT check-ins are separate from scheduled and as-needed touchpoints with the core team to check in on implementation activities.</p>	<p>Quarterly</p>



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

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

Agency Name:	VIVA Social Impact Partners
Program/Project Name:	Communications Consulting Services
Amount of Request:	\$116,036
Budget Period:	July 2020 - June 2021
Submission Date:	4.27.20

I. PERSONNEL	A. Hourly Totals	B. Hourly Rate	C. Total Program Budget (AxB)
<u>Position Title</u>	<u>Hours</u>		
A. Communications Director	145	\$185	\$ 26,825.00
B. Communications Specialist	136	\$165	\$ 22,440.00
C. Communications Spec., Graphic Design	132	\$160	\$ 21,120.00
D. Data and Analytics Director	40	\$185	\$ 7,400.00
E. Associate Consultant	185	\$135	\$ 24,975.00
Subtotal - Personnel			\$ 102,760.00

II. OPERATING EXPENSES	A. Amount Requested	C. Total Program Budget (A)
A. Rent and Utilities	\$ -	\$ -
B. Office Supplies and Materials	\$ -	\$ -
C. Telephone/Communications	\$ -	\$ -
D. Postage/Mailing	\$ -	\$ -
E. Printing/Copying	\$ -	\$ -
F. Equipment Lease	\$ -	\$ -
G. Travel Using Personal Vehicle	\$ -	\$ -
H. Travel Using Company Vehicle	\$ -	\$ -
I. Consultants (itemize):		\$ -
	\$ -	\$ -
	\$ -	\$ -
J. Subcontractors (itemize):		\$ -
	\$ -	\$ -
K. Other (itemize):		\$ -
Printing/production	\$ 300.00	\$ 300.00
Stock photos/video	\$ 200.00	\$ 200.00
Website hosting & domain	\$ 300.00	\$ 300.00
Advertisement	\$ 2,100.00	\$ 2,100.00
Incentives	\$ 100.00	\$ 100.00
Subtotal - Operating Expenses	\$ 3,000.00	\$ 3,000.00

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

IV. INDIRECT COSTS	Amount Requested	
<u>10% of hourly costs</u>	\$	10,276.00
Subtotal - Indirect Costs	\$ -	\$ 10,276.00

V. TOTAL PROGRAM COSTS	Amount Requested	
Total of sections I - IV	\$	116,036.00

Date Prepared:	4/27/2020	Prepared By:	
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First 5 San Mateo County Use Only			
Date Approved:		Approved By:	

DATE: June 22, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Gatepath - Integrated Systems for Children with Special Needs Initiative Agreement in the Amount of \$3,421,000, Contract Term Effective July 1, 2020 through June 30, 2023

ACTION REQUESTED

Approval of Gatepath – Integrated Systems for Children with Special Needs Initiative Agreement in the Amount of \$3,421,000, Contract Term Effective July 1, 2020 Through June 30, 2023.

BACKGROUND

At its May 18, 2020 Commission Meeting, the Commission approved \$3,421,000 in funding to Gatepath as Lead Agency, along with its funded partners, for the Integrated Systems for Children with Special Needs Initiative based on the recommendation from the Review Panel. The Commission directed staff to enter into contract negotiations. This recommendation for three years of funding includes braided funding from Sequoia Health Care District, The David and Lucile Packard Foundation, and Peninsula Health Care District.

RESULT OF CONTRACT NEGOTIATIONS

Contract negotiations were successful and resulted in the following:

- Scopes of Work: Changes made to scopes of work (SOW) were not substantive in nature, but included clarifying language, service numbers, and roles; reorganization and uniformity of the SOW format for all partners; and added specificity around protocols, referral pathways, and data collection.
- Budget Request Forms and Budget Narratives: Budget changes were also minimal and largely involved reallocation of dollars within the proposed budgets by agency (not across agencies).
- Of note, First 5 SMC intends to support the Align Our Systems Taskforce for School Readiness with equal monetary contributions from both the Healthy Children and Policy, Advocacy, and Communications SPIP allocations due the multiple sectors involved and the broad implications of this effort.

RECOMMENDATION FOR FUNDING

The table below reflects today's three-year funding recommendation for Gatepath for the Integrated Systems for Children with Special Needs Initiative. Please see Exhibit A (**Attachment 9B.1**) for a summary description of the project and key deliverables. For budget information please see the Budget Request and Budget Narrative Forms (**Attachment 9B.2**).

Role	Agency	Year 1 Funding Amount	Service Numbers (may be duplicated)
Lead	Gatepath	\$605,821.22	<ul style="list-style-type: none"> • 1515 families • 277 providers
Partner	Legal Aid Society of San Mateo County	\$71,658.00	<ul style="list-style-type: none"> • 35 children • 65 providers
Partner	Life Steps Foundation	\$26,483.75	<ul style="list-style-type: none"> • 122 children • 112 parents
Partner	Silicon Valley Community Foundation – Center for Early Learning	\$31,857.00	<ul style="list-style-type: none"> • N/A (Systems-focused)
Partner	Stanford Children’s Health – Developmental Behavioral Pediatrics	\$110,000.00	<ul style="list-style-type: none"> • 50 children • 81 providers
Partner	Stanford Children’s Health - Community and Government Relations	\$122,491.84	<ul style="list-style-type: none"> • 20 providers • 6 pediatric clinic systems
Partner	StarVista	\$57,371.00	<ul style="list-style-type: none"> • 116 children • 116 parents • 12 providers
TBD	COVID and Emerging Issues Contingency	\$64,289.90	<ul style="list-style-type: none"> • TBD
	Year 1 Total	\$ 1,089,972.71	

FISCAL IMPACT

The table below reflects the funding recommendation for the Integrated Systems for Children with Special Needs strategy. In accordance with the SPIP, First 5 SMC has allocated \$2,580,000 over the three-year term, \$2,564,074 from the Healthy Children allocation and \$15,928 from the Policy, Advocacy, and Communications allocation. With additional leveraged funding secured by First 5 SMC from Sequoia Health Care District, the David and Lucile Packard Foundation, and Peninsula Health Care District, the total combined allocation for this strategy comes to \$3,421,000.

RECOMMENDATION

Approval of Gatepath – Integrated Systems for Children with Special Needs Initiative Agreement in the Amount of \$3,421,000, Contract Term Effective July 1, 2020 Through June 30, 2023.

**AGREEMENT BETWEEN FIRST
5 SAN MATEO COUNTY AND
GATEPATH
(INTEGRATED SYSTEMS
FOR CHILDREN WITH
SPECIAL NEEDS
INITIATIVE)**

EXHIBIT A

SCOPE OF WORK

Pursuant to the Agreement for Services between First 5 San Mateo County and Gatepath, effective as of July 1, 2020 the Grantee shall provide services as described in this Exhibit A, over the term of this Agreement.

The Grantee commits to align its program with First 5 San Mateo County's strategic approach to collaborate with existing services. In doing so, resources are maximized with the goal of implementing comprehensive and integrated services which support the Commission's adopted Strategic Plan for children and families in San Mateo County, California.

Attachment A-1 to Exhibit A reflects the detailed scope of work for the term of this Agreement.

Under this Agreement the Grantee will support and administer a continuum of care to identify and treat children with special needs and address systemic issues that impact access to and quality of these services. The Initiative will link children from early identification to the services and supports they need to thrive and will include implementation of the local Help Me Grow system with fidelity to national standards, including all four core components, and offer targeted supports that address barriers for families and fill critical gaps within the system of care for children with or at risk of special needs. The Initiative will offer universal access to high-quality information and resources about child development for families and providers of young children countywide. This effort includes a dedicated focus on systems-improvement, including elevating and addressing barriers to care, and institutes a continuous quality improvement strategy to learn from current approaches through consistent innovation.

Project Services

1. Grant Administration: Oversee the project management and fiscal administration of the grant in the role of Lead Agency for the Initiative.
2. Outreach: Promote the Help Me Grow system with pediatric medical providers, general community providers, and families.
3. Centralized Access Point: Provide universal access for families and providers of young children to access information about child development.
4. Care Coordination: Support timely access to resources, linkages, and services for children requiring additional assistance.
5. Multidisciplinary Case Conferencing: Promote a deeper understanding of the needs of individual children and families across disciplines to coordinate services among agencies who may share clients and to document and uplift barriers to service.
6. Parent Services: Offer strategic services for families to fill gaps and reduce barriers within the system of care for children at risk of or with identified special needs.
7. Provider Capacity Building: Support family-serving providers through technical assistance, training, and consultation.
8. Systems: Improve the system of care through integration, communication, and alignment.
9. F5SMC Standard Activities
 - a. Distribute the First 5 Kit for New Parents to your clients as appropriate
 - b. Participate in F5SMC Grantee convenings, trainings, and other collaborative efforts, including the Human-Centered Design training in FY 20/21.

- c. Place F5SMC Tobacco-Free Premises placard in a prominent area where services take place
- d. Make tobacco education and cessation resources provided by F5SMC readily available to those served by the agency and to staff at the agency via the 1-800-NO-BUTTS hotline and on your website. www.nobutts.org
- e. Report on this grant using Persimmony, the F5SMC online grant-management system. (Information on F5 website/Grantee Resources- Password: First5grantee2020)
- f. Upload a PDF of your final F5SMC SOW/Workplan for the current contract year

10. F5SMC Standard Communications

- a. Distribute F5SMC materials to project clients and at community events
- b. Put out a press release using template provided by F5SMC announcing receipt of F5SMC funding for your program/agency
- c. Recognize F5SMC by placing the F5SMC logo and/or the phrase "Funding provided by First 5 San Mateo County" in your agency's annual report, public education materials, outreach materials, website, media communications, presentations and papers on work funded (wholly or in part) by F5SMC.
- d. Place a placard announcing project funding by F5SMC in a prominent area where services take place.
- e. Attend F5SMC Communications trainings and TA sessions to ensure Grantee-level communications efforts regarding F5SMC-funded projects align with F5SMC's communications approach/plan.
- f. Participate as able in relevant social media advocacy and resource sharing.

11. F5SMC Standard Evaluation

- a. Collect and enter/upload in Persimmony individual-level client data and individual-level service data on all project activities as required
- b. Administer F5SMC data collection and evaluation tools on clients served as required
- c. Participate in the F5SMC Systems Change Evaluation as required
- d. Participate in data collection and evaluation activities such as planning meetings and trainings as required by F5SMC
- e. Participate in data-sharing and data-linking conversations and projects within San Mateo County as requested



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

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

Agency Name:	Community Gatepath
Program/Project Name:	Integrated Systems for Children with Special Needs
Amount of Request:	\$ 1,089,972.71
Budget Period:	7/1/2020 - 6/30/21
Submission Date:	

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C.Total Program Budget (A+B)
Position Title	Salary Range	# FTEs			
A. Director FSS	87,000 - 97,000	0.95	\$ 89,152.11	\$ -	\$ 89,152.11
B. HMG Manager	65,000-75000	1.00	\$ 71,082.36	\$ -	\$ 71,082.36
C. Coordinators	52,000-62,000	3.80	\$ 205,383.90	\$ 156,009.20	\$ 361,393.10
D.	\$ -	0.00	\$ -	\$ -	\$ -
E. HR Staffing Manager	60,000-80,000	0.04	\$ 3,100.00		\$ 3,100.00
F. Marketing Director	75,000-115,000	0.03	\$ 3,700.00		\$ 3,700.00
G. Marketing Associate	40,000-60,000	0.06	\$ 3,700.00		\$ 3,700.00
H. IT Support Specialist	55,000-65,000	0.03	\$ 2,000.00		\$ 2,000.00
I. Controller	90,000-120,000	0.02	\$ 2,000.00		\$ 2,000.00
					\$ -
Benefits @ 21 %		5.93	\$ 79,824.86	\$ 32,146.43	\$ 111,971.29
Subtotal - Personnel			\$ 459,943.23	\$ 188,155.63	\$ 648,098.86

II. OPERATING EXPENSES	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities	\$ 25,940.00	\$ 6,300.00	\$ 32,240.00
B. Office Supplies and Materials	\$ 4,000.00	\$ 650.00	\$ 4,650.00
C. Telephone/Communications	\$ 8,000.00	\$ 4,480.00	\$ 12,480.00
D. Postage/Mailing	\$ 100.00	\$ -	\$ 100.00
E. Printing/Copying	\$ 2,000.00	\$ 150.00	\$ 2,150.00
F. Equipment Lease	\$ -	\$ -	\$ -
G. Travel Using Personal Vehicle	\$ 4,000.00	\$ 696.00	\$ 4,696.00
H. Conference expense, including travel	\$ 4,700.00	\$ -	\$ 4,700.00
I. Medical Fees	\$ 500.00		\$ 500.00
J. Staff Training	\$ 3,000.00	\$ 1,000.00	\$ 4,000.00
K. Database Fees	\$ 11,000.00		\$ 11,000.00
L. Marketing	\$ 9,250.00	\$ 1,200.00	\$ 10,450.00

II. OPERATING EXPENSES	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
M. Translation	\$ 3,000.00	\$ 300.00	\$ 3,300.00
N. Hospitality	\$ 1,600.00	\$ 950.00	\$ 2,550.00
P. Program Supplies	\$ 1,200.00	\$ 1,296.00	\$ 2,496.00
I. Emerging Needs/Covid	\$ 64,289.90	\$ -	\$ 64,289.90
J. Subcontractors (itemize):			
1. Legal Aid	\$ 71,658.00	\$ 338,296.22	\$ 409,954.23
2. StarVista	\$ 57,371.00	\$ 951,443.00	\$ 1,008,814.00
3. Lifesteps	\$ 26,483.75	\$ 6,360.00	\$ 32,843.75
4. Silicon Valley Community Foundation	\$ 31,857.00	\$ 4,800.00	\$ 36,657.00
5. Stanford Children's Health	\$ 110,000.00	\$ 26,950.00	\$ 136,950.00
6. Stanford Governmental Relations	\$ 122,491.84	\$ 6,968.00	\$ 129,459.84
Subtotal - Operating Expenses	\$ 562,441.49	\$ 1,351,839.22	\$ 1,914,280.72

III. CAPITAL EXPENDITURES	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Itemize and describe items requested. Competitive bids may be requested by the Commission prior to contract. This section can be left blank if no capital requests are being made.			
A. Laptop replacement & computer equipment	\$ 3,000.00	\$ -	\$ 3,000.00
B.	\$ -	\$ -	\$ -
C.	\$ -	\$ -	\$ -
D.	\$ -	\$ -	\$ -
E.	\$ -	\$ -	\$ -
Subtotal - Capital Expenditures	\$ 3,000.00	\$ -	\$ 3,000.00

IV. INDIRECT COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
<u>%</u>	\$ 64,587.99	\$ 24,835.80	\$ 89,423.79
(Attach copy of approved indirect cost rate proposal if percentage exceeds 12%, or submit a proposal for approval)			\$ -
Subtotal - Indirect Costs	\$ 64,587.99	\$ 24,835.80	\$ 89,423.79

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Total of sections I - IV	\$ 1,089,972.71	\$ 1,564,830.66	\$ 2,654,803.37

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

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured. **Gatepath Leverage from DDS Disparity Grant \$131,643 (secured) , MORE Early Start Grant \$84,325 (secured) SSF State Library Grant \$26,100 (not yet secured)**

Date Prepared:	5/1/2020	Prepared By:	Carol Elliott
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First 5 San Mateo County Use Only			
Date Approved:		Approved By:	

II. OPERATING EXPENSES	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
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**First 5 San Mateo County
BUDGET NARRATIVE FORM**

Agency Name:	Community Gatepath
Program/Project Name:	Integrated Systems for Children with Special Needs
Amount of Request:	\$1,089,972.71
Budget period:	7/1/2020 - 6/30/21
Submission Date:	1/0/1900

I. PERSONNEL	A. Amount Requested	Description / Explanation - REQUIRED
<u>Position Title</u>		
A. Director FSS	\$ 89,152.11	.95 FTE Director
B. HMG Manager	\$ 71,082.36	1.0 FTE Manager
C. Coordinators	\$ 205,383.90	2.75FTE HMG Coordinators including a Lead Coordinator, .75FTE FRC Coordinator; additional 3.0 FTE coordinators leveraged
D.		
E. HR	\$ 3,100.00	to support recruitment, screening, hiring, and persnnel matters for grant staff
F. Marketing Director	\$ 3,700.00	to support deveopment of marketing materials for HMG
G. Marketing Associate	\$ 3,700.00	social media marketing for HMG
H. IT	\$ 2,000.00	IT support for computers and phones for grant staff
I. Controller	\$ 2,000.00	Accounting support for grant for reporting and payment to subcontractors
Benefits @ <u>21</u> %	\$ 79,824.86	payroll taxes, medical, vacation and other benefits
Subtotal - Personnel	\$ 459,943.23	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation - REQUIRED
A. Rent and Utilities	\$ 25,940.00	rental of space in HMB & EPA; portion of rent for grant staff who work at Sobrato
B. Office Supplies and Materials	\$ 4,000.00	misc office supplies and materials
C. Telephone/Communications	\$ 8,000.00	cell phones \$55/mo x8 staff, Ring Central call service \$175/mo; devices replaced \$620
D. Postage/Mailing	\$ 100.00	
E. Printing/Copying	\$ 2,000.00	print materials to promote HMG
F. Equipment Lease	\$ -	
G. Travel Using Personal Vehicle	\$ 4,000.00	mileage reimbursement at the federal rate
H. Conference expense, including travel	\$ 4,700.00	HMG National Conference attendance for 3-4 staff
I. Medical Fees	\$ 500.00	medical clearance fees for new hires
J. Staff Training	\$ 3,000.00	professional development for staff in child developmet, supporting families, best practices
K. Database Fees	\$ 11,000.00	client tracking database and Brookes screening fees
L. Marketing	\$ 9,250.00	digital advertising, website support, other outreach costs
M. Translation	\$ 3,000.00	Language Line and translation of print and marketing materials
N. Hospitality	\$ 1,600.00	provider network meeting and training hospitaly
P. Program Supplies	\$ 1,200.00	developmental materials
Q. Consultants (itemize):	\$ 64,289.90	
R. Subcontractors (itemize):	\$ -	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation - REQUIRED
1. Legal Aid	\$ 71,658.00	
2. StarVista	\$ 57,371.00	
3. Lifesteps	\$ 26,483.75	
4. Silicon Valley Community Foundation	\$ 31,857.00	
5. Stanford Children's Health	\$ 110,000.00	
6. Stanford Governmental Relations	\$ 122,491.84	
Subtotal - Operating Expenses	\$ 562,441.49	

III. CAPITAL EXPENDITURES	A. Amount Requested	Description / Explanation - REQUIRED
A. Laptop replacement & computer equipment	\$ 3,000.00	replacement of 2 laptops annually (4 year replacement cycle)
B.	\$ -	
C.	\$ -	
D.	\$ -	
E.	\$ -	
Subtotal - Capital Expenditures	\$ 3,000.00	

IV. INDIRECT COSTS	A. Amount Requested	Allocation Method / Formula Used
<u>%</u>	\$ 64,587.99	
Subtotal - Indirect Costs	\$ 64,587.99	

V. TOTAL PROGRAM COSTS	A. Amount Requested	
Total of sections I - IV	\$	1,089,972.71

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

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured. Gatepath Leverage from DDS Disparity Grant \$131,643 (secured) , MORE Early Start Grant \$84,325 (secured) SSF State Library Grant \$26,100 (not yet secured)

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

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

Electronic copy must also be submitted to:
F5SMC Program Specialist



First 5 San Mateo County BUDGET REQUEST FORM

Complete this form to show the budget for the **entire** project for the fiscal year. If there are subcontractors or

Agency Name:	Stanford Children's Health		
Program/Project Name:	ITN Roundtable Collaborative		
Amount of Request:	\$	110,000.00	
Budget Period:	July 1, 2020 - June 30, 2021		
Submission Date:			

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
Position Title	Salary Range	# FTEs			
A. Project Director	\$ 250,531.32	\$ 0.06	\$ 15,031.88		\$ 15,031.88
		-			-
C. Stanford WMG Coordinator	\$ 118,816.36	\$ 0.40	\$ 47,526.54		\$ 47,526.54
D. Developmental Behavioral MD / Me	\$ 208,000.00	\$ 0.06	\$ 12,064.00		\$ 12,064.00
E. Clinical Nurse Specialist	\$ 201,516.64	\$ 0.03	\$ 6,045.50		\$ 6,045.50
G. Clinical Psychologist	\$ 168,065.56	\$ 0.06	\$ 10,083.93		\$ 10,083.93
Benefits @			\$ 13,826.07	-	\$ 13,826.07
Subtotal - Personnel		0.61	\$ 104,577.92	-	\$ 104,577.92

II. OPERATING EXPENSES			A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities					-
B. Office Supplies and Materials			\$ 560.16		\$ 560.16
C. Telephone/Communications			\$ 361.92		\$ 361.92
D. Travel					-
E. Printing/Copying			\$ 100.00		\$ 100.00
F. Equipment Lease					-
G. Training / Conference			\$ 2,000.00		\$ 2,000.00
H. Subcontractors (itemize): (Parca, Junior Blind, IHSD)			\$ 1,200.00		\$ 1,200.00
I. Food			\$ 1,200.00		\$ 1,200.00
J. Consultants (itemize):					-
Subtotal - Operating Expenses			\$ 5,422.08	-	\$ 5,422.08

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

IV. INDIRECT COSTS			A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
\$	0.25			\$ 26,950.00	\$ 26,950.00
(Attach copy of approved indirect cost rate proposal if percentage exceeds 12%,					
Subtotal - Indirect Costs			\$ -	\$ 26,950.00	\$ 26,950.00

	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
V. TOTAL PROGRAM COSTS			
Total of sections I - IV	\$ 110,000.00	\$ 26,950.00	\$ 136,950.00

VI. IN KIND SUPPORT: Please identify any in-kind support that is available to this project (example: volunteer hours, donated office

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured. Stanford Children's Health/LPCH usual indirect costs for grants are 24.5%. No indirect costs are charged to the WMG project and are absorbed by Stanford Children's Health/LPCH

Date Prepared:	4/29/2020	*Prepared By:	Malavika Narayan & Anne DeBattista
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* Must be signed by an Authorized signor of the agency



First 5 San Mateo County BUDGET NARRATIVE FORM

Agency Name:	Stanford Children's Health
Program/Project Name:	ITN Roundtable Collaborative
Amount of Request:	\$110,000.00
Budget period:	July 1, 2020 - June 30, 2021
Submission Date:	

I. PERSONNEL	A. Amount Requested	Description / Explanation
Position Title		
A. Project Director	\$ 15,031.88	Oversight of entire project, including SOW activities and timelines, measurable strategies, budgets/expenditure reports. Co leads the Roundtable identification and tracking of systems barriers at case conferences. Facilitates quarterly meetings to explore and problem solve identified barriers. Facilitates discussions for resolution of conflicts between members. Addresses issues or attendance with Agency leaders. Responsible for communicating barriers to First 5 staff. Responsible for facilitation of resolution of barreirs. Will create new forms needed to facilitate easy referral process.
B.	\$ -	
C. Stanford WMG Coordinator	\$ 47,526.54	Responsible for coordinating the SOW activities for Roundtable Collaborative, providing consultation to agency members regarding care corodination or case presentations, schedules educational presentations, gathers and tracks data, and prepares initial documentation for grant reporting and enters data into Persimmony. Attends First 5 meetings as needed.
D. Developmental Behavioral MD / Medical Director	\$ 12,064.00	Co-leads Roundtable identification of barriers and planning for quarterly meetings to address barriers, provides medical consultation to RC members for cases or educational needs, communicates with medical providers as necessary to facilitate resolution of medical issues. Co-facilitates quarterly meetings to explore and problem solve identified barriers.
E. Clinical Nurse Specialist	\$ 6,045.50	Provide clinical and medical care management advice; participates in Collaborative Roundtable and provide consultation for expansion models.
	\$ 10,083.93	Participate in the Collaborative Roundtable, provides consultation on interpretation of assessment results and treatment strategies, participates in planning and/or faciliating discussion and problem solving of barriers.
G. Clinical Psychologist		
Benefits @ 30.9 %	\$ 13,826.07	Benefit costs at a discounted rate according to original agreement
Subtotal - Personnel	\$ 104,577.92	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation
A. Rent and Utilities	\$ -	
B. Office Supplies and Materials	\$ 560.16	paper and office supplies
C. Telephone/Communications	\$ 361.92	telephone charges
D. Travel	\$ -	
E. Printing/Copying	\$ 100.00	Collaborative handouts
F. Equipment Lease	\$ -	
G. Training / Conference	\$ 2,000.00	Training expenses

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation
H. Subcontractors (itemize): (Parca, Junior Blind, Abilities United, IHSD)	\$ 1,200.00	Stipend for nonfunded partners (PARCA, Blind Babies, IHSD) to participate in 4 Roundtable Collaborative meetings
I. Food	\$ 1,200.00	Lunch for Collaborative members for 4 meetings
J. Consultants (itemize):	\$ -	
Subtotal - Operating Expenses	\$ 5,422.08	

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

IV. INDIRECT COSTS	A. Amount Requested	Allocation Method / Formula Used
0.245	\$ -	
Subtotal - Indirect Costs	\$ -	

V. TOTAL PROGRAM COSTS	A. Amount Requested	
Total of sections I - IV	\$	110,000.00

VI. IN KIND SUPPORT: Please identify any in-kind support that is available to this project (example: volunteer hours, donated office space or

First 5 funds are not supplanting state and federal funds

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

Gatepath

Attn: Carol Elliott

350 Twin Dolphin Drive #123

Redwood City, CA 94065

Electronic copy must also be submitted to:

celliot@gatepath.org



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

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

Agency Name:	Legal Aid Society of San Mateo County
Program/Project Name:	Watch Me Grow
Amount of Request:	\$71,658.00
Budget Period:	July 1, 2020 - June 30, 2021
Submission Date:	Amended 6/2/2020

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
Position Title	Salary Range	# FTEs			
A. Executive Director	\$ 121,000.00	0.02	\$ 2,420.00	\$ 3,630.00	\$ 6,050.00
B. Supervising Attorney	\$ 104,500.00	0.16	\$ 16,720.00	\$ 72,851.00	\$ 89,571.00
C. Staff Attorney	\$ 88,573.00	0.16	\$ 14,172.00	\$ 74,401.00	\$ 88,573.00
D. Senior Project Coordinator	\$ 75,402.00	0.16	\$ 12,064.00	\$ 63,338.00	\$ 75,402.00
Benefits @ <u>30%</u>			\$ 13,613.00	\$ 64,266.00	\$ 77,879.00
Subtotal - Personnel		0.50	\$ 58,989.00	\$ 278,486.00	\$ 337,475.00

II. OPERATING EXPENSES			A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities	\$ 1,815.04	\$ 8,568.80	\$ 10,383.84		
B. Office Supplies and Materials	\$ 907.52	\$ 4,284.40	\$ 5,191.92		
C. Telephone/Communications	\$ 453.76	\$ 2,142.20	\$ 2,595.96		
D. Postage/Mailing	\$ -	\$ -	\$ -		
E. Printing/Copying	\$ 453.76	\$ 2,142.20	\$ 2,595.96		
F. Equipment Lease	\$ -	\$ -	\$ -		
G. Travel Using Personal Vehicle	\$ -	\$ -	\$ -		
H. Travel Using Company Vehicle	\$ -	\$ -	\$ -		
I. Consultants (itemize):					
	\$ -	\$ -	\$ -		
	\$ -	\$ -	\$ -		
J. Subcontractors (itemize):					
	\$ -	\$ -	\$ -		
	\$ -	\$ -	\$ -		
K. Other (itemize):					
Information Technology	\$ 907.52	\$ 4,284.40	\$ 5,191.92		
Legal Research/Training	\$ 453.76	\$ 2,142.20	\$ 2,595.96		
Subtotal - Operating Expenses	\$ 4,991.36	\$ 23,564.20	\$ 28,555.56		

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

IV. INDIRECT COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
12%	\$ 7,677.64	\$ 36,246.02	\$ 43,923.67
(Attach copy of approved indirect cost rate proposal if percentage exceeds 12%, or submit a proposal for approval)			\$ -
Subtotal - Indirect Costs	\$ 7,677.64	\$ 36,246.02	\$ 43,923.67

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Total of sections I - IV	\$ 71,658.00	\$ 338,296.22	\$ 409,954.23

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

FAP Medical Director \$ 30,000

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured.

- San Mateo County Kids in Crisis \$ 33,000
- State Bar Equal Access Fund \$ 52,950
- Lucile Packard Childrens' Hospital \$ 75,000
- Palo Alto Community Fund \$ 20,000
- Palo Alto Medical Foundation \$ 7,500
- Individual and Corporate Giving \$ 149,846

Date Prepared:	6/2/2020	Prepared By:	M. Stacey Hawver
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First 5 San Mateo County Use Only			
Date Approved:		Approved By:	



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

Agency Name:	Legal Aid Society of San Mateo County
Program/Project Name:	Watch Me Grow
Amount of Request:	\$71,658.00
Budget period:	July 1, 2020 - June 30, 2021
Submission Date:	Amended 6/2/2020

I. PERSONNEL	A. Amount Requested	Description / Explanation
<u>Position Title</u>		
A. Executive Director	\$ 2,420.00	Attorney at 0.02 FTE (3 hours/month)
B. Supervising Attorney	\$ 16,720.00	Attorney at 0.16 FTE (24 hours/month)
C. Staff Attorney	\$ 14,172.00	Attorney at 0.16 FTE (24 hours/month)
D. Senior Project Coordinator	\$ 12,064.00	Project Coordinator at 0.16 FTE (24 hours/month)
Benefits @ 30%	\$ 13,613.00	Benefits calculated at 30% of salary
Subtotal - Personnel	\$ 58,989.00	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation
A. Rent and Utilities	\$ 1,815.04	Portion of space cost for office space for 3 Attorneys and 1 Project Coordinator
B. Office Supplies and Materials	\$ 907.52	Portion of office supplies and materials
C. Telephone/Communications	\$ 453.76	Portion of telephone service and internet access
D. Postage/Mailing	\$ -	
E. Printing/Copying	\$ 453.76	Portion of printing and copying costs
F. Equipment Lease	\$ -	
G. Travel Using Personal Vehicle	\$ -	
H. Travel Using Company Vehicle	\$ -	
I. Consultants (itemize):		
	\$ -	
	\$ -	
J. Subcontractors (itemize):		
	\$ -	
	\$ -	
K. Other (itemize):		
Information Technology	\$ 907.52	Portion of network/system administration support
Legal Research/Training	\$ 453.76	Legal research, publications, training
Subtotal - Operating Expenses	\$ 4,991.36	

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

IV. INDIRECT COSTS	A. Amount Requested	Allocation Method / Formula Used
<u>0.12</u>	\$ 7,677.64	Calculated as 12% of personnel and operating costs
Subtotal - Indirect Costs	\$ 7,677.64	

V. TOTAL PROGRAM COSTS	A. Amount Requested
Total of sections I - IV	\$ 71,658.00

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

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured.

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

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

Electronic copy must also be submitted to:
F5SMC Program Specialist



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

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

Agency Name:	Life Steps Foundation Children and Family Services
Program/Project Name:	Integrated Systems for Children with Special Needs
Amount of Request:	\$26,483.75
Budget Period:	7/1/2020 - 6/30/21
Submission Date:	4/29/2020

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
Position Title	Hourly Rate	Hours			
A. Program Manager	\$ 60.00	20.00	\$ 1,200.00	\$ -	\$ 1,200.00
B. Program Supervisor	\$ 50.00	20.00	\$ 1,000.00	\$ -	\$ 1,000.00
C. Bilingual Early Interventionist X 2	\$ 40.00	320.00	\$ 12,800.00	\$ -	\$ 12,800.00
D. OT/SLP/ABA Specialist	\$ 125.00	21.00	\$ 2,625.00	\$ -	\$ 2,625.00
E. Development Contractor	\$ 75.00	80.00	\$ -	\$ 6,000.00	\$ 6,000.00
Benefits @ 27 %			\$ 4,758.75	\$ -	\$ 4,758.75
Subtotal - Personnel			\$ 22,383.75	\$ 6,000.00	\$ 28,383.75

II. OPERATING EXPENSES			A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities	\$ 1,300.00	\$ -	\$ 1,300.00	\$ -	\$ 1,300.00
B. Office Supplies and Materials	\$ 600.00	\$ -	\$ 600.00	\$ -	\$ 600.00
C. Telephone/Communications	\$ -	\$ 360.00	\$ -	\$ 360.00	\$ 360.00
D. Postage/Mailing	\$ -	\$ -	\$ -	\$ -	\$ -
E. Printing/Copying	\$ 200.00	\$ -	\$ 200.00	\$ -	\$ 200.00
F. Equipment Lease	\$ -	\$ -	\$ -	\$ -	\$ -
G. Travel Using Personal Vehicle	\$ -	\$ -	\$ -	\$ -	\$ -
H. Travel Using Company Vehicle	\$ -	\$ -	\$ -	\$ -	\$ -
I. Consultants (itemize):					
	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -
J. Subcontractors (itemize):					
	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -
K. Other (itemize):					
Subscribe to online application and technology to create Parent Support Videos	\$ 2,000.00	\$ -	\$ 2,000.00	\$ -	\$ 2,000.00
	\$ -	\$ -	\$ -	\$ -	\$ -
Subtotal - Operating Expenses	\$ 4,100.00	\$ 360.00	\$ 4,460.00		\$ 4,460.00

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

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

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Total of sections I - IV	\$ 26,483.75	\$ 6,360.00	\$ 32,843.75

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

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured.

Date Prepared:	4/29/2020	Prepared By:	Jo Chang
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First 5 San Mateo County Use Only			
Date Approved:		Approved By:	



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

Agency Name:	Life Steps Foundation Children and Family Services
Program/Project Name:	Integrated Systems for Children with Special Needs
Amount of Request:	26,483.75
Budget period:	7/1/2020 - 6/30/21
Submission Date:	4/29/2020

I. PERSONNEL	A. Amount Requested	Description / Explanation - REQUIRED
<u>Position Title</u>		
A. Program Manager	\$ 1,200.00	Oversee and manage Mommy&Me, Parents Support Group program. Collect client/family data and monitor the demand from the community. Communicate with Contractor for system report. 20 hr/yr
B. Program Supervisor	\$ 1,000.00	Supervise EIs and ensure completion of SOW and deliverables. Regular site visits, coordinate trainings, and meet with EIs to create teaching materials. 20hrs/yr
C. Bilingual Early Interventionist X 2	\$ 12,800.00	Two EI available for the program. One of them is a bilingual speaker. Teach three age group-specific classes. 8hrs a week includes class time and prep time. Create material to fit proper age group and focus on different area of developmental needs. Two EI: (8hrs a week/20weeks=\$40*8*20*2)
D. OT/SLP/ABA Specialist	\$ 2,625.00	Supervise EIs and ensure completion of SOW and deliverables. Regular site visits, coordinate trainings, and meet with EIs to create teaching materials. 20hrs/yr
Benefits @ 27 %	\$ 4,758.75	Fringe benefit, FICA, insurance
Subtotal - Personnel	\$ 22,383.75	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation - REQUIRED
A. Rent and Utilities	\$ 1,300.00	Once a week program for 20 weeks/year in SM location. Leveraging \$1300/yr (\$65 * 20 weeks)
B. Office Supplies and Materials	\$ 600.00	3 age group, 8-12 families per group 2 sessions. \$10 material per family per year. (\$10*3*2*10(average family per group))
C. Telephone/Communications	\$ -	LSF CAFS Warm line for family will continue without additional funding
D. Postage/Mailing	\$ -	
E. Printing/Copying	\$ 200.00	Print teaching material and resource information for Mommy and Me Program. 20 weeks(day), \$10 each week for 3 age groups. (\$10*20)
F. Equipment Lease	\$ -	
G. Travel Using Personal Vehicle	\$ -	
H. Travel Using Company Vehicle	\$ -	
I. Consultants (itemize):		
	\$ -	
	\$ -	
J. Subcontractors (itemize):		
	\$ -	
	\$ -	
K. Other (itemize):		
Subscribe to online application and technology to create Parent Support Videos	\$ 2,000.00	(Due to Covid-19) we will create coaching video for parents to use. Additional video editing software and laptops need to be purchased.
	\$ -	
Subtotal - Operating Expenses	\$ 4,100.00	

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

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

V. TOTAL PROGRAM COSTS	A. Amount Requested	
Total of sections I - IV	\$	26,483.75

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

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured.

Mail signed First 5 San Mateo County Budget Request and Budget Narrative Forms to :
First 5 San Mateo County
Attn: F5SMC Program Specialist
1700 S. El Camino Real, Suite 405
San Mateo, CA 94402 – 3050

Electronic copy must also be submitted to:
F5SMC Program Specialist



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

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

Agency Name:	StarVista - Healthy Homes & Early Childhood Mental Health Consultation
Program/Project Name:	Integrated Systems for Children with Special Needs
Amount of Request:	\$57,371.00
Budget Period:	FY July 1, 2020 - June 30, 2021
Submission Date:	4/30/2020

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
Position Title	Salary Range	# FTEs			
A. Family Partner	\$52,500 - \$57,500	0.40	\$ 21,623.00	\$ 83,821.00	\$ 105,444.00
B. Mental Health Clinician	\$59,000 - \$64,000	0.20	\$ 11,856.00	\$ 104,446.00	\$ 116,302.00
C. Mental Health Consultant	\$64,000 - \$69,000	0.03	\$ 2,052.00	\$ 49,730.00	\$ 51,782.00
D. Program Manager	\$73,000 - \$78,000	0.05	\$ 3,848.00	\$ 73,408.00	\$ 77,256.00
E. Others	\$ -	0.00	\$ -	\$ 234,798.00	\$ 234,798.00
Benefits @ <u>25</u> %		0.68	\$ 9,845.00	\$ 136,551.00	\$ 146,396.00
Subtotal - Personnel			\$ 49,224.00	\$ 682,754.00	\$ 731,978.00

II. OPERATING EXPENSES			A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities			\$ -	\$ 68,700.00	\$ 68,700.00
B. Office Supplies and Materials			\$ 500.00	\$ 2,000.00	\$ 2,500.00
C. Telephone/Communications			\$ 250.00	\$ 9,750.00	\$ 10,000.00
D. Postage/Mailing			\$ -	\$ 120.00	\$ 120.00
E. Printing/Copying			\$ -	\$ 1,600.00	\$ 1,600.00
F. Equipment Lease			\$ -	\$ 1,500.00	\$ 1,500.00
G. Travel Using Personal Vehicle			\$ 1,250.00	\$ 8,750.00	\$ 10,000.00
H. Food for Meetings			\$ -	\$ 350.00	\$ 350.00
I. Membership Dues			\$ -	\$ 4,000.00	\$ 4,000.00
J. Recruiting			\$ -	\$ 400.00	\$ 400.00
K. Common Area Maintenance			\$ -	\$ 4,625.00	\$ 4,625.00
L. Maintenance/Repair/Security			\$ -	\$ 1,000.00	\$ 1,000.00
M. Consultants/Trainings			\$ -	\$ 3,685.00	\$ 3,685.00
N. Filing Fees/Fingerprints			\$ -	\$ 120.00	\$ 120.00
O. Health Screening			\$ -	\$ 100.00	\$ 100.00
Subtotal - Operating Expenses			\$ 2,000.00	\$ 106,700.00	\$ 108,700.00

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

IV. INDIRECT COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
12%	\$ 6,147.00	\$ 161,989.00	\$ 168,136.00
(Attach copy of approved indirect cost rate proposal if percentage exceeds 12%, or submit a proposal for approval)			\$ -
Subtotal - Indirect Costs	\$ 6,147.00	\$ 161,989.00	\$ 168,136.00

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Total of sections I - IV	\$ 57,371.00	\$ 951,443.00	\$ 1,008,814.00

VI. IN KIND SUPPORT: Please identify any in-kind support that is available to this project (example: volunteer hours, donated office space or equipment). If volunteer hours are listed, please indicate the role(s) of volunteers in the project. StarVista's indirect cost amount is 20% of all direct costs - for the amount requested, the in kind support is \$4,098.00 (StarVista's indirect 20% at \$10,245 [20% of \$49,224+\$2,000], less the 12% allowed indirect of \$6,147).

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured. StarVista is expecting \$120,000 in Foundations for our Healthy Homes program: \$60,000 from Bella Vista Foundation, \$50,000 from David and Lucille Packard Foundation (secured), \$5,000 from San Bruno Foundation, and \$5,000 from Burt Family Foundation. With the exception of David and Lucille Packard Foundation, the other Foundation amounts are not yet secured. The remaining funds will be covered by F5 at \$200K (not yet secured), \$50k from MAA Invoicing, \$50k from Medi-Cal, and the rest (\$531,443.00) from other private funding (not yet secured).

Date Prepared:	4/29/2020	Prepared By:	Eric Valladares & Dianette Washer
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First 5 San Mateo County Use Only			
Date Approved:		Approved By:	



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

Agency Name:	StarVista - Healthy Homes & Early Childhood Mental Health Consultation
Program/Project Name:	Integrated Systems for Children with Special Needs
Amount of Request:	\$57,371.00
Budget period:	FY July 1, 2020 - June 30, 2021
Submission Date:	4/30/2020

I. PERSONNEL	A. Amount Requested	Description / Explanation
<u>Position Title</u>		
A. Family Partner	\$ 21,623.00	.40 FTE provides parent/child activity groups, outreach, and follow up to families
B. Mental Health Clinician	\$ 11,856.00	.20 FTE provides MH assessments, clinical services, and workshops
C. Mental Health Consultant	\$ 2,052.00	.03 FTE to provide provider capacity support to WMG, HMG, FRC staff
D. Program Manager	\$ 3,848.00	.05 FTE to manage program operations, SOW activities and train/supervise staff.
Benefits @ 25%	\$ 9,845.00	
Subtotal - Personnel	\$ 49,224.00	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation
A. Rent and Utilities		
B. Office Supplies and Materials	\$ 500.00	program materials, group materials, operating supplies etc.
C. Telephone/Communications	\$ 250.00	cell phones, land lines, internet, voicemail for staff
D. Postage/Mailing	\$ -	
E. Printing/Copying	\$ -	
F. Equipment Lease	\$ -	
G. Travel Using Personal Vehicle	\$ 1,250.00	mileage reimbursed at federal rate of \$0.575/mile for staff
H. Food for Meetings	\$ -	
I. Membership Dues	\$ -	
	\$ -	
K. Common Area Maintenance		
	\$ -	
	\$ -	
N. Filing Fees/Fingerprints		
	\$ -	
	\$ -	
Subtotal - Operating Expenses	\$ 2,000.00	

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

IV. INDIRECT COSTS	A. Amount Requested	Allocation Method / Formula Used
<u>12%</u>	\$ 6,147.00	12% of direct costs to cover the cost of indirect administrative costs. Expenses include finance, HR executive management, marketing and audit fees and other support to our regional offices from our corporate office. Indirect costs are kept low.
Subtotal - Indirect Costs	\$ 6,147.00	

V. TOTAL PROGRAM COSTS	A. Amount Requested
Total of sections I - IV	\$ 57,371.00

VI. IN KIND SUPPORT: Please identify any in-kind support that is available to this project (example: volunteer hours, donated office space or equipment). If volunteer hours are listed, please indicate the role(s) of volunteers in the project. StarVista's indirect cost amount is 20% of all direct costs - for the amount requested, the in kind support is \$4,098.00 (StarVista's indirect 20% at \$10,245 [20% of \$49,224+\$2,000], less the 12% allowed indirect of \$6,147).

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured. StarVista is expecting \$120,000 in Foundations for our Healthy Homes program: \$60,000 from Bella Vista Foundation, \$50,000 from David and Lucille Packard Foundation (secured), \$5,000 from San Bruno Foundation, and \$5,000 from Burt Family Foundation. With the exception of David and Lucille Packard Foundation, the other Foundation amounts are not yet secured. The remaining funds will be covered by F5 at \$200K (not yet secured). \$50k from MAA Invoicina. \$50k from Medi-Cal. and the rest (\$531,443.00) from other private funding (not Mail signed First 5 San Mateo County Budget Request and Budget Narrative Forms to :

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

Electronic copy must also be submitted to:
F5SMC Program Specialist



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

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

Agency Name:	Silicon Valley Community Foundation Center for Early Learning
Program/Project Name:	Integrated Systems for Children with Special Needs
Amount of Request:	\$31,857.00
Budget Period:	7/1/2020 - 6/30/21
Submission Date:	4/29/2020

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
Position Title	Salary Range	# FTEs			
A. Deputy Director	\$ 142,000.00	0.10	\$ 14,200.00	\$ -	\$ 14,200.00
B. Business/Communications Manager	\$ 85,000.00	0.00	\$ -	\$ 4,250.00	\$ 4,250.00
C.	\$ -	0.00	\$ -	\$ -	\$ -
D.	\$ -	0.00	\$ -	\$ -	\$ -
Benefits @ 28 %		0.10	\$ 3,976.00	\$ -	\$ 3,976.00
Subtotal - Personnel			\$ 18,176.00	\$ 4,250.00	\$ 22,426.00

II. OPERATING EXPENSES		A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities		\$ -	\$ -	\$ -
B. Office Supplies and Materials		\$ -	\$ 400.00	\$ 400.00
C. Telephone/Communications		\$ -	\$ -	\$ -
D. Postage/Mailing		\$ -	\$ -	\$ -
E. Printing/Copying		\$ -	\$ -	\$ -
F. Equipment Lease		\$ -	\$ -	\$ -
G. Travel Using Personal Vehicle		\$ -	\$ 150.00	\$ 150.00
H. Travel Using Company Vehicle		\$ -	\$ -	\$ -
I. Consultants (itemize):				
Design thinking/social impact consultant to support development of resource grid. Will also support the deputy director in assessing new gaps, barriers and challenges that have surfaced due to COVID-19 that will impact the work of the taskforce and its recommendations		\$ 9,000.00	\$ -	\$ 9,000.00
		\$ -	\$ -	\$ -
J. Subcontractors (itemize):				
K. Other (itemize):				
Taskforce and workgroup meetings		\$ 2,500.00	\$ -	\$ 2,500.00
		\$ -	\$ -	\$ -
Subtotal - Operating Expenses		\$ 11,500.00	\$ 550.00	\$ 12,050.00

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

IV. INDIRECT COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
12%	\$ 2,181.00	\$ -	\$ 2,181.00
(Attach copy of approved indirect cost rate proposal if percentage exceeds 12%, or submit a proposal for approval)			\$ -
Subtotal - Indirect Costs	\$ 2,181.00	\$ -	\$ 2,181.00

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Total of sections I - IV	\$ 31,857.00	\$ 4,800.00	\$ 36,657.00

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

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured.

Date Prepared:	4/29/2020	Prepared By:	Michelle Sioson Hyman
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First 5 San Mateo County Use Only			
Date Approved:		Approved By:	



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

Attachment 9B.2

Agency Name:	Silicon Valley Community Foundation Center for Early Learning
Program/Project Name:	Integrated Systems for Children with Special Needs
Amount of Request:	\$31,857
Budget period:	7/1/2020 - 6/30/21
Submission Date:	4/29/2020

I. PERSONNEL	A. Amount Requested	Description / Explanation - REQUIRED
<u>Position Title</u>		
A. Deputy Director	\$ 14,200.00	Assumes day-to-day responsibility for all programmatic and financial aspects of grant objectives. Assumes direct project management for timely completion of all scope of work objectives and deliverables associated with the Initiative, including evaluation. This position also prepares all project program and expenditure reports, takes the lead in conducting site visits, coordinates training, technical assistance and meetings with all project personnel.
B. Business/Communications Manager	\$ -	
Benefits @ 28 %	\$ 3,976.00	
Subtotal - Personnel	\$ 18,176.00	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation - REQUIRED
A. Rent and Utilities	\$ -	
B. Office Supplies and Materials	\$ -	
C. Telephone/Communications	\$ -	
D. Postage/Mailing	\$ -	
E. Printing/Copying	\$ -	
F. Equipment Lease	\$ -	
G. Travel Using Personal Vehicle	\$ -	
H. Travel Using Company Vehicle	\$ -	
I. Consultants (itemize):		
Design thinking/social impact consultant to support development of resource grid. Will also support the deputy director in assessing new gaps, barriers and challenges that have surfaced due to COVID-19 that will impact the work of the taskforce and its recommendations	\$ 9,000.00	Consultant to help review existing resources and identify gaps and barriers, as well as additional needs and considerations given COVID-19
	\$ -	
J. Subcontractors (itemize):		
K. Other (itemize):		
	\$ 2,500.00	\$350 per task force meeting for up-to 5 task force meetings. \$145 per work group meeting for up to 10 workgroup meetings
Subtotal - Operating Expenses	\$ 11,500.00	

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

IV. INDIRECT COSTS	A. Amount Requested	Allocation Method / Formula Used
<u>0.12</u>	\$ 2,181.00	
Subtotal - Indirect Costs	\$ 2,181.00	

V. TOTAL PROGRAM COSTS	A. Amount Requested	
Total of sections I - IV	\$	31,857.00

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

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured.

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

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

Electronic copy must also be submitted to:
F5SMC Program Specialist



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

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

Agency Name:	Stanford Children's Health - Community and Government Relations
Program/Project Name:	Integrated Systems for Children with Special Needs
Amount of Request:	\$ 122,491.84
Budget Period:	7/1/2020 - 6/30/21
Submission Date:	4/29/2020

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
Position Title	Salary Range	# FTEs			
A. Project Director	\$ 160,160.00	0.05	\$ 8,008.00	\$ -	\$ 8,008.00
B. Project Coordinator	\$ 80,000.00	0.50	\$ 40,000.00	\$ -	\$ 40,000.00

Benefits @ .48 %		0.55	\$ 23,043.84	\$ -	\$ 23,043.84
Subtotal - Personnel			\$ 71,051.84	\$ -	\$ 71,051.84

II. OPERATING EXPENSES			A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities			\$ -	\$ -	\$ -
B. Office Supplies and Materials			\$ 2,000.00	\$ -	\$ 2,000.00
C. Telephone/Communications			\$ 1,000.00	\$ -	\$ 1,000.00
D. Postage/Mailing			\$ -	\$ -	\$ -
E. Printing/Copying			\$ 2,000.00	\$ -	\$ 2,000.00
F. Equipment Lease			\$ -	\$ -	\$ -
G. Travel Using Personal Vehicle			\$ 2,500.00	\$ -	\$ 2,500.00
H. Travel Using Company Vehicle			\$ -	\$ -	\$ -
I. Consultants (itemize):					\$ -
Project Consultant				\$ 6,968.00	\$ 6,968.00
Project Consultant			\$ 31,200.00	\$ -	\$ 31,200.00
J. Subcontractors (itemize):					\$ -
			\$ -	\$ -	\$ -
			\$ -	\$ -	\$ -
K. Other (itemize):					\$ -
Food for trainings at pediatric provider sites			\$ 2,000.00	\$ -	\$ 2,000.00
Developmental Screening Tools and Resources			\$ 7,740.00	\$ -	\$ 7,740.00
HMG National Forum for coordinator and consultant-registration and travel			\$ 3,000.00		\$ 3,000.00
Subtotal - Operating Expenses			\$ 51,440.00	\$ 6,968.00	\$ 58,408.00

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

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

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Total of sections I - IV	\$ 122,491.84	\$ 6,968.00	\$ 129,459.84

VI. IN KIND SUPPORT: Please identify any in-kind support that is available to this project (example: volunteer hours, donated office space or equipment). If volunteer hours are listed, please indicate the role(s) of volunteers in the project..05FTE project consultant from HMG Alameda County

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured. The funds for the .05FTE Project Consultant will be leveraged from the Packard Children's Hospital operating budget.

Date Prepared:	4/29/2020	Prepared By:	Melissa Burke
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First 5 San Mateo County Use Only			
Date Approved:		Approved By:	



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

Agency Name:	Stanford Children's Health - Community and Government Relations
Program/Project Name:	Integrated Systems for Children with Special Needs
Amount of Request:	\$122,491.84
Budget period:	7/1/2020 - 6/30/21
Submission Date:	4/29/2020

I. PERSONNEL	A. Amount Requested	Description / Explanation - REQUIRED
<u>Position Title</u>		
A. Project Director	\$ 8,008.00	Project Director will manage the consultant and coordinator's time on the project and will manage the budget, reporting, and contracting on behalf of the hospital.
B. Project Coordinator	\$ 40,000.00	The coordinator will coordinate all aspects of the project-initial outreach, creating and analyzing surveys, updating materials, scheduling and helping with trainings, ordering food, follow up, attending all partner meetings
Benefits @ 48 %	\$ 23,043.84	Project Director and Project Coordinator
Subtotal - Personnel	\$ 71,051.84	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation - REQUIRED
A. Rent and Utilities	\$ -	
B. Office Supplies and Materials	\$ 2,000.00	Supply costs for material development
C. Telephone/Communications	\$ 1,000.00	Reimbursement for consultant and coordinator personal cell phone use
D. Postage/Mailing	\$ -	
E. Printing/Copying	\$ 2,000.00	Printing/copying costs for all provider site materials
F. Equipment Lease	\$ -	
G. Travel Using Personal Vehicle	\$ 2,500.00	Travel for meetings, site visits, trainings, TA help
H. Travel Using Company Vehicle	\$ -	
I. Consultants (itemize):		
Project Consultant (Management)	\$ -	Project Director of HMG Alameda and Contra Costa Counties
Project Consultant (Content)	\$ 31,200.00	The consultant will lend her expertise and oversight to the development of the project, updating of trainings and materials, conducting trainings and overseeing TA support, attending all partner meetings
J. Subcontractors (itemize):		
	\$	
K. Other (itemize):		
Food for provider trainings	\$ 2,000.00	Lunch for trainings for practice sites
Developmental Screening Tools and Resources	\$ 7,740.00	Estimated start up costs for developmental screening tools for 5-6 practices. Costs will vary by site depending on what type of tool is needed ASQ online vs. ASQ kits, etc. Purchasing developmental screening toolkits (\$600 per site, \$3600) online access(\$500 for enterprise account, API \$800, family access account \$350, \$.50 per screen), and other resources as needed (ipads \$300 each)
HMG National Forum for coordinator and consultant-registration and travel	\$ 3,000.00	Registration and travel costs for HMG national forum for HMG consultant and coordinator
Subtotal - Operating Expenses	\$ 51,440.00	

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

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

V. TOTAL PROGRAM COSTS	A. Amount Requested	
Total of sections I - IV	\$	122,491.84

VI. IN KIND SUPPORT: Please identify any in-kind support that is available to this project (example: volunteer hours, donated office space or equipment). If volunteer hours are listed, please indicate the role(s) of volunteers in the project..05FTE project consultant from HMG Alameda County

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured. The funds for the .05FTE Project Consultant will be leveraged from the Packard Children's Hospital operating budget.

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

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

Electronic copy must also be submitted to:
F5SMC Program Specialist

DATE: June 22, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director

RE: Approval of Community Overcoming Relationship Abuse (CORA) – The Family Resilience Project Agreement in the Amount of \$850,000 Contract Term Effective July 1, 2020 through June 30, 2023

ACTION REQUESTED

Approval of Community Overcoming Relationship Abuse (CORA) – The Family Resilience Project Agreement in the amount of \$850,000 contract term effective July 1, 2020 through June 30, 2023.

BACKGROUND

At its April 27, 2020 Commission Meeting, the Commission approved a \$850,000 funding allocation recommended by the Resilient Families Review Panel to CORA, and directed staff to enter into contract negotiations. The funding recommendation was part of a complimentary 7-part funding portfolio as detailed in the chart immediately below. Note: Target service numbers were refined during contract negotiations and are reflected in the project-specific chart in the latter part of this memo.

RESILIENT FAMILIES PORTFOLIO OF INVESTMENTS AS PRESENTED AT THE APRIL 2020 COMMISSION MEETING PRIOR TO CONTRACT NEGOTIATIONS			
Agencies & Programs	Recommended 3-Year Funding Awards via Round 1, Resilient Families	Geographic Area Served	Target Service Numbers
Puente de la Costa Sur: Sueños Unidos	\$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: Healthy Homes	\$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
Resilient Families Total	\$ 3,180,000		

RESULT OF CONTRACT NEGOTIATIONS

Contract negotiations were successful and resulted in the following:

- Due to funding \$302,000 less than requested, the following adjustments were made:
 - The new clinician to be hired will be a half time position rather than full time
 - Funding parent support groups could not be accomplished with the allocation. However, another funder has since been secured to underwrite support groups.
 - Target service numbers adjusted down to: 225 children, 255 parents, 150 Others (primarily siblings older than 5).
- Participation in F5SMC's Systems-Level Father-Involvement Initiative
- Coordinated Community Response Team (CCRT) expansion. This is CORA's systems-level intervention which will create a network of providers to facilitate a trauma-informed approach to smooth referral pathways for particularly vulnerable domestic violence victims. Because F5SMC already has relationships with many of the organizations CORA needs to recruit, the breadth of this effort has already expanded. Identified partners F5SMC will help connect to the effort include: PFS, LifeMoves, StarVista, BHRS, and CPS.
- CORA may be a natural fit to join Family Connections' Coordinated Entry System (CES) effort with Samaritan House (rapidly removing barriers to accessing specific safety-net services for families in urgent need).

RECOMMENDATION FOR FUNDING

The table below reflects today's three-year funding recommendation for CORA from the Resilient Families Focus Area. Please see Exhibit A (**Attachment 10A.1**) for a summary description of the project and key deliverables. For budget information please see the Budget Request and Budget Narrative Form (**Attachment 10A.2**).

Agency & Program	Three-Year Funding Amount	Geographic Area Served	Updated Target Service Numbers
CORA: The Family Resilience Project	\$850,000	Countywide	225 children 225 parents 150 other (siblings)

ISSUES TO CONSIDER

CORA is leveraging \$761,638.90 yearly, more than tripling F5SMC's annual investment of \$281,000.

FISCAL IMPACT

The recommended award to CORA's The Family Resilience Project is \$850,000. This award is in accordance with the approved funding allocations of the Strategic Plan Implementation Plan (SPIP) and the Long-Term Financial Plan (LTFP).

RECOMMENDATION

Approval of Community Overcoming Relationship Abuse (CORA) – The Family Resilience Project Agreement in the amount of \$850,000 contract term effective July 1, 2020 through June 30, 2023.

**AGREEMENT BETWEEN FIRST 5 SAN MATEO COUNTY
AND
COMMUNITY OVERCOMING RELATIONSHIP ABUSE (CORA)
(THE FAMILY RESILIENCY PROJECT)**

EXHIBIT A

SCOPE OF WORK

Pursuant to the Agreement for Services between First 5 San Mateo County and Family Connections, effective as of July 1, 2020 the Grantee shall provide services as described in this Exhibit A, over the term of this Agreement.

The Grantee commits to align its program with First 5 San Mateo County's strategic approach to collaborate with existing services. In doing so, resources are maximized with the goal of implementing comprehensive and integrated services which support the Commission's adopted Strategic Plan for children and families in San Mateo County, California.

Attachment A-1 to Exhibit A reflects the detailed scope of work for the term of this Agreement.

Under this Agreement the Grantee will provide comprehensive, bilingual, multi-cultural domestic violence mental health services, including trauma-informed clinical case management, parent-child psychotherapy, parent-child dyadic groups, as well as parent engagement activities for domestic violence victims and their 0-5 children, (75 parents, 50 others, 75 children). Additionally, Grantee will create a Coordinated Community Response Team (CCRT), comprised of various key partners in order to create a provider network to facilitate a trauma-informed approach to smooth referral pathways for particularly vulnerable domestic violence victims.

Project Services

1. Intake, crisis intervention, safety planning, family assessment treatment planning (utilizing PCL-5 [assesses PTSD of Parent]; PIR-GAS [Parent Infant Relationship, scale-based]; ASQ:SE; PSI; BECKS and PROPS) for 75 parents, 50 other family members, and 75 children.
2. Provide Child-Parent Psychotherapy: Trauma-Focused Cognitive Behavior Therapy (TF-CBT), Eye Movement Desensitization and Reprocessing (EMDR) for 25 parents, 25 other family members, and 25 children.
3. 12- week Child-Parent 0-5 dyad group, including parent-only sessions to regulate parents in preparation for dyads and provide psychoeducation on trauma for 15 parents and 15 children
4. Bilingual Trauma-Informed Clinical Case Management for 50 parents, 25 other family members, and 50 children.
5. In partnership with 2 CORA family leaders, plan, organize and hold quarterly family engagement activity events and weekly drop-in Trauma-Informed Activity Groups (Trauma-Informed Yoga, Pilates, and Expressive Arts Groups) for 50 parents, 50 other family members and 50 children.
6. Establish a CCRT with key partners in order to smooth referral pathways for particularly vulnerable clients needing access to 3 identified areas: daycare/preschool, medical care, and victim services.
7. Participate in key collaborations, including:
 - a. F5SMC's Systems-Level Father Involvement Initiative -- Collaborate w F5SMC & father-serving agencies to benchmark effective authentic father engagement strategies and infuse those practices in programs across the county. Help bolster the father-serving network as determined by the initiative
 - b. Collaborate with Family Connections to explore possibility of replicating/joining their effort to create a Coordinated Entry System (CES) with Samaritan house to smooth referral pathways for clients seeking speeding referrals for basic critical needs such as medical services, emergency housing, et
 - c. Collaborate with StarVista to create an MOU establishing a referral agreement directing all

domestic violence clients received via StarVista's intake process to CORA for domestic violence services.

- d. serving domestic violence clients formerly served by StarVista's Healthy Homes program (which has been cut).

8. F5SMC Standard Activities

- a. Distribute the First 5 Kit for New Parents to your clients as appropriate
- b. Participate in F5SMC Grantee convenings, trainings, and other collaborative efforts, including the Human-Centered Design training in FY 20/21.
- c. Place F5SMC Tobacco-Free Premises placard in a prominent area where services take place
- d. Make tobacco education and cessation resources provided by F5SMC readily available to those served by the agency and to staff at the agency via the 1-800-NO-BUTTS hotline and on your website. www.nobutts.org
- e. Report on this grant using Persimmony, the F5SMC online grant-management system. (Information on F5 website/Grantee Resources- Password: First5grantee2020)
- f. Upload a PDF of your final F5SMC SOW/Workplan for the current contract year

9. F5SMC Standard Communications

- a. Distribute F5SMC materials to project clients and at community events
- b. Put out a press release using template provided by F5SMC announcing receipt of F5SMC funding for your program/agency
- c. Recognize F5SMC by placing the F5SMC logo and/or the phrase "Funding provided by First 5 San Mateo County" in your agency's annual report, public education materials, outreach materials, website, media communications, presentations and papers on work funded (wholly or in part) by F5SMC.
- d. Place a placard announcing project funding by F5SMC in a prominent area where services take place.
- e. Attend F5SMC Communications trainings and TA sessions to ensure Grantee-level communications efforts regarding F5SMC-funded projects align with F5SMC's communications approach/plan.
- f. Participate as able in relevant social media advocacy and resource sharing.

10. F5SMC Standard Evaluation

- a. Collect and enter/upload in Persimmony individual-level client data and individual-level service data on all project activities as required
- b. Administer F5SMC data collection and evaluation tools on clients served as required
- c. Participate in the F5SMC Systems Change Evaluation as required
- d. Participate in data collection and evaluation activities such as planning meetings and trainings as required by F5SMC
- e. Participate in data-sharing and data-linking conversations and projects within San Mateo County as requested



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

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

Agency Name:	CORA (Community Overcoming Relationship Abuse)
Program/Project Name:	The Family Resilience Project
Amount of Request:	\$281,175
Budget Period:	July 1, 2020 -- June 30, 2021
Submission Date:	5/18/2020

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
Position Title	Salary Range	# FTEs			
A. Mental Health Clinicians	\$ 60,000.00	1.50	\$ 90,000.00	\$ 379,570.00	\$ 469,570.00
B. Clinical Case Manager	\$ 60,000.00	1.00	\$ 60,000.00	\$ -	\$ 60,000.00
C. Clinical Supervisor	\$ 80,000.00	0.20	\$ 16,000.00	\$ 64,000.00	\$ 80,000.00
D.	\$ -	0.00	\$ -	\$ -	\$ -
Benefits @27%			\$ 44,820.00	\$ 119,763.90	\$ 164,583.90
Subtotal - Personnel			\$ 210,820.00	\$ 563,333.90	\$ 774,153.90

II. OPERATING EXPENSES			A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities	\$ -	\$ 15,000.00	\$ 15,000.00		
B. Office Supplies and Materials	\$ -	\$ 14,000.00	\$ 14,000.00		
C. Telephone/Communications	\$ -	\$ 68,000.00	\$ 68,000.00		
D. Postage/Mailing	\$ -	\$ 1,800.00	\$ 1,800.00		
E. Printing/Copying	\$ -	\$ 15,000.00	\$ 15,000.00		
F. Equipment Lease	\$ -	\$ -	\$ -		
G. Travel Using Personal Vehicle	\$ -	\$ 1,800.00	\$ 1,800.00		
H. Travel Using Company Vehicle	\$ -	\$ -	\$ -		
I. Consultants (itemize):					
Mental Health Consultant (320 hours @ \$75/hour)	\$ 24,000.00	\$ 30,000.00	\$ 54,000.00		
Parent Stipends	\$ 5,057.00	\$ -	\$ 5,057.00		
J. Subcontractors (itemize):					
	\$ -	\$ -	\$ -		
	\$ -	\$ -	\$ -		
K. Other (itemize):					
Trainings	\$ 16,000.00	\$ -	\$ 16,000.00		
	\$ -	\$ -	\$ -		
Subtotal - Operating Expenses	\$ 45,057.00	\$ 145,600.00	\$ 190,657.00		

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

IV. INDIRECT COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
12%	\$ 25,298.00	\$ 52,705.00	\$ 78,003.00
(Attach copy of approved indirect cost rate proposal if percentage exceeds 12%, or submit a proposal for approval)			\$ -
Subtotal - Indirect Costs	\$ 25,298.00	\$ 52,705.00	\$ 78,003.00

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Total of sections I - IV	\$ 281,175.00	\$ 761,638.90	\$ 1,042,813.90

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

\$10,000 In kind in the form of volunteer hours and donated materials

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured. **Sequoia \$115,000; MPMC Foundation \$40,000; Wells Fargo Foundation \$5,000; Bella Vista Fondation \$40,000; Kruttschnitt Fund \$50,000; Peninsula Healthcare Dist \$30,000; CalOES Grants \$482,000**

Date Prepared:	5/18/2020	Prepared By:	Teri Dunwoody
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First 5 San Mateo County Use Only			
Date Approved:		Approved By:	



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

Agency Name:	CORA (Community Overcoming Relationship Abuse)
Program/Project Name:	The Family Resilience Project
Amount of Request:	\$281,175
Budget period:	July 1, 2020 -- June 30, 2021
Submission Date:	5/18/2020

I. PERSONNEL	A. Amount Requested	Description / Explanation
<u>Position Title</u>		
A. Mental Health Clinicians	\$ 90,000.00	1.5 FTE, \$60,000 salary each
B. Clinical Case Manager	\$ 60,000.00	1.0 FTE, \$60,000 FTE
C. Clinical Supervisor	\$ 16,000.00	0.20 FTE, \$80,000 salary
D.	\$ -	
Benefits @27%	\$ 44,820.00	12.5% for Health, Dental, Life, and Chiro Insurance; 7.5% for FICA and Medicare taxes; 2.15% for retirement plan; 4.59% for worker's comp insurance; 0.26% for unemployment
Subtotal - Personnel	\$ 210,820.00	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation
A. Rent and Utilities	\$ -	
B. Office Supplies and Materials	\$ -	
C. Telephone/Communications	\$ -	
D. Postage/Mailing	\$ -	
E. Printing/Copying	\$ -	
F. Equipment Lease	\$ -	
G. Travel Using Personal Vehicle	\$ -	
H. Travel Using Company Vehicle	\$ -	
I. Consultants (itemize):		
Mental Health Consultant (320 hours @	\$ 24,000.00	320 hours @ \$75/hour
Parent stipends	\$ 5,057.00	Stipends for parent leaders, 120 hrs/yr * \$21.07/hr, times 2 parents
J. Subcontractors (itemize):		
	\$ -	
	\$ -	
K. Other (itemize):		
Trainings	\$ 16,000.00	Staff training in EMDR (10-12K), Child Centered Play Therapy Intensive (2K), remainder will go towards Infant Mental Health and Child-Parent Dyadic Group Therapy training. Train 6 clinicians, 4 trainees and 2 staff
	\$ -	
Subtotal - Operating Expenses	\$ 45,057.00	

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

IV. INDIRECT COSTS	A. Amount Requested	Allocation Method / Formula Used
0.12	\$ 25,298.00	
Subtotal - Indirect Costs	\$ 25,298.00	

V. TOTAL PROGRAM COSTS	A. Amount Requested
Total of sections I - IV	\$ 281,175.00

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

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured. Sequoia \$115,000; MPMC Foundation \$40,000; Wells Fargo Foundation \$5,000; Bella Vista Fondation \$40,000; Kruttschnitt Fund \$50,000; Peninsula Healthcare Dist \$30,000; CalOES Grants \$482,000

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

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

Electronic copy must also be submitted to:
F5SMC Program Specialist

DATE: June 22, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Peninsula Family Service – Therapeutic Child Development Centers Agreement in the Amount of \$480,000, Contract Term Effective July 1, 2020 through June 30, 2023

ACTION REQUESTED

Approval of Peninsula Family Service – Therapeutic Child Development Centers Agreement in the Amount of \$480,000, Contract Term Effective July 1, 2020 through June 30, 2023

BACKGROUND

At its April 27, 2020 Commission Meeting, the Commission approved a \$480,000 funding allocation recommended by the Resilient Families Review Panel to Peninsula Family Service and directed staff to enter into contract negotiations. The funding recommendation was part of a complimentary 7-part funding portfolio as detailed in the chart immediately below. Note: Target service numbers were refined during contract negotiations and are reflected in the project-specific chart in the latter part of this memo.

RESILIENT FAMILIES PORTFOLIO OF INVESTMENTS AS PRESENTED AT THE APRIL 2020 COMMISSION MEETING PRIOR TO CONTRACT NEGOTIATIONS			
Agencies & Programs	Recommended 3-Year Funding Awards via Round 1, Resilient Families	Geographic Area Served	Target Service Numbers
Puente de la Costa Sur: Sueños Unidos	\$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: Healthy Homes	\$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
Resilient Families Total	\$ 3,180,000		

RESULT OF CONTRACT NEGOTIATIONS

Contract negotiations were successful and resulted in the following:

- Target service numbers adjusted - slightly higher to include 15 PFS staff receiving cultural competency training: 15 annually, 45 over the contract term.
- PFS is still subcontracting with LifeMoves but now for \$9,000 instead of \$28,770. In addition to providing the physical Therapeutic Child Development Center space and routine case conferencing, LifeMoves will also collaborate with PFS to create a case coordination pipeline for families at LifeMoves Redwood Family House (RWC) and Family Crossroads (DC), with the goal of easing service delivery (minimizing barriers and difficulties) for families transitioning from one shelter location to another (estimate = 10 families annually).
- PFS will continue to provide Father Cafes (with less funding than before).
- Participate in CORAs Coordinated Community Response Team (CCRT).
- Collaborate with Family Connections to explore possibility of replicating/joining their effort to create a Coordinated Entry System (CES) with Samaritan House.
- Participation in F5SMC's Systems-Level Father-Involvement Initiative

RECOMMENDATION FOR FUNDING

The table below reflects today's three-year funding recommendation for Peninsula Family Service from the Resilient Families Focus Area. Please see Exhibit A (**Attachment 10B.1**) for a summary description of the project and key deliverables. For budget information please see the Budget Request and Budget Narrative Form (**Attachment 10B.2**).

Agency & Program	Three-Year Funding Amount	Geographic Area Served	Updated Target Service Numbers
Peninsula Family Service: Therapeutic Child Development Centers	\$480,000	Countywide	300 children 375 parents 45 providers

ISSUES TO CONSIDER

Peninsula Family Service is leveraging \$283,503 yearly; F5SMC's annual investment is \$160,000.

FISCAL IMPACT

The recommended award to Peninsula Family Service – Therapeutic Child Development Centers project is \$480,000. This award is in accordance with the approved funding allocations of the Strategic Plan Implementation Plan (SPIP) and the Long-Term Financial Plan (LTFP).

RECOMMENDATION

Approval of Peninsula Family Service – Therapeutic Child Development Centers Agreement in the Amount of \$480,000, Contract Term Effective July 1, 2020 through June 30, 2023

**AGREEMENT BETWEEN FIRST
5 SAN MATEO COUNTY AND
Peninsula Family Service
(Therapeutic Child Development Centers)**

EXHIBIT A

SCOPE OF WORK

Pursuant to the Agreement for Services between First 5 San Mateo County and Peninsula Family Service, effective as of July 1, 2020 the Grantee shall provide services as described in this Exhibit A, over the term of this Agreement.

The Grantee commits to align its program with First 5 San Mateo County's strategic approach to collaborate with existing services. In doing so, resources are maximized with the goal of implementing comprehensive and integrated services which support the Commission's adopted Strategic Plan for children and families in San Mateo County, California.

Attachment A-1 to Exhibit A reflects the detailed scope of work for the term of this Agreement.

Under this Agreement the Grantee will provide a therapeutic treatment milieu addressing toxic stress and trauma for homeless toddlers and preschoolers (18+ months) in a culturally competent, bilingual, early learning setting at First Step for Families and Haven Family House for 300 children, 375 parents, and 45 providers.

Project Services

1. **THERAPEUTIC CHILD DEVELOPMENT CENTERS:** Ensure classroom environments and strategies adhere to best practices and are appropriate to meet the needs of the children individually and collectively. The milieu encourages pro-social behavior, discourages aggressive behaviors, improves communication and social skills with peers, teachers and family, while identifying and addressing specific trauma responses of children. Two locations each with a toddler room and a preschooler room, for a total of four classrooms. Locations are co-located within LifeMove's First step for Families and Haven Family House, each location serving 50 children and their parents per year.
2. **ASSESS AND TREAT WHOLE FAMILY:**
 - a. Administer a variety of parent and child assessments including the DRDP, PSI, ASQ:SE, PICCOLO, etc. Based on results, collaborate with parents to create individual treatment plans, including behavioral interventions tailored to address the specific trauma of each child.
 - b. Two home visits per year to ensure behavioral health interventions utilized in the classroom are also conducted in the home environment.
 - c. In collaboration with LifeMoves, provide mental health therapy to parents who indicate additional support is necessary to heal from trauma and appropriately support the healthy growth and development of their child.
 - d. Occupational therapy provided by Firefly once a week in each classroom
 - e. Father Cafés (4 per year, 35 attendees at each Cafe) to increase father participation and involvement through authentic family engagement and parent leadership opportunities.
3. Provide cultural competency training for 15 staff per year, 45 total over the course of the contract.
4. Create a Case Coordination Pipeline in collaboration with LifeMoves to include PFS staff in case conferences of clients likely to transition from Redwood Family House (RWC) or Family Crossroads (DC) to either First Step or Haven House. Both agencies being involved in case conferences prior to the client moving allows for proactive identification and resolution of issues and ensures a smooth transition.
5. **EFFECTIVE COLLABORATIONS:**
 - a. Participate in CORAs Coordinated Community Response Team (CCRT).
 - b. Collaborate with Family Connections to explore possibility of replicating/joining their effort to

create a Coordinated Entry System (CES) with Samaritan House to smooth referral pathways for clients seeking expedited referrals for basic critical needs such as medical services, emergency housing, etc.

- c. Participate in F5SMC's Systems-Level Father Involvement Initiative -- Collaborate with F5SMC & father-serving agencies to benchmark effective authentic father engagement strategies and infuse those practices in programs across the county. Help bolster the father-serving network as determined by the initiative.

6. F5SMC Standard Activities

- a. Distribute the First 5 Kit for New Parents to your clients as appropriate
- b. Participate in F5SMC Grantee convenings, trainings, and other collaborative efforts, including the Human-Centered Design training in FY 20/21.
- c. Place F5SMC Tobacco-Free Premises placard in a prominent area where services take place
- d. Make tobacco education and cessation resources provided by F5SMC readily available to those served by the agency and to staff at the agency via the 1-800-NO-BUTTS hotline and on your website. www.nobutts.org
- e. Report on this grant using Persimmony, the F5SMC online grant-management system. (Information on F5 website/Grantee Resources- Password: First5grantee2020)
- f. Upload a PDF of your final F5SMC SOW/Workplan for the current contract year

7. F5SMC Standard Communications

- a. Distribute F5SMC materials to project clients and at community events
- b. Put out a press release using template provided by F5SMC announcing receipt of F5SMC funding for your program/agency
- c. Recognize F5SMC by placing the F5SMC logo and/or the phrase "Funding provided by First 5 San Mateo County" in your agency's annual report, public education materials, outreach materials, website, media communications, presentations and papers on work funded (wholly or in part) by F5SMC.
- d. Place a placard announcing project funding by F5SMC in a prominent area where services take place.
- e. Attend F5SMC Communications trainings and TA sessions to ensure Grantee-level communications efforts regarding F5SMC-funded projects align with F5SMC's communications approach/plan.
- f. Participate as able in relevant social media advocacy and resource sharing.

8. F5SMC Standard Evaluation

- a. Collect and enter/upload in Persimmony individual-level client data and individual-level service data on all project activities as required
- b. Administer F5SMC data collection and evaluation tools on clients served as required
- c. Participate in the F5SMC Systems Change Evaluation as required
- d. Participate in data collection and evaluation activities such as planning meetings and trainings as required by F5SMC
- e. Participate in data-sharing and data-linking conversations and projects within San Mateo County as requested



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

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

Agency Name:	Peninsula Family Service
Program/Project Name:	Therapeutic Child Development Centers
Amount of Request:	\$ 160,000.00
Budget Period:	July 1, 2020 - June 30, 2021
Submission Date:	6/11/2020

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
Position Title	Salary Range	# FTEs			
A. Behavioral Health Specialist/Manager	\$ 62,400.00	0.50	\$ 31,200.00	\$ 31,200.00	\$ 62,400.00
B. Family Engagement Coordinator	\$ 49,920.00	1.00	\$ 49,920.00	\$ 99,840.00	\$ 149,760.00
C. Site Supervisors (2)	\$ 57,529.00	0.50	\$ -	\$ 28,764.50	\$ 28,764.50
Benefits @ 34%			\$ 27,723.57	\$ 63,827.74	\$ 91,551.31
Subtotal - Personnel			\$ 108,843.57	\$ 223,632.24	\$ 332,475.81

II. OPERATING EXPENSES			A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities			\$ -	\$ -	\$ -
B. Office Supplies and Materials			\$ -	\$ -	\$ -
C. Telephone/Communications			\$ -	\$ -	\$ -
D. Postage/Mailing			\$ -	\$ -	\$ -
E. Printing/Copying			\$ -	\$ -	\$ -
F. Equipment Lease			\$ -	\$ -	\$ -
G. Travel Using Personal Vehicle			\$ -	\$ -	\$ -
H. Travel Using Company Vehicle			\$ -	\$ -	\$ -
I. Consultants (itemize):					
			\$ -	\$ -	\$ -
			\$ -	\$ -	\$ -
J. Subcontractors (itemize):					
Firefly Occupational Therapy			\$ 24,800.00	\$ 24,800.00	\$ 49,600.00
LifeMoves			\$ 9,000.00	\$ -	\$ 9,000.00
K. Other (itemize):					
Father Cafés				\$ 400.00	\$ 400.00
Ready Rosie Curriculum			\$ 3,835.00	\$ 3,835.00	\$ 7,670.00
Professional Development				\$ 4,000.00	\$ 4,000.00
					\$ -
Subtotal - Operating Expenses			\$ 37,635.00	\$ 33,035.00	\$ 70,670.00

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

IV. INDIRECT COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
12%	\$ 13,521.43	\$ 26,835.87	\$ 40,357.30
(Attach copy of approved indirect cost rate proposal if percentage exceeds 12%, or submit a proposal for approval)			\$ -
Subtotal - Indirect Costs	\$ 13,521.43	\$ 26,835.87	\$ 40,357.30

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Total of sections I - IV	\$ 160,000.00	\$ 283,503.11	\$ 443,503.11

VI. IN KIND SUPPORT: Donated space from LifeMoves for two Early Learning Centers at Haven and First Step worth an estimated \$45,500.

VII. LEVERAGED FUNDS ARE FROM:

\$99,634.10 - Early Head Start leverages Occupational Therapy(\$24,800), Father Cafes(\$400), Training and Ready Rosie (\$3,835), part of Professional Development(\$2,000), part of the Behavioral Health Specialist and the Family Engagement Coordinators wages & benefits (\$55,181.17) and part of admin (\$13,417.93).
\$183,869.01 - CA Dept of Education leverages part of Professional Development (\$2,000), part of the Behavioral Health Specialist, the Family Engagement Coordinators and Site Supervisors wages and benefits (\$168,451.07) and part of admin (\$13,417.94).

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



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

Agency Name:	Peninsula Family Service
Program/Project Name:	Therapeutic Child Development Centers
Amount of Request:	\$160,000
Budget period:	July 1, 2020 - June 30, 2021
Submission Date:	6/11/2020

I. PERSONNEL	A. Amount Requested	Description / Explanation
<u>Position Title</u>		
A. Behavioral Health Specialist/Manager	\$ 31,200.00	The Behavioral Health Manager exercises a collaborative approach with teachers, Family Engagement Coordinator, and Site Supervisors in partnership with families to assess and support the behavioral health care needs of children through classroom intervention while creating a service plan and performing behavioral health screenings and assessments to determine appropriate levels of behavioral health care that is conducive to the needs of the children in helping them achieve healthy social emotional development. Behavioral Health Manager collaborates with LifeMoves Mental Health Manager to ensure successful case coordination.
B. Family Engagement Coordinator	\$ 49,920.00	Family Engagement Coordinator enrolls families in the program and provides ongoing support through regular contact as the site, home visits, parent conferences, socializations, father cafes.
C. Site Supervisors (2)	\$ -	The Site Supervisors are responsible for the overall programming and administration. Responsibilities include carrying out program philosophy; staff and volunteer hiring; training and personnel management; child enrollment; program activities and curriculum; parent education and involvement; and reporting and compliance with First 5, CDE, Early Head Start, Licensing and IVSN guidelines. There are two site supervisors, one at First Step, the other at Haven. PFS will not be using F5SMC funding but is leveraging it through CA Department of Education.
Benefits @ 34%	\$ 27,723.57	Benefits include medical, dental, vision, LTD, flex spending plans, tuition reimbursement, paid time off and retirement. Only 34% of benefits are covered by the F5SMC funds. The rest is leveraged by other sources. Full benefits rate is 38%
Subtotal - Personnel	\$ 108,843.57	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation
A. Rent and Utilities	\$ -	
B. Office Supplies and Materials	\$ -	
C. Telephone/Communications	\$ -	
D. Postage/Mailing	\$ -	
E. Printing/Copying	\$ -	
F. Equipment Lease	\$ -	
G. Travel Using Personal Vehicle	\$ -	
H. Travel Using Company Vehicle	\$ -	
I. Consultants (itemize):		
	\$ -	
	\$ -	
J. Subcontractors (itemize):		
Firefly	\$ 24,800.00	Funds for onsite occupational therapists for weekly sessions in each classroom. The amount is calculated to be \$155/session x 40 weeks x 4 classrooms.

LifeMoves	\$ 9,000.00	Funds to support salary of LiveMoves Mental Health Manager who oversees staff at both Redwood Family House and Family Crossroads locations. LifeMoves Mental Health Manager works with PFS Behavioral Health Manager to enhance case conferences and have necessary care coordination for the goal of serving 10 families in the program. Ultimate goal for PFS is to maintain 10 referrals per year.
K. Other (itemize):		
Father Cafés	\$ -	Funds to increase father collaboration and participation in the program through authentic family engagement. 4 cafés per year are organized by Family Engagement Coordinator. PFS will not be using F5SMC funding to cover this cost.
Ready Rosie Curriculum	\$ 3,835.00	\$300 per kit for 4 classrooms + \$2,635 training cost to cover a trainer's fee for teaching strategies who is also the creator of the curriculum. Training will be offered to Family Engagement staff (2).
Professional Development	\$ -	Professional development costs for 2 FECs and Behavioral Health Manager. PFS will not be using F5SMC funding to cover this cost.
	0 \$ -	
Subtotal - Operating Expenses	\$ 37,635.00	

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

IV. INDIRECT COSTS	A. Amount Requested	Allocation Method / Formula Used
<u>0.12</u>	\$ 13,521.43	
Subtotal - Indirect Costs	\$ 13,521.43	

V. TOTAL PROGRAM COSTS	A. Amount Requested
Total of sections I - IV	\$ 160,000.00

VI. IN KIND SUPPORT: Donated space from LifeMoves for two Early Learning Centers at Haven and First Step worth an estimated \$45,500.

VII. LEVERAGED FUNDS ARE FROM:

\$99,634.10 - Early Head Start leverages Occupational Therapy(\$24,800), Father Cafes(\$400), Training and Ready Rosie (\$3,835), part of Professional Development(\$2,000), part of the Behavioral Health Specialist and the Family Engagement Coordinators wages & benefits (\$55,181.17) and part of admin (\$13,417.93).
 \$183,869.01 - CA Dept of Education leverages part of Professional Development (\$2,000), part of the Behavioral Health Specialist, the Family Engagement Coordinators and Site Supervisors wages and benefits (\$168,451.07) and part of admin (\$13,417.94).

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

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

Electronic copy must also be submitted to:
F5SMC Program Specialist

DATE: June 22, 2020
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of San Mateo County Office of Education – Family Engagement System Support Agreement in the Amount of \$225,000, Contract Term Effective July 1, 2020 through June 30, 2023

ACTION REQUESTED

Approval of San Mateo County Office of Education – Family Engagement System Support Agreement in the Amount of \$225,000, Contract Term Effective July 1, 2020 through June 30, 2023.

BACKGROUND

At its April 27, 2020 Commission Meeting, the Commission approved a \$225,000 funding allocation recommended by the Resilient Families Review Panel to SMCOE and directed staff to enter into contract negotiations. The funding recommendation was part of a complimentary 7-part funding portfolio as detailed in the chart immediately below. Note: Target service numbers were refined during contract negotiations and are reflected in the project-specific chart in the latter part of this memo.

RESILIENT FAMILIES PORTFOLIO OF INVESTMENTS AS PRESENTED AT THE APRIL 2020 COMMISSION MEETING PRIOR TO CONTRACT NEGOTIATIONS			
Agencies & Programs	Recommended 3-Year Funding Awards via Round 1, Resilient Families	Geographic Area Served	Target Service Numbers
Puente de la Costa Sur: Sueños Unidos	\$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: Healthy Homes	\$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
Resilient Families Total	\$ 3,180,000		

RESULT OF CONTRACT NEGOTIATIONS

Contract negotiations were successful and resulted in the following:

- Program renamed Family Engagement System Support
- Target service numbers adjusted, slightly higher: 36 parents (30 of which are fathers), and 363 providers.
- SMCOE no longer subcontracting with 4Cs Parent Voices; now F5SMC is directly contracting with 4Cs for a variety of Parent Voices participation across the Resilient Families Portfolio (funding allocation from PAC area of LTFP).
- Collaborate with CCPC to seat family leaders on the Quality Committee Workgroup to inform the San Mateo County services impacting families of young children
- Participation in F5SMC’s Systems-Level Father-Involvement Initiative

RECOMMENDATION FOR FUNDING

The table below reflects today’s three-year funding recommendation for SMCOE from the Resilient Families Focus Area. Please see Exhibit A (**Attachment 10C.1**) for a summary description of the project and key deliverables. For budget information please see the Budget Request and Budget Narrative Form (**Attachment 10C.2**).

Agency & Program	Three-Year Funding Amount	Geographic Area Served	Updated Target Service Numbers
SMCOE Family Engagement System Support	\$225,000	Countywide	36 parents (30 fathers) 363 providers

ISSUES TO CONSIDER

SMCOE - is leveraging \$131,927 yearly, almost double F5SMC’s annual investment of 75,000.

FISCAL IMPACT

The recommended award to SMCOE – Family Engagement System Support project is \$225,000. This award is in accordance with the approved funding allocations of the Strategic Plan Implementation Plan (SPIP) and the Long-Term Financial Plan (LTFP).

RECOMMENDATION

Approval of San Mateo County Office of Education – Family Engagement System Support Agreement in the Amount of \$225,000, Contract Term Effective July 1, 2020 through June 30, 2023.

**AGREEMENT BETWEEN FIRST 5 SAN MATEO COUNTY
AND
SAN MATEO COUNTY OFFICE OF EDUCATION – FAMILY ENGAGEMENT DUAL LANGUAGE LEARNING INSTITUTE
(FEDLLI)
(FAMILY ENGAGEMENT SYSTEM SUPPORT)**

EXHIBIT A

SCOPE OF WORK

Pursuant to the Agreement for Services between First 5 San Mateo County and Family Connections, effective as of July 1, 2020 the Grantee shall provide services as described in this Exhibit A, over the term of this Agreement.

The Grantee commits to align its program with First 5 San Mateo County's strategic approach to collaborate with existing services. In doing so, resources are maximized with the goal of implementing comprehensive and integrated services which support the Commission's adopted Strategic Plan for children and families in San Mateo County, California.

Attachment A-1 to Exhibit A reflects the detailed scope of work for the term of this Agreement.

Under this Agreement the Grantee will provide bilingual/bicultural capacity building of the County's family-serving system via focused authentic family engagement provider skill building, parent leadership skill building, and technical assistance, including provision of Friday Cafes (a professional peer-support learning community), parent leadership strategies, and systems change/support activities for 363 providers and 36 parent leaders.

Project Services

1. Father Café Capacity Building: Plan and co-facilitate a Father Café Refresher Training with IHSD father engagement staff; provide Father Café follow up technical assistance for IHSD father engagement staff (30 parent leaders and 6 staff).
2. Plan, coordinate and conduct monthly Friday Cafés starting in September 2020 (a total of 8 convenings annually with an average of 30 participants per convening)
3. Convene quarterly Friday Café Advisory Council meetings (4 annually) for approximately 30-45 council members
4. Support 1 IHSD Parent Ambassador Lead and 2 Parent Voices family leaders annually in participating on the Friday Café Advisory Board and attending Friday Cafés
5. Execute targeted, family engagement systems-level activities:
 - a. Collaborate with CCPC to support engagement of family leaders in the CCPC Quality Committee Workgroup to inform the San Mateo County services impacting families of young children
 - b. Support the establishment of a F5SMC-led Family Engagement Learning Circle
6. Participate in F5SMC's Systems-Level Father Involvement Initiative -- Collaborate w F5SMC & father-serving agencies to benchmark effective authentic father engagement strategies and infuse those practices in programs across the county. Help bolster the father-serving network as determined by the initiative
7. F5SMC Standard Activities
 - a. Distribute the First 5 Kit for New Parents to your clients as appropriate
 - b. Participate in F5SMC Grantee convenings, trainings, and other collaborative efforts, including the Human-Centered Design training in FY 20/21.
 - c. Place F5SMC Tobacco-Free Premises placard in a prominent area where services take place
 - d. Make tobacco education and cessation resources provided by F5SMC readily available to those served by the agency and to staff at the agency via the 1-800-NO-BUTTS hotline and on your website.
www.nobutts.org

- e. Report on this grant using Persimmony, the F5SMC online grant-management system. (Information on F5 website/Grantee Resources- Password: First5grantee2020)
- f. Upload a PDF of your final F5SMC SOW/Workplan for the current contract year

8. F5SMC Standard Communications

- a. Distribute F5SMC materials to project clients and at community events
- b. Put out a press release using template provided by F5SMC announcing receipt of F5SMC funding for your program/agency
- c. Recognize F5SMC by placing the F5SMC logo and/or the phrase "Funding provided by First 5 San Mateo County" in your agency's annual report, public education materials, outreach materials, website, media communications, presentations and papers on work funded (wholly or in part) by F5SMC.
- d. Place a placard announcing project funding by F5SMC in a prominent area where services take place.
- e. Attend F5SMC Communications trainings and TA sessions to ensure Grantee-level communications efforts regarding F5SMC-funded projects align with F5SMC's communications approach/plan.
- f. Participate as able in relevant social media advocacy and resource sharing.

9. F5SMC Standard Evaluation

- a. Collect and enter/upload in Persimmony individual-level client data and individual-level service data on all project activities as required
- b. Administer F5SMC data collection and evaluation tools on clients served as required
- c. Participate in the F5SMC Systems Change Evaluation as required
- d. Participate in data collection and evaluation activities such as planning meetings and trainings as required by F5SMC
- e. Participate in data-sharing and data-linking conversations and projects within San Mateo County as requested



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

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

Agency Name:	San Mateo County Office of Education (SMCOE)		
Program/Project Name:	Family Engagement System Support		
Amount of Request:	\$		75,507.32
Budget Period:	July 1, 2020 - June 30, 2021		
Submission Date:	6/9/2020		

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C.Total Program Budget (A+B)
<u>Position Title</u>	<u>Salary Range</u>	<u># FTEs</u>			
A. Coordinator	\$ 170,934.00	0.05	\$ 8,546.70	\$ 20,511.00	\$ 29,057.70
B. Project Specialist	\$ 141,403.00	0.25	\$ 35,350.75	\$ 31,109.00	\$ 66,459.75
C. Administrative Assistant		0.30		\$ 25,085.40	\$ 25,085.40
D. ELSS Administrator		0.08	\$ -	\$ 12,981.00	\$ 12,981.00
Benefits @ ~45%			\$ 19,956.00	\$ 42,241.00	\$ 62,197.00
*+ Longevity percentage					
Subtotal - Personnel			\$ 63,853.45	\$ 131,927.40	\$ 195,780.85

II. OPERATING EXPENSES			A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities			\$ -	\$ -	\$ -
B. Office Supplies and Materials			\$ 500.00	\$ -	\$ 500.00
C. Telephone/Communications			\$ -	\$ -	\$ -
D. Postage/Mailing			\$ -	\$ -	\$ -
E. Printing/Copying			\$ -	\$ -	\$ -
F. Equipment Lease			\$ -	\$ -	\$ -
G. Travel Using Personal Vehicle			\$ 500.00	\$ -	\$ 500.00
H. Facilities Rental (for Friday CAFEs)			\$ 1,500.00	\$ -	\$ 1,500.00
Subtotal - Operating Expenses			\$ 2,500.00		\$ 2,500.00
I. Consultants (itemize):			\$ -	\$ -	\$ -
			\$ -	\$ -	\$ -
J. Subcontractors (itemize):					
				\$ -	\$ -
				\$ -	\$ -
K. Other (itemize):					
Catering/Refreshments			\$ 1,500.00	\$ -	\$ 1,500.00
				\$ -	\$ -

Total - Operating Expenses	\$ 4,000.00	\$ -	\$ 4,000.00
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III. CAPITAL EXPENDITURES	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Itemize and describe items requested. Competitive bids may be requested by the Commission prior to contract. This section can be left blank if no capital requests are being made.			
A.	\$ -	\$ -	\$ -
B.	\$ -	\$ -	\$ -
C.	\$ -	\$ -	\$ -
D.	\$ -	\$ -	\$ -
E.	\$ -	\$ -	\$ -
Subtotal - Capital Expenditures	\$ -	\$ -	\$ -

IV. INDIRECT COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
11.28%	\$ 7,653.87	\$ -	\$ 7,653.87
(Attach copy of approved indirect cost rate proposal if percentage exceeds 12%, or submit a proposal for approval)			\$ -
Subtotal - Indirect Costs	\$ 7,653.87	\$ -	\$ 7,653.87

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Total of sections I - IV	\$ 75,507.32	\$ 131,927.40	\$ 207,434.72

VI. IN KIND SUPPORT: Data Analytics team, office and meeting space at SMCOE, computer equipment, postage for outreach, and telephones.

VII. LEVERAGED FUNDS ARE FROM: Secured funds from California State Preschool (\$45,379), WWKF (\$12,319), general funds (\$18,700), CDE (38,281)

Date Prepared:	6/9/2020	Prepared By:	Soodie Ansari
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First 5 San Mateo County Use Only			
Date Approved:		Approved By:	



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

Agency Name:	San Mateo County Office of Education (SMCOE)
Program/Project Name:	Family Engagement System Support
Amount of Request:	\$75,507.32
Budget period:	July 1, 2020 - June 30, 2021
Submission Date:	6/3/2020

I. PERSONNEL	A. Amount Requested	Description / Explanation
<u>Position Title</u>		
A. Coordinator	\$ 8,546.70	Coordinator (@.05 FTE) will be responsible for oversight of activities stated in the Scope of Work.
B. Project Specialist	\$ 35,350.75	Project Specialist (@.25 FTE) will be responsible for delivery of activities stated in the Scope of Work.
C. Administrative Assistant		leveraged: Administrative Assistant's responsibilities will include supporting outreach efforts, entering participant data, coordinating contracts and agreements, supporting preparation of reports and interfacing with clients.
D. ELSS Administrator		Leveraged: Administrator will be responsible for overall department leadership and management; oversight for contracts and budget development, and reporting
Benefits @ ~45%	\$ 19,956.00	45% is an estimate - the rates vary. Basic calculation: PERS 22.68%, FICA 6.20%, SUI .05%, Worker's Comp 3.5769%, Medicare 1.45%, OPEB 1.65% = 35.60%. Fixed elements Health & Welfare \$13,200/yr; Basic Life \$96/year, Long-term disability \$50/yr.
Subtotal - Personnel	\$ 63,853.45	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation
A. Rent and Utilities	\$ -	
B. Office Supplies and Materials	\$ 500.00	
C. Telephone/Communications	\$ -	
D. Postage/Mailing	\$ -	
E. Printing/Copying	\$ -	
F. Equipment Lease	\$ -	
G. Travel Using Personal Vehicle	\$ 500.00	Cost of travel to meetings and FEDLLI activities for a team of 2
H. Facilities Rental (for Friday CAFEs)	\$ 1,500.00	Costs associated with facility rentals for Friday CAFEs (8 venues at \$250/venue=\$2,000) - cost savings by conducting 2 Cafes virtually.
Subtotal - Operating Expenses	\$ 2,500.00	
I. Consultants (itemize):		
	\$ -	
	\$ -	
J. Subcontractors (itemize):		
K. Other (itemize):		
Friday CAFE Catering	\$ 1,500.00	For Friday CAFEs (8x\$250=\$2,000) - cost savings by conducting 2 CAFEs virtually

	\$ -	
Subtotal	\$ 1,500.00	
Total - Operating Expenses	\$ 4,000.00	

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

IV. INDIRECT COSTS	A. Amount Requested	Allocation Method / Formula Used
11.28%	\$ 7,653.87	11.28% indirect cost
Subtotal - Indirect Costs	\$ 7,653.87	

V. TOTAL PROGRAM COSTS	A. Amount Requested
Total of sections I - IV	\$ 75,507.32

VI. IN KIND SUPPORT: Data Analytics team, office and meeting space at SMCOE, computer equipment, postage for outreach, and

VII. LEVERAGED FUNDS ARE FROM: Secured funds from California State Preschool (\$45,379), WWKF (\$12,319), general funds (\$18,700), CDE (38,281)

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

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

Electronic copy must also be submitted to:
F5SMC Program Specialist



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

OVERVIEW

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

EARLY LEARNING

Build Up for SMC’s Children

Christine Padilla, Director of Build Up, was featured this month in [Show+Tell: Early Childhood Development Innovations with Promise](#), a first-of-its kind series of online, interactive events showcasing the most promising innovations in early childhood development aimed to align potential funders to innovate projects. This platform promotes projects with the potential for scaled impact for children facing the greatest adversities per Promise Ventures outreach. Presentations this month was on the topic of Solving the US Crisis for Accessible, Affordable, & Quality Child Care. Build Up received over 50 requests for connection and follow-up from funders and agencies interested in partnership. Watch Christine’s pitch here: <https://www.youtube.com/watch?v=SS24oLLTvG8&feature=youtu.be>

EQ+IP Partners’ Meeting

Jenifer Clark attended the EQ+IP Partners’ Meeting on June 15th. This biannual gathering brings together the many community partners working together on our initiative targeting Quality Improvement & Expanded Access for Children with Special Needs in the Early Learning sector. As this recent meeting was the final meeting of the current contract, the group focused on celebrating our accomplishments over the past five years. We are looking forward to continuing this important work during the upcoming term of our new Strategic Plan.

CHILD HEALTH AND DEVELOPMENT

Children’s Oral Health Workgroup:

On May 20th the Children’s Oral Health Workgroup convened for their regularly scheduled meeting. The agenda included updates on the impacts of COVID on children’s oral health service delivery, policy updates via co-chair Eileen Espejo of Children Now, and a discussion of revised outreach and oral health education practices.

Help Me Grow Pediatric Advisory Team (PAT) Meeting:

F5SMC Commissioner and Help Me Grow SMC Physician Champion Dr. Neel Patel convened the HMG SMC Pediatric Advisory Group meeting on June 15th. The meeting included updates from pediatricians on COVID pivots to serve children and families, sharing the direction for HMG pediatric practice outreach and the overall HMG system in the upcoming year, a presentation on childcare availability and safety practices from David Fleishman of 4Cs, and vetting of a draft advocacy letter in support of continued screening practices from the HMG PAT members.



ACEs Aware Communications Grant Award:

F5SMC received notification from the Office of the California Surgeon General and the Department of Health Care Services this week that our application to support Communication efforts to promote trauma screening in the medical home for patients on Medi-Cal was successful. The proposal was submitted in partnership with Health Plan of San Mateo, our local Medi-Cal managed care provider, with the goal of reaching both medical providers and their patients with messaging to promote the benefits of trauma screening for children. The \$50,000 grant award will support the costs of the work for one year. Please see the attached press release for more information. (See Attachment 11.1)

FAMILY ENGAGEMENT

Contract Negotiations:

Seven contracts were recommended by the Resilient Families Review Panel. As soon as the review panel recommendations were accepted by the Commission at its April meeting, Program Specialist, Karen Pisani, began simultaneous contract negotiations with all seven applicants. Some contract negotiations take longer than others depending on the complexity of the program proposed and the interlocking elements with other applicants/existing efforts. Therefore, as contracts are finalized they are brought to the Commission for a final vote. Two contracts were brought to the Commission for final approval on May 18, 2020 (Family Connections and Puente de la Costa Sur). Today three more contracts are being brought for final approval (CORA, SMCOE-Family Engagement System Support, and Peninsula Family Service). The remaining two contracts (StarVista and IHSD) will be brought to the July Commission meeting for approval. As you'll see in the SMCOE contract approval memo, funds for the subcontract to 4cs will be allocated from F5SMC's Policy, Advocacy, & Communication (PAC) allocation in the LTFP rather than structured as a subcontract utilizing the SMCOE allocation. This decision was made because a subcontract was not feasible given the conservative allocation to SMCOE (as compared to the requested amount) to SMCOE.

CORA's New Safety is Essential Program:

Community Overcoming Relationship Abuse, CORA, has implemented a new program designed to mitigate the stifling effect of sheltering in place with an abuser. The goal of Safety is Essential is to create partnerships with essential- service businesses throughout the county in which private spaces and phone line are reserved for those experiencing domestic violence. Businesses will provide a private room/office with a phone so victims can reach out for information or assistance without drawing the abuser's attention. Partnering businesses are provided posters to advertise that they are a Safety is Essential partner. Posters include instructions for victims regarding how to indicate they would like to utilize the service (in part by using a code word). Once the code word or special phrase is said to a staff member, the victim is immediately ushered to the private space. For more information you can email info@corasupport.org. (See Attachment 11.2)



POLICY & ADVOCACY UPDATES

Census 2020 Updates

Jenifer Clark attended the Bay Area Counts 2020 Regional Update meeting on June 8th. Hosted by the United Way of the Bay Area, this monthly video call provides an opportunity for local census outreach partners to hear about the progress being made regionally as well as within each county. Currently, San Mateo County has the highest self-response rate in the State of California, at over 70%. However, neighborhoods in East Palo Alto, Redwood City, the Coast, South San Francisco, and Daly City need additional outreach to improve their response rates. Due to the Covid-19 pandemic, the deadline for completing the census was moved to October 31, 2020.

Letter to Governor Gavin Newsom regarding Proposed Amendment to Revenue and Taxation Code 97.3 in Education Omnibus Trailer Bill with May Revision Amendments

On June 9, 2020, F5SMC sent a letter to Governor Gavin Newsom opposing to the proposal to retroactively shift property taxes from five Bay Area counties and for providing the Department of Finance with the authority to penalize these counties for failure to abide by not-yet-written guidelines. (See Attachment 11.3)

Final CA Budget Must Prioritize Child Care, Programs That Support Families

On June 16, 2020, First 5 Association, First 5 California, First 5 LA, sent out a press release regarding preserving and prioritizing child care and other programs that support families in the final 2020 – 2021 California State Budget. (See Attachment 11.4)

Letters to Governor Gavin Newsom regarding the Essential of Child Care to California's Economic Recovery

On June 8, 2020, Build Up for San Mateo County's Children Advisory Group Members, Rosanne Foust, CEO of SAMCEDA and F5SMC Commissioner, and Amy Buckmaster, President and CEO of Redwood City/San Mateo County Chamber of Commerce sent letters to Governor Gavin Newsom to recognize child care services as a critical component to economic recovery in the 2020 – 2021 State Budget. (See Attachment 11.5)

ACCOUNTABILITY, RESEARCH AND EVALUATION

COVID-10 Grantee

On June 17th, F5SMC released its Grantee COVID-19 Response Survey. The survey asks about changes our community partners may have experienced as regards funding, staffing, and service delivery, as well as about the support they might need to continue to support children, families, and the providers who work with them during the pandemic. The survey should take about 15 minutes to complete and is due by Friday, July 3rd.



FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

First 5 Association Learning Collaborative: Family Care Survival

On June 3rd, Michelle Blakely, presented at the F5 Association Learning Collaborative on Supporting FCC's (Family Child Care Centers). The focus of the conversation was to highlight two First 5 Commissions' efforts to sustain and support FCC homes to ensure there is a quality, licensed care as we move through and beyond COVID-19. (See *Attachment 11.6*)

First Association Announces New Executive Director:

Melissa Stafford Jones has accepted an offer to be First 5 Association's new Executive Director, effective July 6th.

Melissa comes to the Association from the Dean & Margaret Leshner Foundation, where as the executive director she led strategies to address the root causes of poverty and inequity for low-income children and families in Contra Costa County. She's excited to expand the scope of her work statewide, and to draw on her past experience representing Association members--honed through several executive positions at the California Association of Public Hospitals and Health Systems (CAPHHS)--to the mission of ensuring all California children can thrive. Melissa also brings a wealth of policy and advocacy acumen to the Association, both from her work at CAPHHS and from having served as the Regional Director of the U.S. Department of Health & Human Services in San Francisco under President Obama, where she helped implement the ACA.

COMMUNITY AND STATEWIDE EVENTS & UPDATES

SMC County Community-wide COVID-19 Long Range Strategic Planning

Kitty Lopez and Michelle Blakely are participating on steering committees and workgroups to address critical recovery issues resulting from COVID-19. Committees established focus on: Public Information and Outreach, Economic Recovery, Vulnerable Populations Support, Community Infrastructure, Education and Child Care, Equity, Public Health and the Primary Steering Committee. The [San Mateo County Community Wide COVID-19 Long-Term Strategic Plan](#) represents the findings from the initial planning process and provides a starting point to inform more focused recovery planning and decision making in the coming months.

Child Care Supplies

F5SMC, 4Cs, San Mateo County Office of Education and San Mateo County Event Center are working in partnership on the distribution of child care supplies such as wipes, masks, cleaning supplies to child care providers. As of June 16th, 165 orders were placed, and 82 orders were delivered to child care providers. A distribution plan for the community is being developed. The child care supplies are made possible through funding from First 5 CA.

COMMUNICATIONS

- F5SMC posted on its website and social media a racial equality statement in response to the brutal killing of George Floyd. (See *Attachment 11.7*)



- F5SMC along with its communication firm, RSE, is developing an impact story focusing on how parents of young children are building resiliency during COVID-19. The story will be shared on our social media and website. Stay tuned.
- May 2020 Social Media and Website Analytics Report (*See Attachments 11.8*)



FOR IMMEDIATE RELEASE:
June 16, 2020

Contact: [Emily Roberts](#)
[First 5 San Mateo County](#)
[Health & Development Specialist](#)

[First 5 San Mateo County](#) AWARDED \$50,000 ACES AWARE GRANT

[First 5 San Mateo County \(F5SMC\)](#) has received \$50,000 in grant funds from the Office of the California Surgeon General (CA-OSG) and the Department of Health Care Services (DHCS) to participate in the state's ACES Aware initiative. [F5SMC](#) will be conducting [Communications Activities](#) to promote the ACES Aware initiative among the Medi-Cal provider community in [San Mateo County](#).

A total of \$14.3 million was awarded to 100 organizations throughout the state to extend the reach and impact of the ACES Aware initiative. ACES Aware seeks to change and save lives by helping Medi-Cal providers understand the importance of screening for Adverse Childhood Experiences (ACEs) and training them to respond with trauma-informed care.

The ACES Aware grants will provide funding to organizations to design and implement training, provider engagement, and education activities for providers and organizations that serve Medi-Cal beneficiaries.

“We are looking forward to working in partnership with this amazing group of community leaders to further our efforts to help health care providers become ACES Aware,” said California Surgeon General Dr. Nadine Burke Harris. “This work is critical, now more than ever, given the stress so many Californians are experiencing as a result of COVID-19 and the role of racial injustice as a risk factor for toxic stress. A trauma-informed health care workforce is vital for helping our state heal.”

The grant funding will provide critical support to community organizations serving Medi-Cal providers and beneficiaries, which have been experiencing increased stress during the COVID-19 emergency. Grant activities will augment California's efforts, underway since the summer of 2019, to develop provider training and engage providers, including the promotion of payments to Medi-Cal providers for screening their patients for ACEs.

Added Dr. Karen Mark, DHCS Medical Director: "DHCS is committed to preserving and improving the overall health and well-being of all Californians. The ACEs Aware initiative is a vital part of the Medi-Cal program's response to the COVID-19 emergency. These grants will help us reach Medi-Cal providers who serve diverse and often at-risk populations throughout the state, and will help to ensure that Medi-Cal members receive the high-quality, integrated care that every Californian deserves."

Funding for the ACEs Aware grants was previously authorized in the 2019-20 budget using Proposition 56 funds for provider training on how to conduct ACE screening in the Medi-Cal population. In light of the COVID-19 emergency, the grant funding will provide critical support to the community organizations serving Medi-Cal providers and beneficiaries.

The full list of ACEs Aware grantees is available on the [ACEs Aware Website](#).

###



About ACES Aware

Led by Dr. Nadine Burke Harris, California Surgeon General, and Dr. Karen Mark, Medical Director for DHCS, the ACES Aware initiative offers Medi-Cal providers core training, screening tools, clinical protocols, and payment for screening children and adults for Adverse Childhood Experiences (ACEs), which are stressful or traumatic experiences people have by age 18 that were identified in the [landmark ACE Study](#). ACEs describe 10 categories of adversities in three domains – abuse, neglect, and/or household dysfunction. ACEs are strongly associated with at least nine out of 10 of the leading causes of death in the United States. Part of Governor Gavin Newsom's *California for All* initiative, the goal of ACES Aware is to reduce ACEs and toxic stress by half in one generation. Follow ACES Aware on [Facebook](#), [Twitter](#), [LinkedIn](#), and [Instagram](#).

Office of the California Surgeon General

The role of California Surgeon General was created in 2019 by Governor Gavin Newsom to advise the Governor, serve as a leading spokesperson on public health matters, and drive solutions to the state's most pressing public health challenges. As California's first Surgeon General, Dr. Nadine Burke Harris has established early childhood, health equity, and ACEs and toxic stress as key priorities.

California Department of Health Care Services

DHCS is the backbone of California's health care safety net, helping millions of low-income and disabled Californians each and every day. The mission of DHCS is to provide Californians with access to affordable, integrated, high-quality health care, including medical, dental, mental health, substance use treatment services, and long-term care. DHCS' vision is to preserve and improve the overall health and well-being of all Californians. DHCS funds health care services for about 13 million Medi-Cal beneficiaries

Do you work at or own an essential business? We need your help!

For those experiencing domestic violence, creating space to call CORA can be a major hurdle to receiving help.

That's where we need the help of caring community partners.

Today we're announcing a new initiative called "Safety is Essential." We're looking to partner with essential businesses throughout San Mateo County to create safe spaces for those experiencing abuse to be able to reach out for services.

How does Safety is Essential work?

The goal of Safety is Essential is to create safe places throughout the county where those experiencing domestic violence can achieve space and privacy to reach out for information or assistance without drawing the abuser's attention.

For that goal to become a reality, we need Safety is Essential Partners across San Mateo County.

If you are an essential business - a pharmacy, grocery store, bank, etc. - you're in the perfect spot to have a huge effect.

Here's how Safety is Essential works:

CORA provides posters announcing that this location takes part in Safety is Essential. Those posters are placed at the front door, point of sale or other high traffic area. The poster contains information about how to reach out at this location if you're

experiencing domestic violence. It includes a "code word" or "special phrase" that can be said to staff.

If someone says the code word or special phrase to a staff member, the person looking for help will be escorted to a safe, private space or room.

In that space, they will have access to a phone and the phone numbers of CORA and local law enforcement. They can choose to call whichever of these they feel will serve them best. They can also call a friend or family member for help.

This simple process allows those experiencing abuse to reach out for information or services without arousing the suspicion of their abuser and possibly putting them in danger.

What would my workplace have to do to take part?

This is the best part! It's so easy to be a Safety is Essential Partner.

All you have to do is:

- 1) Put up the poster.
- 2) Make your staff aware of the code word and what to do if someone uses it.
- 3) Have a safe, private space for the victim/survivor to utilize.
- 4) Have a phone available for the victim/survivor to use.

That's it! There's no need for any special training or knowledge.

Interested? Can you help?

If your place of business would be interested in joining with CORA to become a Safety is Essential Partner, please let us know.

[You can email us at info@corasupport.org](mailto:info@corasupport.org) with any questions or to discuss next steps if you're ready to lend a hand.

Partner with CORA to make a difference in the life of those experiencing domestic violence in San Mateo County!

Our Contact Information

CORA - Community Overcoming
Relationship Abuse
2211 Palm Avenue
San Mateo, CA 94403
650-652-0800

<https://www.corasupport.org/>

[Unsubscribe](#) | [Manage email preferences](#)

▪



1700 S. El Camino Real, Suite 405
San Mateo, CA 94402-3050

T 650.372.9500
F 650.372.9588

June 9, 2020

The Honorable Gavin Newsom
Governor
State of California
1303 10th Street, Suite 1173
Sacramento, CA 95814

Re: Proposed Amendment to Revenue and Taxation Code Section 97.3 in Education Omnibus Trailer Bill with May Revision Amendments – Oppose

Dear Governor Newsom:

On behalf of **First 5 San Mateo County**, we write in opposition to the proposal to retroactively shift property taxes from five Bay Area counties: City and County of San Francisco, Marin, Napa, San Mateo, and Santa Clara and inappropriately provide the Department of Finance with the authority to penalize these counties for failure to abide by not-yet-written guidelines from the Department regarding the Educational Revenue Augmentation Fund (ERAF) calculations. The proposal is unfairly punitive and improper, especially given the significant fiscal challenges facing our counties, and we urge you to reject it.

The proposed actions would result in considerable financial consequences to the affected counties, as well as their cities. Our counties are already experiencing reduced sales tax and transient occupancy tax revenues due to the COVID-19 pandemic. More lost revenue would further harm the already precarious financial situations of our counties and likely lead to deeper cuts in core county services.

We recognize that there can be disagreements about how various complicated statutes relate to each other. But the proposed actions would unilaterally and retroactively reallocate local property taxes and unfairly penalize counties for actions that have already been audited and found to be proper. We urge you to reject the proposal and allow the Controller, counties, and school officials to continue to work on the development of guidance that would ensure the appropriate allocation of property taxes going forward.

We appreciate your consideration of our position on this important matter.

Sincerely,

A handwritten signature in blue ink that reads "Kitty Lopez". The signature is fluid and cursive, with the first name "Kitty" and last name "Lopez" clearly legible.

Kitty Lopez
Executive Director



FOR IMMEDIATE RELEASE

Contact: Jess Berthold, jess@first5association.org

ALAMEDA, CA (June 16, 2020) - Child care and other programs that support families must be prioritized in the final 2020-21 state budget, which now awaits Governor Newsom's action, said First 5 Association, First 5 California, and First 5 LA on Tuesday.

Specifically, First 5 believes the following elements must be included in a final budget in order to ensure the health of California's people and economy, and maintain the administration's commitment to equity, as the state addresses the COVID-19 pandemic and aftermath:

- **Maintain reimbursement rates for child care providers: Do NOT impose a 10% cut.** Many child care providers operate on razor-thin margins, and a 10% cut to reimbursement rates would cause more providers to go out of business, disproportionately affecting communities of color. COVID-19 has shown the essential nature of child care to our emergency response, and it will be critical to our economic recovery as the state opens up and more parents return to the workplace.
- **Protect child care providers with a hold-harmless provision** that waives reporting and attendance requirements for contracted child care programs. This will help providers plan for and adapt to uncertainty from COVID-19, adding stability to the child care system.
- **Extend the California Earned Income Tax Credit and the Young Child Tax Credit to ITIN filers with children under age six.** Hundreds of thousands of immigrant families who earn low wages and pay taxes are excluded from these credits, further widening the economic disparities they experience.
- **Protect the jobs of individuals who take paid family leave (PFL), and allot \$1 million to help small businesses comply** with 12 weeks of job-protected leave. Most workers contribute to the state's PFL program but their jobs aren't guaranteed when they return to work, making them effectively unable to use the leave. Lack of job protections is most likely to affect workers with low wages, who tend to be women, and Black and Latinx workers.
- **Maintain funding for the Black Infant Health (BIH) program; Do NOT impose a \$4.5 million cut.** Given the large health disparities between Black mothers and infants and

their white counterparts, maintaining this program is essential to pursuing the governor's goal of a California for All.

- **Maintain Prop 56 value-based payments for physicians to improve care for Medi-Cal patients, including developmental screenings** for children 0-5 years old, at a time when well-child visits and immunizations have declined due to COVID-19.
- **Preserve CalWORKS Home Visiting for current families** so they continue to receive this critical family strengthening program during a particularly challenging time for parents and young children. COVID-19 is introducing or exacerbating stressors that challenge families and can result in increased risk of a child being abused or neglected. Home Visiting programs not only work with high-risk populations directly but also help families navigate the different service systems and supports during crisis and transition.
- **Defer discussion of the nicotine-based tax on vaping products until after the budget is finalized**, to allow more time for an inclusive stakeholder process around policy implications and unintended consequences. First 5 is concerned the current proposal bypasses existing tobacco taxes, which will accelerate our declining revenues. Now is not the time to accelerate cuts to primary prevention programs that help build strong families and support children's development and well-being.

"As we work harder than ever in communities across the state, First 5 has seen firsthand what a difficult time this has been for families and young children, and how families need support like never before," said Kim Goll, president of First 5 Association of California. "A budget that prioritizes primary prevention for our youngest residents, through access to quality child care and programs that support optimal development and family strengthening, is critical to ensuring the health and well-being of Californians as we reopen our economy."

"A true California for All budget will not impose cuts to the most essential services and supports for vulnerable families in California," said Camille Maben, executive director of First 5 California. "Governor Newsom and the Legislature must continue to show leadership and the prioritization of children and families in this most important budget we've seen yet."

"A budget is a statement of priorities and values; now more than ever, it is time for our state elected leaders to recognize family-serving systems, especially quality child care for working families, as a critical piece of our state's economic infrastructure and recovery," said Kim Belshé executive director of First 5 LA. "And, it is past time to shift the conditions that hold children and families back and contribute to racial disparities. This means making the early learning, child health and family strengthening systems that focus on families, work for families, especially for families of color. We are committed to working with the Governor and legislators to address the disparities that have become barriers to achieve more equitable outcomes for young children and their families."

###

About First 5 Association

First 5 Association of California is the voice of the 58 First 5 county commissions, which were created by voters in 1998 to ensure our kids are healthy, safe, and ready to learn. Together, First 5 touches the lives of more than one million kids, families, and caregivers each year, and strengthens our state by giving kids the best start in life. Learn more at www.first5association.org.

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.cffc.ca.gov.

About First 5 LA

As the state's largest funder of early childhood, First 5 LA works to strengthen systems, parents and communities so that children are ready to succeed in school and life. An independent public agency, First 5 LA's goal is to support the safe and healthy development of young children so that by 2028, all children in L.A. County will enter kindergarten ready to succeed in school and life. Learn more at www.first5la.org.

June 8, 2020

Governor Newsom
Office of Governor Gavin Newsom
1303 10th Street, Suite 1173
Sacramento, CA 95814

RE: Child Care is Essential to California's Economic Recovery

Dear Governor Newsom,

The coronavirus (COVID-19) has affected nearly every facet of daily life for Californians. We applaud your strong leadership in taking prompt and deliberate steps to flatten the curve of COVID-19.

Redwood City-San Mateo County is committed to curbing the spread of the virus and serve as a partner in our state's economic recovery ahead. The Chamber's membership includes nearly 1,000 businesses and organizations, including almost 60 non-profits and over 40 educational institutions representing over 75,000 employees throughout Redwood City and San Mateo County. Chamber members are involved in many important issues, including education, housing, infrastructure, transportation, economic development and governmental initiatives – bringing together a wide spectrum of the Community members that help move San Mateo County forward in a positive way.

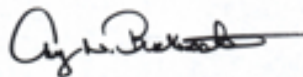
As Californians begin to return to work once it is safe to do so, it is essential to recognize child care services as a critical component to our shared goals of economic recovery. As the CEO of the Redwood City -San Mateo County Chamber of Commerce and a member of Build Up for San Mateo County Children's Initiative, we are all working hard to ensure our community can thrive once again; child care is essential for businesses to recover fully.

The COVID-19 crisis has highlighted the indispensable need for child care in this state. When we first sheltered in place, many essential workers struggled to find reliable and safe care to ensure they could show up to work reliably to fight COVID-19 and serve our communities. Your administration took bold actions to address this by dedicating \$100 million towards emergency child care vouchers and cleaning supplies, granting flexibilities around family fees and eligibility standards, and launching a new child care website to help essential workers find care. We saw similar bold action in the May Revision through the allocation of the CAREs Act funding to support child care providers and increase access.

We hope this same bold action will be applied to the final FY 2020-21 State Budget. Specifically, we respectfully request that Legislature's negotiated child care package will be adopted in the finalized budget. Given the razor thin margins of the child care field, steady reimbursement rates and a hold harmless will be critical to keeping child care open and serving our working families.

Child care has always been an essential support for our economy allowing California parents to work. Thank you for your leadership and unwavering commitment to California.

Sincerely,



Amy Buckmaster
President and CEO
Redwood City/San Mateo County Chamber of Commerce

CC: Giannina Perez, Governor's Office

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Jonathan Scharfman

Randy Smith
Oracle America, Inc.

Ashley Stanley
BKF Engineers

Lucy Wicks
Stanford University

EMERITUS ADVISOR
TO THE CHAIR

T. Jack Foster, Jr.
Foster Enterprises

June 8, 2020

Honorable Gavin Newsom, *Governor*
State of California
1303 10th Street, Suite 1173
Sacramento, CA 95814

RE: Child Care is Essential to California's Economic Recovery

Dear Honorable Governor Newsom,

The coronavirus (COVID-19) has affected nearly every facet of daily life for Californians. We applaud your strong leadership in taking prompt and deliberate steps to flatten the curve of COVID-19.

The San Mateo County Economic Development Association (SAMCEDA) is committed to curbing the spread of the virus and serve as a partner in our state's economic recovery ahead. SAMCEDA is an economic development and advocacy organization representing the interest of member businesses and public institutions on important economic, political and social issues throughout the Bay Area. SAMCEDA supports projects and issues which have the potential to positively impact the economic, environmental and social well-being of businesses, communities and residents in the region.

As Californians begin to return to work once it is safe to do so, **it is essential to recognize child care services as a critical component to our shared goals of economic recovery.** As the CEO of SAMCEDA and a First 5 San Mateo Commissioner, we are all working hard to ensure our community can thrive once again; child care is essential for businesses to recover fully. I am also a member of the Build Up for SMC's Children's Initiative to expand child care sites in our county; Build UP SMC has been a model for Build Up CA.

The COVID-19 crisis has highlighted the indispensable need for child care in this state. When we first sheltered in place, many essential workers struggled to find reliable and safe care to ensure they could show up to work reliably to fight COVID-19 and serve our communities. Your administration took bold actions to address this by dedicating \$100 million towards emergency child care vouchers and cleaning supplies, granting flexibilities around family fees and eligibility standards, and launching a new child care website to help essential workers find care. We saw similar bold action in the May Revision through the allocation of the CAREs Act funding to support child care providers and increase access.

We hope this same bold action will be applied to the final FY 2020-21 State Budget. Specifically, we respectfully request that Legislature's negotiated child care package will be adopted in the finalized budget. Given the razor thin margins of the child care field, steady reimbursement

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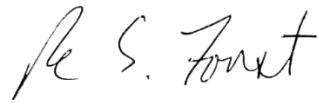
EMERITUS ADVISOR TO THE CHAIR

T. Jack Foster, Jr.
Foster Enterprises

rates and a hold harmless will be critical to keeping child care open and serving our working families.

Child care has always been an essential support for our economy allowing California parents to work. Thank you for your leadership and unwavering commitment to California.

Sincerely,



Rosanne Foust
President & CEO, SAMCEDA

CC: Giannina Perez - Governor's Office

FAMILY CHILD CARE

SUPPORT DURING COVID-19 AND BEYOND

F5 ASSOCIATION LEARNING COMMUNITY

JUNE 3, 2020



Partnership

Local Advocacy

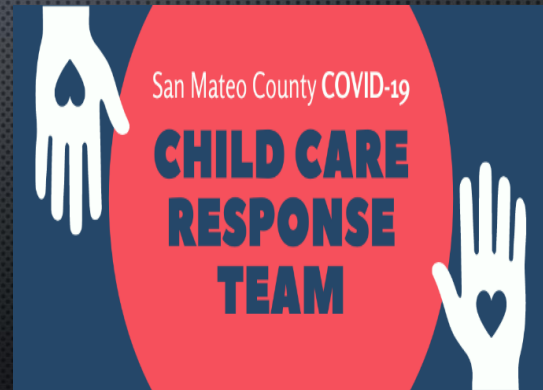
Technical Assistance

Financial Resources



COORDINATED RESPONSE AND GUIDANCE

- IMMEDIATE, TRANSITIONAL AND LONG TERM ACTION
- CURATED INFORMATION AND SUPPLIES
- ADVOCACY FOR ECONOMIC RELIEF
- LIAISON TO COUNTY: ELECTEDS, CITIES, AND SCHOOL DISTRICTS
- **MEMBERS:** R & R, LOCAL PLANNING COUNCIL, FOUNDATIONS, PROVIDERS, ADVOCATES, COUNTY OFFICE OF EDUCATION, F5SMC



ADVOCACY AND LINKS TO FINANCIAL RESOURCES

RENTAL ASSISTANCE: CDBG COVID-19
 CARVE OUT FOR FCC'S: 2 -4 CITIES

SMC STRONG FUND

TECHNICAL ASSISTANCE

EDITORIALS & MESSAGING

ENGAGING CHAMPIONS

PRESERVATION AND EXPANSION OF FCC'S





FINANCIAL RESOURCES FOR FCC'S



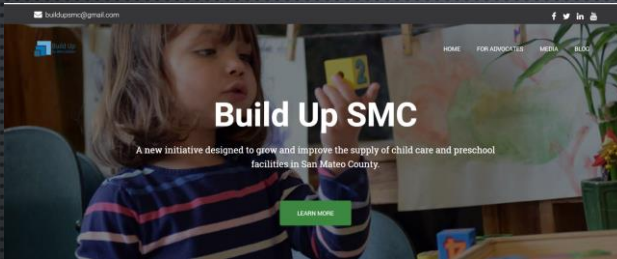
SMC BUILD UP GRANTS

- MINI GRANTS
- GILEAD SCIENCES- SEED FUNDER
- EXPANSION
- TECHNICAL ASSISTANCE
- APPLICATIONS SUBMITTED

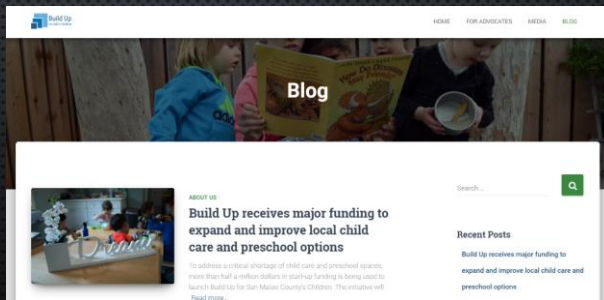
TRI-COUNTY CHILD CARE PROJECT

- GRANTS UP TO \$10,000
- HSF AND SVCF FOUNDATIONS
- ECONOMIC RELIEF
- LOCAL COORDINATION
- LINKS TO LOCAL STATE & FEDERAL RESOURCES

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A LONG TERM STRATEGY

MULTI-SECTOR ENGAGEMENT
STATE AND FEDERAL ADVOCACY
TECHNICAL ASSISTANCE
EXPANSION AND RENOVATION
HEALTH AND SAFETY FOCUS
LOCAL AND REGIONAL COLLABORATION

LOW-INCOME INVESTMENT FUND



**BUILD
UP CA**

“

As a low-income, woman of color, single- mother and child care provider, I can attest that we all need help, now more than we ever did before. Thanks to support from Build Up for San Mateo County's Children and the funding that SVCF's COVID-19 Child Care Project will provide, I have hope again that I will be able to open my doors and provide affordable, high-quality child care in my community soon.

”

VALERIE HIGGINS, PARENT VOICES MEMBER

STATEMENT FROM FIRST 5 SAN MATEO COUNTY

The deaths of George Floyd, Ahmaud Arbery, Breonna Taylor are tragic reminders of the country's legacy of racism and discrimination that harm all our communities. First 5 San Mateo County stands against racism, oppression, and inequality in all its forms. We stand in solidarity with our fellow First 5s across California and with all who pursue equity, justice, and human dignity. We know that experiences of bias, social, and systemic racism begin before a child is even born. The resulting fear, stress, and trauma steal away the full potential from each child and family.

The Pediatric Infectious Disease Society states "Structural racism is more harmful to the health and well-being of children than infectious diseases, including COVID-19." Our work is about seeing inequity in the lives of children and families and trying to do something about it. We look forward to continuing to partner with parents and leaders throughout San Mateo County and at the state to change conditions that affect child development and family well-being.

The mission of First 5 is more important now than ever: all children have the right to grow up healthy, safe, and with every opportunity.

Kitty Lopez
Executive Director

Resources:

EmbraceRace.

EmbraceRace provides tools and resources to help us raise children who are resilient, inclusive, and able to address racial equity. <https://www.embracerace.org/>

Beverly Daniel Tatum, Is my Skin Brown Because I Drank Chocolate Milk?

In sharing a story about her preschool-aged son, Dr. Tatum explains how it is the things we don't say that find their way into racist dialogue and thinking.

https://www.youtube.com/watch?v=l_TFaS3KW6s&feature=emb_title

NAEYC, Becoming Upended: Teaching and Learning about Race and Racism with Young Children and Their Families.

Schools, in collaboration with families, have an important role to play in fostering young children's positive racial identities. Here is an extensive resource for early childhood educators to learn and teach about race and racism.

<https://www.naeyc.org/resources/pubs/yc/may2018/teaching-learning-race-and-racism>

Teaching for Change.

Teaching for Change provides teachers and parents with the tools to create schools where students learn to read, write and change the world. <https://www.teachingforchange.org/>

First 5 San Mateo County May 2020



Overview

During the month of May, all of First 5 San Mateo County's (F5SMC) social media platforms gained following. In addition to strategic and relevant organic posts, the inclusion of paid posts and relevant, timely content allowed us to generate solid engagement, with more than 268K Facebook impressions, 127K Twitter impressions, and 80 new followers on Instagram.

When looking at F5SMC's on-site analytics for the month of May, the website had a total of 1,721 users from within California, creating a total of 2,126 website sessions. This is slightly higher than the number of sessions for April, indicating that our timely COVID-19 content and increase in promoted posts have proven to be effective. The top sources of traffic to the site were from promoted social media posts, Google organic search, being directed from our Facebook page, and direct search. The top cities in California that drove website traffic were San Francisco, Daly City, Redwood City, Foster City, and South San Francisco. The top pages that were visited in May were the Coronavirus resources page, *How to Find Community Support* blog, *Caring for Yourself to Care for Your Family* blog, and the Home page. 63.5 % of users accessed the site from a desktop computer, 31.3% did so from a mobile device, and the remaining 5.1% of visitors used a tablet device. Detailed website analytics can be found on the attached F5SMC May 2020 Analytics Report.

Social Activity by Platform

The following report provides engagement statistics by social media platform.



1,639 Followers
4,174 Total Engagement (Likes, Comments, Clicks)
268K Facebook Post Impressions

Facebook

Throughout the month of May, First 5 San Mateo's Facebook page acquired 31 new followers and generated 4,174 engagements. 48 organic posts generated more than 268K impressions. This is an increase from 258K impressions in April. The incorporation of nine promoted posts allowed for consistency in achieving a high number of impressions. The highest performing posts are shown below. The post about F5SMC's Spanish COVID-19 resource page achieved over 18K users reached, 957 clicks and 1,200 engagements. The 'Finding Community Support' article reached nearly 15K users and received 217 post clicks, with the corresponding post reaching over 90,000 users. We will continue to utilize paid social in June and expect to generate continued success with impressions and site traffic.

Highlights:

First 5 San Mateo County May 2020

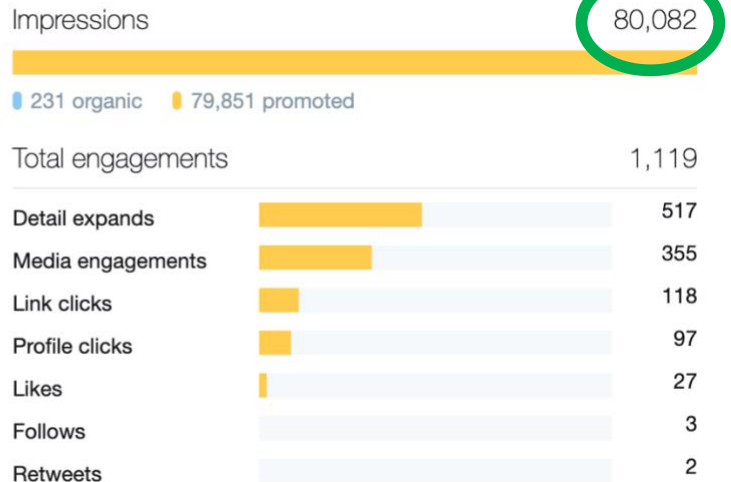



589 Followers
393 Total Engagements- Retweets/Likes/Mentions/Link Clicks
127K Tweet Impressions

Twitter

In May, the F5SMC Twitter account gained seven new followers, bringing total followers up to 589. 82 organic and a handful of paid Twitter posts produced more than 127K total impressions. This represented a drastic improvement from April with nearly three times the amount of impressions in May. Five tweets were promoted this month and received nearly 120K impressions. The engagement in May (393) was over twice the engagement in April (178). F5SMC received 309 link clicks this month, or an average of 38 link clicks per day. This is more than three times the amount of link clicks in April. In order to increase our followers and impressions, we will look to continue to retweet relevant content from partners and engage with other organizations. As we continue posting about COVID-19 and promoting posts, we expect our engagement to continue to increase.

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



First 5 San Mateo County May 2020




First 5 San Mateo Co @first5sanmateo
 Es muy importante cuidar nuestro bienestar emocional a medida que continuamos practicando el distanciamiento físico y permanecemos en cuarentena. Para obtener recursos para ayudar a lidiar con la ansiedad, el estrés y más, visite aquí:
<https://bit.ly/2yBXCKE>
#MesDeLaSaludMental
pic.twitter.com/hGQZTO1UVu

Impressions	2,149
Total engagements	19
Media engagements	7
Detail expands	3
Retweets	1
Likes	1
Link clicks	1



950 Followers
211 Total Engagements (Likes and Comments)

Instagram

During the month of May, the Instagram account continued to increase its following with the addition of 80 new followers. The 21 organic posts that were published generated a total of 211 engagements. For the month of May, we found that posts geared towards parents (both COVID-19 related and non-COVID-19 related) received higher engagement than others. The increase in followers can be attributed to the increase in the number of posts as well as the variety in content. We have begun to incorporate paid social/promoting posts on Instagram which will increase engagement. We will also look to incorporate a call to action in the post copy, such as encouraging followers to add comments or tag another user.

The two most popular posts are shown below:



FIRST 5 SAN MATEO COUNTY

first5sanmateo

first5sanmateo In an effort to prevent the spread of COVID-19, parents in health-related or public-facing jobs are making the difficult decision to physically distance from their young children. For ideas to help stay connected to your child during this quarantine, click the link in bio.

En un esfuerzo por prevenir la propagación de COVID-19, los padres que trabajan en trabajos relacionados con la salud o con el público están tomando la difícil decisión de distanciarse físicamente de sus hijos pequeños. Para obtener

Liked by **woodside_library** and others
 MAY 6

Add a comment... Post

First 5 San Mateo County May 2020



first5sanmateo

With schools closed due to COVID-19, many students don't have access to resources such as counselors, free meals and support systems. They also take on challenges with social distancing and parental unemployment or food scarcity. Learn more at the link in bio. #ACESConnection

Con escuelas cerradas debido a COVID-19, muchos estudiantes no tienen acceso a recursos tales como consejeros, comida gratuita y grupo de apoyo. También enfrentan a desafíos por distanciamiento social y falta de alimentos. Para más

Liked by **woodside_library** and others

MAY 12

Add a comment... Post



LinkedIn

RSE continued to post content during the month of May to the F5SMC LinkedIn business page. Two posts generated 1,863 impressions. One post was promoted this month and received 1.8K impressions. The content on LinkedIn continues to be aimed at funded and unfunded partners, business leaders, and professional organizations. We will continue to promote posts on LinkedIn, including three posts for the month of June. We will continue to promote posts that elevate First 5 San Mateo as an industry thought leader.

First 5 San Mateo County
70 followers
3w •

With schools closed due to COVID-19, many students do not have access to resources such as counselors, free meals and support systems. They also take on challenges social distancing and parental unemployment or food : ...see more

How Closed Schools Are Creating More Trauma For Students [kqed.org]
acesconnection.com • 2 min read

Like Comment

Sponsored stats ⓘ			
Running on 0 campaigns • Campaign Manager			
1,815	0	1.1%	0
Impressions	Reactions	Click-through rate	Comments
0	20	0	2.64%
Shares	Clicks	Follows	Engagement rate
Organic stats ⓘ			
22	0	0%	0
Impressions	Reactions	Click-through rate	Comments
0	0	0%	
Shares	Clicks	Engagement rate	

First 5 San Mateo County May 2020



Spanish Website:

During the month of May, F5SMC's Spanish site had a total of 169 sessions with 141 of those sessions coming from within California. This is 10 times the number of sessions from the previous month. The top sources of traffic were from our Facebook page, Google search, direct search. The top cities that drove traffic to the site were San Francisco, Redwood City, Santa Clara, Foster City and East Palo Alto. The most visited pages were the Coronavirus COVID-19 page (familias/saludable-y-feliz/informacion-sobre-los-recursos-de-covid-19/), (<https://espanol.first5sanmateo.org/>) (Home), Familias (Families) page, and Saludable y feliz (Healthy and Happy Page). 79.4% of site traffic was accessed by users from a desktop device, while 19.9% of users used a mobile device and 0.7% used a tablet. Detailed website analytics can be found on the attached F5SMC May 2020 Analytics Report.



Coronavirus (COVID-19): Información para Padres, Cuidadores y Personal que Trabaja con Niños



Como una agencia local que sirve a las familias en el Condado de San Mateo al trabajar estrechamente con los proveedores de educación infantil, compromiso familiar, y salud, nos preocupa la propagación de COVID-19 en nuestra comunidad. Entendemos los temores y las preguntas que surgen para todos a medida que lidiamos con esta crisis económica y crisis de salud pública sin precedente.

Animamos a los padres y proveedores a referirse al [Departamento de Salud del Condado de San Mateo](#) para obtener información y noticias locales. Además, hemos reunido una lista de recursos a continuación.

Para preguntas no médicas sobre el coronavirus, los residentes del Condado de San Mateo pueden llamar al 2-1-1, que está disponible las 24 horas del día, los 7 días de la semana.

PARA PADRES Y CUIDADORES

Encuentre recursos informativos para usted y su familia:

Para obtener una lista completa de los recursos locales y estatales, desde las necesidades básicas hasta el enriquecimiento de adultos, visite los [Recursos COVID-19 de Gatepath para familias](#).

Para obtener recursos educativos y sociales/emocionales adicionales para niños, visite la [página de recursos COVID-19 de First 5 California - ¡Ayúdelos!](#)



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



May 1, 2020 - May 31, 2020

On-Site Performance - May 2020

Website Traffic Overview

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
2,095	2,516	78.7%	1.77	00:01:08

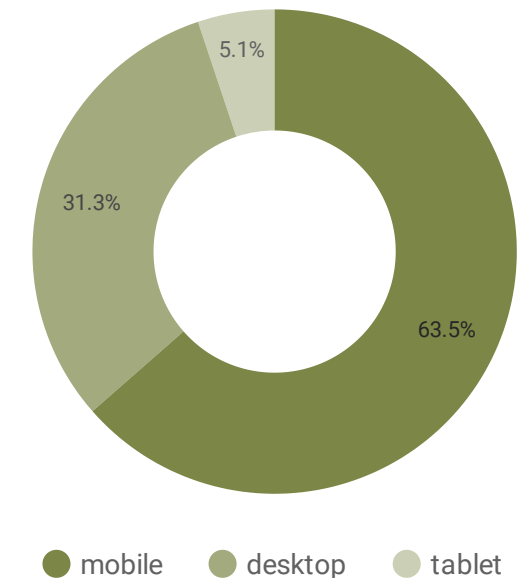
Website Traffic Overview - California

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1,721	2,126	76.2%	1.88	00:01:17

Website Traffic by Source - California

Source	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. m.facebook.com	555	589	86.08%	1.31	00:00:21
2. google	540	727	69.6%	2.23	00:01:45
3. RSEDigital	365	391	84.4%	1.36	00:00:24
4. (direct)	127	203	58.13%	3.51	00:04:05
5. l.facebook.com	44	46	93.48%	1.07	00:00:05

Website Traffic by Device (Sessions)



Website Traffic by City - California

City	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. San Francisco	192	220	74.55%	2.28	00:01:53
2. Daly City	174	215	76.28%	2	00:01:02
3. Redwood City	148	170	78.82%	1.45	00:00:43
4. Foster City	135	175	78.86%	1.67	00:01:09
5. South San Francisco	107	116	87.93%	1.31	00:00:30

Website Traffic by Page - California

Page	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. /families/healthy-and-happy/coronavi...	646	667	88.76%	1.21	00:00:42
2. /2020/05/22/how-to-find-community-...	425	463	84.23%	1.11	00:00:20
3. /2020/05/06/caring-for-yourself-to-ca...	170	172	91.86%	1.23	00:00:22
4. /	147	205	26.83%	1.8	00:02:53
5. /families/	113	4	25%	43.5	00:01:01

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



May 1, 2020 - May 31, 2020

On-Site Performance - May 2020

Website Traffic Overview

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
135	169	67.46%	2.53	00:01:40

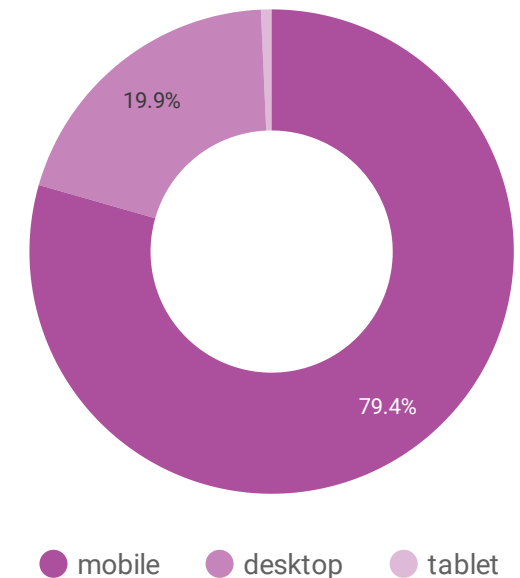
Website Traffic Overview - California

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
107	141	61.7%	2.82	00:02:00

Website Traffic by Source - California

Source	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. m.facebook.com	84	91	68.13%	1.9	00:01:09
2. google	12	27	44.44%	4.48	00:03:21
3. (direct)	7	15	60%	5.53	00:05:15
4. instagram.com	3	3	100%	1	00:00:00
5. RSEDigital	2	3	0%	5	00:02:22

Website Traffic by Device (Sessions)



Website Traffic by City - California

City	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. San Francisco	21	22	59.09%	2	00:00:33
2. Redwood City	12	12	83.33%	1.33	00:00:30
3. Santa Clara	12	13	69.23%	1.62	00:00:36
4. Foster City	7	7	57.14%	4.14	00:03:59
5. East Palo Alto	4	4	75%	1.25	00:00:31

Website Traffic by Page - California

Page	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. /familias/saludable-y-feliz/informacio...	83	88	76.14%	1.56	00:00:50
2. /familias/	27	2	100%	31.5	00:00:00
3. /	19	37	29.73%	1.7	00:03:37
4. /familias/aprendizaje-temprano/paqu...	6	6	33.33%	1.33	00:01:26
5. /familias/aprendizaje-temprano/	5	0	null	null	null

DATE: June 22, 2020
TO: First 5 San Mateo County (F5SMC) Commission
FROM: Kitty Lopez, Executive Director
RE: Committee Updates

Program, Operations and Planning (POP) Committee Virtual Meeting – June 1, 2020

Commissioners Present: Sandra Phillips-Sved (Chair), Ken Cole
 Commissioner Absent: Nancy Magee
 Public Member: Harvey Kaplan
 Staff: Kitty Lopez, Michelle Blakely, Myra Cruz

1. First 5 California Home Visiting Request for Application (RFA)

F5SMC's Program and Planning Director, Michelle Blakely, shared that First 5 California released an RFA for Home Visiting Programs focusing on system efforts in improving linkages and coordination to address the needs of families. F5SMC will be applying for the implementation funding part of the RFA. F5SMC staff will be working and connecting with San Mateo County Health, Human Services Agency (HSA) and other organizations to work in partnership in submitting the application as one of the requirements is to have an evidence-based approach like Family Connects model.

Commissioner Cole shared the appropriate people from HSA to help in submitting the application and any policy related questions. The application is due on June 30, 2020

Other:

Discussion ensued on how to ensure hard-to-reach families are receiving health services considering the declining rate of children receiving immunizations; insights on how teachers can connect with their students, as COVID-19 has affected everyone.

2. Governor Newsom Revised State Budget

F5SMC's Executive Director, Kitty Lopez, and Michelle Blakely provided updates on Governor's Newsom Revised State Budget. The Senate Budget Committee adopted their version of the budget. Lopez and Blakely highlighted the following:

- Extended the trigger cuts until October 2020
- Rejected the 10% cuts child care reimbursement rate
- Opposed the elimination of \$363 million for the workforce development and child care facilities
- Rejected the \$1.2 billion to Prop 56 supplemental payments which included the developmental screening provider payments
- Approved \$30 million reduction to CalWORKS Home Visiting Program
- Rejected the Black Infant Health Program
- Approved \$1 million for small businesses to provide 12 weeks job protected leave

- Deferred the nicotine base tax discussion. Lopez stated that First 5 SMC reached out to Assemblymember Kevin Mullin to discuss the issue and ask for his support to use the same tobacco tax calculations for the new base nicotine vaping calculations.

3. **COVID-19 Update**

Kitty Lopez shared that we have child care supplies such as wipes, masks, cleaning products, etc. from First 5 California and State Resource and Referral agency. We only have 2 pallets of supplies in the Event Center to date, due to transportation issue from the Supply Bank. We are currently working with 4Cs and San Mateo County Office of Education on the distribution plan and trying to obtain the other pallets of supplies that have been targeted for San Mateo County.

Other:

- Emergency Child Care Team is providing guidance on transition to re-opening child care centers and deeper analysis on how best we can support them.
- There is now a Build Up California based on Build Up for San Mateo County Children's model. They received funding from Heising-Simons Foundation who initially funded Build Up for SMC. Build Up CA hosted a forum directed to policy makers to talk about the need for child care facilities; 500 policy makers attended. Build Up for SMC is also being noticed on a national level through the US Chamber Foundation.

4. **Strategic Plan Implementation Plan Procurement Process Update**

Michelle Blakely shared that contracts and recommendations that will be presented in the June Commission Meeting including recommendations for quality care and education funding and contract agreements for communications consultation services.

Other:

- Kitty Lopez shared that First 5 SMC posted a statement from First 5 California Association in response to the brutal killing of George Floyd.
- The Committee had a minute of silence and adjourned the meeting in memory of George Floyd.

Adjourned at 4:49 PM

Finance and Administration Committee Meeting – June 8, 2020 Meeting

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

1. **New Tobacco Tax Revenue Projections May 2020**

Kitty Lopez stated that we received new Tobacco Tax Revenue Projections on May 26, 2020, in which, F5SMC's Tobacco Tax Revenue projections are slightly higher than last year projections with more money allocations.

However, Lopez added that, per F5CA Association, said projections appear optimistic given current economic environment, the Tobacco Tax Projections are updated every year and are subject to change with new data and information. In addition, the F5CA Association is currently hiring an outside audit firm to audit the California Department of Tax and Fee Administration (CDTFA) on Tobacco Tax Revenue collections, projections, and tax admin fee calculation in order to obtain more factual and consistent information about tobacco tax disbursements.

Committee members suggested making references to the New Tobacco Tax Revenue Projections in the LTFP and omission of the New Tobacco Tax Revenue Projections May 2020 at the Commission meeting due to its accuracy concern.

2. Review and Recommend Approval of F5SMC's LTFP from FY 2019-20 through FY 2024-25 (FY19/20 Update)

Kitty Lopez briefly stated the F5SMC's LTFP from FY 2019-20 through FY 2024-25 (FY19/20 Update) that are presented in the LTFP memo (Attachment 4), LTFP Narrative (Attachment 4B), and LTFP spreadsheet (Attachment 4C)

Committee members reviewed the LTFP and asked questions for clarification regarding the Other Grant Revenues in FY2019-20 and FY 2020-23. Committee members suggested some edits to the LTFP Narrative to improve clarity.

Committee members endorsed the approval of the LTFP to the Commission.

The next Finance and Administration Committee Meeting will be held on August 10, 2020.