







SMC Recovery Initiative

Creating a Better Future through Collaboration, Advancing Equity, and Inclusion

San Mateo County's Recovery Initiative is a collaboration among local government agencies, community-based organizations and nonprofits, private partners, and residents to promote inclusive recovery and leverage the collective capacity of the whole community to **build a more equitable, healthy, and connected San Mateo County.**

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Recovery Initiative

<u>Public Health</u>	
<u>Equity</u>	
<u>Fiscal Responsibility</u>	
<u>Communitywide Collaboration</u>	

168

Recovery Initiative members

- 40+** County Staff
- 10+** Private Sector Partners
- 15+** City Representatives
- 50+** Community-based Organizations and Nonprofits

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How did we engage the community?



Advancing Equity



The effects of COVID-19 are amplifying inequities, but the recovery is an opportunity for a collective restart. To create an equitable community, systems, policies, and practices of oppression must be dismantled. Our new systems must eliminate disparities and provide access to quality services for all unserved, underserved, under-resourced, and ineffectively served individuals and families.



Decision Making and Solutions



Understanding Data



Burdens and Benefits



Accountability, Communication, and Community Engagement

Where is the need?



65%

of COVID cases are residents of color and ethnic minorities



10,156

immigrants have received \$1,000 in financial assistance



250%

increase in food distribution by Second Harvest



600+

small businesses have applied for financial assistance



4,411

school children lack Wi-Fi/tools for distance learning



20,000

low-income workers have lost their jobs

Cumulative Data as of September 2020

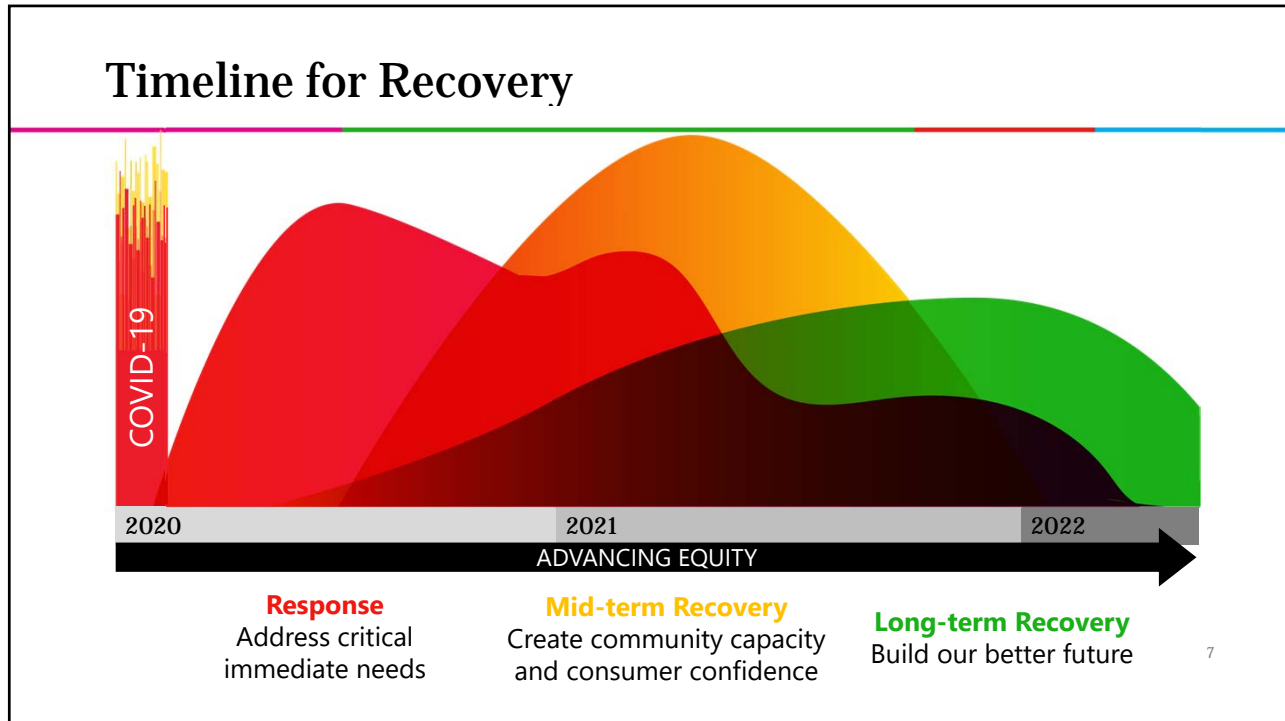
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Our Path to Recovery



- ✓ Address critical and immediate needs
- ✓ Create community capacity and consumer confidence
- ✓ Build our better future

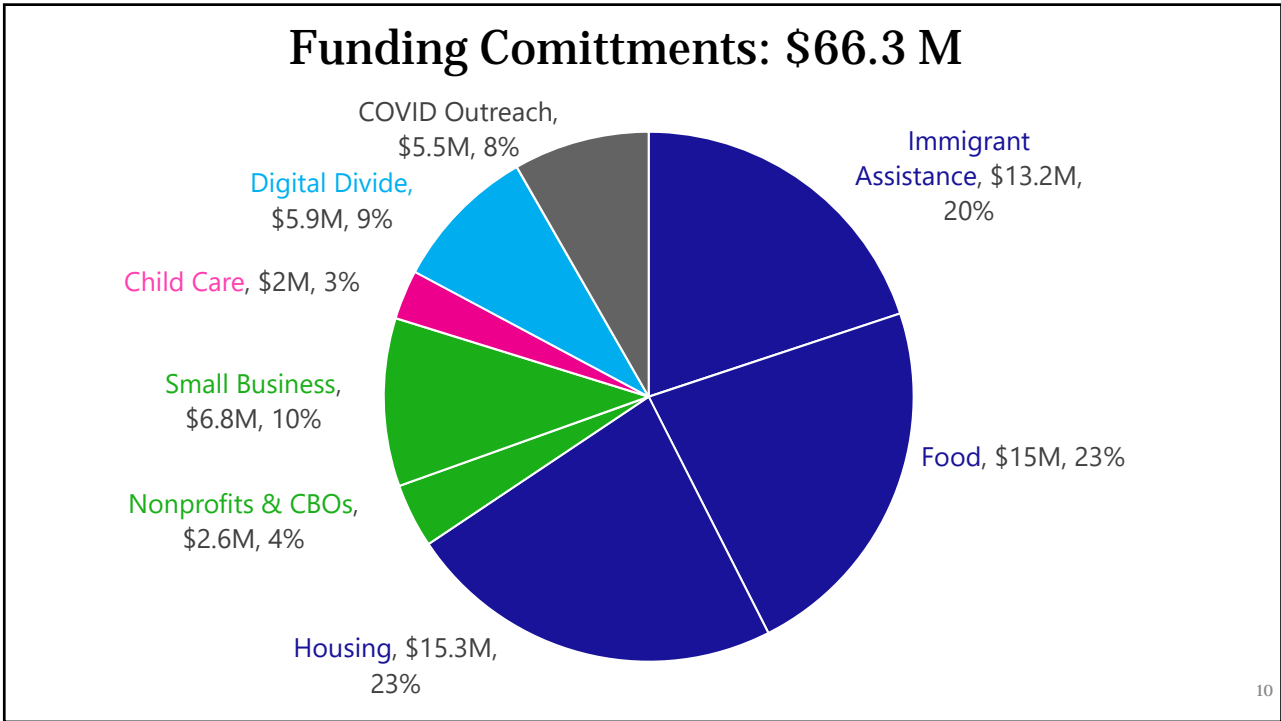
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	Pre-COVID	Response	Mid-term Recovery	Long-term Recovery
		ADVANCING EQUITY		
COVID-19 Response	Public health preparedness and health disparities	Shelter in place	COVID-19 support for individuals and their families, and mental health outreach	Healthy reopening and greater health equity
Housing	Expensive and limited options	Rental assistance and eviction protection	Rent and lease negotiation and other support	Affordable housing
Child Care	Expensive and limited options	Local grants and federal loans	Technical and other assistance for providers	Quality, affordable child care
Connectivity	Digital divide	Hotspots and laptops	Wi-Fi expansion	Quality internet for all residents
Economic	Low unemployment and some gaps for small businesses	Local grants and federal loans	Business support, job training and support	Robust economy with low unemployment

Response and Recovery

Programs and Investments



Basic Needs: Housing



23,000

Extremely low-income
renters Countywide

4,713

Requests for emergency
financial assistance

Cores Services Agencies Rental Assistance Program

- Over \$11 in contributions, 3M County

Small Property Owner Program

- \$2M – opened 10/14

Immigrant Assistance Program

- \$12.6 M in contributions, \$4M County
- 15,908 pre-applications issued

Cumulative Data as of September 2020

11

Basic Needs: Food



250%

Increase in need for
food provided by
Second Harvest
Food Bank

School Lunch Program

- \$1M County funding match

Second Harvest Food Bank

- \$2M County funding for Board

Great Plates Delivered

- Continued through November 9th
- 69 restaurants, 880 employees, and 2,978 clients

Cumulative Data as of September 2020

12

Digital Divide



26,300

Households
without Wi-Fi

4,411

Children
reporting Wi-
Fi issues

Pilot Project - \$6.3M communitywide

- Benefits 2,700 students
- Free public WIFI, mobile units, hotspots, Chromebooks
- Cities/Districts
 - East Palo Alto
 - Redwood City/North Fair Oaks
 - La Honda Pescadero
 - San Mateo
 - Daly City
 - South San Francisco

Cumulative Data as of September 2020

13

Local Economy: Businesses



20,000

Low-income jobs lost

9.2%

Unemployment

268

Known business
closures

SMC Strong Phase I

- \$3.5M raised for 350 grantees
 - 1,232 total applications, \$8.8M not funded

SMC Strong: Geographically Targeted Business Assistance

- \$2.5M Renaissance Entrepreneur Center
- NOVA Supported Employment
















Cumulative Data as of September 2020

14



Moving Forward

How do we implement recommendations, track progress, and engage the community?

Implementation Groups	
<p>Public and Mental Health</p> 	<p>Digital Divide</p>   
<p>Basic Needs</p>   	<p>Child Care and Out-of-School Care</p>  
<p>Economic Recovery</p>     	<p>Transportation</p> 

Implementation Groups



- Building on response programs
- Assess needs, evaluate progress and identify gaps and opportunities
- Develop a collaborative workplan to fill gaps and meet needs
- Identify resources, funding options
- Take action, track progress

Track and Share Recovery Progress



Website Launched October 9th
SMCRecovery.org

Website "Learn more" Page

SMC Recovery Initiative

San Mateo County's Recovery Initiative is a collaboration among local government agencies, community-based organizations and nonprofits, private partners, and residents to promote inclusive recovery and leverage the collective capacity of the whole community to build a more equitable, healthy, and connected San Mateo County.

The San Mateo County Recovery Initiative brought together over 160 government, nonprofit, and private sector partners to prioritize recovery strategies in nine focus areas.

- Reduce the Spread of COVID-19
- Bridge the Digital Divide
- Provide Quality, Safe, and Affordable Child Care
- Prepare the Workforce for New and Future Jobs
- Support Local Businesses, Community-based Organizations, and Nonprofits
- Support Distance Learning and Out-of-School Care
- Promote Mental Health and Wellness
- Meet the essential Needs of the County's Most Vulnerable Populations
- Provide Safe Public and Active Transportation

Bridge the Digital Divide

Indicators

Households without WiFi

94 households in **Census Tract 603200** have no internet connection, **6.7%** of all households.

No internet access	21.6%
Internet access (No Subscription)	4.7%
Internet access (Broadband)	23.6%

Households Without Internet Census Tract Level

San Mateo County WiFi Locations

Student Internet Connectivity Issues Census Tract Level

Reported by 23 School Districts

Indicators

Students without Internet

23 School Districts **4,411** # of students with no internet

7 students have reported no internet connection in **Census Tract 60150**.

Current Programs

San Mateo County Public WiFi

186 # of Locations **1.3 M** Avg. Sessions/Month

Current Programs

Student Internet Access Pilot Initiative

3 School Districts

- Ravenwood Elementary
- Redwood City Elementary
- La Honda Pescadero

325 # of Hotspots/Devices **4** # of Mobile WiFi Units

325 Subsidized Promo Codes

Website “Join us” page

Home Learn more **Join us**

Join us

Name *

First Last

Email *

Comment or Message *

Submit

Help stop the spread of COVID-19
ALL OF US

SAN MATEO COUNTY
STRONG

COVID-19 Public Call Center
Call 211 or 800-273-4222
For non-emergency, non-medical questions

Questions?

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First 5 San Mateo Communications Plan

October 26, 2020
Commission Meeting



Discovery & Planning Process

July - September 2020



“First 5 is in the right position to develop content and messaging, and convene partners in sharing consistent, simple, clear messaging.”

- F5SMC Partner, Planning Session Participant



Discovery & Planning Activities

- Ongoing planning and collaboration with the F5SMC core communications team
- F5SMC staff and grantee planning sessions
- Review of relevant communications materials, plans, and policies
- Audit of website, social media platforms, and digital content
- Landscape review and benchmarking analysis



Staff and Planning Sessions

Effective Approaches

- Clear, simple, translatable messaging accompanied by strong visuals
- Using stories of impact to communicate the lived experience of children and families in SMC and emphasizes opportunity and optimism
- Using technology, mobile and text-based communications, and social media to expand reach

Challenges

- Changing the narrative of the ECE system and workforce not being valued as educators
- Changing how our community views and talks about children and families, from a deficit to strength-based perspective
- Ongoing adaptation of communications strategies to reach new and younger parents
- Identifying a policy and advocacy strategy and structure that supports the diverse initiatives and focus areas of F5SMC, including data and evaluation

Opportunities

- Encourage grantee collaboration by promoting community-wide values, mission, and goals in support of young children and their families
- Use COVID-19 experience as an opportunity to reimagine the system of care in SMC, and illuminate barriers and equity issues
- Leverage childcare providers as advocates
- Elevate the voices and lived experience of families

Ideas

- Develop a communications and advocacy toolkit in collaboration with community partners as content experts
- Promote and support civic engagement, including families and stakeholders
- Develop community-wide communications campaigns that can be shared and adopted by others
- Use an influencer approach or campaign to find champions and elevate community voices, including the voices of families



Landscape Scan & Audit

F5SMC Website

- Website traffic indicates that F5SMC's website has been an effective tool for sharing critical COVID-19 related information.
- Audience engagement, however, is short lived with over 90% drop-off rates
- 75% of website visitors are women ages 25-34.



Landscape Scan & Audit

F5SMC Social Media

- Facebook, Instagram, Twitter, and LinkedIn are used regularly and leveraged to deliver First 5 and advocacy messages and sharing updates on local activities to a variety of audiences.
- Paid advertisements, combined with timely and relevant content, have been effective.
- Strategy and consistency to target specific audiences can help maximize each platform.



Key Takeaways

- | | |
|---|---|
| <ul style="list-style-type: none"> • F5SMC is well positioned to lead communications development for community-wide efforts. | <ul style="list-style-type: none"> • A brand refresh can promote consistency and expand brand reach. |
| <ul style="list-style-type: none"> • F5SMC audiences utilize digital and social media platforms to get information and resources. | <ul style="list-style-type: none"> • There is a strong desire from F5SMC and partners for aligned, coordinated communications. |
| <ul style="list-style-type: none"> • Clear policy and advocacy priorities can support communications activities to advance advocacy efforts. | <ul style="list-style-type: none"> • There is aligned interest in outreach to decision-maker audiences, as well as parents. |





Reflections



Communications Plan



Communications Goals

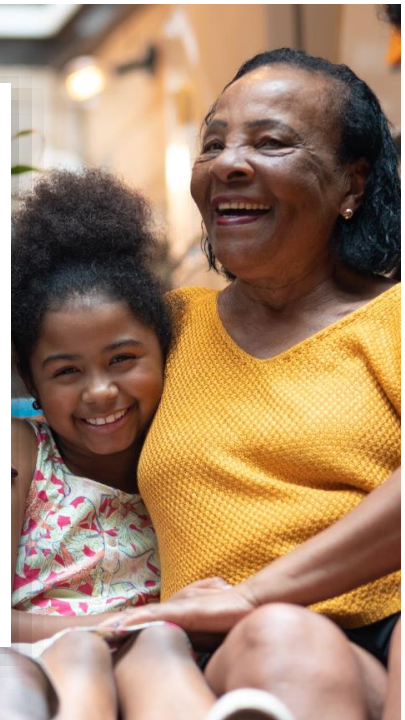
1. Families view First 5 San Mateo County as a **trusted source** of information, resources, and the support they need to help their young children thrive.
2. Families, community partners, and stakeholders **value First 5 San Mateo County's work and impact** in the county.
3. There is **widespread support** among key stakeholders and the broader community for early childhood investments.



Strategy 1

Build on and strengthen foundational brand and communications vehicles, with the website as a hub for communications.

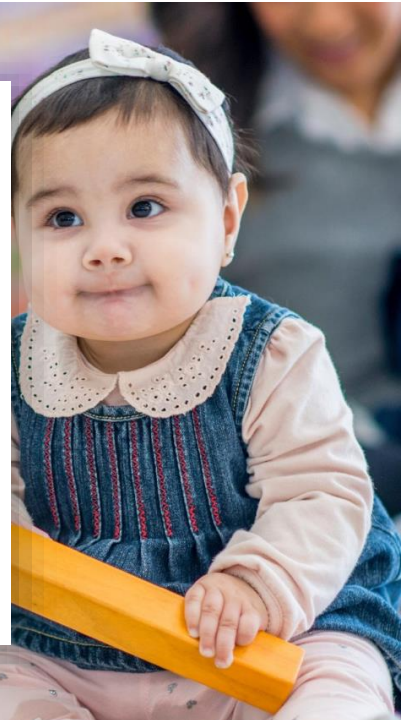
- Brand Refresh
- Website Redesign
- Differentiated Social Media Strategy
- Email Marketing



Strategy 2

Raise visibility of First 5, its focus areas, and its investments and partners through content marketing and targeted campaigns.

- Content Marketing
- Campaigns for Priority Focus Areas



Strategy 3

Engage partners for cohesive communications and advocacy efforts across the community.

- Community Toolkit
- Story Banking
- Community Ambassadors





Implementing the Plan



What's Happening Now?

Strategy 1 - Build on the foundation

- Brand, website, social media, and email are all underway
- Priority focus is website redevelopment



Strategy 2 - Raise First 5 visibility

- Content marketing has begun - *read the new blog!*

Strategy 3 - Engage partners

- Collaborating with partners to gather stories and lift up community members as champions





Let's Discuss!



Thank you!



**First 5 San Mateo County
Audit Presentation
June 30, 2020**

Audit Presentation Outline

- **Audit Opinions**
- **Financial Statement Variances/Trends**
- **Other Comments**
- **Open for Questions**

**First 5 San Mateo County
Audit Presentation
June 30, 2020**

- **Independent Auditor's Report**
 - Unmodified – clean opinion
- **Government Auditing Standards**
 - No significant deficiencies or material weaknesses
- **State Compliance Standards**
 - There were no current year findings

First 5 San Mateo County
(A Discretely Presented Component Unit of the County of San Mateo)
STATEMENT OF NET POSITION
June 30, 2020

	2020	2019	Variance	
<u>ASSETS</u>				
Cash and cash equivalents	\$ 12,323,942	\$ 12,002,874	\$ 321,068	Due to AR being collected sooner
Intergovernmental receivable, net	1,108,293	1,569,454	(461,161)	AR being collected sooner
Interest receivable, net	48,681	73,454	(24,773)	
Total assets	13,480,916	13,645,782	(164,866)	
<u>DEFERRED OUTFLOWS OF RESOURCES</u>				
Deferred outflows of resources	801,047	603,107	197,940	Due to estimates changing
Total deferred outflows of resources	801,047	603,107	197,940	
<u>LIABILITIES</u>				
Accounts payable	1,562,696	1,694,273	(131,577)	More payables due to grantees last year
Salaries and benefits payable	66,192	53,369	12,823	
Grants refundable	-	143,615	(143,615)	Earned revenue this year
Long-term liabilities:				
Net pension liability	835,370	606,419	228,951	Due to estimates changing
Net OPEB liability	171,704	145,618	26,086	
Compensated absences:				
Payable in less than one year	38,726	26,896	11,830	
Payable in more than one year	72,627	67,365	5,262	
Total liabilities	2,747,315	2,737,555	9,760	
<u>DEFERRED INFLOWS OF RESOURCES</u>				
Deferred inflows of resources	140,227	190,383	(50,156)	Due to estimates changing
Total deferred inflows of resources	140,227	190,383	(50,156)	
<u>NET POSITION</u>				
Unrestricted	11,394,421	11,320,951	73,470	More revenues this year produced a surplus
Total net position	\$ 11,394,421	\$ 11,320,951	\$ 73,470	

First 5 San Mateo County
(A Discretely Presented Component Unit of the County of San Mateo)

STATEMENT OF ACTIVITIES
For the Year Ended June 30, 2020

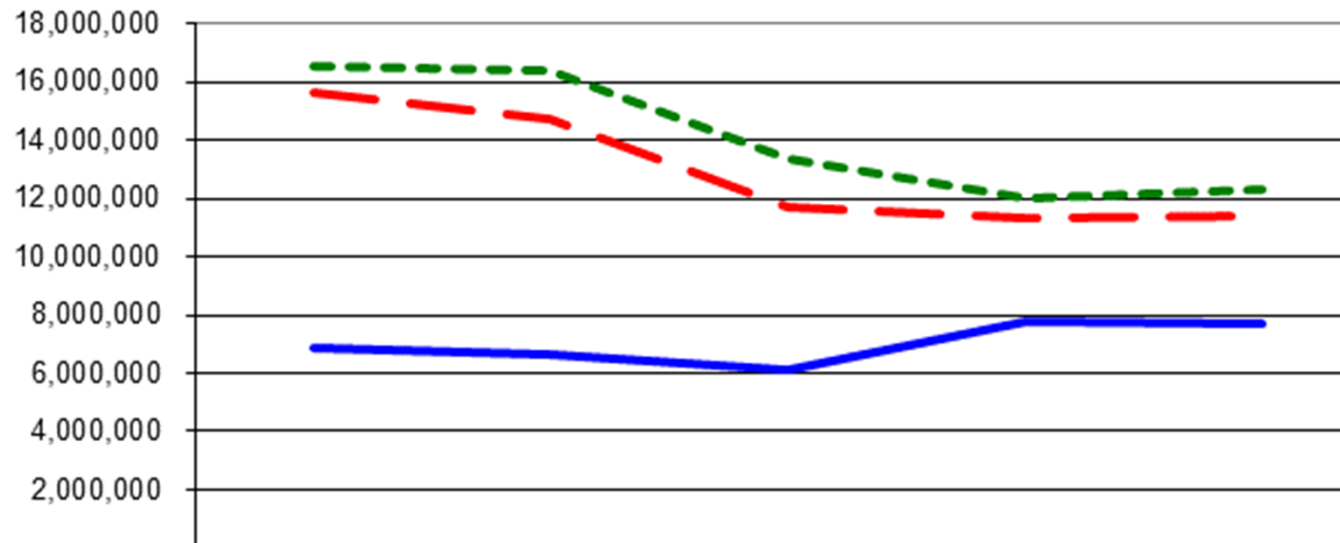
	2020	2019	Variance	
Program expenses:				
Salaries and wages	\$ 710,299	\$ 658,032	\$ 52,267	Due to COLA
Employee benefits	249,409	197,145	52,264	Staff opted for higher insurance coverage
Pension expenses	509,299	419,362	89,937	Due to estimates changing
General office supplies	29,831	31,293	(1,462)	
Professional services	229,241	240,892	(11,651)	
Other administrative expenses	25,669	63,213	(37,544)	
Contributions to local projects	5,873,981	5,758,265	115,716	More spent on local projects this year
Total program expenses	<u>7,627,729</u>	<u>7,368,202</u>	<u>259,527</u>	
Program revenues:				
Operating grants and contributions:				
Tobacco tax	6,355,597	6,025,857	329,740	Increase in Prop 56 tax More grant funding from Build Up Kids, Watch Me Grow and Mental Health Services Act
Other grants	902,720	547,555	355,165	
Total program revenues	<u>7,258,317</u>	<u>6,573,412</u>	<u>684,905</u>	
Net program revenues (expenses)	<u>(369,412)</u>	<u>(794,790)</u>	<u>425,378</u>	
General revenues:				
Investment earnings (losses)	427,434	372,829	54,605	Better investment earnings this year
Other revenue	15,448	-	15,448	
Total general revenues	<u>442,882</u>	<u>372,829</u>	<u>70,053</u>	
Change in net position	<u>73,470</u>	<u>(421,961)</u>	<u>495,431</u>	Revenue increased by 11% while expenses increased by 4%
Net position, beginning of period (as previously reported)	<u>11,320,951</u>	<u>11,742,912</u>	<u>(421,961)</u>	
Net position, end of period	<u>\$ 11,394,421</u>	<u>\$ 11,320,951</u>	<u>\$ 73,470</u>	More revenues this year produced a surplus

**First 5 San Mateo County
Audit Presentation
June 30, 2020**

	Tobacco Tax	Other Grants	Investment Earnings (Losses)	Other Revenue	Total
2016	6,316,574	269,796	188,563	60,143	6,835,076
2017	6,273,983	1,035	87,330	305,420	6,667,768
2018	5,912,387	41,146	165,791	-	6,119,324
2019	6,025,857	547,555	372,829	-	6,946,241
2020	6,355,597	902,720	427,434	15,448	7,701,199

First 5 San Mateo County Audit Presentation June 30, 2020

Trends



	2016	2017	2018	2019	2020
- - - Cash & Investments	16,557,067	16,396,056	13,333,998	12,002,874	12,323,942
— Revenues	6,835,076	6,667,768	6,119,324	7,741,031	7,701,199
- - - Unrestricted Net Assets	15,647,614	14,745,489	11,742,912	11,320,951	11,394,421

**First 5 San Mateo County
Audit Presentation
June 30, 2020**

- **Notes to the Financial Statements**
 - Required disclosures that describes the accounting policies of the Agency and provides further detail of each major account
- **Budget to Actual**
 - Expenditures were \$2.2M under budget
- **Audit Adjustments**
 - Closing entries: accrual and net pension liability and OPEB adjustments

**First 5 San Mateo County
Audit Presentation
June 30, 2020**

- **Conclusion**

- Would like to thank Kitty, Khanh and the rest of the staff for their cooperation and assistance during the audit.



Purpose of the Annual Report

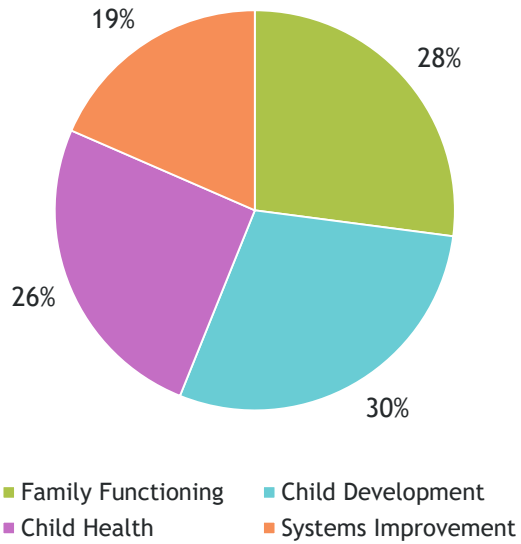
The Annual Report provides information about our local activities and expenditures to First 5 California. It includes:

- Fiscal information (e.g., expenditures)
- Client data (number of children, parents, and providers served)
- Narrative (County Highlights and brief description of evaluation activities)



Fiscal Data

- Family Functioning: \$1,824,749
- Child Health: \$1,597,910
- Child Development: \$1,824,749
- Systems Change: \$1,160,969

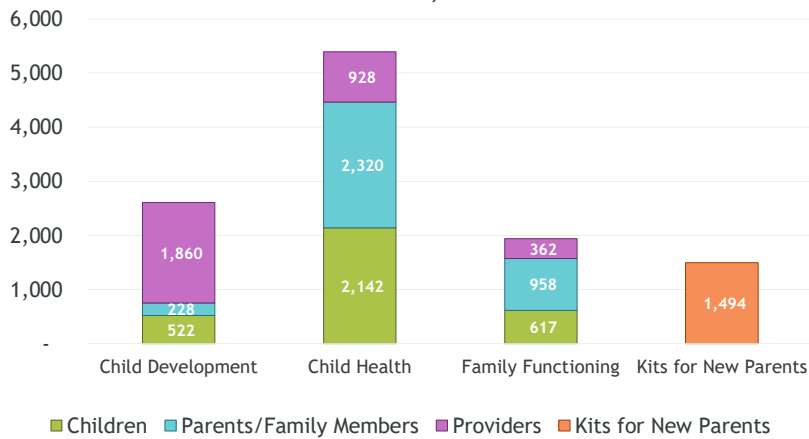


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Clients Served: *Duplicated*



N = 11,431

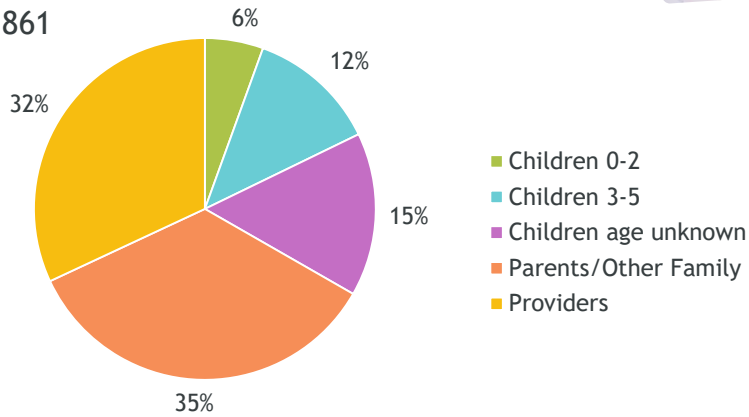


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Clients Served: *Unduplicated*



N = 9,861



F5SMC also distributed **1,494** Kits for New Parents

5

Family Demographics



Race/Ethnicity	First 5 SMC	San Mateo County
Asian	6%	23%
Black/African-American	1%	1%
Latino	39%	32%
Pacific Islander	1%	2%
White	13%	32%
Multiracial	4%	13%
Other/Unknown	36%	14%
Language	First 5 SMC	San Mateo County
English	29%	56%
Spanish	33%	17%
Asian Languages	3%	19%
Other/Unknown	36%	8%

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Questions and Comments

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HELP ME GROW SMC CONSULTANT RECOMMENDATION

October 26, 2020

BACKGROUND

Help Me Grow Is

A comprehensive **system** that promotes universal early identification and linkage to intervention, and ensures all children reach their greatest potential.



Help Me Grow System Model

Core Components

- Centralized Access Point
- Family & Community Outreach
- Child Health Provider Outreach
- Data Collection & Analysis


Structural Elements

- Organizing Entity
- Scale and Spread
- Continuous System Improvement





HMG Consultant Role

- Supporting the Structural Requirements of HMG Model
 - Bolster Organizing Entity
 - Increase Scale and Spread
 - Develop Continuous Systems Improvement System
 - Growth and Implementation
 - Content Expert
 - Research and Evaluation Administrator
 - Co-convener/ Facilitator
- 



PROCUREMENT PROCESS

Request for Qualifications

- Approximately 32-month timeline
- Two quotes received
- Review panel of local and regional partners with expertise related to process and/or content
- Unanimous decision by Panel



RECOMMENDATION



Cheryl Oku Consulting

- Long-standing history
- Well-established relationships
- Significant knowledge of Help Me Grow
- Deep and relevant experience



Questions?

