

*** PUBLIC HEARING MEETING NOTICE***

FIRST 5 SAN MATEO COUNTY COMMISSION MEETING

DATE: Monday, December 11, 2017
TIME: 4:00 PM – 6:00 PM
ADDRESS: San Mateo County Office of Education
 101 Twin Dolphin Drive, 1st Floor Conference Room
 Redwood City, CA 94065

AGENDA	
<p>Call to Order and Preliminary Business</p> <ol style="list-style-type: none"> 1. Roll Call 2. Public Comment 3. Action to Set Agenda for December 11, 2017 Meeting and Approve Consent Agenda Items <i>(This item is to set the final consent and regular agenda, and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.)</i> 4. Commission Announcements 5. Storytelling: First 5 Work / Impact: HSA Visitation Kits and Lee Michelson’s Contribution 	4:00 PM
<p>Discussion Items</p> <ol style="list-style-type: none"> 6. First 5 SMC Social Media Training by Runyon, Saltzman, Einhorn, Inc. (RSE) 	4:10 PM
<p>Action Item</p> <ol style="list-style-type: none"> 7. Nominate and Elect Chairperson and Vice-Chairperson for 2018 <i>(See Attachment 7.1)</i> 8. Approval of First 5 San Mateo County’s 2018 Committee Members and 2018 Committee Meetings Calendar <i>(See Attachments 8.1 and 8.2)</i> 9. Approval of Recommended New Commissioner <i>(See Attachment 9.1)</i> 10. Approval of 2018 Strategic Planning Process Framework <i>(See attachments 10.1 and 2015-2018 Strategic Plan Executive Summary)</i> 	4:45 PM
<p>Informational Items</p> <ol style="list-style-type: none"> 11. Communications Update <i>(See Attachments 11.1)</i> 12. Report of the Executive Director <i>(See Attachments 12.1 and First 5 SMC Program Dashboard Fall 2017)</i> 13. Committee Updates <i>(See Attachments 13.1)</i> 14. Farewell Reception for Commissioner Lee Michelson 	5:10 PM

*** Public Comment:** This item is reserved for persons wishing to address the Commission on any Commission-related matters that are as follows: 1) Not otherwise on this meeting agenda; 2) Listed on the Consent Agenda; 3) Executive Director’s Report on the Regular Agenda; or 4) Subcommittee Members’

Reports on the Regular Agenda. Public comments on matters not listed above shall be heard at the time the matter is called.

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

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

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

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

December 11, 2017

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.

- 2.1 Approval of the October 23, 2017 Commission Meeting Minutes
(See Attachment 2.1)

**First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
October 23, 2017
San Mateo County Office of Education**

Call to Order & Roll Call

1. Roll Call

Commission Members: David Canepa, Pam Frisella, Michael Garb, Neel Patel, Iliana Rodriguez, Louise Rogers, Sandra Phillips-Sved

Staff: Kitty Lopez, Khan Chau, Jenifer Clark, Emily Roberts, Myra Cruz

County Counsel: Monali Sheth

Absent: Anne Campbell, Lee Michelson

A quorum was present. Commissioner Rodriguez called the meeting to order at 4:05 PM; roll call was taken.

2. Action to Set Agenda for October 23, 2017 Meeting and Approve Consent Agenda

MOTION: GARB / SECOND: ROGERS

AYES: CANEPA, FRISELLA, GARB, PATEL, RODRIGUEZ, ROGERS, PHILLIPS-SVED

NOES: NONE

ABSTAIN: NONE

No public comment on items not on the agenda.

3. Commission Announcements

F5SMC Executive Director, Kitty Lopez, introduced Myra Cruz as the F5SMC new Administrative Secretary and gave a brief professional back ground about her. Commission welcomed Myra Cruz.

4. Storytelling: First 5 Work/Impact

Commissioner Frisella shared her reason for joining the Commission and why she is an advocate for several organizations in this County. Commissioner Frisella provided examples of her advocacy efforts regarding the gap in child care facilities such as meeting with Gilead's Outreach Community Coordinator and raising awareness for the topic at a golf tournament's dinner.

She also shared about an article from the SF Chronicle regarding undocumented immigrants who are not receiving help from the recent California wildfires. She informed that she is now an advocate for this underserved group.

Discussion Items

5. Presentation First 5 Association Policy Update

Kitty Lopez introduced Margot Grant Gould, First 5 Association Policy Director, and shared a brief background about her. Margot Gould thanked the Commission for inviting her back to discuss the F5 Association's policy work and updates on status on the bills at the state. The First 5 Association is discussing early education policy with state agencies, members of legislature and advocacy communities and are looking to partner on efforts to support, expand funding and access for more efficient, improved and sustainable service delivery for children and families 0-5 including pre-natal services. The PowerPoint presentation is included in the October 23rd, 2017 Commission

Meeting packet. For full details, visit <http://www.first5sanmateo.org/wp-content/uploads/2017/10/Commission-Meeting-PACKET-10232017-FINAL3.pdf>

Ms. Grant- Gold discussed the Legislative Tracker list that First 5 Association utilizes which identifies Bills supported by the F5 Association and others. The Legislative Tracker List which is included in the October 23rd, 2017 Commission packet. Several bills such as AB 60 – Subsidized Child Care and Developmental Services and SB 192 – Mental Health Services Act Reversion Fund were discussed in more detail.

Commissioner Rogers asked a question on the difference between home visiting and public health nursing model. Gould said that there are some home visiting programs such as Healthy Families of America that fall under the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) funding and other home visiting programs do not receive.

She discussed Prop 64 – Marijuana Legalization and its impact. There is a variation in many counties on revenue potential from taxing cannabis. First 5 Humboldt and First 5 Santa Cruz, received marijuana funding to benefit young children and families.

Public Comment

Public asked questions regarding the next steps on:

- AB 15 - Denti-Cal Program Reimbursement Rates and AB 1520 – Lifting Children and Families Out of Poverty Act Of 2017. Gould informed that both bills are currently being held.
- AB 340 – Early and Periodic Screening, Diagnosis, and Treatment Program: trauma screening. Gould informed that she did not have the details, and would get back to the Commission and staff.

Action Items

6. **Approval of FY 2016 – 2017 Budget Closeout** *(See Attachment 7 – 7C of the October 23, 2017 Commission Meeting Packet)*

The Finance Committee reviewed the 2016 – 2017 Budget Closeout on October 16th, 2017. There is additional revenue of \$267,920 coming from interest and various grants (F5CA Impact grant and the refund from Children Health’s Initiative) which is more than the planned budget. The expenditures were below the planned budget of \$1,813,376. The ending fund balance of \$14,922,528 has positive variance of \$2,081,296 higher than the planned budget.

MOTION: ROGERS/ SECOND: GARB

AYES: CANEPA, FRISELLA, PATEL, RODRIGUES, PHILLIPS-SVED

NOES: NONE

ABSTAIN: NONE

ABSENT: CAMPBELL, MICHELSON

Motion Passed.

No public comment.

7. **Approval of Annual Financial Audit and Submission to the California State Controller’s Office and First 5 California for 2016 – 2017.**

R. J. Ricciardi’s Audit Director, Hiep Pham, an independent auditor, presented the 2016 -2017 audit results. The 2016 – 2107 audit report was included in the October 23rd, 2017 Commission Meeting packet. For full details, visit

<http://www.first5sanmateo.org/wp-content/uploads/2017/10/Commission-Meeting-PACKET-10232017-FINAL3.pdf>

The following was highlighted:

- Audit Opinions
 - 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
- Financial Statement Variances/Trends
- The revenue sources have decreased due to the decrease in the tobacco revenue taxes.
- Budget to Actual is \$2.1 million under budget
- Changes this Year – implemented GASB 82, statement that covered payroll is based on payroll contributions
- He thanked Kitty Lopez, Khan Chau and the rest of the staff for their assistance during the audit.

Commissioner Canepa asked how long we have been using the same auditor. F5SMC’s Fiscal Management Analyst, Khan Chau, informed that we have using the same auditor for four years now. Kitty Lopez added that each year, the Finance Committee was presented with three quotes from different auditors. Commissioner Canepa suggested having different auditors so that in the future, we can say that the organization had 2 or 3 audit firms to review our books.

No public comment.

MOTION: FRISELLA/ SECOND: GARB

AYES: CANEPA, PATEL, RODRIGUES, ROGERS, PHILLIPS-SVED

NOES: NONE

ABSTAIN: NONE

ABSENT: CAMPBELL, MICHELSON

Motion Passed.

8. **Approval of F5SMC’s Fiscal Year 2016 – 2017 Annual Program Report and Submission to First 5 California**
F5SMC’s Evaluation Program Specialist, Jenifer Clark, provided a presentation and reported on this requirement by First 5 California. The Annual F5CA Program report provides information about F5SMC’s local activities and expenditures. The written report is included in the October 23rd, 2017 Commission Meeting packet including Fiscal Data, Client Data (number of children, parents, and providers served through different modalities) and Evaluation Data (narrative report of evaluation findings and systems improvement of work were discussed). For full details, visit <http://www.first5sanmateo.org/wp-content/uploads/2017/10/Commission-Meeting-PACKET-10232017-FINAL3.pdf>

No public comment.

MOTION: ROGERS/ SECOND: PHILLIPS-SVED

AYES: CANEPA, FRISELLA, GARB, PATEL, RODRIGUES

NOES: NONE

ABSTAIN: NONE

ABSENT: CAMPBELL, MICHELSON

Motion Passed.

9. **Approval of Contract for QRIS Communications Consultations Services with Viva Strategy and Communications for \$145,500** [\(See Attachment 10 of the October 23, 2017 Commission Meeting Packet\)](#)

Kitty Lopez informed that this is Phase 2 of contract work with Viva Strategy and Communications for communication work for the Quality Rating and Improvement System (QRIS). They have been working with 4C's, First 5 SMC, San Mateo County Office of Education to develop branding materials, website, and other communications materials. F5SMC and partners are looking forward to rolling out additional branded communication tools very soon. Lopez explained that we were only expecting to use \$75,000, but we do need to utilize the \$145,500 of the remaining \$225,000 allocation of the Strategic Planning Implementation Plan. The F5SMC Finance Committee discussed and recommended the approval of the contract and the scope of work.

Commissioner Garb asked if they're only approving the difference between \$75,000 and \$145,500. It was clarified that the Commission is only approving the difference between \$75,000 and \$145,000 since the \$75,000 was already approved.

MOTION: GARB/ SECOND: FRISELLA

AYES: CANEPA, PATEL PHILLIPS-SVED, RODRIGUES, ROGERS

NOES: NONE

ABSTAIN: NONE

ABSENT: CAMPBELL, MICHELSON

Motioned Passed.

10. **Communications Update** [\(See Attachment 11 to 11.1 of the October 23, 2017 Commission Meeting Packet\)](#) FYI Only

Kitty Lopez highlighted the following:

- Currently working with Runyon, Saltman, Einhorn, Inc. (RSE) regarding the F5SMC website that needs to be translated in Spanish version
- Social Media Report indicates 75% increase of number of community engagement in Facebook
- The F5SMC website is still connected to the County.

11. **Report of the Executive Director**

[Executive Director's written report](#) is included in the October 23, 2017 Commission Meeting packet, and Kitty Lopez highlighted the following:

- Many activities that the staff participated such as Build Up for SMC Kids – Early Learning Facilities
- Acknowledged Commissioners Phillips-Sved and Patel for participating in the Mental Health Systems Initiative work.
- Hosting an Immigration Learning Circle in collaboration with Legal Aid Society of San Mateo County on November 6th at the Sobrato Conference Center. Everyone is invited.
- Showed a sample of Visitation Kits that were distributed to staff at San Mateo County's Children and Family Services Central Support Staff. The community workers and transportation workers each received a back pack containing art therapy materials so that kids have something to do during visitation.
- F5 California and F5 Association jointly set up a donation page to support Counties who were affected by wildfires.
- Showed the Community Partnership Award that the F5SMC received from Peninsula Family Service. F5SMC funds the therapeutic child development center that Peninsula Family Service runs in collaboration with LifeMoves.

12. Committee Updates

Finance Committee:

Kitty Lopez informed that the Finance Committee asked to include the Budget monitoring report for September in the Committee updates. [See attachment 13A of the October 23, 2017 Meeting Packet.](#)

Iliana Rodriguez adjourned the meeting at 5:37 PM.

Date: December 11, 2017
To: First 5 San Mateo County Commissioners
From: Iliana Rodriguez, Commission Chair
Re: Nominate and Elect Chairperson and Vice-Chairperson for 2018

ACTION REQUESTED

Nominate and Elect Chairperson and Vice-Chairperson for 2018

BACKGROUND

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

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

Currently Iliana Rodriguez serves as Commission Chair and Lee Michelson as Commission Vice-Chair.

FISCAL IMPACT

None.

RECOMMENDATION

Nominate and Elect Chairperson and Vice-Chairperson for 2018

Date: December 11, 2017

To: First 5 San Mateo County Commissioners

From: Kitty Lopez, Executive Director

Re: Approval of First 5 San Mateo County 2018 Committee Members and the 2018 Committee Meeting Calendars

ACTION REQUESTED

Approval of First 5 San Mateo County 2018 Committee Members and the 2018 Commission and Committee Meeting Calendar

BACKGROUND

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

The following are appointment recommendations for the 2018 Committees:

First 5 San Mateo County Subcommittees

Committee	Committee Description	Members for 2018
Finance and Administration	Reviews the Commission's financial operations including but not limited to the: annual budget, annual audit, long term financial planning, and investment strategies.	Pam Frisella, Chair Michael Garb Iliana Rodriguez
Program, Operations and Planning <i>(also referred to as POP)</i>	Reviews program specific content areas and helps facilitate the successful implementation of the Commission's Strategic Plan.	Anne Campbell, Chair Sandra Phillips-Sved David Canepa
Early Childhood Evaluation Advisory	Reviews the implementation of First 5 San Mateo County's outcome-based evaluation framework and helps the Commission use evaluation results to inform strategic decision making.	Louise Rogers, Chair Neel Patel

Attachment 8.1

The following 2018 Commission and Committee schedule was developed based on meeting dates and times that have been established by the Commission members:

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

Meeting dates that deviate from the schedule above are due to holiday conflicts (**See Attachment 8.2**).

RECOMMENDATION

Approval of First 5 San Mateo County 2018 Committee Members and the 2018 Committee Meeting Calendar



2018 Commission and Committee Calendar

	*Commission Meeting	Finance & Administration	Program, Operations & Planning	Early Childhood Evaluation Advisory
	SMC Office of Education 101 Twin Dolphin Drive 1st Floor Conf. Room Redwood City, CA 94065	First 5 San Mateo 1700 S. El Camino Real, Ste. 405 San Mateo, CA 94402	SMC Office of Education 101 Twin Dolphin Drive 2nd Floor Conf. Room Redwood City, CA 94065	First 5 San Mateo County 1700 S. El Camino Real, Ste. 405 San Mateo, CA 94402
	4th Monday 4:00pm - 6:00pm	2nd Monday 9:00am – 10:00am	1st Monday 4:00pm – 5:00pm	3rd Monday 3:30pm – 5:00pm
January	1-22	1-8	1-8 (1-1 New Year's Day)	No Meeting
February	No Meeting	2-26 (2-12, Lincoln's Bday)	2-5	2-12
March	3-26	No Meeting	3-5	No Meeting
April	No Meeting	4-9	4-2	4-16
May	5-21 (5-28, Memorial Day)	5-14	5-7	No Meeting
June	6-25	6-11	6-4	6-18
July	No Meeting	7-9	7-2	No Meeting
August	8-27	8-13	8-6	8-20
September	No Meeting	9-10	9-10 (9-3 Labor Day)	No Meeting
October	10-22	10-15 (10-8, Columbus Day)	10-1	10-15
November	No Meeting	No Meeting	11-5	No Meeting
December	TBD	No Meeting	12-3	No Meeting

**2018 Commission Meetings Approved on Feb. 27, 2017 Commission Meeting*

2018 COMMITTEE MEMBERS, STAFF REPRESENTATIVES, PUBLIC MEMBERS*

Finance & Administration

Pam Frisella, Chair
Michael Garb
Iliana Rodriguez

Staff

Kitty Lopez
Khanh Chau

PROGRAM, OPERATIONS & PLANNING (POP)

Anne Campbell, Chair
Sandra Phillips-Sved
David Canepa
Harvey Kaplan, MD*

Staff

Kitty Lopez
Michelle Blakely
Myra Cruz

EARLY ADVISORY EVALUATION

Louise Rogers, Chair
Neel Patel
Tracey Fecher*
Heather Cleary*

Staff

Kitty Lopez
Michelle Blakely
Jenifer Clark

Date: December 11, 2017
To: First 5 San Mateo County Commissioners
From: Kitty Lopez, Executive Director
Re: Approval of Recommendation to Board of Supervisors for Commissioner to Replace Retiring Commissioner Lee Michelson: Rosanne Foust, President & CEO San Mateo County Economic Development Association (SAMCEDA)

Background:

Whenever there is a pending public member vacancy on the First 5 Commission there is a recruitment process that is followed to replace the outgoing Commissioner. Commissioner Lee Michelson is retiring from his position as CEO of the Sequoia Healthcare District and his position as a First 5 Commissioner.

After a public announcement was made by the Clerk of the Board of Supervisors in September-October, 2017, 5 applications were received. The Executive Director, in consultation with the Chair of the Commission, reviewed all applications and set up interviews with applicants during the month of November. Four applicants were interviewed (the fifth applicant did not set up an interview) and were asked questions about their backgrounds, interest in First 5, issues facing young children and families in San Mateo County, issues facing First 5, and how each thought they could help further the work of the Commission and create stronger impact for children and families. The following applicants were interviewed:

1. Josh Becker, CEO, Lex Machina
2. Rosanne Foust, President & CEO San Mateo County Economic Development Association (SAMCEDA)
3. Lisa Moody, Program Director, New Creation Home Ministries
4. Rose M. Payan, Retired Educator & Speech and Language Therapist

All applicants expressed an enthusiastic interest in serving on the First 5 Commission! After thoughtful deliberation and consultation with the Chair of the Commission, Iliana Rodriguez, I recommend Rosanne Foust as a new Commissioner to begin in January, 2018, following formal approval by the Board of Supervisors. The recommendation would go before President of the Board, Don Horsley, and the Board of Supervisors at an early January meeting.

Given her current role as CEO of SAMCEDA and previous 12 years on the City Council in Redwood City, including Mayor and Vice Mayor; her previous role on the San Mateo County Child Care Partnership Council; and her advocacy and involvement in the Redwood Shores Child Care Center in Redwood City and the soon to break ground senior and child care facility on Bradford Street in Redwood City, Ms. Foust would be an important asset to the Commission's leadership and advocacy role with the business community and the child care/early learning facility work throughout the County. Please see her application, **Attachment 9.1**

Fiscal Impact:

None

Recommendation

Approval of Recommendation to Board of Supervisors for Commissioner to Replace Retiring Commissioner Lee Michelson: Rosanne Foust, President & CEO San Mateo County Economic Development Association (SAMCEDA)

Submission #587

[Previous submission](#) [Next submission](#)

Submission information

Form: [Application for Boards, Commissions and Committees](#)

Submitted by Anonymous

Mon, 10/02/2017 - 12:00

96.64.210.41

Name of Board, Commission, or Committee First Five San Mateo County**What position are you applying for?** Public Member**Would you be able to attend meeting at the following times?** Either**Name** Rosanne Foust**Email** rfoust@samceda.org**Phone Number** (Home) 650-368-1841 (Work) 650-413-5600 Ext. 1**Address** 204 Upland Court**City** Redwood City**Zip Code** 94062**Education** Post-Graduate**Other****Are you a veteran of the U.S. Armed Forces?** No

Questions for Veterans

PLEASE COMPLETE THE FOLLOWING QUESTIONS IF YOU ARE A VETERAN OF THE U.S. ARMED FORCES

Years of Service:**Branch of Service:****Please provide the character of your discharge from military service:****Present Employer** San Mateo County Economic Development Association (SAMCEDA)**Position** President & CEO**Employer Address** 1900 O'Farrell Street, Suite 380, San Mateo, CA 94403**Employment History**

As the President & CEO of the San Mateo County Economic Development Association (SAMCEDA), my role is to advocate for maintaining a strong local and regional economy, attracting and retaining major employers and good jobs, and creating partnerships between business and government to address the critical issues of affordable housing, traffic congestion, mobility improvements, and maintaining a good quality of life. Since joining SAMCEDA in 2008 I have been instrumental in the following accomplishments:

- Significantly expanded membership by bringing onboard Carbon, Google, GSV Labs, Lyft, SF 49ers, Facebook, Genentech, Greenland USA, LinkedIn, Lucile Packard Children's Hospital at Stanford, Starship Technologies, and many others.
- Innovation and technology has become a centerpiece of SAMCEDA's "Annual Awards of Excellence" and the event has been rebranded into a showcase event highlighting San Mateo County companies that embody the spirit of innovation and entrepreneurship.
- Created "THRED Talks" Weaving the County Together as the cornerstone of SAMCEDA's annual meeting held in June each year ensuring that some of the most innovative and forward-thinking local leaders share their perspectives with San Mateo County's business and elected leaders.;
- Have developed coalitions and partnerships with the Bay Area Council (BAC), Joint Venture Silicon Valley, Silicon Valley Leadership Group (SVLG), local Chambers of Commerce and the San Mateo County/Silicon Valley CVB for successful advocacy efforts on behalf of the business community relating to major projects in infrastructure, housing and transportation.

- Leading the business community's involvement with local ballot measures related to important issues such as affordable housing, transportation, San Francisco Bay restoration, open space protection, and rent control.

Previously, I had a twenty-year career with Alsace Development International USA, Inc. in multiple positions including Regional Manager, Director U.S. Operations, Executive Vice President North America & Treasurer of the Corporation. I directed and managed U.S. offices in Boston, Los Angeles and Redwood City and an international office in Sydney, Australia for the economic development authorities of Alsace, France.

Civic Activities: (Please include any present or past membership on County or City boards, committees, or commissions, or participation in the activities of community groups or organizations) 12 years on the City Council in Redwood City, including as Mayor and Vice Mayor; 10 years SMCTA; 7 yrs. on SFBRA

Why are you seeking this appointment? (Please include in your response any qualifications/special interest related to this position which may not have been covered.)

I have long admired the work of First Five San Mateo County as my interest in local government began as a public member of the Child Care Partnership Council for San Mateo County. From 1998 to today I have advocated for increased child care centers throughout the County, notably the Redwood Shores Child Care Center in Redwood City and the soon to break ground senior and child care facility on Bradford Street in Redwood City. Through my work at SAMCEDA we were an early supporter of the "Big Lift" and continue to work on those efforts. Simply put children are our future and we must create opportunities for them to thrive. This is what First Five does in so many ways and I would welcome the chance to be a part of all they do.

How did you become aware of the opening? Friend

Other

Electronic Signature (Please enter your full name) Rosanne Foust

[Previous submission](#) [Next submission](#)

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Date: December 11, 2017

To: First 5 San Mateo County Commission

From: Kitty Lopez, Executive Director

Re: Approval of 2018 Strategic Planning Process Framework for 2020 Strategic Plan

ACTION REQUESTED

Approve 2018 Strategic Planning Process Framework for 2020 Strategic Plan

BACKGROUND:

On September 22, 2014 the First 5 San Mateo Commission adopted our current strategic plan, which has a term of July 1, 2015 – July 30, 2020. This adoption followed an intensive strategic planning process by VIVA Strategy and Communications, a San Mateo County based social impact consulting firm that was selected through a competitive RFQ process. The eight-month planning process included extensive community and Commission participation and yielded a plan that has been instrumental in guiding our positive child, family and community impact.

As the Commission nears its twentieth year, F5SMC has built a solid foundation of healthy child development expertise as well as our ability to implement the Commission's three primary community roles: strategic investor, community partner, and community leader. In order to properly prepare grantee procurement processes of a new strategic plan, the Commission typically likes to adopt a new plan approximately one year prior to its implementation. This means the Commission needs to begin to think about the revision of our current plan or the development of a new plan.

In consultation with the Program, Operations, and Planning Committee (POP), at our November 6, 2017 Committee Meeting, I am recommending that rather than start a new comprehensive strategic planning process we review, discuss, and refine our current strategic plan. The current plan's Vision, Mission, Desired Outcomes, and Core Values and Guiding Principles remain active and strong. The strategies in each focus area of Early Learning, Child Health & Development, and Family Engagement are still grounded in and support our local community and are in alignment with our statewide efforts and work. This is well outlined in the 2015 – 2020 Strategic Plan Executive Summary, **(Attachment 10.2)**.

A plan revision would include focused conversations on key areas rather than opening conversations about the level of vision, mission, and our six overarching desired outcomes. This process would likely involve a Strategic Planning Committee, periodic discussion at Commission meetings, and a forum for community input and feedback. We would also include evaluation and programmatic information for the current investments to help inform the process.

FISCAL IMPACT

Funding for an outside consultant to facilitate the strategic planning process will be substantially lower than the previous longer strategic planning that was done in 2014 for the current plan; funds for this consultation will be taken from FY 2017-18 Budget.

RECOMMENDATION

Approve 2018 Strategic Planning Process Framework for 2020 Strategic Plan

• First 5 San Mateo County 2015-2020 Strategic Plan Executive Summary



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 following desired outcomes guide First 5 San Mateo County's efforts:

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



History

Research shows that children's brains develop more during the first five years than at any other time. What parents and caregivers do during these first years can make a profound difference in a child's development and impacts the rest of a child's life.

Based on this research, in 1998 California voters passed Proposition 10, the California Children and Families Act, which adds a 50-cent tax on all tobacco products to fund programs and improve systems to better the lives of children from the prenatal stage through age five. As a result, the First 5 San Mateo County Commission was established in 1999 and, since its inception, has invested more than \$120 million to serve the County's children and families.

My mommy is pregnant with me! The fundamentals of my brain are already developing.

Prioritizing San Mateo County's Youngest Children

The First 5 San Mateo County Commission strives to create conditions that will allow all young children in San Mateo County to prosper socially, emotionally, and economically.

To this end, the Commission serves three primary community roles: Strategic Financial Investor, Community Partner, and Community Leader advocating for the prioritization of young children and their families in decision-making processes.

This combination of focused financial investments and systems-level work enables the Commission to maximize declining revenues and take advantage of expanding partnership opportunities to achieve positive outcomes for children, families, and the community.



700 new neural connections are forming in my brain every second.



Core Values and Guiding Principles

We believe that our work must:

- Support the whole child within the whole family
- Build connections between the many systems that serve young children and their parents and caregivers
- Embrace the importance of fathers and male role models in the healthy development of children
- Promote positive early development and focus on prevention and early intervention
- Include children of diverse abilities
- Respect and engage parents and families
- Honor cultural, ethnic, and linguistic diversity
- Appreciate strengths
- Enlarge community capacity

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

- Create value
- Promote equity
- Foster excellence
- Demonstrate effectiveness
- Achieve sustainable change

Supporting a Community Approach

Prioritizing young children and those who care for them is especially important in light of the stark inequalities of opportunity in San Mateo County. Although it is one of the wealthiest regions of the nation, the cost of living here is high, making self-sufficiency a struggle for many families.

Lasting improvements to the well-being of San Mateo's youngest residents are possible when the community understands the importance of supporting young children and their families and works together to mobilize resources.

This effort requires common understanding, shared ownership, willingness to change, and commitment to opportunity for all children. First 5 San Mateo County supports a community-wide effort through:

1. Leadership on early childhood advocacy and policy development
2. Multidisciplinary community partnerships
3. Community education to increase understanding of the importance of the early years and build public will to invest in young children



Everything I see, hear, touch, smell, or taste helps shape my brain for thinking, feeling, moving, and learning.

Focus Area: Early Learning

Early learning settings play a critical role in nurturing children's social, emotional, and cognitive development. Supporting a continuum of high-quality early learning, beginning in infancy and with smooth transitions into toddler care, preschool, and elementary school, is a priority for the Commission.

Strategies for Investment:

1. Support formal quality improvement in early learning settings
2. Expand access to early learning settings/environments for children with special needs and for infants and toddlers
3. Strengthen parents' understanding of high quality early learning
4. Partner with San Mateo County's Big Lift initiative



My emotional and cognitive development is shaped by the interactions I have with my parents and caregivers.



Focus Area: Child Health and Development

Access to medical care for prevention, early detection, and treatment of physical, developmental, and mental health needs during the first five years is critical to children's long-term well-being. Additionally, improving the conditions where children live, play, and go to school can help them thrive.

Strategies for Investment:

1. Promote health care access and utilization
2. Integrate systems for children with special needs and their families
3. Promote equitable access to safe and healthy communities

My checkups at the doctor help make sure that I am healthy and growing strong.

Focus Area: Family Engagement

Children do well when cared for by supportive families, which, in turn, do better when they live in vibrant and supportive communities. Valuing today's varied family structures, cultures, and languages is key to working effectively with parents. The more we create effective parent partnerships, the more stable foundations we create for lifelong learning and success.

Strategies for Investment:

1. Provide intensive support for families with multiple risk factors
2. Create effective parent partnerships
3. Promote parent connectivity and support networks
4. Strengthen service providers' early childhood understanding

I'm ready for kindergarten!





First 5 San Mateo County Commissioners

Michael Garb, Public Member, *Commission Chair*

Jean Fraser, Chief, Health System, *Vice-Chair*

Angel Barrios, Public Member

Anne E. Campbell, County Superintendent of Schools

Jorge Glascock, Public Member

Harvey Kaplan, M.D., Public Member

Lee Michelson, Public Member

Dave Pine, Board of Supervisors

Iliana Rodriguez, Agency Director, Human Services Agency

First 5 San Mateo County Youth Commissioners

Felipe Afanador

Max Weinstein

First 5 San Mateo County Staff

Kitty Lopez, *Executive Director*

Khanh Chau

Jenifer Clark

Karen Pisani

Emily Roberts

Chonne Sherman

Mey Winata

The 2015-2020 First 5 San Mateo County Strategic Plan was adopted September 22, 2014.

First 5 San Mateo County
1700 S. El Camino Real, Suite 405
San Mateo, CA 94402
650.372.9500
www.first5sanmateo.org



DATE: December 11, 2017
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Communications Update

ACTION REQUESTED

None; this agenda item is for information only.

COMMUNICATIONS

WEBSITE

- Runyon Saltman, Inc. (RSE) updated the color branding of First 5 San Mateo County (F5SMC) website in compliance with Americans with Disabilities Act (ADA).
- RSE reviewed other First 5 websites and recommended to translate the F5SMC new English site to Spanish on major areas of the website:
 - Homepage – Families & Resources block at the footer
 - About
 - About F5SMC: Prop 10, Mission
 - Our Investments: List of funded partners and services they provide
 - Strategic Plan
 - Staff
 - Commission
 - Families
 - Early Learning – All content in this section
 - Happy & Healthy – All content in this section, potential to add Latino-specific content such as impact of sugary food/drinks and diabetes
 - Family Engagement – All content in this section
 - Find Services: Links to Spanish site of County services
 - Contact
 - Address/Phone

SOCIAL MEDIA

- See October Social Media Report Attachment 11.2



First 5 San Mateo County October 2017


Overview

We continue to see growth, interaction and engagement in First 5 San Mateo social media platforms. All platforms saw positive growth. Twitter showed strong increases in followers. Engagement was also the highest on Twitter with more than 10K impressions.

All activity continues to be organic, although RSE will be incorporating paid social efforts in the upcoming month. RSE we will continue to post relevant content, participate in Twitter chats, find new ways to engage fans on Facebook and Instagram, and will work with F5SMC to promote the LinkedIn page.

Activity by Platform

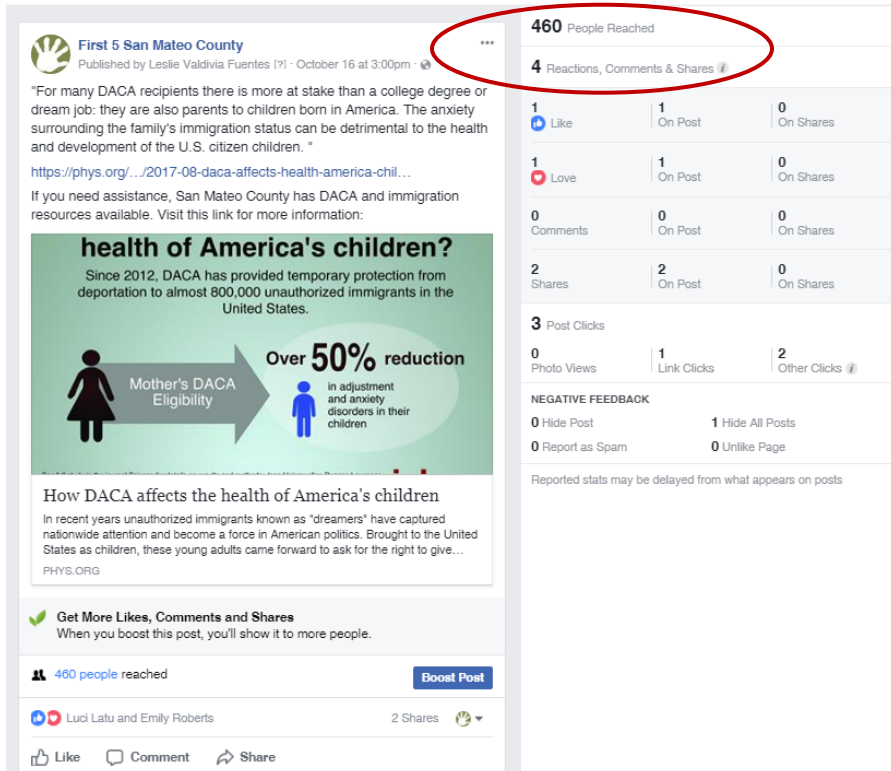
The following report provides engagement statistics by social media platform.

 Facebook	785	Followers (+8 from last month)
	113	Total Engagements – Likes and Comments
	460	Highest Organic Post Reach (in Oct)
	4%	Highest Engagement Percentage (in Oct)

In October, we saw a slight increase in followers. Engagement for the month consisted of 113 comments, likes and shares and the two most popular posts reach over 800 impressions. The post that had the highest engagement, at 4%, was information on free family-friendly activities around the Bay Area. The post with the highest reach was a post on the effects of young children being separated from their parents due to immigration issues, which reached 460 people.

Below are the posts with the highest organic reach and engagement.

Highlights:



First 5 San Mateo County
Published by Leslie Valdivia Fuentes (7) · October 16 at 3:00pm · 🌐

"For many DACA recipients there is more at stake than a college degree or dream job: they are also parents to children born in America. The anxiety surrounding the family's immigration status can be detrimental to the health and development of the U.S. citizen children."
<https://phys.org/.../2017-08-daca-affects-health-america-chil...>
If you need assistance, San Mateo County has DACA and immigration resources available. Visit this link for more information:

health of America's children?
Since 2012, DACA has provided temporary protection from deportation to almost 800,000 unauthorized immigrants in the United States.

Over 50% reduction
Mother's DACA Eligibility → In adjustment and anxiety disorders in their children

How DACA affects the health of America's children
In recent years unauthorized immigrants known as "dreamers" have captured nationwide attention and become a force in American politics. Brought to the United States as children, these young adults came forward to ask for the right to give...
PHYS.ORG

460 People Reached
4 Reactions, Comments & Shares

1 Like	1 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

3 Post Clicks
0 Photo Views | 1 Link Clicks | 2 Other Clicks

NEGATIVE FEEDBACK
0 Hide Post | 1 Hide All Posts
0 Report as Spam | 0 Unlike Page

Reported stats may be delayed from what appears on posts

460 people reached [Boost Post](#)

Luci Latu and Emily Roberts 2 Shares

Like Comment Share

First 5 San Mateo County October 2017



First 5 San Mateo County
Published by Leslie Valdivia Fuentes [?] · October 24 at 10:00am · 🌐

There are so many fun and family -friendly activities to do this Fall and Halloween season. Visit here to find events all over the Bay Area!

Halloween Fun
Halloween Fun Celebrate Halloween with a visit to a local pumpkin patch, haunted house, or other fun Halloween destination in the Bay Area. Find ideas for clever costumes, easy crafts, spooky decorations and tasty treats at our sister site Halloween Kid Fun.
BAYAREAKIDFUN.COM

357 People Reached

10 Likes, Comments & Shares

7 Likes	4 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	2 On Post	1 On Shares

11 Post Clicks

0 Photo Views	9 Link Clicks	2 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

357 people reached **Boost Post**

4 2 Shares

Like Comment Share



204 Followers (to date) (+13 from last month)
119 Total Engagements- Retweets/Likes/Mentions (+63 from last month)
10.3K Tweet Impressions (+5.4K from last month)

During the month of October, Twitter saw a big increase in engagement, which led to an increase in followers. The account continues to be tagged in content and tweets from other influencers in the early childhood space. Most of the visibility this month came from a tweet at the Birth and Beyond Water Cooler Conference and a tweet during a First 5 LA Twitter chat. In October, the account received 119 retweets, mentions and likes – up 63 since last month. The top mention this month came from San Mateo County Supervisor Dave Pine. Some highlighted tweets from the month are shown below:

First 5 San Mateo Co
@first5sanmateo

Thank you to all our San Mateo County teachers!

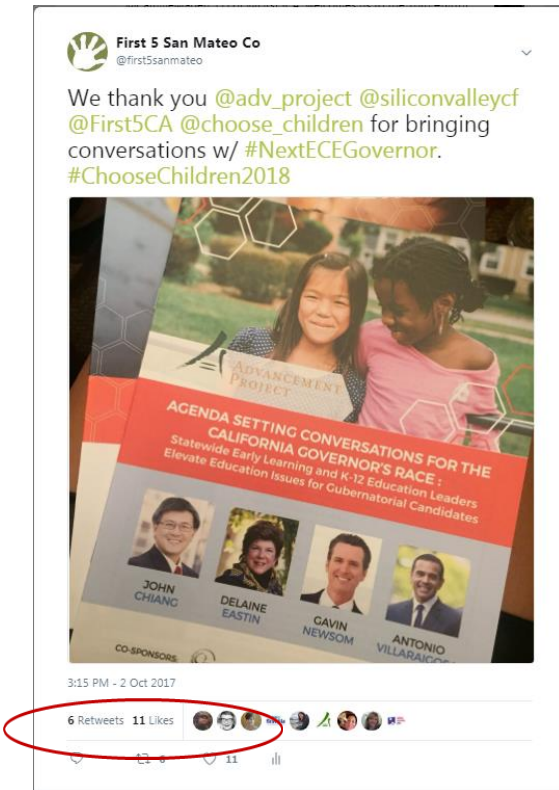
Sesame Street @sesamestreet
Happy #WorldTeachersDay to all the wonderful teachers around the world! Thank you for all that you do!

9:01 AM - 5 Oct 2017

4 Retweets **4** Likes

🗨️ 4 ❤️ 4

First 5 San Mateo County October 2017



Instagram

126
176
59

Followers (+7 from last month)
Total Engagements- Likes and Comments (+74 from last month)
Following

The Instagram account continues to see steady growth in followers with seven additional people following in October. Followers continue to include parents, teachers, early education and health community organizations, other First 5's and public officials. We published 13 posts this month, and engagement stayed consistent with 176 likes and comments, 74 more engagements than last month. The two most popular post are shown below:



First 5 San Mateo County October 2017



LinkedIn

RSE continued to post content during the month of October to the First 5 San Mateo County LinkedIn business page; however, we have not been able to generate the type of activity we would like to see. RSE and F5SMC will continue to work together to find ways to engage internal staff and other county individuals on this platform.



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**FIRST 5 SAN MATEO COUNTY (F5SMC)
REPORT OF THE EXECUTIVE DIRECTOR
DECEMBER 2017**

OVERVIEW

Protect Healthcare for California's Children

First 5 San Mateo County (F5SMC) is one of many organizations that wrote to California Senators urging them to support and protect health care for California's 5.6 million children who rely on coverage through Medi-Cal, the state's health coverage program financed by Medicaid and the Children's Health Insurance Program (CHIP).

See [Protect Healthcare for California's Children Letter Attachment 12.3](#)

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

Early Learning

EQ+IP Bi-Annual Partners' Meeting: On November 17th, Jenifer Clark attended this twice-yearly meeting on behalf of F5SMC. The meeting focused on sharing information about the upcoming process to develop budgets and plan service delivery for the 2018-2020 contract years.

Child Care Partnership Council Meeting: On November 27th, Michelle Blakely and Jenifer Clark attended the CCPC quarterly meeting. One item of note was a presentation on the recent Early Learning Teacher Compensation Study by Cesca Wright of Davis Consultants and funded by F5SMC. Key findings include:

- Although local pay for these professionals is higher than State averages, compensation is still low given the level of education teachers achieve, and is inadequate given the cost of living in our County
- High vacancy and turnover rates in staff persist, and are driven by issues related to cost of living, housing, and transportation
- Programs participating in the QRIS reported higher wages and less turnover
- Over 90% of agencies offer paid time off for full-time employees, but only 60% offer health insurance.

A presentation to the F5SMC Commission is scheduled for January or February 2018.

Child Health and Development

Mental Health Services Act (MHSA) Planning Meetings: First 5 SMC Program Specialist Emily Roberts has attended the two community meetings hosted by Behavioral Health and Recovery Services over the past month focused on MHSA Prevention and Early Intervention planning. The meetings are focused on current and future funding for efforts focused largely on the needs of children and youth.

Mental Health Systems Community Input Session: On November 28th, F5SMC hosted a Mental Health Systems Community Input Session as part of the planning process for the Mental Health Systems activity identified in the agency's 2015-2020 Strategic Plan. Nearly 50 community stakeholders from the mental health, education, public agency, and family support sectors



attended the session, which was largely focused on delving deeper into possible areas of focus for F5SMC's future investment and possible partnerships.

SMC Oral Health Coalition Meeting: The countywide Oral Health Coalition met for the final quarterly meeting of the year on November 28th. The meeting featured a presentation by Health Plan of San Mateo Deputy CEO Pat Curran, as well as a celebration of the many contributions of OHC Chair and F5SMC Commissioner Lee Michelson as he prepares to retire this month. Lee's many contributions in the area of oral health have resulted in an increased focus and resources toward the issue, including a revised Strategic Plan and dedicated staff to help with the plan's implementation. Following Lee's departure, F5SMC Program Specialist Emily Roberts will assume the role of OHC Chair and Ravenswood FHC Dental Director Yogita Thakur will serve as Vice Chair.

Family Support

Immigration Learning Circle: In partnership with Legal Aid Society of San Mateo County, on November 6th F5SMC held a Provider Immigration Learning Circle for F5SMC Grantees and service providers. The purpose was to review information from a provider's perspective on immigration laws that have changed, those that remain in place, and those that are in flux. Subject topics ranged from DACA to "sanctuary cities", U-Visas, etc. The new First 5 Association's Care, Cope, Connect resource – a flip book designed to facilitate conversations between parents and children about deportations fears -- was also presented to the group and disseminated to several grantees. The event was attended by 40 participants and the group indicated that they would be interested in attending additional Immigration Learning Circles to further discuss particular immigration/deportation issues and perhaps have an opportunity to practice supporting clients around the difficult topic of deportation. Program Specialist, Karen Pisani is exploring the possibility of additional Immigration Learning Circles.

Child Support Services (CSS) Learning Circle: Plans are underway to host a Grantee Learning Circle featuring the Child Support Services team of HSA. The purpose of this Learning Circle will be to provide F5SMC Grantees an overview of all the services that CSS provides so that Grantees are better able to support their clients and make referrals to CSS. CSS is very interested in engaging fathers in a positive, strength-based way, and their mission and values mirror this goal. They provide a myriad of services such as traditional child support payment services, paternity tests, child support agreements, review/updating current agreements, ensuring children have health insurance, and much more. Almost all of their services are free of charge and can really benefit mothers and fathers who co-parent. Program Specialist Karen Pisani is coordinating this Learning Circle it is being planned for January or February of 2018.

"On the Table"/Housing Conversation, Sponsored by Redwood City 2020 and Silicon Valley Community Foundation: Program Specialist, Karen Pisani, attended two "On the Table Events" on November 15th. The morning session was hosted by THRIVE and Karen participated at a table with Assembly Member Kevin Mullin, Legal Aid Executive Director, Stacey Hawver, and others. The afternoon session was hosted by Redwood City 2020 at Sequoia Healthcare District. Both sessions were very impressive with both groups generating very insightful



conversation and good ideas regarding how to improve the local housing shortage. Ideas generated: incentivizing landlords, taking Section 8 Housing Vouchers, utilizing shipping crates, creating “tiny houses” for the homeless, proactively working with current home owners who oppose land development to address their points of opposition (for example, if privacy is an issue the city/county could plant fast-growing trees), etc.

POLICY & ADVOCACY UPDATES

CA Assembly Blue Ribbon Committee on Early Childhood Education: On November 17th, 2017 Kitty Lopez and Michelle Blakely attended the CA Assembly Blue Ribbon Committee hearing on Sustaining the Early Learning Workforce. The Blue Ribbon Commission is co-chaired by Assembly member Kevin McCarty and includes Assembly members Phil Ting, Rob Bonta and Tony Thurmond. The Speaker's Blue Ribbon Commission is a policy driven body tasked with developing strategic solutions to improve outcomes for some of California's youngest children and families and was created during the 2016-17 Budget to strategically plan improvements to the underfunded and struggling early learning system. The goal is to provide more services to needy families and kids across the state through a sustainable system. The F5 Association and several bay area First 5's provided a unified and cogent message about the early learning workforce.

EI Camino Real Corridor- Redwood City Planning Commission: F5SMC submitted a letter to the Redwood City Planning Commission in support of the planning commission prioritizing the development of child care facilities close to where people work and live along the Corridor. Build Up Early Learning Facilities partner 4Cs and the Child Care Partnership Council also submitted letters of support.

See EI Camino Real Corridor- RWC Planning Commission Support Letter Attachment 12.2

Voice of America: On November 10th, reporter Calla Yu of the Voice of America (VOA), interviewed Kitty Lopez and First 5 SMC on the topic of childcare shortage in San Mateo County. VOA objective is to create a short TV feature story focusing on Silicon Valley's endeavors in easing child care gap. They sought F5SMC input on how we are addressing this issue. The final TV feature will be tentatively completed in January 2018. VOA is the largest US international broadcaster, providing news and information in more than 40 languages with an estimated audience of 236.6 million people.

ACCOUNTABILITY, RESEARCH AND EVALUATION

Data Workgroup Meeting for the Oral Health Coalition:

Jenifer Clark participated in this workgroup meeting on November 10th. Topics of discussion included: staffing an epidemiologist at the County who will design and implement an oral health surveillance system; the possibility of incorporating questions regarding young children's oral health and access to dental services into data collection at kindergarten entry; and State guidance on tracking oral health indicators during the early elementary years.

Grantee Input Session on Program Reporting within Persimmony: On December 1st, F5SMC hosted a discussion about how to better utilize the program reporting functions within Persimmony. The group considered multiple aspects of program planning and monitoring, and generated ideas for streamlining the data entry that is required within the system while still maintaining the ability to share rich and detailed programmatic information between F5, Lead Agencies, and Subcontractors.



Program Dashboard:

At the October 23, 2017 Commission Meeting, Jenifer Clark presented the F5SMC Annual Report for FY 2016 – 2017 to the Commission. **Attachment 12.4** is a Program Dashboard containing the same information in a visual format that we hope to produce 2 – 3 times each year. This was produced by VIVA Strategies & Communication as part of their policy work with First 5 SMC.

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

F5 Association State Summit @ Asilomar: On November 13th thru the 15th, F5SMC staff attended the F5 Association's state summit entitled F5 Network Strategy. Facilitated by Open Impact, the goals of the summit were to help the F5 Association, its members and the F5CA state Commission function as a stronger network to have greater influence, unity and impact leading to improved outcomes and funding for CA's kids. This is particularly timely and important as 2018 will be the 20 year anniversary of Proposition 10 and collective work of First 5's across the state. A framework was presented, enthusiastically received and further refined that provides better alignment and clarity on strategy, advocacy, communications and infrastructure. Open Impact had been working with F5 Executive Directors for the past year to draft the network strategy and framework presented at the summit. F5SMC will utilize this network approach and framework to implement efforts locally, regionally and statewide. A presentation to the F5SMC commission will be provided in early 2018.

COMMUNITY AND STATEWIDE EVENTS & UPDATES

FIRST 5 EXPRESS VAN

First 5 California Express Van came to San Mateo County on November 14th & 15th. The "edutainers" engaged many young children at LifeMoves (First Steps for Families) in San Mateo, General Persching Preschool in Daly City, and during the Big Lift event at John F. Kennedy Elementary in Daly City to promote their slogan Talk, Read, Sing. They also distributed bags containing books, puppet, and maraca to each child who attended.





November 6, 2017

Ms. Nancy Radcliffe, Chair
Redwood City Planning Commission
C/o Redwood City Planning & Housing Division
1017 Middlefield Road
Redwood City, CA 94063

RE: CAG DRAFT El Camino Real Corridor Plan

Dear Ms. Radcliffe,

First 5 San Mateo County is pleased to see that the Draft El Camino Real Corridor Plan includes supporting and prioritizing the development of child care facilities close to where people work and live along the Corridor.

In 2016, First 5 launched the Build Up for San Mateo County Kids Initiative, a county-wide, collective impact approach to address the need for childcare throughout the County. The Center for Early Learning at the Silicon Valley Community Foundation, along with First 5 and other partners, convened a cross-sector task force to explore this crisis and identify solutions. The Task Force identified the following possible solutions:

1. Work across sectors to reuse/re-designate existing space to increase the number of early learning spaces
2. Work with cities and the county on policies and incentives to prioritize child care in future development, such as Developer Impact Fees
3. Engage large employers to create child care facilities for their employees
4. Generate revenue sources for facility development, and assist providers in drawing down existing funds.
5. Work with cities and the state to ease the permitting process and reduce fees and/or provide tax credits for child care

In a recent needs assessment, Brion Economics, commissioned by First 5 and the San Mateo County Human Service Agency, found that Redwood City needs to create nearly 1,800 new child care and preschool spaces for children ages birth to twelve by 2025 to keep up with demand. To be accessible to middle and low-income families, the majority of those spaces need to be subsidized. Though many child care providers are interested in expanding, the lack of suitable, available facility space is one of the largest barriers to opening new programs.

The issue of child care intersects with community development and the needs of Redwood City's residents in several ways. High quality child care and preschool, conducted in appropriate facilities, is a critical support to working families. High quality early childhood education has been shown to improve the school readiness of children once they enter Kindergarten, allowing them to do better in school and potentially close achievement gaps. Lastly, the career field of early care and education is a steady source of employment for workers in the county.

As you continue to discuss the skyrocketing cost of housing or excruciating traffic, we urge you to advocate for quality child care in the same way you would support improved roads, expanded public transit and more affordable housing. Prioritization of the development of child care and preschool facilities as a public benefit within the El Camino Corridor Plan would be a critical support to address these child care needs identified by Brion Economics and the Child Care Partnership Council. Quality child care must be a part of our civic dialogue to ensure that our families are supported and our communities thrive.

If you would like further information on First 5 and the Build Up for San Mateo County Kids Initiative, please contact us!

Sincerely,

A handwritten signature in black ink that reads "Kitty Lopez". The signature is written in a cursive, flowing style.

Kitty Lopez,
Executive Director



September 18, 2017

Re: Protect Healthcare for California's Children

Dear Majority Leader McCarthy, Minority Leader Pelosi, Senator Feinstein, Senator Harris, and all members of California's congressional delegation:

As our elected representatives in Washington DC, we strongly urge you to protect health care for California's 5.6 million children who rely on coverage through Medi-Cal, the state's health coverage program financed by Medicaid and the Children's Health Insurance Program (CHIP). Specifically, we urge the swift, clean extension of the very successful CHIP for at least five years. The CHIP funding extension should maintain sufficient federal funding to sustain existing CHIP investments; protect Medicaid; and continue related CHIP quality initiatives that help drive improvement in health care delivery for children.

Administered together as Medi-Cal, Medicaid and CHIP have helped ensure an historic 97% of coverage for the state's children, and we must maintain and build on the progress we have made to provide every child a chance to grow up healthy and succeed in life. Medi-Cal coverage ensures that kids in working families can access essential preventive care services like immunizations and developmental screenings, and the variety of pediatric providers and specialists they need to grow and thrive. In California, CHIP funds provide affordable, comprehensive, child appropriate coverage for children up to 266 percent of the federal poverty level (\$65,436 a year for a family of four). Further, it provides an absolutely critical tool in combatting California's child poverty, which is the highest in the nation, while helping stabilize our state budget. In fact, CHIP funds are used to finance coverage for roughly one-quarter of children enrolled in Medi-Cal.

Absent any new funding, California may exhaust all of its currently available CHIP funding by January 2018. However, California state officials must take action with enrollees, contracts, and new obligations well before that point, so it is important that Congress extend CHIP funding well in advance of the September 30, 2017 deadline. Extending funding for at least five years will enable California to better serve children by encouraging innovation rather than contingency planning, and it is fiscally prudent, costing only marginally more than a more destabilizing, shorter term extension. Finally, Medicaid and CHIP are designed to work together, so it is absolutely critical that Medicaid remain strong and stable, without cuts or structural changes.

We appreciate your leadership and efforts to swiftly extend CHIP for at least five years to improve the health and well-being of all California's children.

Sincerely,

211 Alameda County (Eden I & R, Inc.)	Bay Area Tutoring Association & Code Writing Kids	California Immunization Coalition
211 California	Becky Laura's Homecare	California Latinas for Reproductive Justice
211 Contra Costa Crisis Center	Berkeley Media Studies Group	California LGBT Health and Human Services Network
211 Humboldt	Berkeley Organizing Congregations for Action	California Mathematics Council
211 Tulare County	Bet Tzedek	California Pan-Ethnic Health Network
3 Strands Global Foundation	Big Bear Chamber of Commerce	California Partnership
50+1 Strategies	Big Brothers Big Sisters of Santa Cruz County	California Partnership to End Domestic Violence
A-Team For Wildlife	BlueSkies for Children	California School-Age Consortium
Abriendo Puertas/Opening Doors	Bohbot & Riles, PC	California School-Based Health Alliance
Access California Services	Boys & Girls Clubs of Fresno County	California State Alliance of YMCA's
Access Dental Services	Boys & Girls Clubs of La Habra	California WIC Association
Acknowledge Alliance	Boys & Girls Clubs of Silicon Valley	California Women's Agenda
Act 4 Entertainment	Breastfeed LA	CaliforniaHealth+ Advocates
Active Advisors, Inc.	Brighter Beginnings	Californians for Safety and Justice
Advancement Project California	Brooke Frost & Associates	Canal Alliance
Advokids	Butte County Child Abuse Prevention Council	CASA of Merced County
Aeries Software	Butte-Glenn Community College	CASA of Nevada County
Agile Physical Therapy	California Academy of Family Physicians	CASA of San Bernardino County
Alameda County Community Food Bank	California Alliance for Arts Education	CASA of San Joaquin
Alameda County Court Appointed Special Advocates (CASA)	California Alliance of Caregivers	CASA of San Mateo County
Alameda County Supervisor Keith Carson's Office	California Alliance of Child and Family Services	CASA of Santa Barbara County
Alder GSE	California Alternative Payment Program Association (CAPPED)	Catholic Charities- San Francisco, Marin and San Mateo
ALearn	California Association of Health Plans	Center for Autism and Related Disorders
All Saints Church Foster Care Project	California CASA Association	Center for Ecoliteracy
All Stars Helping Kids	California Center for Rural Policy	Center for Youth Wellness
All-Pro Promotions	California Chamber of Commerce	Central California Asian Pacific Women
Altadena Children's Center	California Child Care Coordinators Association	Central California Asthma Collaborative
Alum Rock Counseling Center	California Child Development Administrators Association (CCDAA)	Central California Children's Institute
American Academy of Pediatrics, California	California Childcare Health Program	Central California Family Crisis Center
AMPL Art Consulting	California Children's Hospital Association	Centro La Familia Advocacy Services Inc.
Animal Rescue of Fresno	California Competes: Higher Education for a Strong Economy	Child Abuse Prevention Center
Ann Martin Center	California Coverage & Health Initiatives	Child Abuse Prevention Council of Contra Costa County
Armen Devezian, Architect	California Dental Association	Child Abuse Prevention Council of Sacramento
Armory Center for the Arts	California Family Child Care Network	Child Abuse Prevention Council of San Joaquin County
Arther J. Gallagher & Co	California Family Resource Association	Child Action Inc.
Arts Bridging the Gap	California Food Policy Advocates	Child Advocates of Silicon Valley (CASA)
Asian Americans Advancing Justice - Los Angeles	California Forward	Child Care Coordinating Council of San Mateo County
Asian Health Services	California Head Start Association	Child Care Law Center
Autism Deserves Equal Coverage Foundation	California Immigrant Policy Center	
Aviva Family & Children's Services		
BANANAS, Inc.		
Banning Police Activities League		
Bay Area Children's Association		
Bay Area Council		

Child Care Resource Center, Inc.	Converge CRT	Families NOW
Child Development Resources of Ventura County, Inc.	Cope Family Center	Family Paths, Inc
Child Development Resources of Ventura County, Inc.	CORA (Community Overcoming Relationship Abuse)	Family Service Association
Child Injury Prevention Network - BA	Corona-Norco and Eastvale United Way	Family Voices of California
Children Now	Counseling and Support Services for Youth	Fingersafe USA
Children's Bureau	County of Del Norte, Department of Health and Human Services	Firebaugh Las Deltas USD
Children's Choice Pediatric Dental Care	County of San Mateo	FIRM, Inc (Fresno Interdenominational Refugee Ministries)
Children's Defense Fund-California	County of Santa Clara Probation Department	First 5 Alameda County
Children's Health Initiative of Santa Barbara County	Courage Campaign	First 5 Association of California
Children's Network of Solano County	Courageous Women Association	First 5 Contra Costa
Children's Regional Integrated Service System	Court Appointed Special Advocates of Sacramento County	First 5 Del Norte
Children's Specialty Care Coalition	Covered Community	First 5 Fresno County
Chinamibia ARTS Education for Development	Crystal Stairs, Inc.	First 5 Humboldt
Citizen Schools California	Cultural Brokers Inc.	First 5 LA
City College of San Francisco, Child Development & Family Studies Dept.	CuriOdyssey	First 5 Lake County
City of Pasadena	Darden Architects Inc.	First 5 Monterey County
City of West Hollywood	Davies & Associates	First 5 Placer Children and Families Commission
Civicorps	Diana Casanova Photography	First 5 San Luis Obispo County
Clinica Monsenor Oscar A. Romero	Digital Deployment, Inc.	* First 5 San Mateo County
Clinica Sierra Vista	Diringer and Associates	First 5 Santa Clara County
Coalition for Humane Immigrant Rights (CHIRLA)	Dog Gon' Clean Groomers	First 5 Santa Cruz County
Coleman Advocates for Children and Youth	Dunsmuir Community Resource Center	First 5 Shasta
Common Sense Kids Action	Early Edge California	First 5 Siskiyou
Community Bridges	Earth Mama Healing Inc	First 5 Solano
Community Clinic Consortium	East Bay Agency for Children	First 5 Sonoma County
Community Coalition	East Bay Center for the Performing Arts	First Congregational Church of Palo Alto, UCC
Community Equity Collaborative	Edgewood Center for Children and Families	First Place for Youth
Community Gatepath	Educare of California at Silicon Valley	First Star, Inc.
Community Health Councils	Educate Our State	Fleur de Lis Salon
Community Health Initiative Napa County	Educate78	Footsteps Child Care, Inc.
Community Health Partnership	Educational Results Partnership	Foster Care Counts
Community Investment Strategies	Edventure More (CAMP EDMO)	Fowler Unified School District
Community Link Capital Region	EMC Research	Fremont Family Resource Center
Community Relations Council of the Jewish Federation of Silicon Valley	Empowering Pacific Islander Communities (EPIC)	Fresno Barrios Unidos
Community Social Model Advocates, Inc.	Ensemble Learning	Fresno Council on Child Abuse Prevention
Congregation Beth Am	Escuela de la Raza Unida	Fresno County Head Start
Congregations Organizing for Prophetic Engagement (COPE)	Esperanza Community Housing	Fresno Economic Opportunities Commission
Connections for Children	Every Neighborhood Partnership	Fresno EOC Early Head Start
Consortium for Early Learning Services	Everychild Foundation	Fresno Healthy Communities Access Partners
Contra Costa Child Care Council	Extended Child Care Coalition of Sonoma County	Fresno Housing Authority
		Fresno Metro Ministry
		Fresno Street Saints
		Fresno Unified School District
		Friends of the Family

Full Court Press Communications	Innovation Bridge, Inc.	Los Angeles Unified School District
Fundamental	InPlay	Los Angeles Urban League
FUSD Department of Prevention & Intervention	InsideOUT Writers	Lotus Bloom Child & Family Resource Center
Future Partners	Institute for Human and Social Development, Inc.	LP Learning
Futures Without Violence	International Institute of Los Angeles	Lucille Packard Children's Hospital/Stanford Children's Health
Gallagher-Chapman Insurance	Issokson and Associates	Luna Dance Institute
Gatepath	Janet Levine Consulting	Lutheran Office of Public Policy - California
Gender Health Center	Jewish Family & Community Services East Bay	MACLA/Movimiento de Arte y Cultura Latin
Girls Incorporated of Alameda County	Jewish Family Service of Los Angeles	Making Change for Children
Girls to Women	Jumpstart	Marin YMCA
Give for a Smile	Kamali'i Foster Family Agency	MarinKids
GO Public Schools	Khmer Girls in Action	Mary Frazier, RN, MSN, AE-C
Good Seed Community Development Corp.	Kidango, Inc.	Maternal and Child Health Access
Great Beginnings for Black Babies	KidsFirst	Mending Kids
Green Dot Public Schools	Kidworks	Mendocino County Office of Education, State Preschool Consortium
Hamilton Families	Kings Canyon Unified School District	Mental Health and Autism Insurance Project
Hands on Central California	Kings County Family Resource Center	Merced County Child Care Resource and Referral
Harbour Consulting	Korean Community Center of the East Bay	Millbrae Nursery School
Having Our Say	Korean Community Services	MindSpark Custom Learning Solutions
Health Access	Krause Center for Innovation	Mini Pharmacy
Health Connected	La Clinica de la Raza	Mixteco-Indigena Community Organizing Project
Healthier Kids Foundation Santa Clara County	LA Conservation Corps	Moebius Syndrome Foundation
Healthy Cities Tutoring	La Luz Center	MomsRising/ MamásConPoder
Healthy House Within A MATCH Coalition	LA Voice	Monterey County Child Care Planning Council
Heart of Los Angeles (HOLA)	LA's BEST After School Enrichment Program	Morgan Family Foundation
Help a Mother Out	Larkin Street Youth Services	Mossy Thumbs
Hillsides	Lassen Family Services CASA	Mothers' Club Family Learning Center
Hispanic Foundation of Silicon Valley	Latino Coalition for a Healthy California	Mountain View Chamber of Commerce
Homeboy Industries	Law Offices of Barbara A. Goode	Mountain View/Los Altos/Los Altos Hills Challenge Team
HOMEY (Homies Organizing the Mission to Empower Youth)	League of Women Voters of California	NAACP Pomona Valley
Howard K. Watkins Photography	Learning Genie Inc.	NAACP San Diego Branch
Human Services Association of Los Angeles	LEMONADE Creative Consulting	NAACP- North San Diego County
IJO Consulting	Leonetti/O'Connell Family Foundation	Napa Running Company
Immigration Center for Women and Children	LifeLong Medical Care	National Center for Youth Law
Imperial County Sheriff's Activities League	Lift the Children	National Compadres Network
Inglewood/South Bay NAACP	Lilly's New Orleans Cafe	National Health Law Program
Inland Empire Coverage and Health Initiative (IE-CHI)	Lincoln	National Immigration Law Center
Inland Empire Health Plan	Little Manila Foundation	NICOS Chinese Health Coalition
Inn at Mavericks	LITTLEWORKS	[Nonprofit] Communications
Inner-City Arts	Local Early Education Planning Council (LPC) of Santa Clara County	North Bay Leadership Council
InnerCity Struggle	Long Beach Family Resource Center	
Innovate Public Schools	Los Angeles Education Partnership	
	Los Angeles LGBT Center	

Nuestra Casa de East Palo Alto	PRO Youth and Families	Salvadoran American Leadership & Educational Fund (SALEF)
Oak Grove Center	Project Inform	San Benito Police Activities League
Optimal Solutions Consulting	Project WeHope	San Bernardino County Superintendent of Schools
Options for Learning	Promesa Boyle Heights	San Carlos Chamber of Commerce
Oral Health Awareness Society	Public Health Advocates	San Diego Organizing Project
Orange County United Way	Public Health Foundation Enterprises	San Fernando Community Health Center
Our Family Coalition	Puente de la Costa Sur	San Fernando Valley (SFV) NAACP
P.S. Arts	Quality Matters Monterey County	San Gabriel Valley NAACP
Pacific Community Solutions, Inc.	RadeckiResearch LLC	San Joaquin Delta College
Pacific Islander Health Partnership	Radio Bilingüe, Inc	San Mateo County Economic Development Association (SAMCEDA)
Pacific Oaks Children's School	Rady Children's Hospital - San Diego	San Mateo County Office of Education
Pacoima Beautiful	Raineth Housing, LP	Santa Cruz Community Health Centers
PACT: People Acting in Community Together	Rape Counseling Services of Fresno	Santa Monica Family YMCA
Pajaro Valley Community Health Trust	Reach For The Stars	SBCC, Thrive LA
Para Los Niños	Reach Out	Sententia Vera, LLC
Parent Leadership Training Institute Solano	Reach Out and Read	Shasta Community Health Center
Parent Revolution	Reading and Beyond	Sierra Nevada Children's Services
Parent Voices CA	ReadyNation	Silicon Valley Council of Nonprofits
Parent Voices Solano	Redwood City 2020	Silicon Valley FACES
Parents Helping Parents of San Luis Obispo	Redwood City-San Mateo County Chamber of Commerce	Silicon Valley Leadership Group
Partners In Impact	Redwood Community Health Coalition	Silicon Valley Regional Data Trust
Partnership for Children and Youth	Regarding Baby	Silver Giving Foundation
PDI Surgery Center	Regional Asthma Management and Prevention	SMALLIFY
Peace over Violence	Repurpose	Solano Family & Children's Services
Peaceful Pets Pet Sitting Services	Resource Development Associates	Somos Mayfair
Peaceful Playgrounds	Restorative Schools Vision Project	South Asian Network
Peninsula Bridge	Richmond Community Foundation	Southeast Asia Resource Action Center (SEARAC)
Peninsula Family Service	Richmond Main Street Initiative	Special Needs Network
Pesticide Action Network North America	Richmond Police Activities League (PAL)	Special You Reading Club - Intergenerational Literacy Enhancement Program
Peter and Candis Doerken Foundation	Rise Together	Square Root Academy
Physicians for National Health Program - California	River City Democratic Club West Sacramento	St. Joseph Center
PICO California	Rosa Parks K-8 After School Program	St. Mary's Center
Pine Hill/South Bay USD Healthy Kids Family Resource Center	Sablan Law	Stanislaus County Office of Education
PL+US: Paid Leave for the U.S.	Sacramento Children's Museum	StarVista
Placer Independent Resource Services	Sacramento Covered	State Center Community College District
Planned Parenthood Mar Monte	Sacramento Kings Foundation	Stone Soup Fresno
Playworks Southern California	Sacramento LGBT Community Center	Sunnyvale Silicon Valley Chamber of Commerce
Plumas CASA	Sacramento Region Community Foundation	SupplyBank.org
POINTS of ACCESS, LLC	Sacramento Regional Coalition to End Homelessness	Supportive Services Inc.
Positive Discipline Community Resources	Safe Place for Youth	Survivors of Torture, International
Prevent Blindness Northern California/ See Well to Learn	Saint Andrew's Episcopal Church, Saratoga	Susanna Cooper Consulting
Prevent Child Abuse California	SAJE	
Prevention Institute	Salud Para La Gente	

<p> Teen Success, Inc. TeenForce Telegraph Hill Neighborhood Center Tender Greens The Arc of California The Basic Fund The Big Lift The Carol and James Collins Foundation The Children's Movement of Fresno The Children's Partnership The Education Trust - West The Gabriella Foundation The Greenhouse Center The HAWK Institute The Juvenile Judge's Corner The Los Angeles Trust for Children's Health The Philip and Muriel Berman Foundation The Rhythmic Arts Project The Village Method The Women's Foundation of California The Yurok Education Committee Thrive Alliance of Nonprofits, San Mateo Tikkun Consulting Toddle Flexible Preschool TOT INDUSTRIES UC Davis Upward Bound UC Merced Resource Center for Community Engaged Scholarship UCSF Benioff Children's Hospital Oakland UCSF Womens HIV Program UnidosUS United Advocates for Children & Families (UACF) United Way of Fresno and Madera Counties United Way of San Luis Obispo County United Way of Stanislaus County United Way of the Desert United Way of Tulare County United Ways of California UpValley Family Centers Vaccinate California Valley Care Community Consortium Valley Oak Children's Services Valley Wine Connection Venice Family Clinic </p>	<p> Venture Leadership Consulting Vision to Learn Vista Del Mar Child & Family Services VIVA Strategy + Communications Voices for Progress Education Fund Volunteer Center of Sonoma County Waking the Village Walden Family Services Watts Healthcare Corporation Wealth Architects WestCare California, Inc. WestCoast Children's Clinic Western Center on Law and Poverty Women's Empowerment Woodstock Child Development Center Words Alive World of Powerful Youth WOW Explorations YMCA of Metropolitan Los Angeles YMCA of the East Bay Early Childhood Impact Yolo County Children's Alliance Yolo Oral Health Coalition Young & Healthy Young Minds Advocacy Project Youth Community Service Youth Leadership Institute Youth Leadership Institute Fresno Youth Safety Partners ZERO TO THREE, Western Office </p>
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“There can be no keener revelation of a society’s soul than the way in which it treats its children.”

—Nelson Mandela



Our Focus Areas

Child Health & Development

6,134

of children served*

*Includes duplication

Family Strengthening

2,146

of children served

Early Learning

3,285

of children served

Investment

\$1,860,000

\$2,300,000

\$1,900,000

Strategy Examples

- Oral health screening, referral, treatment, and parent education
- Developmental screening, treatment, care coordination, and pediatrician outreach

- Therapeutic child care for homeless toddler and preschool children
- Capacity building and support of family engagement professionals

- Quality Rating and Improvement System (QRIS)
- Educational alignment between early learning and K-12 including a bi-monthly principals’ academy co-hosted by F5SMC

Driving Questions

How can the American Academy of Pediatrics policy statement on developmental screening and surveillance be better utilized to promote universal screening in San Mateo County?

How can we support providers serving families that are fearful of the current immigration debates?

Is there a way of approaching education equity by linking conversations from efforts such as QRIS, Kindergarten Readiness Assessment, and the new California School Dashboards?

Highlights

Early Childhood Development Kits for Foster Children

Every day in San Mateo County, young foster children are transported to preschool, appointments, and supervised visits with family members. First 5 San Mateo County partnered with the County's Human Services Agency to create backpacks containing music, puzzles, books, puppets, and other items for children to enjoy. Community care workers and transportation officers will use their recent early childhood developmental play training and these materials to engage children in the fundamentals of reading, talking, and playing.

Quality Counts: Our Quality Rating & Improvement System

“Quality Counts has helped me to recognize all of the areas in my program. My attention has also been drawn to those areas that need improvement. I will continue to be a member of Quality Counts because it supports me to learn and maintain best practices for young children.”

— Family Child Care Provider participating in Quality Counts San Mateo County

Our Mission

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

Did You Know

60%

of an infant's metabolic energy is spent supporting the development of their brain



DATE: December 11, 2017
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Committee Updates

Program, Operations & Planning Committee, November 6, 2017

Commissioners Present: Anne Campbell, Sandra Phillips-Sved
 Commissioner Absent: David Canepa, Harvey Kaplan (Public Member)
 Staff: Kitty Lopez, Myra Cruz

▪ Strategic Plan Implementation (SPIP) Update for Fiscal Years 18-19 and 19-20

Kitty Lopez shared the F5SMC 2015 – 2020 Strategic Plan Executive Summary. Strategic planning for FYs 2020-2025 will begin in 2018. After obtaining input from F5SMC staff, Lopez suggested to continue with the current vision, mission, and desired outcomes in the current strategic plan, and use it as the foundation for developing the new Strategic Plan 2020-2025 and the new SPIP for FY 2020-2025. She shared some of the staff's thoughts for strategic planning next year such as what are the critical questions we want to consider? What are the financial numbers to work with? What is the projected landscape? What is our highest added value?

Commissioner Campbell added given the work, what do we see as accomplishments of this strategic plan and what areas do we need to review or learn from this work going forward?

The POP Committee agreed with this approach and to relay the information at the next Commission Meeting.

• Medi-Cal Administrative Activities (MAA)

Kitty Lopez explained that MAA is one of the areas we are looking to partner with the Health System to see if F5SMC can draw down reimbursement from the Federal Medicaid program for the activities that the staff and grantees are engaged in. We are working with the Health System for possibility of reimbursement since the MAA program for San Mateo County is administered and monitored by the Health System.

▪ Communications Update

- Runyon Saltzman Eihorn, Inc. (RSE) reviewed other First 5 websites and recommended to translate the F5SMC new English site to Spanish on major areas of the website. See Communication report attachment 11.1.
- ADA compliance for F5SMC website – Kitty asked if there somebody in the SM County of Education that RSE can connect with for guidance. Campbell suggested to connect with Claire Cunningham of County Counsel.
- F5SMC staff is working with the grantees regarding 2018 – 2020 Scope of Work.
- Immigration Learning Circle was attended by 50 people on November 6, 2017.
- Early Childhood Mental Health System – a meeting is set on Nov. 28th for community input session.

The POP December 4th meeting is canceled. The next meeting is January 8, 2017 from 4:00 – 5:00 PM.

DATE: December 11, 2017
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Budget Monitoring Report as of November 30, 2017

BUDGET MONITORING REPORT as of November 30, 2017 HIGHLIGHTS

The Budget Monitoring Report as of November 30, 2017 is presented in detail as **Attachment 13B** and in summary as **Attachment 13C** with key highlights below:

YTD Benchmark: 41.6%

REVENUES

- YTD Prop 10 Tax Revenue projections are \$2.355 million or 46%, representing a positive variance or 4% higher than YTD Benchmark.
- YTD Total Revenues projections are \$2.635 million or 46%, representing a positive variance or 4% higher than YTD Benchmark. Attributable factors to this positive variance are higher Prop 10 Tax revenue disbursement in recent months, however, full impacts of Prop 56 Tax implementation are unknown at this time.

APPROPRIATIONS

- YTD Program Expenditures projections are \$2.854 million or 33%, representing a positive variance or 8.6% below YTD Benchmark. Major contributions to this positive variance are attributable to pending planning and/or timing issues in Evaluation, and Policy Advocacy, Communications and System Changes-unallocated fund, and slow spending across grants at the beginning of the fiscal year. However, most grants are expected to be fully executed in this FY17-18 as the last year of the contract terms.
- YTD Administrative Expenditures projections of \$362K or 33% representing a positive variance or 8.6% below YTD Benchmark. Major contributions to this positive variance are attributable to underspending in various administrative areas at the beginning of the fiscal year and saving from delayed hiring of Extra-Help staff.
- YTD Total Appropriations projections are \$3.216 million or 33% representing a positive variance or 8.6% below YTD Benchmark. Major contributions to this positive variance are attributable to under spending and/or timing issues in both Program and Administrative Appropriations.

ENDING FUND BALANCE

- At this time, we are projecting YTD Ending Fund Balance of \$12.544 million or 137%, representing a positive variance of 37% or \$3.392 million higher than YTD planned budget.

Major contributions to this positive variance are attributable to higher Prop 10 Tax Revenue disbursements in recent months than initial projections; under spending and/or timing issues in both Program and Administrative Appropriations at the beginning of the fiscal year.

CHALLENGES:

- None at this time.

YTD Benchmark Percentage :41.6%

	ORG/ACCT#	FY17-18 Budget	YTD Actuals	YTD Accruals *	YTD Combined	YTD Combined versus Planned Budget (%)	NOTES
REVENUE							
FUND BALANCE (Beginning)		13,125,202	13,125,202		13,125,202	100%	
Interest	19510-1521	105,002	47,423	17,500	64,923	62%	\$17K is Oct/Nov interest revenue estimate. Higher interest earning rate from the county investment pool in recent months.
Tobacco Tax - Prop 10	19510-1861	5,086,486	1,507,709	847,748	2,355,457	46%	\$847K is Oct/Nov Prop 10 Tax Revenue Estimate. Full impacts of Prop 56 Tax implementation are unknown at this time.
IMPACT Grant	19510-1861	517,304		215,543	215,543	42%	\$215K are Q1 and Oct/Nov Revenue estimates
Wellness Grant	19510-2545	-		-	-		-
Miscellaneous Reimbursements	19510-2647	0		0	-		
TOTAL REVENUE		5,708,792	1,555,132	1,080,791	2,635,923	46%	Positive variances are due to higher interest revenue disbursements and Prop 10 revenues estimates; however, full impacts of the Prop 56 Tax implementation is unknown at this time.
TOTAL AVAILABLE FUNDS		18,833,994	14,680,334	1,080,791	15,761,125		-
APPROPRIATIONS							
1. PROGRAMS							
Family Engagement	19540-6125	2,196,667	-	890,627	890,627	41%	\$524K is Q1'18 expenditure accrual and \$366K Oct/Nov expenditure estimates
Kit for New Parent KNP (KNP)	19540-6266	41,000	15,182		15,182	37%	Part of FY16-17 KNP order is delivered in FY17-18
Child Health & Development	19540-6156	1,808,352	6,496	624,168	630,664	35%	\$322K is Q1'18 expenditure accruals and \$301K are Oct/Nov expenditure estimates
Early Learning	19540-6263	2,065,647	10,012	706,850	716,862	35%	\$362K is Q1'18 expenditure accruals and \$344K are Oct/Nov expenditure estimates.
Early Learning - Regional Cost Sharing	19540-6263	30,000			-	0%	\$30K is place holder budget
IMPACT Grant	19540-6126	423,746		131,273	131,273	31%	\$60K is Q1'18 expenditure accruals and \$70K are Oct/Nov expenditure estimates.
Policy Advocacy, Communications & Systems Change	19540-6814	505,959	18,943	155,135	174,078	34%	\$70K is Q1'18 expenditure accrual and \$84K are Oct/Nov expenditure estimates.
Unallocated Fund - Policy Advocacy, Communications & Systems Changes (PAC)	19540-6814	371,500			-	0%	Pending rolling out the PAC - Unallocated fund.
Other Communications - Sponsorship	19540-6814	10,000	-	-	-	0%	
Program Salary & Benefits		538,098	174,560	-	174,560	32%	Saving due to delayed hiring of Extra Help staff
Evaluation	19540-6265	265,000	-		-	0%	Pending planning and approval of the Evaluation fund by the Evaluation Committee.
Grant Management and Big Data	19540-6265	189,170	-	65,289	65,289	35%	\$22K is Q1'18 expenditure accruals and \$32K are Oct/Nov expenditure estimates.
Evaluation - Salaries & Benefits		154,057	55,999	-	55,999	36%	
TOTAL PROGRAM APPROPRIATIONS		8,599,196	281,192	2,573,342	2,854,534	33%	Positive variance due to majority of grants are slowly executed at the beginning of the fiscal year and pending planning and rolling out the PAC-Unallocated fund.

	ORG/ACCT#	FY17-18 Budget	YTD Actuals	YTD Accruals *	YTD Combined	YTD Combined versus Planned Budget (%)	NOTES
2. ADMINISTRATIVE			-	-	-		
Salaries and Benefits		660,222	236,094	-	236,094	36%	
Services and Supplies							
Outside Printing & Copy Svc	19510-5191	4,000	157	-	157	4%	No major printing of outreach and marketing materials at this time.
General Office Supplies	19510-5193	11,400	3,765		3,765	33%	\$2K of last year underspending fund for the purchases of standing desks and workstation ergonomic improvements are carried over to FY17-18.
Photocopy Lease & Usage	19510-5196	2,500	384		384	15%	
Computer Supplies	19510-5211	10,000	-	-	-	0%	
County Memberships - (e.g. F5 Assn Dues)	19510-5331	17,500	13,016	-	13,016	74%	Full year of F5CA Association Membership dues
Auto Allowance	19510-5712	11,000	3,753	-	3,753	34%	-
Meetings & Conference Expense	19510-5721	13,000	3,840	-	3,840	30%	\$3K expenditures are for the F5CA Staff Summit Registration which will be held in Monterey, CA.
Commissioners Meetings & Conference Exp	19510-5723	1,000	415	-	415	42%	
Other Business Travel expense	19510-5724	5,000	130	1,000	1,130	23%	\$1K is expenditure estimates associating with travel expenses to the F5CA Staff Summit held in Monterey.
Dept. Employee Training Expense	19510-5731	5,000	406	-	406	8%	No activities at this time
Wellness grant	19510-5856		319	-	319		
Other Professional Services	19510-5858	30,000	1,754	-	1,754	6%	Q1 invoices are due October 30, 2017
Sub Total - Services & Supply		110,400	27,939	1,000	28,939	26%	Positive variance due to underspending in the first few months of the fiscal year.
Other Charges							
Telephone Service Charges	19510-6712	4,000	1,354		1,354	34%	
Automation Services - ISD	19510-6713	48,000	12,929		12,929	27%	
Annual Facilities Lease	19510-6716	89,000	34,752	1,700	36,452	41%	\$1.7K is expenditure estimate for the purchase of smaller size office furniture that is funded from \$7K carry over from FY16-17
General Liability Insurance	19510-6725	7,500	2,118		2,118	28%	-
Official Bond Insurance	19510-6727	300	74		74	25%	-
Human Resources Services	19510-6733	5,350			-	0%	
Countywide Security Services	19510-6738	500	449	-	449	90%	Full year service charges.
All Other Service Charges	19510-6739	60,000	17,136		17,136	29%	
A-87 Expense	19510-6821	97,700	-	26,667	26,667	27%	F5 Commission. CMO has temporary decision that F5's A87 for FY17-18 will be at the same level of FY16-17 (\$66K) that represents a saving
Sub Total - Other Charges		312,350	68,812	28,367	97,179	31%	
TOTAL ADMINISTRATIVE APPROPRIATIONS							
		1,082,972	332,845	29,367	362,212	33%	
Administrative Cost %		11%	54%	1%	11%		-

	ORG/ACCT#	FY17-18 Budget	YTD Actuals	YTD Accruals *	YTD Combined	YTD Combined versus Planned Budget (%)	NOTES
TOTAL APPROPRIATIONS		9,682,168	614,037	2,602,709	3,216,745	33%	Positive variances due to underspending in both Program and Administrative Budget in the first few months of the fiscal year.
FUND BALANCE (ENDING)		9,151,826	14,066,297	-1,521,917	12,544,380	137%	Positive variances are due to underspending in both Program and Administrative Appropriations in the first few months of the fiscal year.
			-	-	-		-
Program Staff		538,098	174,560	-	174,560	32%	Saving due to delayed hiring of Extra-Help staff.
Evaluation Staff		154,057	55,999	-	55,999	36%	County did not post the Retirement Healthcare cost yet.
Admin Staff		660,222	236,094	-	236,094	36%	County did not post the Retirement Healthcare cost yet.
Total Salaries and Benefits		1,352,377	466,653	0	466,653	35%	Positive variances due to delayed hiring of Extra-Help staff and delayed posting of the Retirement Healthcare cost by the County.

Note:

This Budget Monitoring Report is presented in a Hybrid Format as per suggestion of Finance and Administration Committee members.

The YTD Actuals column reflects Actual Revenues and Actual Expenditures reported in Countywide OFAS Accounting System.

The YTD Accruals* (with an asterisk) column is a hybrid presentation using Modified Accrual Accounting or Projections. When Revenue and Expenditures are not measurable in monetary terms or are not available, Committee members suggest to make a Projection for the reporting month.

Technical Terms

1. Modified Accrual

Under Modified Accrual, Revenue is recognized and recorded when measurable and available to finance the expenditures of the current period; Available, under Modified Accrual, means collectible within the current period or soon enough to be used to pay liabilities of the current period; Measurable means quantifiable in monetary terms. Per F5CA, Prop 10 Tax Revenue is recorded when the Prop 10 Tax Revenue is posted on the F5CA website.

Expenditures are recognized and recorded when the related liability incurred with some exceptions.

2. Internal Reporting

The Budget Monitoring Report is an internal report, typically is designed to accomplish two goals:

- (a) allows management to monitor compliance with legal and contractual provisions applicable to the management of public funds; and
- (b) provides management with the information on current performance that it needs to make future financial plans.

Because internal reports are designed to serve the needs of management, management is free to select the format and content it believes is most relevant, with timeliness being a key consideration for their use as monitoring or planning documents.

References

- 1. Modified Accrual: Becker CPA Review, Financial, 2009 Edition Textbook, page F8-12
- 2. Internal Reporting: First 5 Association of California - Financial Management Guide - Fifth Edition, 2015, Updated 12/15/15, page 51

YTD Benchmark Percentage :41.6%

	FY17-18 Budget	YTD Actuals	YTD Accruals *	YTD Combined	YTD Combined versus Planned Budget (%)	NOTES
REVENUE						
FUND BALANCE (Beginning)	\$ 13,125,202	\$ 13,125,202	\$ -	\$ 13,125,202		0
Interest	105,002	47,423	17,500	64,923	62%	\$17K is Oct/Nov interest revenue estimate. Higher interest earning rate from the county investment pool in recent months.
Tobacco Tax - Prop 10	5,086,486	1,507,709	847,748	2,355,457	46%	\$847K is Oct/Nov Prop 10 Tax Revenue Estimate. Full impacts of Prop 56 Tax implementation are unknown at this time.
IMPACT grant	517,304	-	215,543	215,543	42%	\$215K are Q1 and Oct/Nov Revenue estimates
Wellness Grant	-	-	-	-		-
Miscellaneous Reimbursements	0	-	-	-		-
TOTAL REVENUE	5,708,792	1,555,132	1,080,791	2,635,923	46%	Positive variances are due to higher interest revenue disbursements and Prop 10 revenues estimates; however, full impacts of the Prop 56 Tax implementation is unknown at this time.
TOTAL AVAILABLE FUNDS	18,833,994	14,680,334	1,080,791	15,761,125		
APPROPRIATIONS						
1. PROGRAMS						
Family Engagement	2,196,667	0	890,627	890,627	41%	\$524K is Q1'18 expenditure accrual and \$366K Oct/Nov expenditure estimates
Kit for New Parent KNP (KNP)	41,000	15,182	0	15,182	37%	Part of FY16-17 KNP order is delivered in FY17-18
Child Health & Development	1,808,352	6,496	624,168	630,664	35%	\$322K is Q1'18 expenditure accruals and \$301K are Oct/Nov expenditure estimates
Early Learning	2,065,647	10,012	706,850	716,862	35%	\$362K is Q1'18 expenditure accruals and \$344K are Oct/Nov expenditure estimates.
Early Learning - Regional Cost Sharing	30,000	0	0	0	0%	\$30K is place holder budget
IMPACT Grant	423,746	0	131,273	131,273	31%	\$60K is Q1'18 expenditure accruals and \$70K are Oct/Nov expenditure estimates.
Policy Advocacy, Communications & Systems Change	505,959	18,943	155,135	174,078	34%	\$70K is Q1'18 expenditure accrual and \$84K are Oct/Nov expenditure estimates.
Unallocated Fund - Policy Advocacy, Communications & Systems Changes (PAC)	371,500	0	0	0	0%	Pending rolling out the PAC - Unallocated fund.
Other Communications	10,000	0	0	0	0%	-
Program Salary & Benefits	538,098	174,560	-	174,560	32%	Saving due to delayed hiring of Extra Help staff
Evaluation	265,000	0	0	0	0%	Pending planning and approval of the Evaluation fund by the Evaluation Committee.
Grant Management and Big Data	189,170	0	65,289	65,289	35%	\$22K is Q1'18 expenditure accruals and \$32K are Oct/Nov expenditure estimates.
Evaluation - Salaries & Benefits	154,057	55,999	-	55,999	36%	-
TOTAL PROGRAM APPROPRIATIONS	8,599,196	281,192	2,573,342	2,854,534	33%	Positive variance due to majority of grants are slowly executed at the beginning of the fiscal year and pending planning and rolling out the PAC-Unallocated fund.

	FY17-18 Budget	YTD Actuals	YTD Accruals *	YTD Combined	YTD Combined versus Planned Budget (%)	NOTES
2. ADMINISTRATIVE						
Salaries and Benefits	660,222	236,094	-	236,094	36%	
Sub Total - Services & Supply	110,400	27,939	1,000	28,939	26%	Positive variance due to underspending in the first few months of the fiscal year.
Sub Total - Other Charges	312,350	68,812	28,367	97,179	31%	-
			-	-		
TOTAL ADMINISTRATIVE APPROPRIATIONS	1,082,972	332,845	29,367	362,212	33%	
Administrative Cost %	11%	54%		11%		
TOTAL APPROPRIATIONS	9,682,168	614,037	2,602,709	3,216,745	33%	Positive variances due to underspending in both Program and Administrative Budget in the first few months of the fiscal year.
FUND BALANCE (ENDING)	9,151,826	14,066,297	-1,521,917	12,544,380	137%	Positive variances are due to underspending in both Program and Administrative Appropriations in the first few months of the fiscal year.
Total Salaries and Benefits	1,352,377	466,653	0	466,653	35%	Positive variances due to delayed hiring of Extra-Help staff and delayed posting of the Retirement Healthcare cost by the County.

Note:

This Budget Monitoring Report is presented in a Hybrid Format as per suggestion of Finance and Administration Committee members.

The YTD Actuals column reflects Actual Revenues and Actual Expenditures reported in Countywide OFAS Accounting System.

The YTD Accruals* (with an asterisk) column is a hybrid presentation using Modified Accrual Accounting or Projections. When Revenue and Expenditures are not measurable in monetary terms or are not available, Committee members suggest to make a Projection for the reporting month.

Technical Terms

1. Modified Accrual

Under Modified Accrual, Revenue is recognized and recorded when measurable and available to finance the expenditures of the current period; Available, under Modified Accrual, means collectible within the current period or soon enough to be used to pay liabilities of the current period; Measurable means quantifiable in monetary terms. Per F5CA, Prop 10 Tax Revenue is recorded when the Prop 10 Tax Revenue is posted on the F5CA website.

Expenditures are recognized and recorded when the related liability incurred with some exceptions.

2. Internal Reporting

The Budget Monitoring Report is an internal report, typically is designed to accomplish two goals:

(a) allows management to monitor compliance with legal and contractual provisions applicable to the management of public funds; and

(b) provides management with the information on current performance that it needs to make future financial plans.

Because internal reports are designed to serve the needs of management, management is free to select the format and content it believes is most relevant, with timeliness being a key consideration for their use as monitoring or planning documents.

References

1. Modified Accrual: Becker CPA Review, Financial, 2009 Edition Textbook, page F8-12

	FY17-18 Budget	YTD Actuals	YTD Accruals *	YTD Combined	YTD Combined versus Planned Budget (%)	NOTES
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2. Internal Reporting: First 5 Association of California - Financial Management Guide - Fifth Edition, 2015, Updated 12/15/15, page 51