

**FIRST 5 SAN MATEO COUNTY  
PROGRAM, OPERATIONS AND PLANNING (POP) COMMITTEE MEETING**

DATE: March 5, 2018  
 TIME: 4:00 – 5:00 PM  
 ADDRESS: San Mateo County Office of Education, 101 Twin Dolphin Dr.  
 Superintendent’s Conference Room, 2<sup>nd</sup> Floor,  
 Redwood City, CA 94065

COMMISSION MEMBERS: Anne Campbell, Sandra Phillips-Sved, Nicole Pollack  
 PUBLIC MEMBER: Harvey Kaplan, M.D.  
 STAFF: Kitty Lopez, Michelle Blakely, Myra Cruz

<b>AGENDA</b>		
1.	Approval of the March 5, 2018 Program, Operations and Planning Committee Meeting Agenda	Campbell
2.	Approval of the January 8, 2018 Program, Operations and Planning Committee Meeting Minutes (See Attachment 2)	Campbell
3.	Elect POP Committee Chair	Commissioners
4.	Strategic Planning Update – Scope of Work Planning with VIVA Strategies and Communications (Handout materials at meeting)	Lopez/Blakely
5.	First 5 Branding Campaign (Handout materials at meeting)	Lopez/Blakely
6.	Marijuana Education Initiative Campaign	Lopez
7.	Verbal Updates: <ul style="list-style-type: none"> <li>• Program Highlights – MAA Update</li> <li>• Communications – Spanish website</li> <li>• Mental Health Systems Planning</li> <li>• Rise Power of 9 – Regional Policy and Communications Platform</li> </ul>	Blakely
8.	Adjournment	Campbell
<b>NEXT MEETING: April 2, 2018</b>		

FIRST 5 SAN MATEO COUNTY  
PROGRAM, OPERATIONS AND PLANNING (POP)  
COMMITTEE MEETING MINUTES  
January 8, 2018

**Commission Members**

**Present:** Anne Campbell, Harvey Kaplan (Public Member)

**Absent:** Sandra Phillips-Sved

**Staff:** Kitty Lopez, Michelle Blakely, Myra Cruz

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POP Commission Chair Campbell called the meeting to order at 4:05 p.m.

**1. Approval of the January 8, 2018 Program, Operations, and Planning Committee Meeting**

**Agenda:** Public Member Kaplan moved to approve the Agenda; Commissioner Campbell seconded the motion.

**2. Approval of the August 7, 2017 and November 6, 2017 Program, Operations, and Planning Committee Meeting Minutes:**

Commissioner Campbell moved to approve; Public Member Kaplan seconded the motion.

**3. Elect POP Committee Chair**

The election of the Committee Chair was postponed until all-Commission Subcommittee Committee Members are present. Executive Director, Kitty Lopez, informed that Commissioner David Canepa will be in the Early Childhood Evaluation Advisory Committee.

**4. Verbal Updates:**

**Strategic Planning**

Lopez stated that the 2018 Strategic Planning Process Framework for the new 2020 Strategic Plan was approved at the last Commission Meeting in December. Lopez recommended enlisting VIVA Strategy and Communications Firm to assist F5SMC with the Strategic Plan as they worked with the Commission in 2014 for the planning of the current Strategic Plan. The first meeting with them would be on February 5, 2018. The Finance Committee approved the \$30,000 from the budget for the consulting services with VIVA Strategy and Communications.

**Build Up Advisory Committee**

Program and Planning Director, Michelle Blakely, reported that first Advisory Committee Meeting would be on January 19<sup>th</sup>, 2018. A website containing materials regarding Build Up was created. Click the link <https://sites.google.com/view/buildupsmc>. Blakely informed that F5SMC is working with Consultant Sarah Kinahan and other community partners with this initiative.

Build Up Initiative is designed to grow and improve the supply of child care and preschool facilities in San Mateo County. County leaders were asked to be part of this Committee which will meet 2 to

3 times per year. Supervisor Dave Pine and Kitty Lopez are co-chairs of this Committee. An overview of this Initiative will be presented at the January 22, 2018 F5SMC Commission Meeting.

### **Early Childhood Mental Health Systems Planning**

Blakely provided an update on the planning process: Three steering committee sessions and one community meeting were held to garner feedback, input and provide suggestions for implementing this strategy. As part of the process, a Landscape Analysis and other materials were created to provide a common understanding and framework. Based on the results of this process, the initiative will focus more on mitigating early childhood trauma and adverse childhood effects. F5SMC is currently working with Learning for Action (LFA) around this initiative to provide analysis around this issue. An overview of this Initiative and recommendations will be presented at the January 22, 2018 F5SMC Commission Meeting.

### **Grants Funding for First 5 San Mateo County**

- Lucille Packard: \$300,000 for Help Me Grow Initiative. Help Me Grow is a universal access system for all parents of young children and their providers to access resources about early development (early identification, medical home connections, etc.). The one year grant will support outreach and linkages for pediatricians, health providers and the early learning community, communications and data/ technology.
- Peninsula Healthcare District: \$25,000 for Help Me Grow Initiative. This one year grant will support the initiative's work for Peninsula Healthcare District constituents.
- San Bruno Foundation: \$25,000 for Build Up-Early Learning Facilities. This one year grant will be used to better understand the shortage of child care and preschool in San Bruno and to use maps to determine the ideal locations for new child care development that is linked to families' housing, places of employment and transit. The Foundation will make their final recommendation on January 29, 2018.

### **Communications**

Blakely provided an update on the website ADA Compliance. She distributed a list from Runyon Saltzman Eihorn (RSE) on the items that have been accomplished for the F5SMC website to meet minimum standards for ADA Compliance. F5's County Counsel has reviewed information and have had discussions with RSE, staff and SMCOE County Counsel. Currently, F5SMC does not receive Federal funding directly to support (provide services) specific populations; this is one key indicator for implementing ADA standards beyond minimum standards. Also, according to RSE, it will be costly to implement the WCAG 2.0 standards. Blakely proposed to postpone WCAG 2.0 standards now and to revisit further ADA compliance as the need arises. Committee agreed with the recommendation.

### **5. Adjournment**

Commission Chair Campbell adjourned the meeting at 4:50 p.m.