

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
- 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@smcgov.org .
- **JOINING VIA ONLINE:**
For those attending the meeting on the Zoom videoconference, (click the link listed on the agenda), we will use the “raise hand” feature in order to organize any public comments. During the general public comment period, and for each item on the Regular Agenda, F5SMC Staff, 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 Order N-29-20 dated March 17, 2020, the meeting will be held via teleconferencing with members of the Commission attending from separate remote locations. The meeting will be held and live cast from the following location where members of the public shall have the right to observe and offer public comment:

DATE: Monday, June 28, 2021

TIME: 4:00 PM – 6:00 PM

Join Zoom Meeting

Online:

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

Phone: US: +1 669 900 6833

Passcode: 990994, Webinar ID: 917 2227 3690

AGENDA		
Call to Order and Preliminary Business		
1	Roll Call	4:00 PM
2	Public Comment	
3	Action to Set Agenda for June 28, 2021 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	4:05 PM
5	Storytelling: First 5 Work/Impact: Charlie Cervantes, Family Service and Father Engagement Specialist, Father’s CAFÉ, Izzi Early Education formerly IHSD	4:10 PM
Discussion Items		
6	Presentation: Healthy Places Index by Bill Sadler, Director of Operations, Public Health Alliance of Southern California	4:15 PM
7	Presentation: San Mateo County Schools Update by Nancy Magee, San Mateo County Superintendent of Schools and First 5 San Mateo County Commissioner	4:45 PM
8	Presentation: Review of First 5 California Annual Report by Jenifer Clark, Research and Evaluation Specialist, First 5 San Mateo County	5:05 PM

Action Items		
9	Approval of F5SMC’s Long Term Financial Plan (LTFP) from FY 2020 – 2021 through FY 2024-25 (FY20/21 Update) by Kitty Lopez, Executive Director, First 5 San Mateo County (See Attachment 9)	5:20 PM
10	Annual Review of First 5 San Mateo County’s 2020-2025 Strategic Plan for FY2020 - 2021 in accordance to Proposition 10 Statutes, California Health and Safety Code 130140(a) (1) (C) (iii), 130140(a) (1) (E), and 130140(a) (1) (F) and San Mateo County First 5 Commission Ordinance 2.24.060 (See Attachment 10)	5:35 PM
11	Approval of F5CA IMPACT Region 4 Training and Technical Assistance Hub Implementation Contract with San Mateo County Office of Education in the Amount of \$127,878.16, Contract Term from July 1, 2021 through June 30, 2022. (See Attachment 11)	5:40 PM
Informational Items		
12	Report of the Executive Director (See Attachment 12)	5:45 PM
13	Committee Updates (See Attachment 13)	5:55 PM
14	Adjournment	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.

Individuals who require special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the agenda, meeting notice, agenda packet or other writings that may be distributed at the meeting, should contact Myra Cruz, by 12 Noon on Friday, June 25, 2021 at 650.372.9500 x232 and/or ecruz@smcgov.org. Notification in advance of the meeting will enable the Commission to make reasonable arrangements to ensure accessibility to this meeting, the materials related to it, and your ability to comment.

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

June 28, 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.

- 3.1 Approval of the May 24, 2021 Commission Meeting Minutes
(See Attachment 3.1)

**First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
May 24, 2021
Via Zoom**

Call to Order & Roll Call

1. Roll Call

Commission Members: Alexis Becerra, Ken Cole, Rosanne Foust, Pam Frisella, Nancy Magee, Neel Patel, Louise Rogers

Absent: Carole Groom, Sandra Phillips-Sved
Ryan Teh

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

County Counsel: Monali Sheth

A quorum was present. Commissioner Rogers called the meeting to order at 4:00 PM; roll call was taken.

2. Public Comments:

- Elba Flores, Clinical Coordinator at CORA (Community Overcoming Relationship Abuse) will be attending the future Commission meetings along with her Clinical Case Manager, Stephanie, as they support the F5 funded work.

3. Action to Set Agenda for May 24, 2021 Meeting and Approve Consent Agenda Items

MOTION: FOUST/ SECOND: PATEL
AYES: BECERRA, COLE, FOUST, FRISELLA, MAGEE, PATEL, ROGERS
NOES: NONE
ABSTAIN: NONE

Motion approved.

4. Commission Announcement:

The Commission took a moment of silence in memory of George Floyd's first year anniversary of his tragic death.

5. Race and Equity Discussion

The discussion was facilitated by Adene Sacks and Johnny Manzon Santos of With/In Collaborative. The following were highlights as discussion ensued:

- Reviewed Commission Community Agreements.
- The Commission reflected on how they were impacted by their fellow Commissioners' viewpoints.
- The Commission shared their insights on how the community would know that First 5 is anti-racist such as more diversity in the Commission, creating a checklist on equity as the start of the framework, shared stories, and having discussions periodically on this topic.
- Sacks shared San Mateo County demographics data and an overview of the few Commissioners that gave key informant interviews.

First 5 SMC, Executive Director, Kitty Lopez, shared that there will be more discussion on this topic.

Public Comments: None

The PowerPoint Presentation can be found on the F5SMC's website, [May 24, 2021 Commission Meeting Presentations](#).

6. Presentation: 2020 California Children's Score Card

Ted Lempert, President of Children Now, presented the 2020 California Children's Scorecard and highlighted the following:

- Governor Newsom's 2021 – 2022 May Revision Budget on Transitional Kindergarten and Child Care.
- There is still minimal new funding for child care in the May Revision Budget.
- Early Childhood Education Coalition letter was sent to Governor Newsom and state leaders informing them that child care is a necessity for economic recovery.
- San Mateo County's scorecard of children's well-being in terms of health, education, and child welfare compared to California scorecard such as San Mateo County ranked number 1 in prenatal care, ranked #3 in children access to health insurance, and young children, ranked #12 in ages birth-to-5, who are read to every day by an adult. The data gathered was pre-COVID-19.

The Commission asked questions and made comments.

Public Comments: None

The PowerPoint Presentation can be found on the F5SMC's website, [May 24, 2021 Commission Meeting Presentations](#).

7. Approval of First 5 San Mateo County Policies and Bylaws for FY 2021 – 2022

Kitty Lopez shared that the Commission annually approves the F5SMC's Policies and Bylaws. Lopez noted that the Finance and Administration Committee reviewed the policies and bylaws at their May 10, 2021 Committee meeting and endorsed its recommendation. Lopez explained the suggested changes:

- Amended Administrative Costs Policy – The maximum allowable administrative costs as percentage of the operating budget was changed from 12% to 15%. The statement, "The Commission may increase or decrease the maximum allowable Administration percentage as changing fiscal or legislative circumstance require," is already in the existing policy language.
- Amended Contracting and Procurement Policy and Amended Bylaws, Executive Director Signatory Authority – omission of "After receiving direction to proceed from the Commission Chair" line statement.

MOTION: MAGEE/ SECOND: FRISELLA

AYES: BECERRA, COLE, FOUST, FRISELLA, MAGEE, PATEL, ROGERS

NOES: NONE

ABSTAIN: NONE

Motion approved.

Public Comments: None

8. Approval of F5SMC's FY 2021 – 2022 Draft Budget and the Use of Ending Fund Balance (Reserves*) to Fund F5SMC's FY 2021 – 2022 Adopted Budget

Kitty Lopez presented the F5SMC's FY 21 – 22 Draft Budget and highlighted the following:

- FY 21-22 Draft Budget Key Assumptions such as continue to seek additional new funding sources and leverage others, delays on execution across investment portfolio and other grants due to COVID-19, implementation of \$3.78 million new Strategic Plan for FY 20 – 23, 3% Cost of Living Allowance and

6% Healthcare cost increase, and draw down \$1.671 million from Reserves to support current operations for Strategic Plan implementations.

- Total Revenue is \$6.26 million, and Total Appropriations is \$7.931 million, which leaves a deficit of \$1.671 million. This will be funded by the Reserves, per the Commission's ongoing approval.

The Finance and Administration Committee reviewed the FY 2021 - 2022 Draft Budget and endorsed its approval and the use of ending fund balance to fund F5SMC's FY 2021 – 2022 Adopted Budget. Lopez asked for approval of this agenda item.

MOTION: FOUST/ SECOND: COLE
AYES: BECERRA, COLE, FOUST, FRISELLA, MAGEE, PATEL, ROGERS
NOES: NONE
ABSTAIN: NONE
Motion approved

Public Comments: None

The Power Point Presentation can be found on the F5SMC's website, [May 24, 2021 Commission Meeting Presentations](#).

9. **Executive Director's Report**

The Executive Director's written report was included in the [May 24, 2021 Commission Meeting Packet](#), and Kitty Lopez highlighted the following:

- The Child Care Partnership Council conducted a San Mateo County provider survey in April 2021 on behalf of the COVID-19 Child Care Response Team, and outcomes of the recent data outcomes.
- Senator Newman sponsored a budget proposal that would allocate \$20 million one-time general funding to early childhood system integration across all California counties. The proposal is still in the Committee for consideration. If approved, it will provide additional \$200k to F5SMC for the early childhood system.
- Additional data on the challenges that many mothers faced during the pandemic are indicated in the article, "Mother are being left behind in the economic recovery from COVID-19."
- On May 11, 2021, F5SMC and 4Cs, in partnership with Kaiser, hosted the first of four vaccine confidence town-halls provided by Kaiser physicians.

Public Comments: None

10. **Committee Updates**

Early Childhood Evaluation Advisory Committee: Commissioner Rogers, Committee Chair, shared that the Committee met on May 17, 2021, and discussed the Trauma-Informed Organizational Practices Assessment Data, including 326 respondents, more than half are people of color, and most of them were not First 5 grantee respondents.

Finance and Administration Committee: Commissioner Becerra, Committee Chair, shared that the Committee met on May 10, 2021, and discussed the budget presented today, tobacco tax audit, and F5SMC's current office space lease.

The written report was included in the [May 24, 201 Commission Meeting Packet](#).

Commissioner Rogers adjourned the meeting at 5:27 pm in memory of George Floyd.

DATE: June 28, 2021

TO: First 5 San Mateo County Commission

FROM: Kitty Lopez, Executive Director

RE: Approval of F5SMC's Long-Term Financial Plan (LTFF) from FY 2020-21 through FY 2024-25 (FY20/21 Update)

ACTION REQUESTED

Approval of F5SMC's Long-Term Financial Plan (LTFF) from FY 2020-21 through FY 2024-25 (FY20/21 Update)

KEY MESSAGES

- Please read the LTFF Memo (Attachment 9) in conjunction with the LTFF Narrative (Attachment 9A) and LTFF Spreadsheets (Attachments 9B, 9C).
- Long-Term Financial Plan (LTFF) is a snapshot in time with financial information that continues to change and evolve. The Commission has the opportunity to review and approve updated LTFF every year.
- There is a delayed release of the Tobacco Tax Revenue Projections May 2021 until June 9, 2021 after the Finance and Administration Committee Meeting June 14, 2021 packet was posted. Finance and Administration Committee reviewed and endorsed the LTFF From FY2020-21 through FY2024-25 (FY20/21 Update) at its Finance and Administration Committee Meeting on June 14, 2021.

LTFF SUMMARY (FY20/21 Update)

	FY20-21 Revised Budget	FY21-22 Budget	FY22-23 Projection	FY23-24 Projection	FY24-25 Projection
Beginning Fund Balance	11,610	9,829	8,158	7,382	6,222
A+B. Tobacco Tax & Interest Revenues	5,613	5,202	4,842	4,675	4,516
C. Other Grants	1,294	1,058	965	600	600
Total Revenues	6,907	6,260	5,807	5,275	5,116
Total Available Fund	18,518	16,089	13,964	12,657	11,339
Appropriations					
D. Strategic Plan Investment (SPIPs)	5,435	4,900	3,780	3,780	3,780
E. Other Grants	1,263	954	712	500	500

F+G+H Operations	1,991	2,077	2,090	2,155	2,209
Total Appropriations	8,689	7,931	6,582	6,435	6,489
Ending Fund Balance Before Restricted Fund	9,829	8,158	7,382	6,222	4,850
Restricted Fund (Pension Liability and Operational Reserves)	2,000	2,000	2,000	2,000	2,000
Ending Fund Balance After Restricted Fund	7,829	6,158	5,382	4,222	2,850

FISCAL IMPACT

- Admin Cost Rate: projected 10% for period FY 2020-22 and 14% for period FY 2022-25.
- At the end of FY 2024-25, Projected Ending Fund Balance after Pension Liability and Operational Reserves is \$2.850M which is approximate to 6-month equivalent of FY 2025 Fiscal Revenue.
- FY 2021-22: Projected Budget Deficit of \$1.671M in FY 2021-22 with draw down of Ending Fund Balance (Reserves*) to fund higher community investments, per the current Strategic Plan Implementation Plan (SPIP).
- FY 2020-25: Projected Budget Deficit of \$6.760M over the 5-year period. We will continue to draw down funds to cover this annual deficit from the Ending Fund Balance (Reserves*)
- It is anticipated that from FY 2025 forward, Total Appropriations would be in line with Total Fiscal Revenues.

RECOMMENDATION

Approval of F5SMC’s Long-Term Financial Plan (LTFP) from FY 2020-21 through FY 2024-25 (FY20/21 Update)

LTFP FROM FY 2020-21 THROUGH FY 2024-25 (FY20/21 Update) - NARRATIVES

*Please read the LTFP Memo (Attachment 9) in conjunction with the LTFP Narratives (Attachment 9A) and LTFP Spreadsheet (Attachments 9B, 9C)

F5SMC's LTFP from FY 2020-21 through FY 2024-25 (FY20/21 Update) are presented in **Attachments 9A, 9B and 9C** and are updated with:

- (1) F5CA Tobacco Tax Revenue Projections FY2020-25, released May 26, 2020.
- (2) FY 2019-20 Audited Financial Information;
- (3) FY 2020-21 Revised Budget and FY 2021-22 Adopted Budget
- (4) Funding Allocations of New Strategic Plan Implementation Plan (SPIP) FY 2020-25, which was approved during the new strategic planning process.
- (5) Delayed planning and execution of community investment across the board due to COVID 19.

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

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

B. Tobacco Tax Revenue

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

C. Other Grant Revenue: includes new grants and repeating grant opportunities that produce steady additional Other Grants Revenue stream:

- FY2020-23: Total executed Other Grants of \$3.317M (or average \$1.1M of additional Other Grant Revenues per year):
 - ✓ \$1.200M F5CA's IMPACT Grant;
 - ✓ \$200K F5CA Home Visiting Grant;
 - ✓ \$150K David Lucile Packard Foundation's Help Me Grow Grant;
 - ✓ \$35K Peninsula Healthcare District's Help Me Grow Call Center Grant;
 - ✓ \$50K Peninsula Healthcare District's Help Me Grow Call Center Grant FY2021(new);
 - ✓ \$1.190M Sequoia Healthcare District's Special Needs and Trauma Informed Grants
 - ✓ \$50K Aurrera Health Group ACEs Aware.
 - ✓ \$300K San Mateo County Behavioral and Recovery Services Division's Mental Health Services Act MHSA – Prop 63: Mental Health programs
 - ✓ \$130K San Mateo County Human Services Agency Build Up Kids for San Mateo
- FY 2023-25: projected \$600K Other Grant Revenues each fiscal year. This projection is a conservative estimate of historical trend, trusted relationships with existing funders and leverage funding opportunities with F5SMC's strategic plan.

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

II. PROGRAM APPROPRIATIONS

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

D2. SPIP FY 2018-20 Carry-Over: Continue implementation SPIP FY 2018-20 Carry-over fund in coordination within 3-year time frame of SPIP FY 2020-23

E. Other Grants Appropriations

- FY 2020-23: Include execution of existing and newly awarded Other Grants:
 - ✓ \$1.050M F5CA IMPACT Grant;
 - ✓ \$174K F5CA Home Visiting Grant;
 - ✓ \$116K David Lucile Packard Foundation's Help Me Grow Grant;
 - ✓ \$27K Peninsula Healthcare District's Help Me Grow Call Center Grant;
 - ✓ \$42K Peninsula Healthcare District's Help Me Grow Call Center Grant FY2021 (new);
 - ✓ \$1.086M Sequoia Healthcare District's Special Needs and Trauma Informed Grants;
 - ✓ \$35K Aurrera Health Group ACEs Aware;
 - ✓ \$300K San Mateo County Behavioral and Recovery Services Division's Mental Health Services Act MHSA – Prop 63: Mental Health programs;
 - ✓ \$130K San Mateo County Human Services Agency Build Up Kids for San Mateo.
- FY 2023-25: Include projected \$500K/year pass-through contracts from projected Other Grant Revenue of \$600K/year.

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

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

III. ADMIN APPROPRIATIONS

G. Shared Operating Budget: Allocation rate of 50%

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

IV. RESTRICTED FUND FOR PENSION LIABILITY AND OPERATIONAL RESERVES

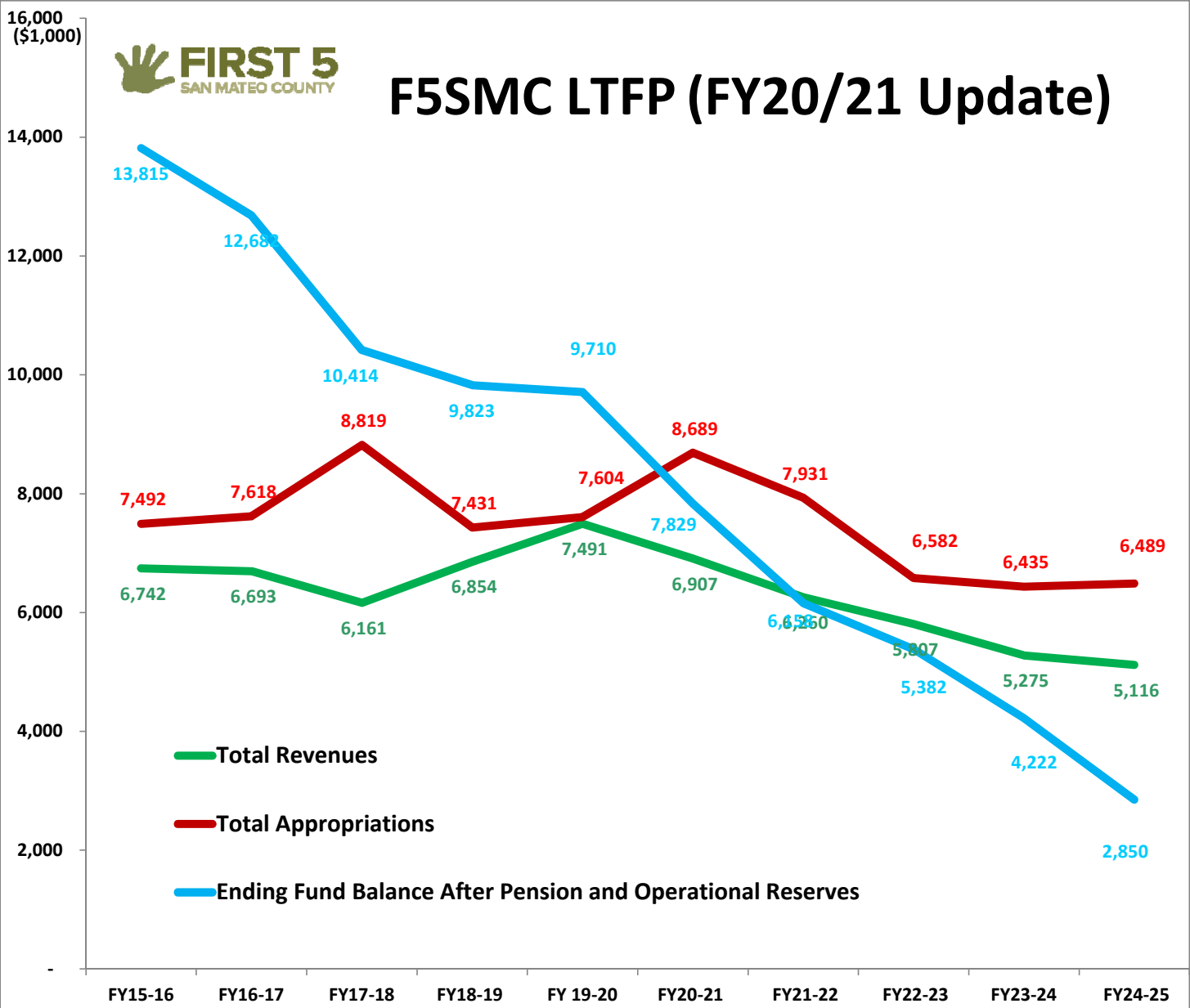
- Commission has approved in previous LTFPs a \$1M Pension Liability and 6 months of Operational Reserves. The Pension Liability and Operational Reserves are Restricted Funds and are set aside for its intended restricted uses.

V. ENDING FUND BALANCE

- Commission has guided and approved the Ending Fund Balance after Pension Liability and Operational Reserves equal to or approximate 6 months of said fiscal year revenue for safety cash flow management after FY 2020.
- At the end of FY 2025, Projected Ending Fund Balance after Pension Liability and Operational Reserves is \$2.850 which is approximate to 6-month equivalent of FY 2025 Fiscal Revenue.

LONG-TERM FINANCIAL PLAN LTFP FY2020-2025 (Update FY20/21)

	CYCLE 3					CYCLE 4				
	FY 15-16 Actual	FY16-17 Actual	FY 17-18 Actual	FY 18-19 Actual	FY 19-20 Actual	FY20-21 Revised Budget	FY21-22 Budget	FY22-23 Projection	FY23-24 Projection	FY24-25 Projection
BEGINNING FUND BALANCE (Beginning Reserves*)	16,205	15,457	14,922	12,299	11,723	11,610	9,829	8,158	7,382	6,222
A. Interest Revenue	136	156	208	281	217	145	96	84	74	62
B. Tobacco Tax Revenue	6,098	5,846	5,262	5,559	5,758	5,468	5,106	4,758	4,601	4,455
C. Other Grant Revenues										
F5CA Other Grants / IMPACT Grant	219	428	650	467	598	400	502	400	200	200
Other Non-Tobacco Tax Grants	289	263	41	548	918	894	556	565	400	400
Total Revenues	6,742	6,693	6,161	6,854	7,491	6,907	6,260	5,807	5,275	5,116
TOTAL AVAILABLE FUND (Total Sources*)	22,947	22,150	21,083	19,154	19,214	18,518	16,089	13,964	12,657	11,339
PROGRAM APPROPRIATIONS										
D1. Strategic Plan Investment SPIP FY20-23 (excl. E. Other Grants)	5,663	5,781	6,694	4,854	4,958	3,780	3,780	3,780	3,780	3,780
Community Investments (Resilient Families, Healthy Children, Quality Care & Education)	5,392	5,261	6,092	4,360	4,482	3,180				
Evaluation	88	182	115	98	98	113				
Policy, Advocacy, & Communications (PAC)	183	338	486	396	378	487				
D2. SPIP FY18-20 Carry Over Fund						1,655	1,120			
E. Other Grants	360	326	559	904	916	1,263	954	712	500	500
F5CA Other Grants / IMPACT Grant	10	326	558	394	472	350	439	350	150	150
Other Non-Tobacco Tax Grants	350		1	510	444	913	515	362	350	350
F. Program Operations	426	585	628	688	1,068	1,217	1,265	1,240	1,280	1,313
Shared Operating Budget					142	194	206	220	220	220
Program Staff S&B & Shared Admin Staff Time	426	585	628	688	926	1,023	1,059	1,020	1,060	1,093
Total Program Appropriations (D+E+F)	6,449	6,692	7,881	6,446	6,942	7,916	7,119	5,732	5,560	5,593
ADMIN APPROPRIATIONS										
G. Shared Operating Budget	314	300	331	335	142	194	206	220	220	220
H. Admin Staff S&B	730	626	607	649	519	579	606	630	655	676
Total Admin Appropriations (G+H)	1,044	926	938	984	662	773	812	850	875	896
TOTAL APPROPRIATIONS (Net Appropriations*)	7,492	7,618	8,819	7,431	7,604	8,689	7,931	6,582	6,435	6,489
Surplus / (Deficit) (Total Revenues - Total Appropriations)	(750)	(925)	(2,658)	(576)	(113)	(1,781)	(1,671)	(775)	(1,160)	(1,373)
ENDING FUND BALANCE before Pension Liability and Operational Reserves (Ending Reserves*before Pension Liability and Operational Reserves)	15,455	14,532	12,264	11,723	11,610	9,829	8,158	7,382	6,222	4,850
Restricted Fund for Pension Liability and Operational Reserves	1,640	1,850	1,850	1,900	1,900	2,000	2,000	2,000	2,000	2,000
ENDING FUND BALANCE after Pension Liability and Operational Reserves (Ending Reserves* after Pension Liability and Operational Reserves)	13,815	12,682	10,414	9,823	9,710	7,829	6,158	5,382	4,222	2,850



DATE: June 28, 2021

TO: First 5 San Mateo County Commission

FROM: Kitty Lopez, Executive Director

RE: Annual Review of First 5 San Mateo County's 2020-2025 Strategic Plan for FY2021-2022 in accordance with Proposition 10 Statutes, California Health and Safety Code 130140(a) (1) (C) (iii), 13140(a) (1) (E), and 130140(a) (1) (F) and San Mateo County First 5 Commission Ordinance 2.24.060

ACTION REQUESTED

Annual Review of First 5 San Mateo County's 2020-2025 Strategic Plan for FY2021-2022 in accordance with Proposition 10 Statutes, California Health and Safety Code 130140(a) (1) (C) (iii), 13140(a) (1) (E), and 130140(a) (1) (F) and San Mateo County First 5 Commission Ordinance 2.24.060

BACKGROUND

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

2020-2025 Revised Strategic Plan: After a comprehensive strategic planning process, the 2020-2025 Revised Strategic Plan was developed and adopted by the F5SMC Commission on October 22, 2018. The community was engaged throughout the process with the Commission during a significant portion of the Commission meetings through table top discussions and audience participation (**See Attachment 10A, 2020 – 2025 Strategic Plan**). The approved Strategic Plan's approach inspired by social determinants of health and Bronfenbrenner's ecological model is relevant today given the current events affecting the physical health, emotional health, economic vitality and equanimity with systems supporting young children and families.

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

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

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

This agenda item satisfies the requirement of an Annual Review of First 5 San Mateo County's 2020-2025 Strategic Plan; no changes to the 2020-2025 Revised Strategic Plan are recommended at this time; SPIP implementation began July 1, 2020.

RECOMMENDATION

Annual Review of First 5 San Mateo County's 2020-2025 Strategic Plan for FY2021-2022 in accordance with Proposition 10 Statutes, California Health and Safety Code 130140(a) (1) (C) (iii), 13140(a) (1) (E), and 130140(a) (1) (F) and San Mateo County First 5 Commission Ordinance 2.24.060



First 5 San Mateo County **Strategic Plan**

July 1, 2020 - June 30, 2025





Vision

Success for every child.

Mission

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

Desired Outcomes

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

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

2 Communities provide a safe and healthy environment for young children

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

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

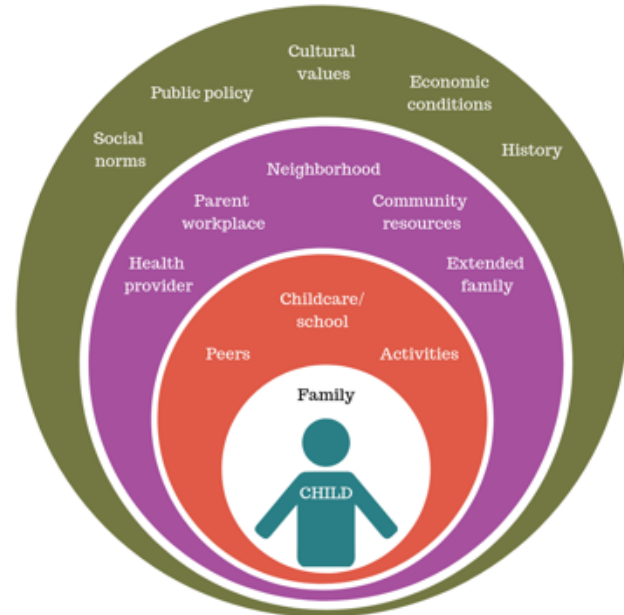
5 Children have healthy attachments to their parents and caregivers

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

Preparing Children for Lifelong Success

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

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



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

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

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

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

History of First 5 Children and Families Commissions

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

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

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

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

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

1 Endorsing practices with evidence of effectiveness

2 Focusing on prevention and early identification

3 Targeting populations most at risk

4 Shifting the balance from funding primarily direct services to efforts that contribute to broader systems change

5 Considering the contextual landscape at the local, state, and federal level by examining the policy and budget landscape, partnership opportunities, and other funding and sustainability considerations

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

About the First 5 San Mateo County Commission

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

Roles of the First 5 San Mateo County Commission

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

Strategic Financial Investor:

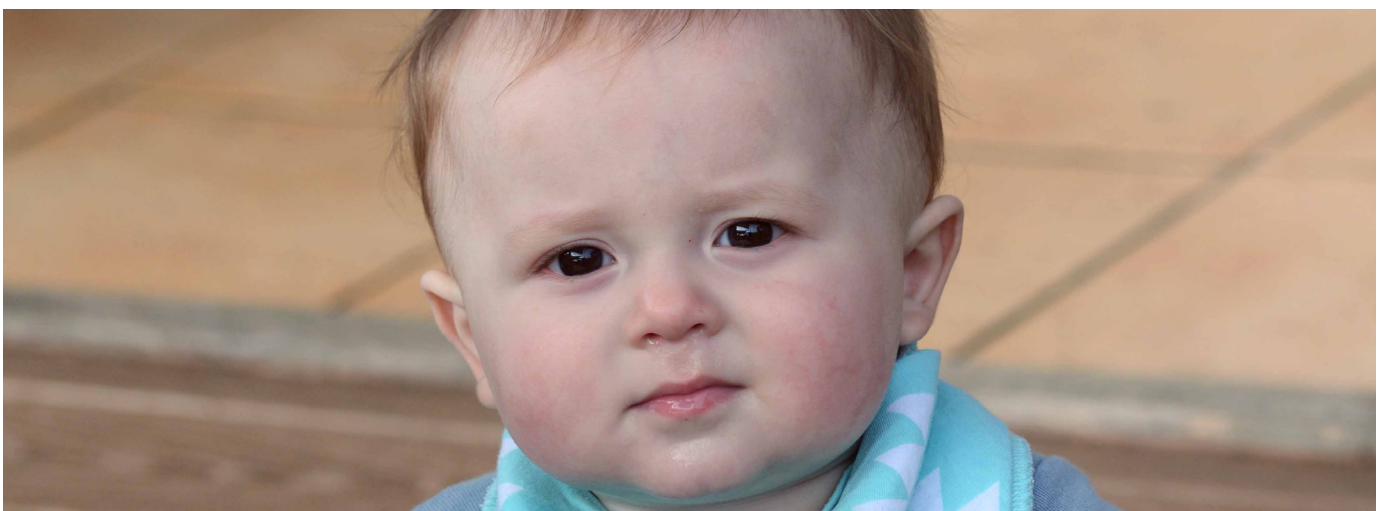
The Commission's role as an investor is to make positive movement toward its desired outcomes in critical areas of need for young children and their families. Specifically, these investments aim to make a unique contribution to specific family needs that are currently unable to be addressed by other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

Community Partner:

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

Systems Leader:

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





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

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

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

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

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

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

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

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

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

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

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

Leadership on Early Childhood Advocacy & Policy Development:

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

Community Partnership:

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

Community Education:

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

Early Childhood Research

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

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

Among the primary findings are:

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

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

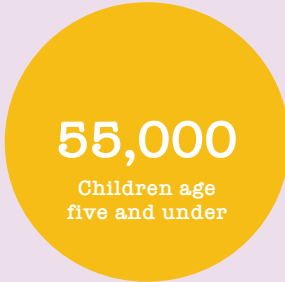
Children and Families in San Mateo County

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

Median annual income for families in San Mateo County



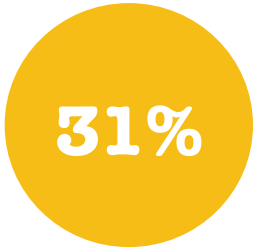
San Mateo County is home to over



Ethnic population

Latinx	33.9%
Caucasian	31.9%
Asian American	22.6%
Multiracial	11.1%
African American	1.8%
Pacific Islander	1.7%

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



of all African American children 0-5 live in poverty



of all Latinx children 0-5 live in poverty

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

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

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

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

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

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

Core Values & Guiding Principles

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

Core Values

We believe that our work must:

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

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

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

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

Guiding Principles

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

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

Developing the Strategic Plan - The Planning Process

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

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

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

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

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

Framework for the 2020-2025 Strategic Plan

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

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



Focus Area: Quality Care and Education

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

69%

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

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

81%

of kindergartners attend preschool in the year before entering elementary school

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

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

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

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

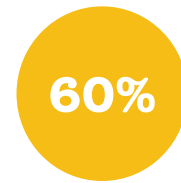
¹⁰ Reynolds, A.J. and Wolfe, B. (1997). School achievement, early intervention, and special education: New Evidence from the Chicago Longitudinal Study. Focus 19, 3, 25-28. Available online at: www.worldbank.org/children/why/18.htm

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

¹² San Mateo County Teacher Compensation Study, Davis Consulting 2017

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

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



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

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



of the need for subsidized infant/toddler care is met

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

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

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

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

STRATEGIES FOR INVESTMENT

1

Quality Improvement:

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

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

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

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

2

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

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

Population-level Indicators:

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

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

Participant-level Indicators:

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

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

Focus Area:

Healthy Children

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

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

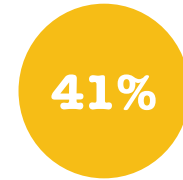
Given that there are limited resources to address the numerous important inputs that impact health, F5SMC is intentionally focusing on three areas that are not adequately supported in the current landscape of healthcare: oral health access and utilization, integrated systems for children with special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

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

Oral Health Access and Utilization

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

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



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

Integrated Systems for Children with Special Needs and Their Families

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



of children with developmental delays go undetected until kindergarten

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

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

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

²¹ <http://healthpolicy.ucla.edu>.

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

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

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

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

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

Enhanced Mental Health Systems

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

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

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

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

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

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

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

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

STRATEGIES FOR INVESTMENT

1

Oral Health Access and Utilization:

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

2

Integrated Systems for Children with Special Needs and their Families:

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

3

Early Mental Health Systems and Infrastructure Enhancements:

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

Population-level Indicators:

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

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

Participant-level Indicators:

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

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



Focus Area: Resilient Families

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

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

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

37%

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

24%

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

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

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

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

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

STRATEGIES FOR INVESTMENT

1

Intensive Support for Families with Multiple Risk Factors:

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

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

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

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

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

2

Parent Connectivity:

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

3

Family Engagement Capacity Building:

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

Population-level Indicators:

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

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

Participant-level Indicators:

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

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

Accountability and Evaluation

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

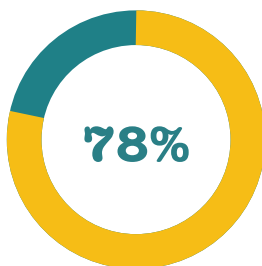
Organizations that receive First 5 San Mateo County funds report financial, program, and evaluation data in order to ensure contractual compliance. The fiscal reporting structure of the First 5 San Mateo County Commission was developed in accordance with the First 5 Financial Management Guide. This guide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

Evaluation

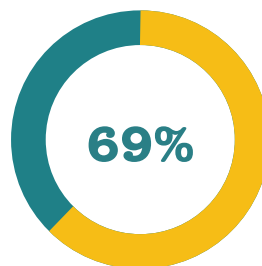
Starting in 2009, First 5 San Mateo County used a comprehensive evaluation approach to track its impact and identify effective strategies for achieving its desired outcomes using common indicators and data collection protocols across funded partners. The comprehensive evaluation has provided the Commission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



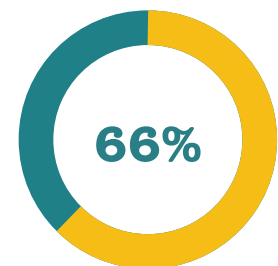
80% lived in households with annual incomes of less than \$30,000



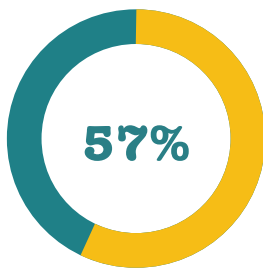
were Latinx, and 70% spoke primarily Spanish



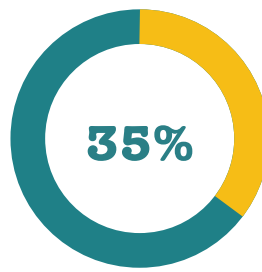
of parents had a high school education or less



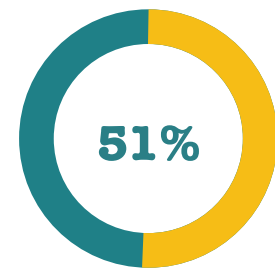
of parents read to their children at least 3 times per week



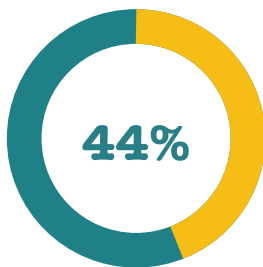
of children were
breastfed for at least
six months



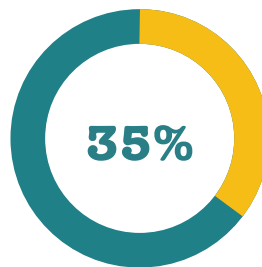
of the children had
developmental concerns
identified at screening,
and 12% had been
diagnosed with a
developmental disability



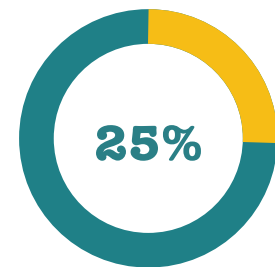
of parents worried
about inadequate
housing



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



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



of parents needed help
with their sadness or
depression

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

Status of Young Children Countywide

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

Conclusion

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

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



First 5 San Mateo County Commissioners

Commissioners Who Adopted the Strategic Plan

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

2020 Current Commissioners

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

First 5 San Mateo County Staff

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

Acknowledgements

The Commission would like to thank and acknowledge:

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

DATE: June 28, 2021
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of F5CA IMPACT Region 4 Training and Technical Assistance Hub Implementation Contract with San Mateo County Office of Education in the Amount of \$127,878.16, Contract Term from July 1, 2021 through June 30, 2022.

ACTION REQUESTED

Approval of F5CA IMPACT Region 4 Training and Technical Assistance Hub Implementation Contract with San Mateo County Office of Education in the Amount of \$127,878.16, Contract Term from July 1, 2021 through June 30, 2022.

BACKGROUND

As stated in previous Commission memos and presentations for the Strategic Plan Implementation Plan 2020-2025, F5SMC's Quality Care and Education portfolio is designed to maintain, build upon, and integrate the work being done through various quality support efforts and braided funding streams in San Mateo County in order to enhance quality in early learning settings. This portfolio is administered by the San Mateo County Office of Education (SMCOE) and includes funding for: Quality Counts San Mateo County (QCSMC), jointly funded by First 5 California-IMPACT and the California Department of Education for the Quality Rating and Improvement System (QRIS) <https://smcqualitycounts.org/>; **First 5 California-IMPACT Region 4 Hub Technical Assistance Grant**; the Early Learning and Care Workforce Development Pathways Grant funded by California Department of Education; the Inclusive Early Education and Expansion Program funded by the California Department of Education and awarded to SMCOE; San Mateo County's Big Lift Program; the California State Preschool Program adjustment factor available to fund Early Childhood Mental Health Consultation services in state-funded early learning settings; and the Early Childhood Quality and Inclusion Project (EQ+IP). F5SMC Commission already approved a 3-year agreement to SMCOE for \$3,180,000 to support and braid local quality efforts. Other local, State and Federal grants are also pursued to provide high quality early learning experiences to children ages birth to five.

The approval requested for the Commission today is approval of the F5CA-IMPACT Region 4 Technical Assistance (IMPACT- Hub Grant) contract FY 2021-2022 which supplements Quality Counts SMC. F5SMC, SMCOE, 4Cs and the Child Care Partnership Council comprise the Leadership Team and Advisory Council (Consortia) respectively for QCSMC and has been participating in this iteration of the CA state sponsored quality and rating endeavor since 2015 although aspects of this work began in 2007. All 58 counties participate in CA QRIS.

Quality Counts SMC helps early care and education programs, Family Child Care (FCC's) and informal caregivers improve their quality; use evidence-based standards; helps parents make informed choices; and recognizes and promotes quality. Providers and programs create and maintain inclusive environments for all children including dual language learners, children with disabilities and other special needs or trauma, infants and toddlers, migrant programs, and children who are homeless, and their families. Specifically, the Hub Grant:

- ✓ Implements Training and Technical Assistance (T &TA)
- ✓ Elevates Equity, anti-racism, and anti-bias trainer or trainers opportunities

- ✓ Provides coordination and facilitation services for regional support for the Dual Language Learners (DLL) Expansion Project

The table below includes elements of Quality Counts SMC (QRIS) and includes current and pre-COVID data. Due to the impact of COVID-19, sites and programs have suffered losses and are faced with unforeseen challenges. Coaching funds have been used to support program and classroom planning, technical assistance, and improved teacher/child engagement and interaction through supporting social emotional development. Mental health support for providers is another area where coaching has been focused on. During COVID, all FCC QCSMC providers remained open.

Elements of Quality Improvement Strategies and Numbers Served- At a Glance	
Child Observation	<ul style="list-style-type: none"> • Approximately 4900 Children (900 Infants & Toddlers) Pre-COVID • 19 FCC Providers- Pre- COVID • 84 Center-based Programs (38 of these sites are Big Lift) Pre-COVID • In 2020-2021, in partnership with 4C's, 16 new programs were recruited: 10 licensed-family child care providers and 6 center-based programs. • FY 2021 IMPACT will support 394 new families • 85% Families with Low-income • Most programs are at the higher levels of quality • All programs have improved quality • Other quality supports: Coaching, Communities of Practice, Incentives for reaching quality milestones. • 2018 Wage Compensation Study reports QCSMC sites experience less teacher turnover
Health & Developmental Screening	
Teacher Qualifications	
Teacher Child Interaction	
Group Size and Ratio	
Program Environment	
Inclusion Badge & Supports	
Director Qualifications	
Additional SMC increased focus on: Children with Special Needs, Dual Language Learners, Family Engagement, Workforce Supports; Data-driven continuous Quality Improvement	

F5CA IMPACT HUB Scope of Work Highlights and Budget FY 21-22

The goal of the Hub is to provide coordination and access to professional development (PD) for coaches, trainers, and other TA providers to ensure local QCC consortia implementers (SMCOE, 4Cs, F5SMC) can meet the needs of participating QCC sites and their workforce.

Scope of Work and Budget	FY 21-22 Budget
<p><u>First 5 IMPACT Training and Technical Assistance (T &TA) includes the following activities</u></p> <ul style="list-style-type: none"> • Coordination and access to PD for coaches, trainers, and other TA providers to ensure local QCC consortia can meet the needs of participating QCC sites and their workforce. The following types of PD opportunities are allowable in this grant: 	\$51,287

<ul style="list-style-type: none"> ○ Adult-child interactions ○ Social and emotional development, including trauma-informed care ○ Health-related issues, including linkages to developmental screening and monitoring systems and efforts, inclusion of children with special health and behavioral needs, and smoking cessation ○ Family support and well-being ○ Equity, anti-racism, and anti-bias. <ul style="list-style-type: none"> • Rating and assessments costs, including assessors' inter-reliability costs. • Data systems funds – maintenance of Quality Counts San Mateo Subvertical database. • 	
<p><u>First 5 DLL Region 4 work</u> – The following activities will be supported by this grant:</p> <ul style="list-style-type: none"> • DLL Courses • DLL Coaching Institute • Leadership Quarterly Networks • Instructor and Coach PLC's • Support regional evaluation and mutual learning, documentation, and project implementation • Development and Testing of DLL Criteria and rubric to inform a regional QRIS matrix element based on the learnings from this project with a short-term recommendation in the DLL Policy Platform. • Creative Connections Training of Trainers • Coordination of the MyIGDI's* Training (*assessment tool to be used in classrooms) • Regional DLL Learning Symposium 	\$76,591.16
\$127,878.16	

See attachment 11.1 for FY 2021-2022 Budget and DLL Expansion Project Flyer

ISSUES TO CONSIDER

- No procurement process was needed for this agreement as F5 IMPACT Region Hub 4 funds are allocated through an MOU with F5SMC and First 5 San Francisco, the Region 4 Hub Coordinating Agency. The MOU total is \$138,998.00.
- F5SMC is retaining 8% for indirect expenses (less than typical) for fiscal compliance, contract performance and reporting.
- F5SMC staffing expenses for the larger F5CA IMPACT/Quality Counts grants are included within the budget.

FISCAL IMPACT

No Impact.

RECOMMENDATION

Approval of F5CA IMPACT Region 4 Training and Technical Assistance Hub Implementation Contract with San Mateo County Office of Education in the Amount of \$127,878.16, Contract Term from July 1, 2021 through June 30, 2022.



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

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

Agency Name:	San Mateo County Office of Education
Program/Project Name:	21-22 IMPACT Hub
Amount of Request:	\$127,878.16
Budget Period:	July 1, 2021 - June 30, 2022
Submission Date:	6/10/2021

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
Position Title	Salary Range	# FTEs			
E. Coordinator, Early Learning Dual Language Support		0.31	\$ 52,468.00		\$ 52,468.00
B.					
C.					
D.					
E.					
Benefits @ ~40%			\$ 20,612.16		\$ 20,612.16
Subtotal - Personnel			\$ 73,080.16		\$ 73,080.16

II. OPERATING EXPENSES			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
A. Rent and Utilities					
B. Office Supplies and Materials			\$ 3,511.00		3,511
C. Professional Development					
D. Postage/Mailing					
E. Printing/Copying					
F. Equipment Lease					
G. Travel Using Personal Vehicle					
H. Travel Using Company Vehicle					
I. Consultants (itemize):					
			\$ -	\$ -	\$ -
J. Subcontractors (itemize):					
QI incentives			\$ 19,760.00	\$ -	\$ 24,760.00
Assessments & Coaching Activities			\$ 5,000.00		\$ 5,000.00
Subvertical			\$ 20,400.00		\$ 20,400.00
K. Other (itemize):					
				\$ -	

Subtotal - Operating Expenses	\$ 48,671.00	48,671
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	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
III. CAPITAL EXPENDITURES			
Itemize and describe items requested. Competitive bids may be requested by the Commission prior to contract. This section can be left blank if no capital requests are being made.	\$ -	\$ -	\$ -
A.	\$ -	\$ -	\$ -
Subtotal - Capital Expenditures			
	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
IV. INDIRECT COSTS			
8%			\$ -
(Attach copy of approved indirect cost rate proposal if percentage exceeds 12%, or submit a proposal for approval)			
	\$ 6,127.00	\$ -	\$ 6,127.00
Subtotal - Indirect Costs			
	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
V. TOTAL PROGRAM COSTS			
Total of sections I - IV	\$ 127,878.16		\$ 127,878.16

VI. IN KIND SUPPORT: Office space at SMCOE and computer equipment

VII. LEVERAGED FUNDS ARE FROM

Date Prepared:	6/9/2021	Prepared By:	Edirle Menezes
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st 5 San Mateo County Use Only			
Date Approved:		Approved By:	



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

Agency Name:	San Mateo County Office of Education
Program/Project Name:	21-22 IMPACT Hub
Amount of Request:	
Budget period:	July 1, 2021 - June 30, 2022
Submission Date:	

I. PERSONNEL	A. Amount Requested	Description / Explanation
Position Title		
E. Coordinator, Early Learning Dual Language Support	\$ 52,468.00	Coordinator @.31 FTE will be responsible for coordination and delivery of activities stated in the Scope of Work.
B.	\$ -	
C.	\$ -	
D.	\$ -	
	\$ -	
Benefits @ ~40%	\$ 20,612.16	Statutory benefits and associated costs of employment will be charged at actual, which is ~40% of the
Subtotal - Personnel	\$ 73,080.16	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation
A. Rent and Utilities	\$ -	
B. Office Supplies and Materials	\$ 3,511.00	Costs associated with instructional materials and supplies for the operation of the program.
C. Professional Development		
D. Postage/Mailing	\$ -	
E. Printing/Copying	\$ -	
F. Equipment Lease	\$ -	
G. Travel Using Personal Vehicle	\$ -	
H. Travel Using Company Vehicle	\$ -	
I. Consultants (itemize):		
Hub activities for coaches		
J. Subcontractors (itemize):		
QI incentives	\$ 19,760.00	QI incentives for FCC providers related to QIP goals completion.
Assessments & Coaching activities	\$ 5,000.00	Required activities for assessors and coaches to maintain QCC Coaching Competencies & CLASS and ERS certifications.
Subvertical	\$ 20,400.00	Maintenance of Quality Counts San Mateo database.
K. Other (itemize):		
Subtotal - Operating Expenses	\$ 48,671.00	

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

IV. INDIRECT COSTS	A. Amount Requested	Allocation Method / Formula Used
Subtotal - Indirect Costs	\$ 6,127.00	

V. TOTAL PROGRAM COSTS	A. Amount Requested	
Total of sections I - IV	\$	127,878.16

VI. IN KIND SUPPORT: Office space at SMCOE and computer equipment

VII. LEVERAGED FUNDS ARE FROM

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

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

Electronic copy must also be submitted to:
F5SMC Program Specialist

Dual Language Learning & Teaching

2-Part Course Cohort 1, English

Now more than ever, we are all looking for more meaningful ways to connect with dual language learners (DLLs) and their families as we face the disproportionate impact of COVID-19 on communities of color, many of whom are DLL families. Join us for this professional development opportunity to be part of a network of early learning educators to exchange innovative ideas and enhance your skills and knowledge in supporting young DLLs to thrive in our new context.



Part 1: Introduction to Dual Language Learning and Teaching

Part 1 in this series introduces participants to key elements that influence the development of young DLLs in early learning settings. We will unpack implicit bias, explore creative ways to learn from and with families, and discuss sound DLL assessments and bilingual language development with an emphasis on the critical relationship between home language and culture and children's healthy sense of identity.

Part 2: Effective Programming for Dual Language Learners

Part 2 of the series focuses on instructional and programmatic practices that ensure full and effective


participation of young DLLs. We will learn about strategies and principles that support DLL children's optimal learning experiences including Classroom Language Models (CLMs), Planned Language Approach (PLA), and Personalized Oral Language Learning (POLL) principles and strategies.

Communities of Practice (CoPs)

Communities of practice are embedded in these courses to promote peer support and sharing of experiences related to planning, implementing and reflecting on classroom and programmatic supports for dual language learners and their families.

A First 5 DLL Regional Project Funded by CA First 5 and Hosted by:



Learn more on the next page 

English Session Dates, Cohort 1

Part 1:

Session 1	Wed., March 17, 4:00 PM-7:30 PM
Session 2	Wed., April 7, 4:00 PM-7:30 PM
Session 3	Wed., April 21, 4:00 PM-7:30 PM
Session 4	Wed., May 12, 4:00 PM-7:30 PM
Session 5	Wed., May 26, 4:00 PM-7:30 PM

Part 2:

Session 1	Wed., Aug. 18, 4:00 PM-7:30 PM
Session 2	Wed., Sep. 15, 4:00 PM-7:30 PM
Session 3	Wed., Oct. 13, 4:00 PM-7:30 PM
Session 4	Wed., Nov. 17, 4:00 PM-7:30 PM
Session 5	Wed., Dec. 8, 4:00 PM-7:30 PM

To Ensure Success, We Ask That:

Participating programs are serving dual language learners and are engaged in Quality Counts.

Each participant:

- is actively teaching in a classroom setting (either virtual/distance learning and/or in-person)
- will attend a virtual Orientation
- will have access to an internet-ready computer
- will actively participate in the virtual PD sessions

Program Leadership will:

- attend a virtual Orientation
- support educators' participation in the DLL courses, completion of assignments and implementation of new practices
- coordinate between-session coaching for participating educators

Stipends & Academic Units

Participants will receive 2 academic units and a stipend upon completion of both courses and assignments.

Registration

We highly encourage participation in teaching teams to ensure successful implementation of strategies at the site level. Program Leadership is invited to complete an Interest Form with information about teaching teams interested in participating in this professional development opportunity.

For additional information, please contact:

Soodie Ansari,
 DLL Instructor
 DLL Regional Project

Email: DLLregionalproject@smcoe.org



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

OVERVIEW

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

QUALITY CARE AND EDUCATION

On June 10, 2021, child care advocates, providers and parents were invited to a Roundtable discussion with Congresswoman Jackie Speier to discuss the state of childcare and the workforce. COVID-19 has exacerbated and elevated the need to increase and streamline federal, state and local funding and supports for the sector. Representatives from 4C's, Silicon Valley Community Foundation, Izzy Early Education, Peninsula Family Services, Build Up SMC, All Five, Liz Scull's FCC site and First 5's, Michelle Blakely were all in attendance. SMCOE provided key data prior to the meeting. See article in *San Mateo Daily Journal*, [San Mateo County leaders seek more child care solutions](#) or *Attachment 12.1*.



Early Childhood Representatives and Parents in Attendance to Roundtable Discussion with Congresswoman Jackie Speier

POLICY & ADVOCACY UPDATES

A Strong California Economy Relies on Childcare Investments

President and CEO of SAMCEDA and First 5 San Mateo County Commissioner, Rosanne Foust, and President and CEO of Chamber San Mateo County, Amy Buckmaster, co-authored a commentary article in *Silicon Valley Business Journal* published on July 7, 2021. They shared data on the impact of childcare investments to the economy and urged Governor Newsom to prioritize childcare to its 2021 – 2022 state budget. (See *Attachment 12.2*)

Uplifting Black Heritage, Traditions, and History on Juneteenth

First 5 Association of California and First 5 California release a joint statement on June 18, 2021 regarding the historic and recently approved federal holiday commemorating the end of slavery, and their plan of developing a framework to address the inequities that affect young children, families and community.

(See Attachment 12.3)

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

First 5 Association and First 5 California 2021 – 2023 Strategic Plan

Both First 5 State Association and First 5 CA are working on their new strategic plans for 2021-2023. Kitty Lopez, Vice Chair of the State Association, has been involved in all bimonthly planning meetings for the Association's plan. We hope to have Melissa Stafford Jones, Executive Director of F5 Association, present the strategic plan in Fall, 2021.

COMMUNITY AND STATEWIDE EVENTS & UPDATES

PPEs for San Mateo County

First 5 California, in coordination with Supply Bank.org, will be disseminating 2 final PPE's and supply deliveries to counties scheduled for July & August. F5SMC is partnering with 4Cs and the San Mateo County Office of Education to store and disseminate supplies to child care and early care providers.

COMMUNICATIONS

Newsletter

F5SMC sent out its quarterly newsletter on May 25, 2021 among topics includes honoring young children and educators during the Week of the Young Child which highlighted F5SMC's partners on the Child Care Response Team, Early Identification and Intervention Environmental Scan, ACEs Aware, and Partner Spotlight.

(See Attachment 12.4 or click the link <https://conta.cc/2SrE7ym>)

What's New on our Website? Check out these blogs from our Community Partners:

- **Supporting children and families through a bilingual parent co-op: Q&A with Puente de la Costa Sur**

Please click the link or see Attachment 12.5:

<https://first5sanmateo.org/supporting-children-and-families-through-a-bilingual-parent-co-op-qa-with-puente-de-la-costa-sur/>

- **StarVista and Family Connections shared few perspectives from coming from their clients on the importance of fathers and male role models in the healthy development of children.**

(See Attachment 12.6 or click the link https://first5sanmateo.org/san-mateo-fathers-continue-to-learn-and-grow-with-their-kids/?fbclid=IwAR32d80qzFh9Gi2afI5vxb83HHDYDbS4_eqWqX7JTSPZMt54OMuUC_UHOQE)

https://first5sanmateo.org/san-mateo-fathers-continue-to-learn-and-grow-with-their-kids/?fbclid=IwAR32d80qzFh9Gi2afI5vxb83HHDYDbS4_eqWqX7JTSPZMt54OMuUC_UHOQE

Social Media and Analytics Report *(See Attachment 12.7)*

https://www.smdailyjournal.com/news/local/san-mateo-county-leaders-seek-more-child-care-solutions/article_bfec1a78-ca6d-11eb-8984-1bf8d035f692.html

From the Daily Journal archives

San Mateo County leaders seek more child care solutions

Parents, providers weigh in on growing needs, better system

By Sierra Lopez Daily Journal staff

Jun 11, 2021



Continued concern for child care services in San Mateo County led to a roundtable discussion between industry leaders, parents and U.S. Rep. Jackie Speier in hopes of creating a sustainable and equitable access to local child care for family, providers and future employees.

“What we need to do in this county is bring everyone together in leadership, in schools, in cities, the county with providers and parents. Let’s craft what the solution should be in San Mateo County,” Speier, D-San Mateo, said. “Let’s make it a goal that every child in San Mateo County is not going to go wanting for child care and pre-K.”



Jackie Speier

U.S. House Office of Photography

ATTACHMENT 12.1

When the pandemic first struck the region, Christine Padilla, director of Build Up for San Mateo County's Children, said various county agencies were challenged with building a safety net for providers under immense financial strain as enrollment was cut to abide by health guidelines but sanitation and safety practices increased costs.

The county responded, creating a \$2 million Child Relief Program which offered \$10,000 grants to family care homes and up to \$55,000 to large centers.

"Child care wasn't in the emergency plans so luckily there were so many people who cared so much from different organizations that came together," Padilla said.

"Other than that it would have been quite a scramble."

The funds helped keep children enrolled in learning hubs, often pods of around 12 peers to one teacher or caregiver. Matched with federal loans, many providers were able to keep their doors open.

David Fleishman, executive director of the Child Care Coordinating Council, said roughly 970 San Mateo County children were enrolled in child care programs in March, receiving roughly \$1.1 million state subsidies for their slots. But with a waitlist of 1,735, the county would need an investment of \$35 million to serve the wait-listed children alone for a year, he said.

Fleishman also noted waitlists only account for children whose parents are in the know about programs.

"Those are people who are connected enough to know to get on a waitlist so there's by far not an accurate number of what the need is," Fleishman said. —

Echoing Fleishman, Padilla said latest studies estimate a shortage of roughly 11,000 child care slots in the county. And that number is expected to increase given the number of child care facilities that have closed, unable to survive the pandemic.

Highlighting findings from a survey by the San Mateo County Office of Education, Speier said 45% of child care providers in the county have less than one month reserves, nearly 40% have COVID-19 expenses still needing to be addressed and 85% are making less income than before the pandemic.

Keeping programs open and children enrolled will require continued financial support from public and private sectors with little barriers to accessing the funds, agreed the roundtable. Additional funding will also help to boost the dwindling pipeline of teachers and employees who often can't afford to live in the area while earning minimum wage or the industry standard pay of \$18.

The roundtable also agreed on the need for legislators to recognize the cost of living differs by region when creating, for instance, subsidy programs tied to federal or state standards. Taking a local approach is vital for ensuring families of all income levels have access to the child care they need, rather than being forced to travel long distances to keep kids enrolled and at pace.

Looking at immediate assistance, Speier noted families with young children should also expect to receive their monthly child tax credit payments of \$300 per child beginning June 15. The payments will be in addition to the child tax credit parents can claim when filing their taxes annually.

While still too early to tell what the effect of the additional federal support will be, Karen Pace, who manages strategic development for All Five preschool in Menlo Park's Belle Haven neighborhood, said many low-wage families are under so much financial strain it's unlikely the dollars will be directed to child care needs.

"I would love to think that that \$300 could go to our child care but these people need food and need to pay their electric bill," Pace said. "Child care is so incredibly important but in Maslow's Hierarchy it's not the first level."

Having held the listening session, Speier said she plans to take local concerns back to Washington where an infrastructure bill is being considered. Like local advocates, Speier argues that child care should be a focus in the bill, suggesting \$700 billion be spent on child care improvements over the next 10 years.

Doing so would reduce family contributions to child care to 7% of their income, saving roughly \$14,000 annually, Speier said.

The investment would also allow the more than 2 million women pushed out of work during the pandemic back into the workforce, she said, echoing participants who called the child care crisis a women's issue. Now in what Speier called the "she-cession," female employment levels have fallen to lows last reported in 1988.

"There's been a sea change and we've got to step up and do the right thing," Speier said, noting 90% of the jobs created in the infrastructure bill would go to men. "It's time we speak up long, loud and hard about this because if we don't demand it we're not going to get it. It's that simple."

Guest commentary: A strong California economy relies on childcare investments

By Amy Buckmaster and Rosanne Foust – Contributors

Jun 7, 2021, 8:45pm EDT

As two Silicon Valley business leaders, we understand the urgency of addressing the child care needs for the benefit of working parents, employers, and society as a whole. When Governor Newsom revealed his proposed \$100 billion comeback plan on May 14, we were encouraged and optimistic to learn about the investments to our working families and children. We grew increasingly concerned, however, when we realized that the Governor's proposed state budget was lacking critical investments in accessible, affordable, and high-quality child care. Fortunately, both houses of the legislature recognized this dire omission, and last week included historic bipartisan support for investments in early childhood education in their respective budget proposals. Meeting working families' child care needs is imperative for getting our economy back on track, after all, and our state budget must reflect the needs of California's workforce.

Prioritizing child care needs in the state budget will help address the devastating impacts of the COVID-19 pandemic on our workforce, particularly for working moms. A [recent survey from the Federal Reserve Board](#) revealed that over 1 in 5 (22%) of all parents surveyed were not working or working less because of a lack of child care or disruptions to in-person schooling, with mothers - particularly mothers of color - indicating that they were not working or working less because of these disruptions. Since the start of the public health crisis, 2.5 million women have left the workforce, compared to 1.8 million men. Going back to work, additionally, has been slower for women than for men. Even for families working from home, [mothers indicate taking on a disproportionate amount of child care responsibilities](#).

Prioritizing child care in the state budget would also help revitalize our economy by putting people back to work and businesses back in action. A 2019 [ReadyNation](#) report revealed that, prior to the pandemic, a lack of accessible child care for working parents of young children, ages 0-3, resulted in up to \$9.1 billion in lost earnings, productivity, and revenue for California each year, [\\$57 billion nationwide](#). These losses are felt by families, businesses, and taxpayers alike - families lose an average of \$3,350 per working parent, in lost earnings and in more time looking for work, businesses lose an average of \$1,150 per working parent in reduced revenue and in extra hiring costs, while taxpayers lose an average of \$630 per working parent in lower income tax and sales tax revenue.

For a strong and equitable economic recovery that benefits everyone, state policymakers must prioritize child care. We are both members of ReadyNation, a group of business leaders working to strengthen California's workforce and the economy through investments in children and youth. Together we call for budgetary solutions that address the child care crisis, including: increasing the number of subsidized child care spaces, making child care more affordable to families by waiving unnecessary family fees, and paying child care providers for the true cost of care by increasing the reimbursement rates they receive. The reality is that the current child

care sector is not accessible or affordable to many working families. A recent study found that [one in three working parents in California struggle to meet basic expenses and child care costs overtake housing as the top household expense](#). The California child care industry has also been severely impacted, with [8,500 licensed child care sites shutting down since the beginning of the public health crisis](#). These small businesses are the backbone of success for families, the community, and our economy, with many earning less than \$5 per hour, which is unacceptable. We must value the essential role they play, and as a state we must fund our values in our state budget.

We urge Governor Newsom to prioritize and incorporate investments in affordable, high-quality, and fairly compensated infant and toddler care in the 2021-2022 state budget and invite our business community to join us in this call.

Amy Buckmaster is the President & CEO of Chamber San Mateo County and Rosanne Foust is the President & CEO of the San Mateo County Economic Development Association. Both are members of ReadyNation.



Uplifting Black heritage, traditions, and history on Juneteenth

F5Assoc, June 18, 2021 11:38 am

From an early age, we teach children to express their feelings, to be themselves, and to honor their personal experience and culture. There is a power and pride in knowing our stories, and in having the story of our ancestors recognized, too. That's one reason First 5 is excited to observe Juneteenth tomorrow with California's Black families—to uplift heritage, traditions, and history with our little ones.

As University of Pittsburgh child development scholar Dr. Aisha White [writes](#), sharing about Juneteenth with children “offers an opportunity for kids to know how important it was for people who had been treated so badly for so long to begin to experience a whole new way of life, to be truly free, and that’s always something to celebrate.” Here are some great [books](#) to teach young children about Juneteenth, and [ideas](#) for celebration activities at home.

At First 5, we have been taking a hard look at our own history and story, too. We know we have a lot of work to do to be a network that authentically and effectively represents California's children and families, especially those who face the most systemic barriers to opportunity. To this end, we embarked in 2020 on a learning and action journey to more directly center race, equity, diversity and inclusion in ourselves, our organizations, and our external policy and systems work.

Working in partnership with experienced consultants, First 5 is creating a framework to better address inequities that affect young children, families and communities at the policy, systems and structural level. Though we are only at the beginning of our journey, we are humbled by the process and invigorated by the possibilities of reimagining our work so we can truly ensure every young child and family in California thrives.

Thanks for reading, and Happy Juneteenth,

A handwritten signature in black ink that reads "Melissa Stafford Jones". The signature is fluid and cursive, with a long horizontal line extending from the end.

Melissa Stafford Jones
Executive Director, First 5 Association of California

A handwritten signature in black ink that reads "Camille Maben". The signature is cursive and somewhat compact.

Camille Maben
Executive Director, First 5 California

[Type here]

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Newsletter | April-May 2021



Not all heroes wear capes...

But many of them drive cars. With that in mind, First 5 San Mateo County and our partners on the Child Care Response Team have launched a [new initiative](#) to recognize our county's child care heroes—the child care workforce that has tirelessly worked to care for our youngest children despite the health and safety risks during COVID-19.

As you travel about the county, keep an eye out for new window decals on cars and child care programs. These tell you a child care hero is inside! If you would like to request a decal for yourself or your organization, email us at first5smc@smcgov.org.

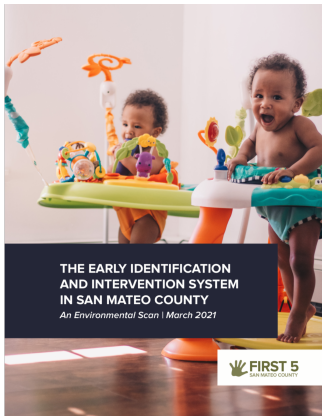
You can also [download a free Child Care Hero Zoom Background and e-Decal](#). To learn more about ways you can support investments to grow and improve child care access in San

Mateo County, visit www.buildupsmc.com. You can also learn tips for speaking up for kids at www.sanmateo4cs.org/families/advocacy/.



Taking Action for Kids

New Release: Early Identification and Intervention (EII) Environmental Scan



The CDC estimates that 17% of all children have developmental delays. Yet in San Mateo County, only 6% of children 0-5 years receive EII services. Access to screening, timely assessment, and supports to address needs for all children is a critical equity issue.

First 5 recently conducted an environmental scan to look at the local landscape and identify barriers and opportunities. [Click to read what we learned.](#)

[Read the report](#)

What's Your Number Story?

Childhood adversity can affect us long into adulthood. A new campaign by ACEs Aware, California Surgeon General, Dr. Nadine Burke Harris, and the national ACE Resource Network aims to raise awareness and understanding of ACEs and how to heal from them. Watch a new video, [What Is a Number?](#), and visit the NumberStory.org website for more information.

As an **ACEs Aware grantee**, First 5 San Mateo County is working to increase childhood screenings for ACEs in order to help recognize and address childhood adversity early in life.



Learn about ACEs

Prioritizing children in the state budget!

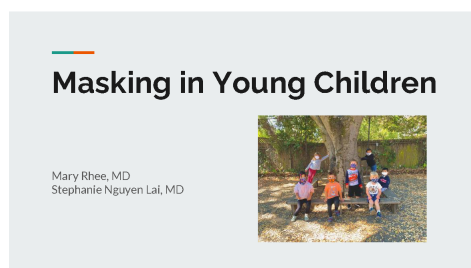
Governor Newsom's May revision to the state budget plan includes exciting proposals to meet the holistic, short- and long-term needs of young children and families, especially in the areas of comprehensive health and development and family resiliency.

We are thrilled that this budget will prioritize children, and look forward to working to strengthen the essential systems that support families.

[Click here for a brief summary of the child-focused proposals in the budget](#), as well as a discussion on which areas need still more investment.

[Click here for a more detailed budget analysis.](#)

Protect young children by getting vaccinated



Vaccines are now widely available to everyone over age 12 in San Mateo County. We can help keep younger children safer by getting vaccinated to reduce the spread of COVID in our county. Visit [MyTurn](#) to easily make an appointment.

And remember, masks are still required in California inside all businesses, including child care programs.

We have a helpful [presentation on masking in young children](#) from pediatricians at Palo Alto Medical Foundation and Kaiser Permanente that explains why it's important that young children continue to wear masks.

Honoring Asian American and Pacific Islander Heritage Month

This month recognizes the important role Asian Americans and Pacific Islander Americans (AAPI) play in our history and culture. Honoring this community is especially important in light of the recent Asian hate incidents. For resources and books celebrating AAPI culture, [find your local library](#). And visit our recent post for [resources on how to respond to racial bias](#).

Partner Spotlight

Friday CAFE is a learning community for family and community engagement professionals. In a recent post, Valerie Higgins, a Friday CAFE advisory board member, shares how Friday CAFE has helped spark innovative thinking, build connections, and strengthen the field of family engagement—[creating a restorative space for those who do this critical work](#).



[Read more](#)

Wrapping Up

Don't forget, we have a new logo. If you use our logo on your website or any materials, [please download a new logo file and update it](#). Thank you!

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



Supporting children and families through a bilingual parent co-op: Q&A with Puente de la Costa Sur



June 9, 2021

[Childcare](#), [COVID-19](#), [Disability and Developmental Delay](#), [Family Blog](#), [Impact](#), [News and Updates](#)

[Puente de la Costa Sur](#) supports families in San Mateo County's coastal communities, providing resources and programs and advocating for communities and families. Puente is a First 5 San Mateo County [partner](#), funded to provide a bilingual parent-participatory cooperative preschool, Sueños Unidos-United Dreams. Lizeth Hernandez, Education Director, recently spoke at a First 5 San Mateo County commission meeting about Puente's work. Below, Lizeth shares more about the innovative co-op approach and how it pivoted during COVID-19 to stay connected with families.

Tell us about the Sueños Unidos-United Dreams program.

Sueños Unidos-United Dreams is a bilingual co-op for children 18 months to 36 months and their parents or caregivers. It creates space for South Coast (La Honda, Loma Mar, San Gregorio, and Pescadero) families to receive in-depth learning about child development, language acquisition, and a parent's role as their child's first teacher in life. The program provides developmentally appropriate opportunities for children and adults to experience joy, playfulness, and learning both individually and in groups. It is a bilingual English/Spanish space in which parents and children can feel safe and comfortable. The program honors children's home language while introducing them to a second one.

What difference does this program make for the families in it?

All children deserve access to high quality early childhood education and our center provides that for our families. It gives families the opportunity to enroll their children in a safe and nurturing environment where children's thoughts, behaviors, and creations are welcome and fostered. For families, having this program not only relieves the stress of childcare, but it also gives them an insight to the complexity of early childhood development and the varying stages of growth that children experience—cognitive, social-emotional, and physical.

We are also able to provide additional services and supports when families need them. For example, through our developmental assessments we were able to identify a child with some severe language delays. We were able to support the family through the referral process, and

once the child was fully assessed, we were able to arrange for a speech therapist to do the sessions in the classroom. This was very helpful for the parents. We are happy to report that this little guy is now in preschool and doing well!

How is Sueños Unidos-United Dreams supporting children and families during COVID-19?

When the shelter-in place order was enacted, Sueños Unidos-United Dreams had to stop operations of the co-op. Instead, we provided our families with weekly, personalized calls to assess their needs and assist them with any questions and/or concerns they may have regarding their child. In addition to this, Puente de la Costa Sur also began a Story Time segment on the organization's Facebook page. This let us expand the literacy work the co-op did with its children to a larger audience.

In addition to these efforts, the coop shifted to Learning Kits to continue promoting our toddlers' development. The Learning Kits contain 1 activity per week for a given month, bilingual instructions on how to carry out the activities, and all the materials needed to carry out the activity. Included in the kit is also some information about how the activity relates to child development.

Who can families contact if they need assistance?

Lizeth A. Hernandez, Education Director at 650-262-4062 or Lhernandez@mypuente.org



San Mateo County fathers continue to learn and grow with their kids

June 21, 2021

[Emotional Health and Violence Prevention](#), [Family Blog](#), [Parenting](#)



Yesterday was Father's Day, and First 5 San Mateo County is excited to wish all fathers a special and reflective day with their families. Thank you to the fathers and father figures who play an imperative role in raising children. Our communities are stronger thanks to the commitment of fathers, and we were lucky to celebrate you all yesterday.

Embracing the importance of fathers and male role models in the healthy development of children is one of the core values of First 5 San Mateo. [Research consistently shows that present and active fathers teach their kids social and positive moral behaviors. Kids with present fathers are less likely to lie, more likely to take risks, better behaved, and less prone to depression. They consistently perform better on standardized cognitive testing in preschool. They develop empathy earlier and have stronger relationships later in life.](#) Even with all of the most concrete evidence, it is simple enough to say that children love their fathers. So, we do everything we can to make sure that fathers are able to be present and supportive parents. First 5 San Mateo County is proud to fund organizations that proactively support dads. Dads from throughout the county have shared some of their experiences growing into their roles as fathers with the resources and guidance of some of the experts from these teams.

[StarVista](#) supports parents and families, offering counseling, skill development, and crisis prevention that helps families navigate life's challenges. Through their programs, including Healthy Homes, and Dad's Hangout Group, parents can access key resources and tactics to use with their kids. Two strong single fathers, Marcial Zúñiga and RJ Salinda, are living right here in San Mateo County with their wonderful children. There have been times when they did not know where to turn. "As a father, I'd like to give them a certain life," Salinda says, reflecting on his challenges. "Dad's hangout group from Healthy Homes [has] helped me to have a place where I can vent and to talk to people— where to [let] most of my stress out. I look forward every week to participate in my Dad's hangout group."

Salinda turned to StarVista when he learned about the programming through his children's Early Childhood Education program. "I've been working with a lot of people in StarVista and they helped me to have a more stable approach with my kids," he says. "Dad's hangout group from Healthy Homes helped me to have a place where I can vent and to talk to people, where I can

let most of my stress out. I look forward every week to participating in my Dad's hangout group."

To Zúñiga, the strong community of dads, who want to understand their impacts, find healthy outlets for their stress, and share their insights, makes fatherhood feel empowering. "I learned to understand my children's behavior, how to listen, how to talk to them on a day-by-day basis. I learned a lot from the conversation with other fathers in the groups and the Healthy Homes staff who did home visits. I learned how to deal with conflicts as well and to understand my children's development," he says.

As another one of our partner organizations has said, parenthood does not come with a manual. [Family Connections is creating play-based education programming that parents can participate in with their children.](#) "I have learned how to anticipate and approach upcoming issues in the lives of my boys and family, so I'm not blindsided by the unexpected life transitions," says one father. Family Connections helps dads better understand how to best foster their child's educational development. Through activities such as puzzles, building blocks, learning colors, letters, and numbers, parents are able to play with their children, and watch them grow before their eyes! "Enjoy playing with your children," says another dad. "These moments will never return."

For all of the challenges, the joys of fatherhood inspire these men to learn from a village and to give their children their best. "Each child has their own character and personality," Zúñiga says. "They have taught me a lot and made me a better person. Each day they grow up, they behave differently. They change in different ways. I enjoy seeing them change and grow up."

"I love to see my kids running towards me; it fills me with joy when I come back from work." Salida says. "I love each interaction I have with them each day, and how close we are. I feel I am close to my kids and they are close to me. We never spend a day apart from each other." No matter what your family looks like, these are the moments that solidify fatherhood. These are the moments that make families strong.

This Father's Day, we are celebrating the dads of San Mateo. Thank you to dads for making dinner, healing scraped knees, teaching softness, growing in new ways, believing in your kids, and bringing up the next generation. Your kids will be kind, healthy, and capable thanks to your dedication. RJ Salinda said it best. "Be strong. Always think about the family, the kids, and what is best for them." With everything that we have been through as a community this year, we hope your celebrations were meaningful. Happy day, Dads!

REPORT FOR MAY 1, 2021 - MAY 31, 2021

FIRST 5 SAN MATEO ANALYTICS

OVERVIEW

OVERVIEW - MAY

Communications across F5SMC platforms focused on promoting website content, COVID-19 vaccine information and resources, and ACEs Aware.

Website

May analytics indicate steady performance and an increase of sessions generated from referral sources. Facebook was the top referral source in May. Total sessions in May were 1148. Visitors stayed to explore multiple pages on the website.

Social Media

- Facebook followers increased from 1546 to 1559 in May. Page impressions and engagement continued to increase. Top posts by engagement are those focused on vaccine information and events as well as posts promoting family resiliency.
- Paid advertisements in May focused on promoting website content. A total of \$665.42 invested across 10 ads in both English and Spanish generated 55,344 impressions, a reach of 18,392, and 1,516 clicks. Promoted blog posts received the highest reactions. Ads promoting F5SMC's Our Work page generated the highest link clicks.
- Instagram followers increased from 1154 to 1163 in May. The top post by engagement this month focused on ACEs Aware and parenting.
- Twitter followers increased from 638 to 640 and impressions remained consistent at 3.6K impressions. Follower retweets continued to increase in May.
- LinkedIn has increased from 90 to 94 followers. Engagement remained at 2.2%. Posts with higher engagement focused on promoting COVID-19 vaccine information and local events.

Email Marketing

- The May newsletter was sent to 380 emails and received 111 opens, an open rate of 31.40%. The open rate is a decrease from the previous newsletter in March, which generated a 35% open rate.

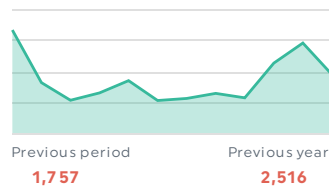
WEBSITE ANALYTICS

TOP PAGES BY PAGEVIEWS

Page Path	Pageviews
/	358
/about/	73
/staff/	66
/commission/	63
/covid-19-information-resources/	55
/kit-for-new-parents/	53
/news-updates/	43
/trauma-and-resiliency/	40
/for-parents-families/	35
/who-we-are/	33
/our-work/	30
/resources/	30
/adverse-childhood-experiences/	28
/contact/	24
/early-childhood-development/	22
/our-focus-areas/	22
Total	1,982

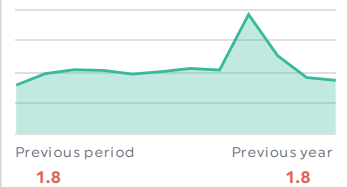
TOTAL SESSIONS

1,148

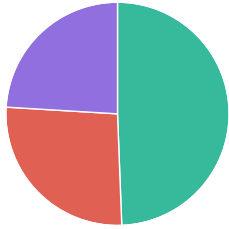


PAGES PER SESSION

1.7



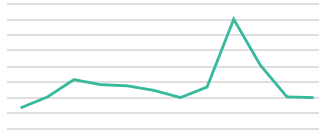
TOP SOURCES BY SESSIONS



Medium	Sessions	
		Previous period
(none)	567	793
referral	305	211
organic	276	753
Total	1,148	

AVERAGE SESSION DURATION

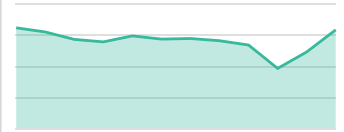
00:00:60



Previous period: 00:01:01, Previous year: 00:01:09

BOUNCE RATE

79.44%

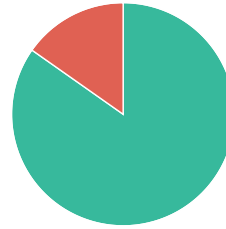


Previous period: 61.64%, Previous year: 78.70%

TOP REFERRERS BY SESSIONS

Source	Sessions	
		Previous period
m.facebook.com	165	98
facebook.com	35	25
hamaicons.responsesuite.com	33	5
em-ui.constantcontact.com	13	16
espanol.helpmegrowsmc.org	10	17
helpmegrowsmc.org	10	3
l.facebook.com	5	13
cosmobrاند.ru	4	2
instagram.com	3	N/A

NEW VS RETURNING

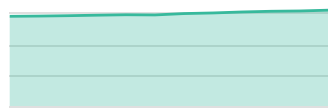


Visitor Type	Sessions
New Visitor	84.8%
Returning Visitor	15.2%

FACEBOOK INSIGHTS

FANS COUNT

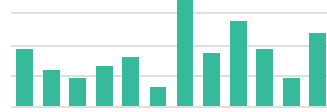
1,559



Previous period: 1,546, Previous year: 1,453

FAN ADDS

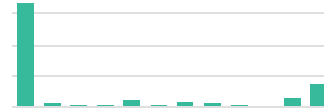
18



Previous period: 7, Previous year: 19

PAGE IMPRESSIONS

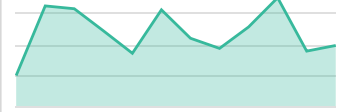
58,395



Previous period: 22,376, Previous year: 268,155




PAGE ENGAGEMENT RATE

2.48%





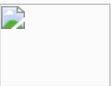

Previous period: 2.25%, Previous year: 1.87%

TOP POSTS BY ENGAGEMENT RATE

Post With Image	Engagement Rate ▾	Total Reactions	Post Comments	Post Shares
 Kaiser Permanente in collaboration with First 5 San Mateo County and 4Cs of San Mateo County (Child Care Coordinating Council) bring you: Vaccine Confidence Town Hall Tomorrow from	13.33%	4	0	0
 "There are steps one can take to promote resiliency and well-being in children who experience adversity." Read more about the building blocks to help children overcome	11.11%	1	0	2
 Since March 2020, First 5 San Mateo County joined early care and education leaders and community partners to form the San Mateo County COVID-19 Child Care Response Team working to ensure a	6.12%	2	0	0
Live event happening tomorrow! Don't miss it. (id: 618117351594890_5437498659656711)	6.06%	1	0	0



TOP POSTS BY IMPRESSIONS

1

Post With Image	Post Impressions ▾	Post Reach
 You're Invited to Attend: Vaccine Confidence Town Hall Topic: Learn the Facts about COVID-19 Vaccine A bilingual (English & Spanish) virtual event Tuesday, May 18, 6:30 -7:30 p.m Join the Zoom webinar: https://bit.ly/33RYVIm W ... (id: 618117351594890_5473083796098197)	247	236
 Did you get your vaccine yet? Get the details about getting the vaccine and where you can get one. Visit https://www.smchealth.org/vaccine-clinic-calendar (id: 618117351594890_5478297142243529)	120	120
 (id: 618117351594890_5488491821224061)	107	103
 On this #ProviderAppreciationDay we say thank you to all child care workers and early educators, including teachers, nannies, and caregivers, all of who are essential workers in helping working parents continue to provide for thei ... (id: 618117351594890_5420489404690970)	80	78

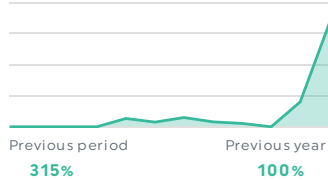
PAID ADVERTISEMENTS

PAID AD ENGAGEMENT

Ad ID with image	Post Reactions	Link Clicks	CTR (Link Click-Through Rate) ▾
 F5 News & Updates - ENG/SPN (id : 23847721848950762)	10	61	0.92%
 Early Child Development - ENG/SPN (id : 23847721699370762)	2	2	0.90%
 Trauma & Resiliency - ENG/SPN (id : 23847525380100762)	6	48	0.68%
 Our Work Page - ENG/SPN (id : 23847523958980762)	23	177	0.68%
 Child Well-being Blog - SPN (id : 23847722304010762)	75	3	0.47%
 News Blog-Valerie ENG (id : 23847722327070762)	596	24	0.31%
 News Blog-Valerie SPN (id : 23847722372330762)	469	7	0.11%
 Child Well-being Blog - ENG (id : 23847722238820762)	106	0	0.00%
 Kit for New Parents - SPN (id : 23847722187680762)	19	0	0.00%
 Kit for New Parents - ENG (id : 23847722062370762)	8	0	0.00%

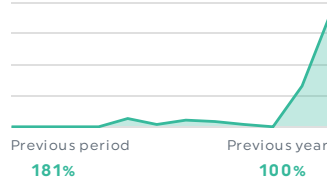
AMOUNT SPENT

\$665.42



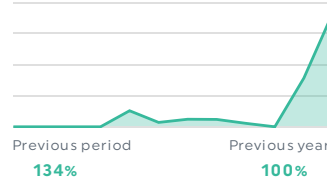
IMPRESSIONS

55,344



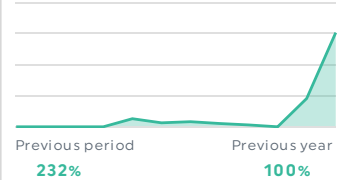
REACH

18,392



CLICKS (ALL)

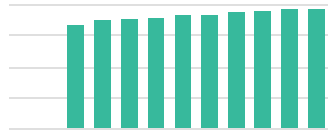
1,516



INSTAGRAM INSIGHTS

FOLLOWERS

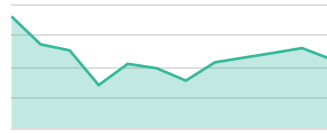
1,163



Previous period: 1,154
Previous year: N/A

ENGAGEMENT RATE

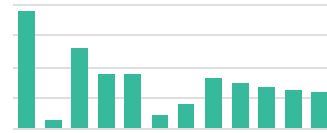
4.49%



Previous period: 5.21%
Previous year: 6.96%

LIKES ON POSTS

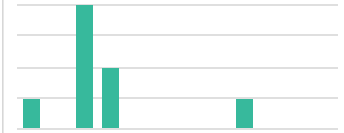
72



Previous period: 76
Previous year: 212

COMMENTS ON POSTS

0



Previous period: 0
Previous year: 2

TOP POSTS BY ENGAGEMENT RATE

Post With Image

Post With Image		Engagement Rate	Comments	Likes
Parents and caring adults, you have the biggest influence on your child's ability to thrive. We are partners in your parenting journey. Find resources and tools just for you on our new website. Take a look! www.first5sanmateo.org	9.52%	8	0	
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 for the ACE screening from Medi-Cal. Sign up at www.acesaware.org	8.62%	5	0	
Do you want to be part of a once-in-a-decade opportunity to help influence voting district boundaries in the County? Apply to serve on the San Mateo County Supervisorial District Lines Advisory Commission! Learn more and apply at https://bit.ly/3oYeNfX	7.69%	5	0	
Since March 2020, First 5 San Mateo County joined early care and education leaders and community partners to form the San Mateo County COVID-19 Child Care Response Team working to ensure a coordinated child care relief and recovery effort during the COVID-19 pandemic. Visit our website to learn about our work! www.first5sanmateo.org	6.90%	6	0	

TOP POSTS BY IMPRESSIONS

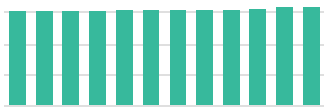
Post With Image

Post With Image	Impressions	Reach
¿Cómo puede la vacuna evitar que nos enfermemos? La vacuna es un medicamento que le enseña a su cuerpo a protegerse del virus. De esa manera, si el virus intenta ingresar al cuerpo, el cuerpo sabe cómo combatirlo.	90	82
On this #ProviderAppreciationDay we say thank you to all child care workers and early educators, including teachers, nannies, and caregivers, all of who are essential workers in helping working parents continue to provide for their families. You are a #childcarehero supporting the growth and development of young children in San Mateo County! Did you get your decal?	89	86
On May 19, our partners at CORA are hosting a virtual discussion and poetry reading! Survivors of intimate partner abuse share how abuse affected their mental health and what their healing journey has been like. Registration is limited to 50 participants, so get registered today at https://tinyurl.com/corapanel	87	82
Since March 2020, First 5 San Mateo County joined early care and education leaders and community partners to form the San Mateo County COVID-19 Child Care Response Team working to ensure a coordinated child care relief and recovery effort during the COVID-19 pandemic. Visit our website to learn about our work! www.first5sanmateo.org	87	86

TWITTER INSIGHTS

FOLLOWERS

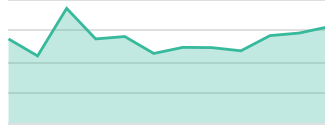
640



Previous period: 638, Previous year: 609

FOLLOWER ENGAGEMENT RATE

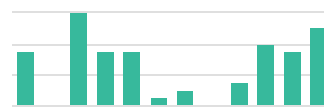
4.69%



Previous period: 4.39%, Previous year: 6.24%

RETWEETS OF ORIGINAL POSTS

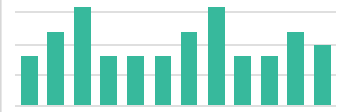
10



Previous period: 7, Previous year: 10

MENTIONS

5



Previous period: 6, Previous year: 13

IMPRESSIONS

3.6K

TOP RETWEETED POSTS

Post

- Behind on #rent or #utilities or need help with future payments? Visit <https://t.co/XAqxHgZ7Jg> o... 1
- Did you know that the combination of early detection, early intervention, and trauma-informed ... 1
- Mire el video junto con los niños. Explíqueles que con la vacuna podemos volver a hacer muchas ... 1
- NHPI People have withstood pandemics before with the help of Vaccines! To stop this pandemic, ... 1
- Why get #vaccinated? Child care providers from around the state share why they got vaccinated f... 1
- Why get #vaccinated? Child care providers from around the state share why they got vaccinated f... 1
- Why get #vaccinated? Child care providers from around the state share why they got vaccinated f... 1
- Do you want to be part of a once-in-a-decade opportunity to help influence voting district boun... 3

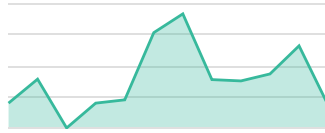
LINKEDIN INSIGHTS

FOLLOWERS

94

ENGAGEMENT RATE

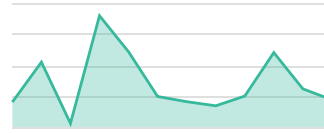
2.2%



Previous period: 7.9%, Previous year: 4.5%

IMPRESSIONS

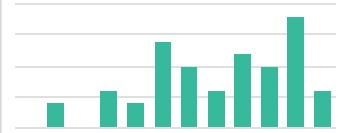
136



Previous period: 189, Previous year: 132







LIKES

3



Previous period: 9, Previous year: 1

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image	Engagement Rate ▾	Likes	Clicks
 <p>Why get #vaccinated? Child care providers from around the state share why they got vaccinated for #COVID19 —to protect their community, keep students safe, help end the pandemic & more. Hear them share their vaccination stories! https://lnkd.in/dY5vBsC</p>	12.5%	1	0
 <p>Happening May 14 - The Childhood Adversity Resilience & Mindfulness (CHARM) Conference Register here: https://bit.ly/3uCnRZO</p>	11.1%	1	0
 <p></p>	9.1%	1	0
 <p>Do you want to be part of a once-in-a-decade opportunity to help influence voting district boundaries in the County? Apply to serve on the San Mateo County Supervisorial District Lines Advisory Commission! Learn more and apply at https://bit.ly/3oYeNfX</p>	0.0%	0	0
 <p>Cumulative adversity is a root cause of 9 out of 10 of the leading causes of death in the US-- and children are uniquely vulnerable to the effects of sustained adversity. We can and must do more to support children and mitigate effects of toxic stress. Learn more at https://www.fda.gov/oc/2019/05/08</p>	0.0%	0	0
 <p>Why get #vaccinated? Child care providers from around the state share why they got vaccinated for #COVID19 —to protect their community, keep students safe, help end the pandemic & more. Hear them share their vaccination stories! https://lnkd.in/dsRPNcQ</p>	0.0%	0	0

EMAIL CAMPAIGNS

Campaign Name	Open Rate ▾	Opens	Sends	Clicks	Click Rate
May Newsletter - First 5 SMC	31.40%	111	380	17	15.00%

NOTES

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



DATE: June 28, 2021
TO: First 5 San Mateo County (F5SMC) Commission
FROM: Kitty Lopez, Executive Director
RE: Committee Updates

Finance and Administration Committee Meeting – June 14, 2021 Meeting

- Commission Members: Rosanne Foust, Pam Frisella, Alexis Becerra
- Staff: Kitty Lopez, Khanh Chau

Commissioner Becerra chaired the meeting.

1. Update: Audit of the California Department of Tax and Fee Administration (CDTFA)

Kitty Lopez briefly stated that the F5 State Association's Audit of the California Department of Tax and Fee Administration is still ongoing. Attachment 3 reflects information and summary of the audit presentations in November 2020 and in February 2021 to the First 5 State Association. While the audit is ongoing, the findings so far reveal that there are no major problems with the Tobacco Tax revenue collections, administrative fee charges, and tobacco tax trends which will even out over time from the increase in e-cigarette consumption and decrease in Prop 10 revenue as the result of Prop 56. The audit findings will conclude in September 2021.

Committee members asked questions for clarifications. Committee members commented that the memo summarizing the audit progress is helpful and suggested to include one slide PowerPoint presentation for the Commission Meeting to update on the progress of the audit of CDTFA.

2. Action: Review and Recommend Approval of F5SMC's LTFP from FY 2020-21 through FY 2024-25 (FY2020-21 Update)

Kitty Lopez cited that LTFP memo is similar to the budget presented in May 2021 but the LTFP shows 5 year-projections from FY2020-21 through FY2024-25. Kitty Lopez updated the Committee that the May 2021 Tobacco Tax Projections was released late on June 9, 2021, after the Finance and Administration Committee Meeting packet was emailed out to Committee members and was posted on the F5SMC website. Therefore, staff continues to employ the Tobacco Tax Projections May 2020 release in the LTFP (FY20/21 Update).

Kitty Lopez cited that the LTFP memo should be read in conjunction with other LTFP Narratives and the LTFP spreadsheet and chart. Staff will update the new Tobacco Tax projections at the Commission Meeting.

As for Other Grant Revenue, staff continues to work on bringing additional revenue to F5 Commission and acquiring Other Non-Tobacco Tax Grants. The projections made for future years are conservative, with \$600K in Other Grant Revenue projections for the period FY2023-25 versus current executed \$1.1M Other Grant Revenue a year for the period FY2020-23.

Committee members reviewed the LTFP, asked how Commission can help to advocate bringing additional revenue to F5 Commission. Committee members also suggested to

move the paragraph” Please *read the LTFP memo in conjunction with other LTFP Narratives*” to the first page under the Action item.

Committee members reviewed the LTFP and endorsed the approval with the addition of above.

3. Verbal Discussion

- **Auditor:** Kitty Lopez stated that staff has been talking with the County’s Controller Office on the R.J.R Audit Firm peer review letter; Controller Office suggested that we obtain the R.J.R updated peer review or seek another firm for the audit services. Staff is currently requesting RFQs from other audit firms and will work to finalize the hiring of new auditor for the audit services for the year ending 6.30.2021.
- **Lease:** Kitty Lopez updated the negotiation with the Borel Estate who now offers \$4/SQF, 4-month free rent to F5SMC for the current office lease retention. Kitty Lopez suggested to accept this offer with a Lease Amendment for 4 years through October 2025 to synchronize with the time frame of the current strategic plan FY2020-2025.

Committee members also suggested the options of conducting virtual Zoom meeting for the Committee Meetings and in-person meeting for the Commission Meetings as the office work restriction eases.

The next Finance and Administration Committee Meeting will be held on October 18, 2021