

## FIRST 5 SAN MATEO COMMISSION MEETING

### HOW TO PARTICIPATE

- Commission and others, we recommend to be on the call Monday at 3:40 PM so we can test prior to the 4 PM meeting start time and ensure that you have connection.
- Please note that public is attending this meeting and they may join early so please keep that in mind
- Be sure to mute your microphone during the meeting until called upon to speak; and
- If you plan to join by phone, please let Myra Cruz or other First 5 Staff know the phone number in advance so we can identify you to the Commission, and we will rename your masked phone number to show your name instead. We highly encourage that you join early so we can make this change, OR you can email us your phone # ahead of time to [ecruz@smcgo.org](mailto:ecruz@smcgo.org) .
- **JOINING VIA ONLINE:**  
For those attending the meeting on the Zoom videoconference, (click the link listed on the agenda), we will use the “raise hand” feature in order to organize any public comments. During the general public comment period, and for each item on the Regular Agenda, F5SMC Staff, will ask those members of the public who wish to comment to click the “raise hand” feature to raise your hand to speak on that agenda item.
- **JOINING BY PHONE:**  
The phone number is listed on the agenda.  
Press \*6 to mute and unmute your phone  
Press \*9 if would like to speak. This would notify the staff that you would like to speak.

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

When you hear your name called, F5SMC Staff, will unmute your mic to begin speaking. You may only speak once per agenda item.

**\* PUBLIC HEARING MEETING NOTICE\***  
**FIRST 5 SAN MATEO COUNTY (F5SMC)**  
**COMMISSION MEETING**

As authorized by Governor Newsom’s Executive Orders N-25-20 and N-29-20, dated March 12, 2020 and March 17, 2020 respectively, the meeting will be held via teleconferencing with members of the Commission attending from separate remote locations. The meeting will be held and live cast from the following location where members of the public shall have the right to observe and offer public comment:

**DATE: Monday, March 22, 2021**

**TIME: 4:00 PM – 6:00 PM**

**Join Zoom Meeting**

**Online:**

<https://smcgov.zoom.us/j/91722273690?pwd=Y3ppL1NseGlxZ1BZd3VVL2c2Y1BTUT09>

**Phone: +1 669 900 6833**

**Webinar ID: 917 2227 3690, Passcode: 990994**

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

<b>AGENDA</b>		
<b>Call to Order and Preliminary Business</b>		
<b>1</b>	<b>Roll Call</b>	<b>4:00 PM</b>
<b>2</b>	<b>Public Comment</b>	
<b>3</b>	<b>Action to Set Agenda for March 22, 2021 Meeting and Approve Consent Agenda Items</b> <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>	
<b>4</b>	<b>Commission Announcements</b>	<b>4:05 PM</b>
<b>5</b>	<b>Storytelling: First 5 Work/Impact</b> Puente de la Costa Sur by Lizeth Hernandez, Education Director, Puente de la Costa Sur	<b>4:10 PM</b>
<b>Discussion Item</b>		
<b>6</b>	<b>Presentation: 2020 – 2021 Children’s Well Being Score Card</b> by Ted Lempert, CEO and President, Children Now	<b>4:15 PM</b>
<b>7</b>	<b>Presentation: Vaccine Rollout Update</b> by Louise Rogers, Chief of San Mateo County Health & Chair of F5SMC Commission	<b>4:35 PM</b>

<b>8</b>	<b>Presentation: Schools Update</b> by Nancy Magee, San Mateo County Superintendent of Schools	4:55 PM
<b>9</b>	<b>Presentation: Early Care &amp; Education Vaccine Update</b> by Michelle Blakely, Deputy Director, F5SMC	5:15 PM
<b>Informational Items</b>		
<b>10</b>	<b>Report of the Executive Director</b> <i>(See Attachment 10)</i>	5:35 PM
<b>11</b>	<b>Adjournment</b>	6:00 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. Speakers are customarily limited to two minutes, but an extension may be provided to you at the discretion of the Commission Chair.

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

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

Individuals who require special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the agenda, meeting notice, agenda packet or other writings that may be distributed at the meeting, should contact Myra Cruz, by 12 Noon on Friday, March 19, 2021 at 650.372.9500 x232 and/or [ecruz@smcgov.org](mailto:ecruz@smcgov.org). Notification in advance of the meeting will enable the Commission to make reasonable arrangements to ensure accessibility to this meeting, the materials related to it, and your ability to comment.

First 5 San Mateo County Commission Meeting

**CONSENT AGENDA**

March 22, 2021

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.

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- 3.1 Approval of the February 22, 2021 Commission Meeting Minutes  
(See Attachment 3.1)
- 3.2 Approval of the March 1, 2021 Special Commission Meeting Minutes  
(See Attachment 3.2)

**First 5 San Mateo County (F5SMC)  
COMMISSION MEETING MINUTES  
February 22, 2021  
Via Zoom**

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

Commission Members: Ken Cole, Rosanne Foust, Pam Frisella, Carole Groom, Nancy Magee, Neel Patel, Sandra Phillips-Sved, Louise Rogers  
Ryan Teh (Youth Commissioner)

Commission Members Absent: Alexis Becerra

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

County Counsel: Monali Sheth

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

**2. Public Comments: None****3. Action to Set Agenda for February 25, 2021 Meeting and Approve Consent Agenda Items**

MOTION: FRISELLA/ SECOND: COLE

AYES: COLE, FOUST, FRISELLA, GROOM, MAGEE, PATEL, PHILLIPS-SVED, ROGERS  
TEH (Youth Commissioner)

NOES: NONE

ABSTAIN: NONE

Motion approved.

**4. Commission Announcements:**

- Commissioner Magee shared the great outcomes reported at the Big Lift's Core Leadership Team Meeting. Eleven out of twelve of the Big Lift programs are open now despite of a difficult year due to the pandemic. They are open in reduced capacity, and some have been open since June. Magee shared a mother's story related to the Play to Grow Series (a First 5 supported curriculum/program) and how the program helped the mother change her life and maintain custody of her children. Commissioner Groom added that family engagement has been a crucial part of the Big Lift. F5SMC staff, Karen Pisani informed everyone that F5SMC initially supported the Play to Grow Program 5 to 6 years ago and pleased to hear that the series is still creating an impact though no longer funded by F5SMC; A good example of embedded sustainability.
- F5SMC's Executive Director, Kitty Lopez, shared that F5SMC's Program Associate, Mai Le, had a baby boy this morning.

**5. Storytelling: First 5 Work/Impact**

Karen Pisani introduced Leanne Hay, Children's Services Manager, Institute for Human and Social Development / Head Start-Early Head Start and provided brief background on the family engagement credential training for providers. Leanne Hay first shared the requirements to be a provider instructor for this evidenced-based credential and then class format. The class is a self-reflective, authentic deep instruction,

and teaches how to handle family situations. Hay shared a student story and how the class changed the student's perspective.

Commission asked questions and made comments.

**6. Friday CAFEs (Community and Family Engagement) Update**

Karen Pisani provided a brief background and introduced the presenters: Soodie Ansari, Coordinator, Early Learning Dual Language Support, Early Learning Support Services, San Mateo County Office Education (SMCOE); Valerie Higgins, Child Care Provider, Parent Voices Family Leader, Friday CAFÉ Advisory Council Member and Conversation Catalyst; Karla Rodriguez, Project Specialist, Early Learning Support Services, SMCOE. They highlighted the following:

- Thanked the supporters F5SMC & W.K. Kellogg Foundation.
- Celebrated 4<sup>th</sup> Anniversary and shared history.
- San Mateo County, San Diego County, and Connecticut are the only ones running Friday CAFÉ.
- Mission, vision, and goals of Friday CAFÉ.

Valerie Higgins shared how the goals of Friday CAFÉ such as building connections through networking, sparking innovative thinking, establishing a professional identity for the family engagement field, and creating a restorative experience generated her transformational experience.

The Commission asked questions and made comments.

The PowerPoint Presentation can be found on the F5SMC's website, [February 22, 2021 Commission Meeting Presentations](#).

**7. Masking in Preschools**

Commissioner Patel introduced the presenters Dr. Stephanie Nguyen Lai, Pediatrician, Palo Alto Medical Foundation and Dr. Mary Rhee, Pediatrician, Kaiser Permanente. Drs. Lai and Rhee presented Masking in Preschools and highlighted the following:

- Masking young children ages 2 to 5 years.
- Reviewed policies and masking guidelines from American Academy of Pediatrics, Center for Disease Control, and California State and San Mateo County.
- Pediatric pandemic data such as over 3 million pediatric cases reported, hospitalization rate is 0.1 to 2.3%, and 227 pediatric deaths due to COVID-19.
- Reasons why young children should wear a mask.

The Commission asked questions and made comments. Commissioner Frisella requested a copy of the presentation.

The PowerPoint Presentation can be found on the F5SMC's website, [February 22, 2021 Commission Meeting Presentations](#).

**8. First 5 San Mateo County Website Presentation**

Laura Bowen, Communications Director, and Elizabeth Campos, Communications Specialist, of VIVA Social Impact Partners, shared a sneak peek of F5SMC's new website and highlighted the following:

- Redesigning the website is part of Communications Plan Strategies.

- Website priorities including clear and easy-to-find background information, timely updates, robust content and information for families, and highlights the work and achievements of First 5 and its partners.

The Commission asked questions and made comments.

The PowerPoint Presentation can be found on the F5SMC's website, [February 22, 2021 Commission Meeting Presentations](#).

**9. Approval of First 5 San Mateo County's FY 2020 – 21 Revised Budget and the Use of Ending Fund Balance (Ending Reserves) to Fund FY 2020 – 2021 Revised Budget**

Kitty Lopez explained the revised budget and shared that the Finance Committee reviewed the revised budget. Lopez highlighted the following:

- The Commission approved withdrawing of funds from the ending reserves to continue investing in and supporting F5SMC initiatives. This has been the practice of the F5 Commission for at least 8 years.
- COVID-19 and shelter-in-place order has caused delayed execution of Strategic Plan Implementation Plan FY 2018 – 2020 contracts.
- Commission approved no-cost extension for the FY 2018 – 2020 contracts
- Revised Budget Summary 2020-2021

Lopez requested an approval for this agenda item:

MOTION: MAGEE/ SECOND: FRISELLA

AYES: COLE, FOUST, FRISELLA, GROOM, MAGEE, PATEL, PHILLIPS-SVED, ROGERS  
TEH (Youth Commissioner)

NOES: NONE

ABSTAIN: NONE

Motion approved.

Public Comment: None

The Commission asked questions.

**10. A) Approval of Second Amendment to Agreement NO. 19500-19-D012 with San Mateo County Office of Education for the EQ+IP Program, Extending the Term of the Agreement through June 30, 2021 at No Additional Cost; Direct Staff to Execute the Second Amendment Regarding Same.**

Kitty Lopez requested an approval for this agenda item.

MOTION: GROOM/ SECOND: COLE

AYES: COLE, FOUST, FRISELLA, GROOM, PATEL, PHILLIPS-SVED, ROGERS  
TEH (Youth Commissioner)

RECUSED: MAGEE

NOES: NONE

ABSTAIN: NONE

Motion approved.

Public Comment: None

**B) Approval of Second Amendment to Agreement No. 19500-19-D010 with AbilityPath for the Watch Me Grow Program, Extending the Term of the Agreement through June 30, 2021 at No Additional Cost; Direct Staff to Execute the Second Amendment Regrading Same.**

MOTION: GROOM/ SECOND: FRISELLA  
AYES: COLE, FOUST, FRISELLA, GROOM, MAGEE, PATEL, PHILLIPS-SVED, ROGERS  
TEH (Youth Commissioner)  
NOES: NONE  
ABSTAIN: NONE

Motion approved.

Public Comment: None

**11. Executive Director's Report**

The Executive Director's written report was included in the [February 22, 2021 Commission Meeting Packet](#). Kitty Lopez, highlighted the following:

- o Region 4 Equity Funding Allocation Proposal.
- o Peninsula Health Care District Community Grant co-funds portions of Help Me Grow model for calendar year 2021 for \$50,000.
- o On February 10<sup>th</sup>, F5SMC hosted an information session to introduce our Trauma-Informed Organizational Practices Assessment Tool.
- o America's Mothers Are in Crisis article from *The New York Times*.
- o Sent a letter to Governor Newsom to support the immediate disbursement of \$300 million federal funds for Child Care Workers. F5SMC also reached out to Assemblymembers Mullin and Berman.

**12. Committee Updates**

Program, Operations, & Planning Committee:

Commissioner Phillips-Sved reported that the Committee met on February 1<sup>st</sup> and she will be serving as Committee Chair, reviewed the F5SMC's new website, received an update on race and equity discussion and TRISI (Trauma and Resiliency Informed Initiative) Readiness Survey.

Finance and Administration Committee:

Commissioner Foust reported that the Committee met and in addition to reviewing the revised budget, they elected Commissioner Becerra as Committee Chair for Finance and Administration.

Commissioner Rogers adjourned the meeting at 5:45 PM.



**First 5 San Mateo County (F5SMC)  
SPECIAL COMMISSION MEETING MINUTES  
March 1, 2021  
Via Zoom**

**Call to Order & Roll Call**

**1. Roll Call**

Commission Members: Alexis Becerra, Ken Cole, Rosanne Foust, Pam Frisella, Carole Groom,  
Nancy Magee, Neel Patel, Sandra Phillips-Sved, Louise Rogers

Staff: Kitty Lopez, Michelle Blakely

County Counsel: Monali Sheth

A quorum was present. Commissioner Rogers called the meeting to order at 1:30 PM; roll call was taken.

**2. Public Comments: None**

**3. Race and Equity Discussion: How Do We Embed Race & Equity More Deeply in the Work of First 5 SMC?**

Discussion ensued on this topic which was facilitated by Adene Sacks and Johnny Manzon Santos of With/in Collaborative, and the Commission agreed that further conversation is needed.

The meeting adjourned at 3:30 PM.

**FIRST 5 SAN MATEO COUNTY (F5SMC)  
REPORT OF THE EXECUTIVE DIRECTOR  
MARCH 2021**

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## **OVERVIEW**

### **STRATEGIC INVESTMENT FOCUS AREAS – UPDATE**

#### **QUALITY CARE AND EDUCATION**

##### **Build UP SMC and Build Up CA: *Early Learning and Care Facilities Infrastructure Funding Restoration 2021-22 California State Budget***

Build Up CA, local and state partners have jointly developed a letter to focus advocacy on Early Learning and Care Facilities Infrastructure restoration. The letter is still being circulated through the budget committee process and organizations are still being encouraged to sign-on. The ask is a request for an additional \$350 Million investment in Early Childhood Education (ECE) infrastructure this year, including the restoration of the \$263 Million previously allocated in the 2019-20 state budget for the Early Learning and Care Infrastructure Grant Program. See Fact Sheet in Attachment 10.1.

##### **Child Care Partnership Council: Adopts Equity Statement.**

On March 15, 2021, the Child Care Partnership Council adopted an Equity Statement and Approach to their strategic plan. Through the work of the Leadership & Impact, Workforce, Access and Quality Committee members have and will continue to operationalize the approach through policy and advocacy locally and statewide. The Equity Statement begins with: “The CCPC welcomes and embraces diversity among individuals from all backgrounds, races, ethnicities, abilities, genders and gender identities, sexual orientations, immigration statuses, and religions. We will advocate for, and protect, the rights and opportunities of all children and families in our community, as well as those that provide their early care and education”. See Attachment 10.2 for the full statement and approach.

#### **HEALTHY CHILDREN**

##### **Oral Health Access and Utilization Request for Proposals (RFP)**

On March 1, F5SMC launched the Oral Health Access and Utilization RFP. The purpose of the RFP is to (1) support partnerships to improve young children’s utilization of preventive oral health care and (2) advocate for policies and practices that increases dental utilization for children on Medi-Cal with a focus on short-term strategies that can be implemented during the pandemic. The process will allocate up to \$250,000 in funding for up to 14 months. The full RFP can be viewed here: <https://first5sanmateo.org/funding-opportunities/> . Letters of Intent are due March 22 and full proposals on April 13.

##### **Help Me Grow Physician Advisory Group (HMG PAG)**

The HMG PAG, convened by F5SMC Commissioner and HMG Physician Champion Dr. Neel Patel met on March 15. The agenda included a discussion on electronic referral processes for HMG, trauma-screening, and an update on the return to school outlined by the County. The PAG is slated to meet next in May 2021.

## RESILIENT FAMILIES

Check out the Family Resources on the F5SMC's new web-site!

<https://first5sanmateo.org/resources/>

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## POLICY & ADVOCACY UPDATES

### **CA Must Make Kids Our Top Priority in this State Budget**

F5SMC signed onto a letter from The Children's Movement of California to Governor Gavin Newsom urging him to prioritize children in the upcoming California Revised Budget proposal in May. (See Attachment 10.3)

### **Support Letter for SB 246 (Leyva) – Early Childhood Education: Reimbursement Rates**

On March 4, F5SMC submitted a support letter to Senator Connie Leyva for SB 246, which would establish a single regionalized state reimbursement rate system, called Child Care Stabilization Formula, for early care and education services. (See Attachment 10.4)

### **12-Month Postpartum Medi-Cal eligibility and continuous Medi-Cal Coverage for Children Up to Age 5**

F5SMC signed onto a letter address to Senator Susan Talamantes Eggman and Assemblymember Joaquin Arambula urging them to support the budget proposal to maintain continuous Medi-Cal coverage for children ages 0 – 5 years old and 12 months postpartum. (See Attachment 10.5)

### **“What The \$300 A Month Child Benefit Could Mean For A Family On The Edge”**

An article from NPR, March 9, 2021 by Anya Kamenetz about stories of family struggles and how a \$300 a month can help provide their basic necessities. “This benefit, combined with other enhanced benefits in the package, could cut child poverty in the U.S. by half, according to an analysis by Columbia University.” Read article:

<https://www.npr.org/2021/03/09/974830177/what-the-300-a-month-child-benefit-could-mean-for-a-family-on-the-edge>

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## FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

### **First 5 Association Policy Agenda**

F5SMC aligns its policy and advocacy efforts with the First 5 Association. As the F5 Association policy agenda states “First 5 believes that all of California’s youngest children deserve to be healthy, safe, and ready to succeed in school and life. Grounded in a whole child/whole family framework that advances equity, prevention and systems coordination, First 5 seeks to build comprehensive and integrated early childhood systems of care, with an intentional focus on Prenatal-3 during this critical stage of child development”. See Attachment 10.6 for the full policy agenda.

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## COMMUNITY AND STATEWIDE EVENTS & UPDATES

### **Free Vaccine Taxis for ECE Providers**

In partnerships with Peninsula Family Service (PFS), Early Childhood Educators have access to free taxi rides to vaccine appointments. Heather Cleary, CEO of PFS, says “We are working to

address access barriers, such as lack of transportation, so that early educators who have been on the front lines of this pandemic do not miss the opportunity to receive this life-saving vaccine simply because they cannot get there". See Attachment 10.7 for more information.

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## COMMUNICATIONS

### Newsletter

F5SMC Quarterly Newsletter was sent on March 12, 2021. Its highlighted articles such as vaccinations for ECE professionals & immigrants, new F5SMC website, and one of our partners, Mission Asset Fund. Click link <https://conta.cc/2ONUeLc> or see Attachment 10.8.

### Press Release: Vaccines Distributed to Early Childhood Educators

F5SMC sent out a press release informing, as per San Mateo County Health, the expansion of individuals who can now receive the vaccine, which includes early childhood educators, teachers, first responders, and food and agricultural workers. Hundreds of early childhood educators were vaccinated against COVID-19 during the first week of eligibility. (See Attachment 10.9)

### Email to Early Educator regarding Vaccine

An email was sent on March 5, 2021 from F5SMC to Early Educators providing them an update on the vaccine and its roll out plan.  
(See Attachment 10.10)

### New Website

F5SMC new website was launched on March 5, 2021. Check it out at [First5sanmateo.org](http://First5sanmateo.org)!



See attachment 10.11 for website and social media analytics report.

## Background

In 2019, California allocated \$263 million for the *Early Learning and Care Infrastructure Grant Program*, which included \$245 million from the General Fund and \$18 million from the Child Care Facilities Revolving Fund. In 2020, before applications could be released for providers to access the grant dollars, the \$263 million allocation was swept into the General Fund for purposes of the COVID-19 pandemic impact on the state's finances. The unfunded Grant Program continues to exist within the Department of Education but is currently being transferred to the Department of Social Services.

The *Master Plan for Early Learning and Care* clearly supports the expansion and funding of the *Early Learning and Care Facilities Infrastructure Grant Fund* as a strategy to equitably expand the supply of early learning and care facilities. The absence of public investment in facilities infrastructure reduces programs' capacity to provide quality services and adequately support economically insecure families and children. As a result, this lack of investment limits equitable access to early learning and care for all California children.

**Safe, healthy, and quality learning and care experiences are only possible if provided in safe, healthy, and quality environments. California must prioritize investments in early learning facilities; the health and safety of children and the adults who educate them depend on it.**

## Budget Request

**\$350 million for investment in early learning and care facilities, including the restoration of \$263 million previously allocated in the 2019-20 state budget for the Early Learning and Care Infrastructure Grant Program.**

- \$263 million would provide resources to build new facilities or retrofit, renovate, or expand existing ones.
- \$87 million would be utilized for reopening grants. Early learning and care providers need more support than ever to cover the costs of adjusting to new guidelines related to the COVID-19 pandemic and climate resiliency (e.g., wildfires and heatwaves).

This investment would sustain and reopen approximately 100,000 licensed spaces for children across California and create and renovate at least 20,000 spaces in new and existing facilities.

## Child Care Deserts and California's Unmet Need

According to the Advancement Project, California's early care and education facilities infrastructure only has the capacity to serve less than a quarter of our youngest learners. Out of the nearly 1 million children under age two who need quality child care in California, there are only 47,000 publicly funded seats.<sup>1</sup> 60% of California children from low-income families live in child care deserts.<sup>2</sup> Demand far exceeds supply for high-quality child care, particularly for low-income families, and the COVID-19 pandemic has only exacerbated California's early learning and care capacity problem.

California’s moms and dads are counting on child care to get back to work. Nourish California reported over half of parents with young children stated they had their hours cut back, wages reduced, or had to leave their job to provide care for their family during the pandemic<sup>3</sup>. Since February 2020, 2.3 million women have left the workforce, bringing their labor participation rate to levels not seen since 1988<sup>4</sup>. Many women have been forced to leave the workforce to care for children at home. According to a September “Women in the Workplace”<sup>5</sup> report, 1 in 4 women are considering leaving the workforce or downshifting their careers. Making childcare more available and affordable is key to enabling the whole family to succeed by permitting parents, particularly low-income parents, to work or attend school while feeling confident about their children’s well-being.



**Only 6 out of 100 low-income babies and toddlers have access to a publicly-funded seat.**

Source: *Building California’s Future*,” The Advancement Project, <https://www.advancementprojectca.org/ece-facilities>

For more information, please contact Ericka Omena Erickson,  
Build Up California Director, at [eerickson@liifund.org](mailto:eerickson@liifund.org) or (415) 415.489.6119.

<sup>1</sup> <https://www.advancementprojectca.org/ece-facilities>

<sup>2</sup> <https://californiaforallkids.chhs.ca.gov/assets/pdfs/CA%20For%20All%20Kids%20-%20Master%20Plan%20Knowledge%20Brief%20-%20Facilities.pdf>

<sup>3</sup> <https://nourishca.org/fresh/blog-category/young-children-are-still-running-out-of-food/>

<sup>4</sup> <https://nwlc.org/resources/january-jobs-day-2021/>

<sup>5</sup> <https://womenintheworkplace.com/>



## CHILD CARE PARTNERSHIP COUNCIL EQUITY STATEMENT AND APPROACH

The CCPC welcomes and embraces diversity among individuals from all backgrounds, races, ethnicities, abilities, genders and gender identities, sexual orientations, immigration statuses, and religions. We will advocate for, and protect, the rights and opportunities of all children and families in our community, as well as those that provide their early care and education.

We seek to engage a broad range of constituents, including parents, ECE providers, policy-makers, and community stakeholders, in decision-making, determining priorities, and planning. We use local data to understand and transform inequities and remove barriers to access in our ECE system, examining data related to:

- Racial/Ethnic disparities
- Family income and child poverty
- Children with special needs
- Dual Language Learners
- Children experiencing homelessness
- Children in the Child Welfare System
- Demographics and needs of the ECE Workforce

*[The following is adapted from the National Equity Project's definition of Educational Equity]*

We seek to transform our institutions by eliminating inequitable practices and cultivate the unique gifts, talents, and interests of every child so that success and failure are no longer predictable by child identity - racial, cultural, economic, or any other social factor. Equity in early care and education means that each child receives what they need to develop to their full academic and social potential.

Working towards equity in early care and education settings involves:

- Ensuring equally high outcomes for all participants in our ECE system;
- Removing the predictability of success or failure that currently correlates with any social or cultural factor;
- Interrupting inequitable practices, examining biases, and creating inclusive multicultural ECE environments for adults and children; and
- Discovering and cultivating the unique gifts, talents and interests that every human possesses.

**MARCH 15, 2021**



March 2021

## CA must make kids our top priority in this State Budget

Dear Governor Newsom,

The undersigned organizations urge you to prioritize kids in your upcoming May Revise budget proposal. We appreciate that you are being inundated by numerous interests. We also recognize that even with a budget surplus, the state can't sufficiently meet every need and supplement federal investments in every area. As you make tough choices and determine your priorities, we urge you to put kids at the top of the list. The learning loss, isolation, serious mental health issues, and lack of preventive health care because of the pandemic threatens a generation of kids. These outcomes are especially dire for Black and brown children, kids in poverty, students who are English Learners, youth in foster care, and children who are in unsafe situations, all of whom face significant systemic barriers to accessing the services and support they need.

Even before COVID-19, California was not prioritizing kids, especially kids that face systemic barriers to their well-being. Our investments lagged far behind most other states, as did most measures of educational attainment and overall children's well-being. Now the situation is mission critical.

The undersigned call on you to prioritize dollars for supports for kids, across the early childhood, family and economic support, health, K-12 and higher ed, housing, and child welfare domains. Priority items for the May Revise include:

**Child care:** Invest a minimum of \$5 billion (\$1.25 billion in new state funding on top of the \$3.75 billion in federal funding California expects to receive) to stabilize, strengthen and scale child care, including: \$1.5 billion for stipends, hold harmless measures, elimination of family fees, restoring swept workforce and facility block grants, and rebuild ECE capacity with reopening assistance; \$1.5 billion which would update provider reimbursement rates to 2018 levels and create a dedicated multi-year set-aside to implement comprehensive rate reform in 2021-22 and beyond; and \$2 billion to expand child care subsidies for families with low incomes, with at least \$1 billion dedicated to infants and toddlers.

**TK-14 Education:** Ensure there are effective student supports in place and school budgets are stabilized by using one-time federal funds provided for state-level education activities (\$1.4 billion) to recruit and retain teachers and provide high-quality professional learning for educators; paying off debts to TK-12 schools and community colleges (\$3.7 billion); and providing the funding to expand and ensure educationally appropriate practices (group sizes and curriculum) are in place for transitional kindergarten.

**School based mental health:** Provide \$80.5 million to fund turn-key school-county partnerships ready for implementation. These partnerships will help prevent student mental health concerns from becoming severe and disabling; increase timely access to services; participate in outreach to recognize early signs; reduce stigma; reduce discrimination; and prevent negative outcomes.

**Medi-Cal:** Permanently extend Medi-Cal coverage for children up to age 5 and for women 12-months postpartum with \$55 million (matched with \$55 million in federal funds).

**Children in foster care:** Support children and youth in foster care living with emergency caregivers or resource families with \$73.2 million in desperately needed pandemic stipends to address significant additional responsibilities and activities and \$37 million to increase access to the Emergency Child Care Bridge program to prevent placement instability resulting from reduced child care options.

We recognize the strain you are experiencing as you try to grapple with the enormity of this crisis and keep the Golden State intact. We urge you to ensure that our most precious constituency, our kids, are your top priority.

Sincerely,  
The Undersigned Organizations





first5sanmateo.org  
1700 S. El Camino Real, Suite 405,  
San Mateo, CA 94402  
T 650.372.9500, F 650.372.9588

March 4, 2020

The Honorable Connie Leyva  
California State Senate  
Sacramento, CA 95814

**RE: Support for SB 246 (Leyva)**

Dear Senator Leyva,

On behalf of First 5 San Mateo County, we are pleased to support SB 246, which would establish a single regionalized state reimbursement rate system, called the Child Care Stabilization Formula, for early care and education services.

First 5 believes that all of California's youngest children deserve to be healthy, safe, and ready to succeed in school and life, and that access to early care and education (ECE) is a critical component to ensuring the strongest start possible for young children. Currently, far too many children in California lack access to ECE programs and far too many providers are not paid adequately to cover the cost of providing care. Simply put, to ensure equitable access to ECE programs for our youngest children, California must address inequities in our child care reimbursement rate systems.

California has a mixed delivery system for providing early care and education (ECE), including child care and preschool, to the state's youngest learners. Our state is stronger for its ability to provide parents with a choice when it comes to selecting the early learning experiences that are most appropriate for their children and family's unique needs.

However, California has two different and unaligned systems for *funding* the state's early learning services. Child care providers who meet Title 22 standards are reimbursed using a Regional Market Rate (RMR) that accounts for geographic cost factors. Early learning centers that contract directly with the state and meet both Title 5 and Title 22 standards are reimbursed at a flat Standard Reimbursement Rate (SRR). This unaligned, two-system approach limits access and fails to maximize program quality. It also forces many child care providers out of business by providing inadequately low reimbursements for an essential service that supports children's development and families' economic well-being.

An effective and equitable rate system would ensure resources are streamlined and expended in a way that: 1) compensates providers and programs for the actual cost of providing care, 2) is responsive to the state's economic diversity, 3) recognizes the cost of meeting varying quality standards, regulations and contracting burdens, and 4) incentivizes quality and participation in research-based quality improvement efforts as a means to improve child outcomes.

SB 246 would establish a single, regionalized state reimbursement rate system for the state's mixed delivery system that achieves these four goals. Through these reforms, California will more equitably support children and families, and maximize public benefit.

We thank you for your leadership in authoring SB 246, and look forward to working with you and your colleagues in the Legislature to win approval of this important measure. If you have any questions, please feel free to contact me at [klopez@smcgov.org](mailto:klopez@smcgov.org).

Sincerely,

Kitty Lopez  
Executive Director

# Senate Bill 246

Attachment 10.4

## The Child Care Stabilization Formula Senator Connie M. Leyva (D-Chino)

### SUMMARY

Senate Bill 246 would establish a single regionalized state reimbursement rate system—The Child Care Stabilization Formula—for child care, preschool, and early learning services.

### BACKGROUND

California has a mixed delivery system that provides early care and education (ECE) services for the state’s youngest learners, including child care, preschool, and early learning.

Specifically, it has two different and unaligned systems for reimbursing early learning services. Child care providers meeting Title 22 standards are reimbursed using a Regional Market Rate (RMR) that accounts for geographic economic cost factors, while directly state-contracted early learning centers that meet Title 5 standards—in addition to Title 22 standards—are reimbursed at a flat Standard Reimbursement Rate (SRR).

California families are strengthened when given the opportunity to select the early learning experiences that are most appropriate for their children and families.

### PROBLEM

This bifurcated rate system and inadequately low reimbursement rates complicate efforts to fund and deliver high-quality ECE programs that meet the developmental needs of all children while addressing the health, safety, and well-being of the children served. This current structure and overall insufficient funding limit California’s ability to increase teacher compensation, adequately resource ECE programs, and incentivize quality improvement efforts, ultimately limiting access and forcing many child care providers out of business.

### SOLUTION

To address the problems of a bifurcated rate system, resource expenditures should be streamlined and expended in a way that:

- 1) Compensate teachers and programs for the cost of providing care
- 2) Are responsive to the economic diversity of California
- 3) Recognize the costs of meeting varying quality standards, regulations, and contracting burdens
- 4) Incentivize high standards and participation in research-based quality improvement efforts as a means to improve child outcomes.

These recommendations are supported by the Governor’s Master Plan for Early Learning and Care.

SB 246 (The Child Care Stabilization Formula) would establish a single regionalized state reimbursement rate system for child care, preschool, and early learning services that would achieve these important goals. Through these reforms, California can achieve a more equitable system to support children and families, as well as maximize public benefit.

### STATUS

Introduced – January 22, 2021

### SUPPORT

Child Care Alliance of Los Angeles (Co-Sponsor)  
Child Care Resource Center (Co-Sponsor)  
EveryChild California (Co-Sponsor)

### CONTACT

Rochelle Schmidt  
Office of Senator Connie M. Leyva  
[Rochelle.Schmidt@sen.ca.gov](mailto:Rochelle.Schmidt@sen.ca.gov)  
916.651.4020

# Sign-on Letter for Continuous Coverage & Postpartum Budget Ask

On behalf of the American College of Obstetricians and Gynecologists District IX, First 5 Association of California, March of Dimes, Maternal and Child Health Access, The Children's Partnership, please consider signing on to support the continuation of coverage for 12-month postpartum Medi-Cal eligibility and continuous Medi-Cal coverage for children up to age 5.

This budget proposal would preserve the eligibility currently in place under the COVID Public Health Emergency (PHE), in order to minimize barriers to enrollment for families, protect the continuity of care, and ensure adherence to prevention and early intervention services and screenings during these critical early phases in life, when the COVID public health emergency comes to an end.

Please find the letter below:

March 10, 2021

The Honorable Susan Talamantes Eggman, Chair  
Senate Budget Sub-Committee No. 1  
California State Senate  
State Capitol, Room 5019  
[SBUD.Committee@senate.ca.gov](mailto:SBUD.Committee@senate.ca.gov)

The Honorable Joaquin Arambula, Chair  
Assembly Budget Sub-Committee No. 3  
California State Assembly  
State Capitol, Room 6026  
[BudgetSub1@asm.ca.gov](mailto:BudgetSub1@asm.ca.gov)

RE: 12-month postpartum Medi-Cal eligibility and continuous Medi-Cal coverage for children up to age 5

Dear Senator Talamantes-Eggman and Assembly Member Arambula:

On behalf of the undersigned organizations, we write to you in strong support of the budget proposal to maintain continuous Medi-Cal coverage for children ages 0-5 years old and 12 months postpartum.

Under the federal Families First Coronavirus Response Act, Medi-Cal is required to provide temporary continuous enrollment to most all enrollees throughout the federal COVID-19 public

health emergency (PHE). States are also required to develop a plan to unwind this federal PHE coverage protection to implement when the PHE ends. The Department of Health Care Services' budget assumes that the unwinding of the temporary continued coverage requirement will begin during the second half of the state budget year 2021-2022.

In order to protect essential continuity of care and to ensure a smooth transition from the existing PHE continuous coverage, a broad coalition of stakeholders urge you to adopt, with federal approval, permanent 12-month postpartum Medi-Cal eligibility and continuous Medi-Cal coverage for children up to age 5 after the end of the COVID-19 PHE.

Continuous health care coverage is essential to avoiding disruptions in care, especially during these critical phases in life when medical visits are so frequent and when care is especially important. Over 90% of a child's brain development occurs before a child turns age 5. One-third of all maternal deaths occur one week to one year after a pregnancy ends, and one in seven women experience symptoms of postpartum depression in the year after giving birth.

COVID-19 has underscored the need for extended coverage: Increased isolation and stress has taken a toll on maternal and child physical and mental wellbeing. In addition, children's preventive care, like well-child visits and immunizations, have plummeted below the already low preventive care rates in Medi-Cal.

Communities of color are experiencing the impacts of the pandemic disproportionately. Medi-Cal covers a greater share of families of color, and nearly half of all births annually in California; thus, by removing barriers to accessing care, Medi-Cal can play a unique role in addressing the structural racism that health disparities reveal and that COVID has exacerbated.

To mitigate unnecessary disruptions in care during the post-pandemic redetermination period, California will need to prepare now, and adopt any necessary TBL for the budget year. By continuing coverage for postpartum individuals and the youngest Medi-Cal children during this PHE wind down period and beyond, Medi-Cal would:

- mitigate disruptions in the continuity of coverage for two of the most vulnerable populations;
- improve low Medi-Cal preventive care rates for children and maternal health outcomes; and
- contribute to an orderly and smooth redetermination process for all Medi-Cal enrollees.

We urge your inclusion of this continuous coverage proposal in the state budget for 2021 -22 so that the Administration can secure a smooth plan for transition when the PHE ends.

Thank you for consideration of this request and for your commitment to improving the health of all women, infants, and children.

Respectfully,

Cc: The Honorable Nancy Skinner, Chair, Senate Budget Committee  
The Honorable Phil Ting, Chair, Assembly Budget Committee  
Members, Senate Budget Committee  
Members, Assembly Budget Committee  
Scott Ogus, Senate Budget Committee  
Andrea Margolis, Assembly Budget Committee  
Senate Republican Caucus  
Assembly Republican Caucus  
Tam Ma, Office of the Governor  
Department of Health Care Services  
\* Required

**2021 Policy Agenda**

02/22/21

First 5 believes that all of California's youngest children deserve to be healthy, safe, and ready to succeed in school and life. Grounded in a **whole child/whole family framework** that advances **equity, prevention** and **systems coordination**, First 5 seeks to build comprehensive and integrated early childhood systems of care, with an intentional focus on **Prenatal-3** during this critical stage of child development.

First 5 aims to advance state and federal policy frameworks that foster systems of care that *proactively* support the wellbeing of young children and families and focus on those farthest from opportunity, recognizing the disproportionate impacts that systemic racism, COVID-19, lack of economic opportunity, and natural disasters have had on communities of color and low-income communities.

**I. Resilient Families**

- Strengthen families through family-centered, community-based, culturally and linguistically responsive, trauma-informed approaches and buffering supports, including expanded access to home visiting and support to parents/caregivers to be their child's first teacher.
- Strengthen families by improving economic security, including expansion of the Earned Income Tax Credit, Paid Family Leave, and other policies that promote economic opportunity.
- Support community and neighborhood hubs, such as Family Resource Centers and other models, to increase immediate access to basic needs and promote integrated systems that result in more accessible and responsive services for children and families.
- Ensure access to services for all families regardless of their immigration status.

**II. Comprehensive Health & Development**

- Improve the health, mental health, and wellbeing of young children by advancing prevention, care coordination, screenings, and multi-generational supports through Medi-Cal, as well as continuous eligibility for preventive and postpartum care.
- Strengthen the systems of early identification and referral to appropriate intervention services for young children, including through Help Me Grow.
- Address racial inequities in maternal and infant health, particularly black maternal and infant health.
- Reduce and mitigate exposure to trauma and Adverse Childhood Experiences (ACEs) through supports that promote healthy social-emotional development and overall family wellbeing and resilience.

**III. Quality Early Learning**

- Increase access to early learning programs across the mixed delivery system for children 0–5.
- Support the early care and education workforce by increasing compensation, providing professional development opportunities, and valuing diversity and increasing equity across the field.
- Stabilize, strengthen and scale early learning systems that are accessible and affordable for all families, including through advancing key elements of the state’s Master Plan for Early Learning and Care.
- Promote equitable access to and participation in quality improvement systems, recognizing that quality exists in all locations where caregivers are supported and nurturing relationships between provider/caregivers and child are present.

**IV. Sustainability & Scale**

- Explore and advance additional revenue sources for ensuring comprehensive, integrated systems and services to children and families.
- Ensure that local First 5 commissions can continue to provide the foundational infrastructure, leadership and partnership in communities throughout California in order to realize improved opportunity and outcomes for our youngest children and their families.
- Regulate tobacco products and promote smoking cessation.
- Improve and integrate data systems to track and evaluate children’s outcomes.



# FREE VACCINE TAXIS FOR EARLY CHILDHOOD EDUCATORS

Free transportation for early learning educators (ECE) from work or home round-trip to receive their COVID-19 vaccinations. This will ensure transportation costs do not prevent these educators from receiving their vaccinations.

## QUALIFICATIONS:

- Early childhood educator in the San Mateo County
- Employee at a licensed center or family care home
- Employee of a license-exempt program
- Non-licensed childcare provider working with one family
- Currently provide child care in another capacity/position

If any of the vaccination centers are drive-through centers, the ECE will remain in the taxi to receive the vaccination.

Contact: [vaccinetaxi@peninsulafamilyservice.org](mailto:vaccinetaxi@peninsulafamilyservice.org)

## HOW TO SIGN UP:

[HTTPS://WWW.PENINSULAFAMILYSERVICE.ORG  
/ECEVACCINETAXI/](https://www.peninsulafamilyservice.org/ecevacinetaxi/)





SHARE:

[Join Our Email List](#)February-March 2021 | [View as Webpage](#)

## Supporting COVID-19 Vaccination for ECE Professionals

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We are proud to be part of San Mateo County's COVID-19 Child Care Response Team, working to ensure vaccine access for early educators. Child care providers are a critical piece of our community's infrastructure, working on the front lines to care for children and families.

In response to the shortage of adequate vaccine supply, the San Mateo County COVID-19 Child Care Response Team advocated for the prioritization of early childhood educators during Phase 1B and made recommendations to San Mateo County Health to support equitable distribution. As of this release, hundreds of early education professionals have been vaccinated in San Mateo County, including at several child care-eligible vaccination clinics hosted by San

Mateo County Health in February. These efforts prioritized those who have remained open during the pandemic and who serve the highest-risk families and communities, including East Palo Alto, North Fair Oaks, Redwood City, Belle Haven and Daly City.

[Click to learn more about the effort to increase vaccine access for early childhood educators.](#)

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## Taking Action for Kids

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### Announcing our new website with resources for partners and families!

We are thrilled to announce the launch of our new website at [www.first5sanmateo.org](http://www.first5sanmateo.org). With our updated site, we hope to make it simple to find the information you need on the Commission, what we do, and local resources and information to support your work on behalf of children and families. Click below for a few highlights:



**[For Parents and Families:](#)** Find a searchable library of local resources and programs for families, our family blog, and our kit for new parents

**[Take Action for Kids:](#)** Features our Community Toolkit, with resources for advocating for young children, plus the latest news and updates from First 5

**[Our Work:](#)** Learn about our investments and our impact, and meet our partners

If you have any questions or feedback about our new site, please [let us know!](#)

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## New Flyer on COVID-19 Vaccines for Immigrants

The Legal Aid Society of San Mateo County has developed a new flyer in English and Spanish with information on the COVID-19. The flyer provides information on vaccine eligibility, confidentiality

related to receiving the vaccine, and information on getting an appointment. Please download and share with families who could use this information!

[Download Flyer in English](#)

[Download Flyer in Spanish](#)

**Immigrants and the COVID Vaccines:**

**What Do I Need to Know?**

**The COVID vaccines are safe and effective.**  
Medical experts have tested and approved them.  
For more information: <https://www.cdph.ca.gov/vaccines/qa/qa/index.html>

**The vaccination is free.**  
Includes people without health insurance.  
People with insurance should provide that information.

**Immigrants can get the vaccine.**  
No immigration status or social security number is needed.  
ICE will not be at the vaccination sites.  
Getting the vaccine does **not** negatively affect immigration options.  
Vaccines are **not** considered to be a public charge test.

**Your information is kept confidential.**  
Vaccine providers may **not** share any personal information with Immigration.  
There are no tracking devices in the vaccines.

To Get an Appointment:	What to Bring:	Need Transportation?
<ul style="list-style-type: none"> <li>• Go to <a href="http://MyImm.gov">MyImm.gov</a> to find out when it's your turn.</li> <li>• Or call the California state hotline at 855-622-6275.</li> </ul> <p><b>When It's Your Turn:</b></p> <ul style="list-style-type: none"> <li>• Sign up at your primary health provider/clinic website.</li> <li>• Or go to <a href="http://First5SanMateo.org">First5SanMateo.org</a>.</li> <li>• No internet access? You can call your health provider (for exact address):               <ul style="list-style-type: none"> <li>◦ Ramonrodas Clinic: (708) 330-7400</li> <li>◦ Galindo: (650) 785-1540</li> <li>◦ MEMA: (650) 550-3923</li> <li>◦ Kaiser: (650) 453-8800</li> <li>◦ Starbuck: (650) 489-6000</li> <li>◦ Sunset: (650) 950-0115</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Photo ID with birth date (from any country).</li> <li>• No ID? Bring a document that proves who you are (e.g., a bill or lease agreement).</li> <li>• If you have them:               <ul style="list-style-type: none"> <li>◦ Proof of insurance (not required).</li> <li>◦ Vaccine appointment confirmation notice.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• SanMateo provides free taxi cabs on existing service to COVID-19 vaccination sites for people who live or work in San Mateo County. Show the driver your vaccination appointment card to request.</li> <li>• South of Redwood &amp; Redwood will provide rides to vaccine appointments.</li> <li>• Health Plan of San Mateo members can arrange taxi vouchers.</li> </ul>

**LEGAL AID SOCIETY** OF SAN MATEO COUNTY  
 If someone asks you to pay for the vaccine, call Legal Aid at (650) 517-8907. If you have questions about immigration and the vaccine, please call (650) 517-8906. (5/19/2020)

## To Reduce Child Poverty, Increase Family Incomes

Children are more likely to live in poverty than any other age group in the United States, and the COVID recession has increased the number of children who do. Poverty undermines children's development and threatens their long-term prospects. But there is a proven way to significantly reduce the percentage of children in poverty and provide a buffer for families at risk of becoming poor: Increase the income of families raising children.

[Read this policy brief from Child Trends](#) that explains the many ways that increasing families' incomes provides lasting benefits for children.

## Updated Logo for Partners' Use

As part of our new website launch, we've refreshed our look! If you use our logo on your website or any materials, please download a new logo file and update it. Thank you!



Download New Logo

## Partner Spotlight

The **Mission Asset Fund** is providing financial support to San Mateo County's immigrant families through its San Mateo County Immigrant Relief Fund. MAF established this fund to offer \$1,000 grants to immigrant families who have been left out of the federal government's coronavirus (COVID-19) relief efforts. First 5 would like your help to reach families with children 0-5 who could benefit from this support.



**To be eligible, families must meet the following requirements:**

- Live in San Mateo County.
- Not be eligible to receive a second-round stimulus check (Economic Impact Payment) from the Federal government.
- Household income less than 80% area median income (\$97,440 for an individual).
- Lost income due to the coronavirus (COVID-19) pandemic.
- Have not yet received a grant from MAF through the CA College Student Support Fund, LA Young Creatives Fund, or Immigrant Families Fund.

**[Learn more and find information on applying here.](#)**

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First 5 San Mateo County | 1700 S. El Camino Real, Suite 405, San Mateo, CA 94402



1700 South El Camino Real, Suite 405  
San Mateo, CA 94402 United States

(650) 372-9500



**For Immediate Release- Updated**  
**March 3, 2021**

## **Vaccines Distributed to Early Childhood Educators**

***Hundreds of early childhood educators were vaccinated against COVID-19 during the first week of eligibility***

SAN MATEO COUNTY - On February 22, 2021, San Mateo County Health announced the expansion of COVID-19 vaccine eligibility to child care providers, along with teachers, first responders, and food and agricultural workers. With this announcement, these essential workers are eligible for the protection they need to stay safe during the COVID-19 pandemic.

Child care providers are a critical piece of our community's infrastructure. "Early childhood educators have been on the front lines caring for children ages 0-14 throughout the pandemic," shares Angel Barrios, executive director of the Institute for Human and Social Development. "We are essential to our families and the community."

In response to the shortage of adequate vaccine supply, the San Mateo County COVID-19 Child Care Response Team advocated for the prioritization of early childhood educators during Phase 1B and made recommendations to San Mateo County Health to support equitable distribution. As of this release, hundreds of early education professionals have been vaccinated in San Mateo County, including at three child care-eligible vaccination clinics hosted by San Mateo County Health last week. These efforts prioritized those who have remained open during the pandemic and who serve the highest-risk families and communities, including East Palo Alto, North Fair Oaks, Redwood City, Belle Haven and Daly City.

Child care professionals and early educators can receive vaccines from their primary health providers, federally operated FEMA clinics, and vaccination clinics through San Mateo County Health. Find more information here: [www.smchealth.org/covidvaccine](http://www.smchealth.org/covidvaccine). Information on available vaccine appointments can also be found at [myturn.ca.gov](http://myturn.ca.gov). Child care vaccination updates are available through 4Cs of San Mateo County at [sanmateo4cs.org](http://sanmateo4cs.org). Residents should sign up for both the [County's notification tool](#) (<https://bit.ly/2MOO6eY>) and the State's [MyTurn tool](#) ([myturn.ca.gov](http://myturn.ca.gov)). It is expected that MyTurn will offer vaccine appointment scheduling in San Mateo County starting on March 15.

The Response Team is continuing to work to maximize vaccine access for this essential workforce. This includes partnering with the San Mateo County Department of Health to organize additional vaccination events and collaborating with community partners to minimize barriers to getting vaccines. Many in the child care workforce not only serve vulnerable communities, but are themselves under-resourced women and women of color. Heather Cleary, chief executive officer of Peninsula Family Service says, “We are working to address access barriers, such as lack of transportation, so that early educators who have been on the front lines of this pandemic do not miss the opportunity to receive this life-saving vaccine simply because they cannot get there.”

The San Mateo County COVID-19 Child Care Response Team thanks early childhood educators and recognizes the vital role they play for young children and families—work that in turn builds strong economies, interrupts intergenerational cycles of poverty, empowers women and working families, and improves academic and health outcomes.

“In child care programs across the county, early childhood educators have cared for our county’s most vulnerable children amidst unprecedented challenges,” says First 5 San Mateo County executive director, Kitty Lopez. “We hope that these current events will reinforce the resolve of leaders, as well as our community at large, to not only prioritize early educators during COVID-19, but to also commit to the long-term work of addressing systemic inequities and investing in this essential workforce.”

###

#### PRESS CONTACT:

Michelle Blakely, Deputy Director  
First 5 San Mateo County  
mblakely@smcgov.org

*First 5 San Mateo County works on behalf of children ages 0-5 in San Mateo County - to ensure their every need is met, their families are supported, and their future is a priority. We partner with our community and make investments to create the conditions that will allow all young children to prosper socially, emotionally, and economically. First 5 San Mateo County was created in 1998 when California voters passed Proposition 10.*

*In March 2020, early care and education leaders in San Mateo County came together to form the San Mateo County COVID-19 Child Care Response Team (“Response Team”) to ensure a coordinated child care relief and recovery effort during the COVID-19 pandemic.*



SHARE:

[Join Our Email List](#)

Dear Early Educator,

As we reach the one-year anniversary of the COVID-19 pandemic, I am struck by the resiliency of San Mateo County. In particular, I am humbled by you, the early childhood educators who are providing high quality care for young children while navigating new safety measures to keep everyone in your programs healthy.

As of last week, early education and child care professionals in San Mateo County are eligible for COVID-19 vaccines. You play a vital role for children and families, and we hope that the vaccine will bring you greater security and reassurance.

As part of the San Mateo County COVID-19 Child Care Response Team, First 5 San Mateo County has made vaccine access for early childhood educators a priority. In response to the vaccine shortage, we worked closely with our partners at San Mateo County Health to prioritize early educators. This includes supporting equitable vaccine distribution that prioritizes those who have been open during the pandemic and who serve the highest-risk families and communities.

The first week of vaccine distribution has been inspiring. Hundreds of you have already received your first vaccine. But it was also filled with challenges. First 5 and the Response Team are learning from these challenges, and we are working with San Mateo County Health to improve access to the vaccine for early educators.

This week, we shared information on what we've learned so far with local elected officials, and we want to share this same information with you.

Click here for a [presentation on the ECE COVID-19 vaccine roll-out](#).

We expect that there will continue to be some challenges until San Mateo County receives more vaccine supply. In the meantime, we appreciate your patience and your persistence in getting vaccinated.

Child care professionals and early educators can receive vaccines from their primary health providers, federally operated FEMA clinics, and vaccination clinics through San Mateo County Health. Find more information here: [www.smchealth.org/covidvaccine](http://www.smchealth.org/covidvaccine). Information on available vaccine appointments can also be found at [myturn.ca.gov](http://myturn.ca.gov). Child care vaccination updates are available through 4Cs of San Mateo County at [sanmateo4cs.org](http://sanmateo4cs.org). Residents should sign up for both the [County's notification tool](#) and the State's [MyTurn](#) tool. It is expected that MyTurn will offer vaccine appointment scheduling in San Mateo County starting on March 15.

More than anything, thank you for the work you're doing for our community.

Sincerely,

Kitty Lopez  
Executive Director

---

First 5 San Mateo County  
[first5sanmateo.org](http://first5sanmateo.org)





REPORT FOR FEB 1, 2021 - FEB 28, 2021

# FIRST 5 SAN MATEO ANALYTICS

## OVERVIEW

### OVERVIEW - FEBRUARY

In February, communications across F5SMC platforms focused on sharing timely information about the COVID-19 vaccine, resources for early care educators and families, and disseminating priority information from the county and local partners.

#### Website

In early February, the focus was not on driving traffic to the website, as the final components of the new site were completed. The new website was presented during the February Commission Meeting and launched shortly after that. Insights about the new website are expected to be populated in more detail during the report for March 2021.

#### Social Media

- Instagram followers are at 1135 in February, showing a steady and consistent monthly increase. Engagement continues to show an increase compared to the previous month.
- LinkedIn has 86 followers and an increase of impressions and engagement.
- Twitter followers are at 623 with 3.6K impressions.
- Facebook followers are at 1530. Overall page engagement increased. Top posts by impression and engagement are those about the COVID-19 Vaccines.

#### Social Media Ads

- Small ad buys in February generated 1,130 impressions. More substantial ad buys are anticipated in March to promote the new website and specific relevant content for families and community partners.

#### Email Marketing

- There was no newsletter in February.

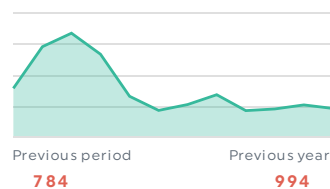
## WEBSITE ANALYTICS

### TOP PAGES BY PAGEVIEWS

Page Path	Pageviews
/	485
/about/	147
/partners/	75
/families/	73
/contact/	59
/families/healthy-and-happy/coronavirus-covid-19-in...	59
/our-focus-areas/	54
/trauma-informed-organizational-tio-practices-asses...	52
/for-parents-families/	49
/families/early-learning/kit/	42

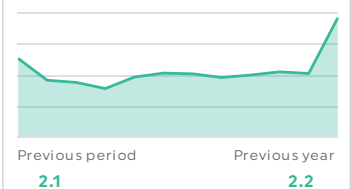
### TOTAL SESSIONS

698



### PAGES PER SESSION

3.8

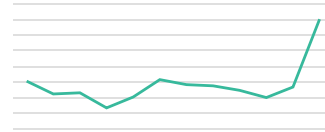


TOP REFERRERS BY SESSIONS

Source	Sessions
facebook.com	9
joyous-oil.flywheelsites.com	8
l.facebook.com	7
smcgov.org	6
m.facebook.com	5
caparentyouthhelpline.org	3
first5association.org	3
magnifycommunity.com	3
helpmegrowsmc.org	2
justfreebies.com	2

AVERAGE SESSION DURATION

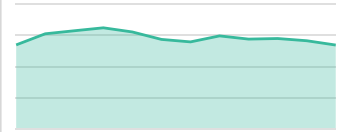
00:03:31



Previous period: 00:01:20, Previous year: 00:01:18

BOUNCE RATE

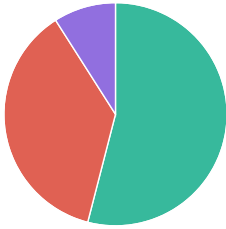
67.19%



Previous period: 70.66%, Previous year: 68.01%

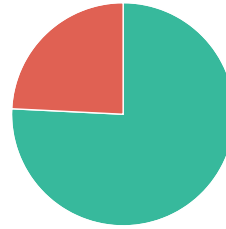
TOP SOURCES BY SESSIONS

Medium	Sessions
organic	377
(none)	258
referral	63



NEW VS RETURNING

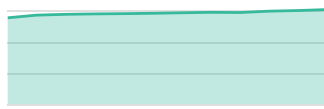
Visitor Type
New Visitor
Returning Visitor



FACEBOOK INSIGHTS

FANS COUNT

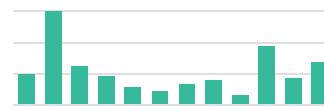
1,530



Previous period: 1,514, Previous year: 1,382

FAN ADDS

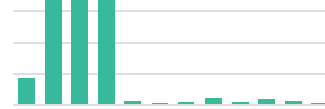
21



Previous period: 13, Previous year: 6

PAGE IMPRESSIONS

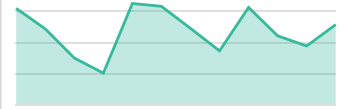
4,378



Previous period: 9,331, Previous year: 6,074






PAGE ENGAGEMENT RATE

3.22%






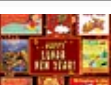


Previous period: 2.36%, Previous year: 4.07%

TOP POSTS BY ENGAGEMENT RATE

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
 NEWS: The County of San Mateo beginning February 22 will expand COVID-19 vaccinations to teachers and child care providers, first responders and food and agricultural workers who are eligible under the state's Phase 1B as supply a ... (id: 618117351594890_5010082232398358)	10.00%	5	0	1
 In case you missed it: Help Me Grow San Mateo County participated in Redwood City Public Library's online storytime. Watch Sonia's video and ... (id: 618117351594890_5010082232398358)	7.23%	4	0	0
 Watch this video to learn about early intervention and why it matters! Our friends at Help Me Grow San Mateo County can help answer any questions. ... (id: 618117351594890_5010082232398358)	6.67%	1	0	0
We're proud to see our friends at Family Connections highlighted as a Black-led organization serving families in our county! (id: 618117351594890_4975619782511270)	6.12%	3	0	0
 Happening tomorrow! Thank you to our partners for speaking up about the challenges that face the early care and education sector right now. RSVP here: http://ow.ly/sLdb50DuUdr Peninsula Family Service Build Up for San Mateo Count ... (id: 618117351594890_5025676704172244)	5.66%	3	0	1
 Medi-Cal providers--become "ACEs Aware!" Complete a free, two-hour training to learn about adverse childhood experiences (ACEs), toxic stress, ... (id: 618117351594890_5037875329619048)	5.56%	1	0	0

TOP POSTS BY IMPRESSIONS

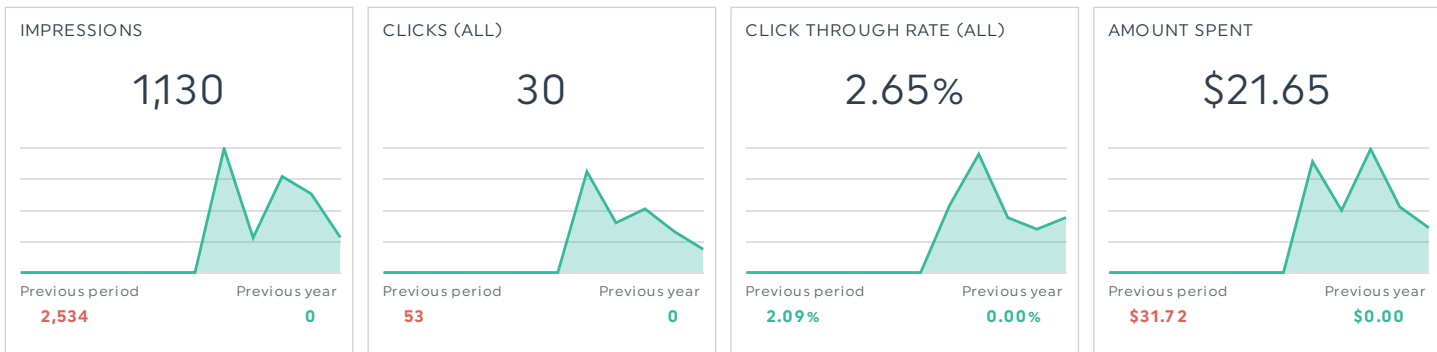
1

Post With Image	Post Impressions	Post Reach
 NEWS: The County of San Mateo beginning February 22 will expand COVID-19 vaccinations to teachers and child care providers, first responders and food and agricultural workers who are eligible under the state's Phase 1B as supply a ... (id: 618117351594890_5010082232398358)	156	150
 Happening tomorrow! Thank you to our partners for speaking up about the challenges that face the early care and education sector right now. RSVP here: http://ow.ly/sLdb50DuUdr Peninsula Family Service Build Up for San Mateo Count ... (id: 618117351594890_5025676704172244)	109	106
 COVID-19 vaccination appointments may still be available for today and tomorrow for SMC residents age 65+. Please be sure to follow San Mateo County Health to stay up to date on vaccination opportunities! (id: 618117351594890_5037875329619048)	106	102
 In honor of Lunar New Year, check out some of these children's books! (id: 618117351594890_5014691168604131)	106	100
 Our partners StarVista work to support children and families in San Mateo County. Check out this story and learn more about their work to #EmpoweringIndividuals in our community. (id: 618117351594890_4966788093394439)	98	94
 Celebrate Lunar New Year with these upcoming family activities hosted online by San Mateo County Libraries! (id: 618117351594890_5004336792972902)	88	81

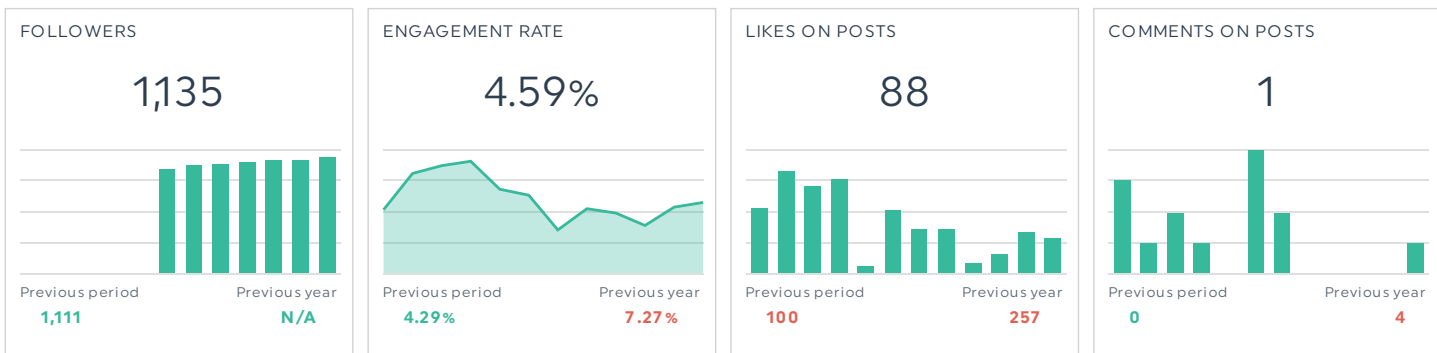
FACEBOOK ADS

ENGAGEMENT BY CAMPAIGN

Awareness Campaign	Post Engagement	Post Reactions	Post Comments	Post Shares
Awareness Campaign - Likes	14	9	0	2









## INSTAGRAM INSIGHTS



TOP POSTS BY ENGAGEMENT RATE

Post With Image	Engagement Rate	Comments	Shares
En los Primeros 5 San Mateo County, trabajamos para crear las condiciones que permitan a los niños pequeños prosperar social, emocional y económicamente. Conozca más sobre nuestro trabajo <a href="https://first5sanmateo.org/">first5sanmateo.org/</a>	7.46%	5	0
Brushing and flossing regularly keeps your mouth healthy, helps prevent cavities and gum diseases. Children and adults can practice good oral hygiene by following the steps below. #OralHealthMonth #HappySmiles -- Cepillarse los dientes y usar hilo dental regularmente mantiene la boca sana, ayuda a prevenir las caries, y enfermedades de	7.44%	9	0
Puede desarrollar el cerebro de sus hijos con cada palabra que les habla y cada interacción cálida que comparte. #primerainfancia #primeros5 <a href="https://first5sanmateo.org/">first5sanmateo.org</a>	6.67%	7	1
Brushing and flossing regularly keeps your mouth healthy, helps prevent cavities and gum diseases. Children and adults can practice good oral hygiene by following the steps below. #OralHealthMonth #HappySmiles -- Cepillarse los dientes y usar hilo dental regularmente mantiene la boca sana, ayuda a prevenir las caries, y enfermedades de	6.60%	7	0
You can build your children's brains with every word you speak to them and every warm interaction you share. #earlychildhood #first5 <a href="https://first5sanmateo.org/">first5sanmateo.org</a>	5.91%	11	0
Help Me Grow connects providers with information and resources about early childhood development. Get access to screening tools, referral recommendations and care coordination assistance. Visit <a href="https://bit.ly/35wXdXT">https://bit.ly/35wXdXT</a>	5.75%	5	0

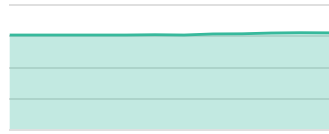
TOP POSTS BY IMPRESSIONS

Post With Image	Impressions	Reach
 <p>You can build your children's brains with every word you speak to them and every warm interaction you share. #earlychildhood #first5 first5sanmateo.org</p>	186	183
 <p>Brushing and flossing regularly keeps your mouth healthy, helps prevent cavities and gum diseases. Children and adults can practice good oral hygiene by following the steps below. #OralHealthMonth #HappySmiles -- Cepillarse los dientes y usar hilo dental regularmente mantiene la boca sana, ayuda a prevenir las caries, y</p>	121	111
 <p>Puede desarrollar el cerebro de sus hijos con cada palabra que les habla y cada interaccion calida que comparte. #primerainfancia #primeros5 first5sanmateo.org</p>	120	112
 <p>Brushing and flossing regularly keeps your mouth healthy, helps prevent cavities and gum diseases. Children and adults can practice good oral hygiene by following the steps below. #OralHealthMonth #HappySmiles -- Cepillarse los dientes y usar hilo dental regularmente mantiene la boca sana, ayuda a prevenir las caries, y</p>	117	108
 <p>Don't let your guard down, keep practicing the preventive measures in place while you wait for the vaccine. ☐ Receive COVID-19 vaccine notifications: smhealth.org/covid-19-vaccination #StopTheSurge #RollUpYourSleeve #MaskUpSMC</p>	115	113
 <p>Brushing and flossing regularly keeps your mouth healthy, helps prevent cavities and gum diseases. Children and adults can practice good oral hygiene by following the steps below. #OralHealthMonth #HappySmiles -- Cepillarse los dientes y usar hilo dental regularmente mantiene la boca sana, ayuda a prevenir las caries, y</p>	113	98

TWITTER INSIGHTS

FOLLOWERS

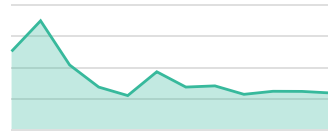
623



Previous period: 624 | Previous year: 609

FOLLOWER ENGAGEMENT RATE

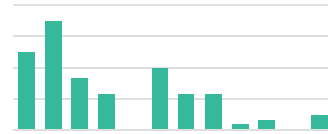
3.53%



Previous period: 3.69% | Previous year: 3.78%

RETWEETS OF ORIGINAL POSTS

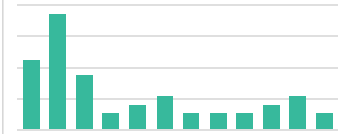
3



Previous period: 0 | Previous year: 4

MENTIONS

4



Previous period: 8 | Previous year: 5

IMPRESSIONS

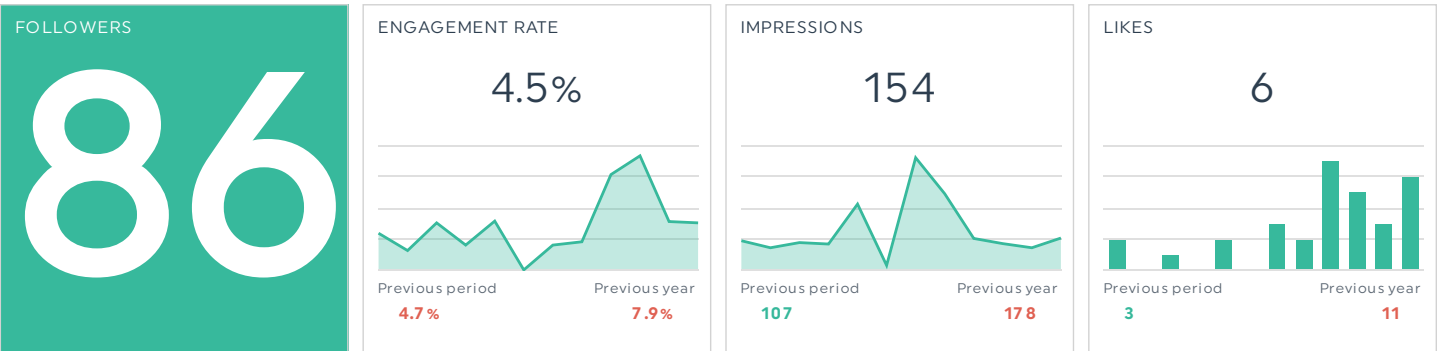
3.6K

TOP RETWEETED POSTS







Post

- Together with our partners, we are transforming the early childhood system to ensure success for... 1
- Some kinds of stress can damage children's developing brains and affect their lives as adults. Repl... 2
- RT @nafcc: Starting today, as a Family Child Care provider, you can now apply for a PPP loan. You... 5

LINKEDIN INSIGHTS



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image	Engagement Rate	Likes	Clicks
 <p>Early childhood educators are pivotal in the system of care working to ensure the youngest among us reach their greatest potential. <a href="https://bit.ly/33kHFFQ">https://bit.ly/33kHFFQ</a></p>	9.3%	4	0
 <p>Together with our partners, we are transforming the early childhood system to ensure success for every child and guaranteeing better outcomes for San Mateo County. <a href="https://bit.ly/33kHFFQ">https://bit.ly/33kHFFQ</a></p>	3.4%	1	0
 <p>ACEs Connections curates trainings and webinars related to building community resilience and promoting trauma-informed practices. More events are added each week. Check out what's going on in February! <a href="https://bit.ly/3bSwaYY">https://bit.ly/3bSwaYY</a></p>	0.0%	0	0
 <p>Toxic stress may prevent a child from learning or playing in a healthy way with other children, and can cause long-term health problems. But there are simple strategies that can help. Find some tips for stress during COVID-19 here: <a href="https://bit.ly/2Trzt1e">https://bit.ly/2Trzt1e</a></p>	0.0%	0	0
 <p>Help Me Grow connects providers with information and resources about early childhood development. Get access to screening tools, referral recommendations and care coordination assistance. Visit <a href="https://bit.ly/35wXdXT">https://bit.ly/35wXdXT</a></p>	0.0%	0	0
 <p>Medi-Cal providers--become "ACEs Aware!" Complete a free, two-hour training to learn about adverse childhood experiences (ACEs), toxic stress, screening, risk assessment, and evidence-based care to effectively intervene on toxic stress. The training is required to receive payment</p>	0.0%	0	0

NOTES

1. Impressions are the number of times your content is displayed. Reach is the total number of people who see your content.

