

## 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](mailto: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, September 27, 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

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

AGENDA		
<b>Call to Order and Preliminary Business</b>		
<b>1</b>	<b>Roll Call</b>	4:00 PM
<b>2</b>	<b>Public Comment</b>	
<b>3</b>	<b>Action to Set Agenda for September 27, 2021 Meeting and Approve Consent Agenda Items</b> <i>(This item is to set the final consent and regular agenda, and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.)</i>	
<b>4</b>	<b>Commission Announcements</b>	4:05 PM
<b>5</b>	<b>Storytelling: First 5 Work/Impact:</b> Sarah Poulain, Executive Director, Family Connections	4:10 PM
<b>Discussion Items</b>		
<b>6</b>	<b>Presentation: First 5 San Mateo County Accomplishments 2020 - 2021</b> by Kitty Lopez, Executive Director, First 5 San Mateo County	4:15 PM
<b>7</b>	<b>Presentation; First 5 Association of California Strategic Plan</b> by Melissa Stafford Jones, Executive Director, First 5 Association of California	4:30 PM
<b>8</b>	<b>Presentation: Build Up for San Mateo County’s Children</b> by Christine Padilla, Director, Build Up for San Mateo County’s Children	5:00 PM
<b>Action Items</b>		

9	<b>Approval of Amendment to Agreement to the Child Care Coordinating Council of San Mateo County (4Cs) for Build Up San Mateo County: Policy and Technical Assistance Agreement in the Amount of \$530,000 Contract Term effective April 1, 2020 thru June 30, 2023.</b> <i>(See Attachment 9)</i>	5:25 PM
10	<b>Approval of the F5SMC's Amendment Lease Renewal Agreement with Borel Estate Company</b> <i>(See Attachment 10)</i>	5:30 PM
<b>Informational Items</b>		
11	<b>Report of the Executive Director</b> <i>(See Attachment 11)</i>	5:35 PM
12	<b>Committee Updates</b> <i>(See Attachment 12)</i>	5:45 PM
13	<b>Brown Act Update</b>	5:50 PM
14	<b>Adjournment</b>	6:00 PM

**\* Public Comment:** This item is reserved for persons wishing to address the Commission on any Commission-related matters that are as follows: 1) Not otherwise on this meeting agenda; 2) Listed on the Consent Agenda; 3) Executive Director's Report on the Regular Agenda; or 4) Subcommittee Members' Reports on the Regular Agenda. Public comments on matters not listed above shall be heard at the time the matter is called.

Persons wishing to address a particular agenda item should speak during that agenda item. Speakers are customarily limited to two minutes, but an extension may be provided to you at the discretion of the Commission Chair.

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

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

Individuals who require special assistance or a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the agenda, meeting notice, agenda packet or other writings that may be distributed at the meeting, should contact Myra Cruz, by 12 Noon on Friday, September 24, 2021 at 650.372.9500 x232 and/or [ecruz@smcgov.org](mailto:ecruz@smcgov.org). Notification in advance of the meeting will enable the Commission to make reasonable arrangements to ensure accessibility to this meeting, the materials related to it, and your ability to comment.

First 5 San Mateo County Commission Meeting

**CONSENT AGENDA**

September 27, 2021

All items on the consent agenda are approved by one roll call motion unless a request is made at the beginning of the meeting that an item be withdrawn or transferred to the regular agenda. Any item on the regular agenda may be transferred to the consent agenda.

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- 3.1 Approval of the June 28, 2021 Commission Meeting Minutes  
(See Attachment 3.1)

**First 5 San Mateo County (F5SMC)  
COMMISSION MEETING MINUTES  
June 28, 2021  
Via Zoom**

**Call to Order & Roll Call**

**1. Roll Call**

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

Absent: Ryan Teh (Youth Commissioner)

Staff: Kitty Lopez, Michelle Blakely, Khanh Chau, Karen Pisani, Jenifer Clark, Mey Winata, Myra Cruz

County Counsel: Timothy Fox

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

**2. Public Comments: None**

**3. Action to Set Agenda for June 28, 2021 Meeting and Approve Consent Agenda Items**

MOTION: FRISELLA/ SECOND: PATEL

AYES: BECERRA, COLE, FOUST, GROOM, FRISELLA, MAGEE, PATEL, PHILLIPS-SVED, ROGERS

NOES: NONE

ABSTAIN: NONE

Motion approved.

**4. Commission Announcement: None**

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

Charlie Cervantes, Family Service and Father Engagement Specialist for Father's Café, and Izzi Early Education (formerly IHSD), shared a brief background and impact of the Father's Café program that started in 2016. Cervantes informed the Commission that it is a physically and emotionally safe place for fathers to share their challenges, provide support, connect dads with other dads, and create strategies to strengthen their families. There are about 16 dads consistently attending. Before the COVID-19 pandemic, many dads had 2 – 3 jobs and different schedules, limiting them from participating. The virtual meeting during the pandemic increased the attendance by almost 50%.

The Commission made comments and asked questions.

**6. Presentation: Healthy Places Index (HPI)**

Commissioner Rogers shared that the California Healthy Places Index (HPI) that was used to understand the disparities in our community especially during COVID-19 pandemic, and she introduced the presenter, Bill Sadler, Director of Operations, Public Health Alliance of Southern California. Sadler highlighted the following:

- Public Health Alliance of Southern California (PHASC) is a coalition of local health department in Southern California.
- HPI was created in service of reducing disparities and driving investment back to those communities which for so long have received an unequal share of the pie.

- It is a mapping tool describing the cumulative impact of community conditions on life expectancy at birth for nearly every neighborhood in California. It is a peer-reviewed, appearing in the May 2019 issue of *Public Health Reports*.
- The three key aspects of HPI are granularity and breadth of the available data, validation with a health outcome, and linkage to policy solutions.
- HPI Indicators are organized into eight policy action areas that cover the social determinants of health: economic, education, transportation, social, neighborhood, housing, clean environment, and healthcare access factors.
- HPI score is used to rank every census tract in California.
- Costa Mesa was used to show how HPI works from data to action using the tool; indicators details link to policy actions, and actionable policy guides.
- HPI has extensive policy guides.
- It is a proven tool for community impacts. Currently more than \$1 billion dollars of grant funding is available using HPI as a qualifying criteria and nearly 100 use cases.
- Health Equity Metric for California's Blueprint for a Safer Economy re-opening plan.

The Commission made comments.

The PowerPoint Presentation can be found on the F5SMC's website, [June 28, 2021 Commission Meeting Presentations](#).

## 7. **Presentation: San Mateo County Schools Update**

Commissioner Nancy Magee, San Mateo County Superintendent of Schools and First 5 San Mateo County Commissioner provided a retrospect on San Mateo County Schools. She highlighted the following:

- San Mateo County (SMC) is the first County in California to address school operations with a health order.
- SMC Pandemic Recovery Framework for Schools:
  - assembled multi agency group and came up with four pillars for safe return to school.
  - Equity – focused framework.
  - Framework as toolkits such as by producing materials in different languages and providing guidance to early learning community
- 2020 – 2021 Extreme challenges for learning such as racial injustice, wildfire, and power shut off to prevent fires.
- Emergency education to high quality instruction such as safety and health guidance, school meals, public wi-fi & digital equity, teacher training, learning hubs COVID-19 testing, vaccinations, and the safe return to in-person learning.
- 13,000 of the workforces vaccinated in 3 weeks which help the safe return of in-person learning.
- State of California Safe Schools for All Hub which includes updated guidance, status of in-person instruction and resources for parents, students, and schools.
- Indicators of implementing in-person learning.
- AB 86 – Reopening Schools Plans – provided necessary funding, prioritized vaccinations for education workforce, reduced some barriers to in-person instruction, recognized need for student mental health and wellness support, and invested in expanded learning opportunities.
- Waiting for CDC new guidance for August 2021 and California Department of Public Health will fill the gaps for schools.
- What they learned such as it is possible to meet students where they are, technology can enhance learning and instruction, and the need to address mental health is more ingrained in classroom and school life.

Commission asked questions and made comments. The Commission acknowledged Commission Magee for the incredible work, and Commissioner Magee also recognized the Commission for their work for young children.

The PowerPoint Presentation can be found on the F5SMC's website, [June 28, 2021 Commission Meeting Presentations](#).

Public Comments: None

#### 8. **Presentation: Review of First 5 California Annual Report**

Jenifer Clark, F5SMC's Research and Evaluation Specialist, presented the First 5 California Annual Report for 2019 – 2020. Clark highlighted the following:

- It is a requirement of Prop 10 that each year's First 5 California Annual Report (F5CA) is reviewed in public hearing by each First 5 County.
- The full F5CA 2019-2020 can be accessed online at [http://www.cafc.ca.gov/pdf/about/budget\\_perf/annual\\_report\\_pdfs/Annual-Report-19-20.pdf](http://www.cafc.ca.gov/pdf/about/budget_perf/annual_report_pdfs/Annual-Report-19-20.pdf)
- F5CA allocated \$5 million during FY 2019 - 2020 to provide basic necessities and cleaning supplies to child care providers and people working in essential services such as 1.2 million adult masks, 4.9 million diapers, 68,000 units of disinfectant and children's books. We worked with San Mateo Event Center in distribution of these supplies.
- In FY 2019 – 2020, First 5 County Commissions invested \$321 million in services and \$84 million in System Change. First 5 County Commissions provided 596,223 child services, 729,955 adult services, and distributed 145,000 Kits for New Parents.
- In July 2019, F5 California approved an additional \$103 million to fund IMPACT (Improve and Maximize Programs so ALL Children Thrive) from FY 20-21 through 22-23. The funding will prioritize settings that do not receive other quality supports including family child care homes; family, friend, and neighbor care; and program serving families who receive child care vouchers.
- Quality Rating & Improvement Systems showed over 7,700 sites participate across the state, an increase of 11% from prior fiscal year.
- Dual Language Learner Pilot Study – Phase 1 report titled: *The Early Learning and Care Context for Dual Language Learners in California* is available at <https://californiadllstudy.org/reports>

Commission provided comments and asked questions.

Public Comments: None

The PowerPoint Presentation can be found on the F5SMC's website, [June 28, 2021 Commission Meeting Presentations](#).

#### 9. **Approval of F5SMC's Long Term Financial Plan (LTFP) from 2020 – 2021 through FY 2024 – 25 (FY 20/21 Update)**

Kitty Lopez, F5SMC's Executive Director, presented this agenda item. Lopez highlighted the following:

- The more detailed information of the LTFP 2020 – 2021 through FY 2024 – 2025 is included in the packet.
- The Finance Committee reviewed the LTFP materials that is being presented and must be reviewed by the Commission every year as part of the requirements along with the Annual Report for funding from First 5 California.
- LTFP is a snapshot in time with financial information that continues to change and evolve. Commission has the opportunity to review and approve updated LTFP every year.

- Tobacco Tax Revenue Projections are from May 2020. F5 continues to seek new revenues each year.
- New Strategic Plan Implementation Plan (SPIP) FY20-23.
- Continue to implement SPIP FY18-20 Funds Carry Over.
- Ending Fund Balance FY 24-25 is projected \$2.850 million. It is anticipated that from FY 2025 forward, Total Appropriations would be in line with Total Fiscal Revenues.
- For 5 years aggregate FY 2020 – 2025, total revenue is \$29.4 million and appropriations \$36.1 million.
- Update on Audit of the California Department of Tax and Fee Administration.

Commission asked questions.

Public Comments: None

Lopez requested an approval of this agenda item:

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

Motion approved.

**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**

The Commission reviewed and discussed the First 5 San Mateo County’s 2020 – 2025 Strategic Plan for FY 2020 – 2021 and there are no changes and additions on the Strategic Plan. We continue to implement to the Strategic Plan.

Commission made comments.

Public Comments: None

**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.**

Kitty Lopez shared a brief background as indicated in the Commission packet.

Public Comments: None

MOTION: GROOM/ SECOND: COLE  
 AYES: BECERRA, COLE, FOUST, GROOM, FRISELLA, PATEL, PHILLIPS-SVED, ROGERS  
 RECUSED: MAGEE  
 NOES: NONE  
 ABSTAIN: NONE

Motion approved.



**12. Executive Director's Report**

The Executive Director's written report was included in the [June 28, 2021 Commission Meeting Packet](#). Kitty Lopez highlighted the following:

- Roundtable discussion with Congresswoman Jackie Speier and early childhood representatives and parents on state of childcare and the workforce.
- President and CEO of SAMCEDA and F5SMC's Commissioner, Rosanne Foust, and President and CEO of Chamber San Mateo County, Amy Buckmaster, co-authored an article in *Silicon Valley Business Journal* published on July 7, 2021 on the data and impact of child care investments to the economy and urged Governor Newsom to prioritize child care to its state budget.
- Joint statement from First 5 California and First 5 Association of California regarding commemorating Juneteenth as a federal holiday.
- Two more distributions to SMC of PPEs from First 5 California and Supply Bank are scheduled. Thanked Commission Magee with her assistance of getting another storage space for these items.
- Links of the current newsletters.

Commission made comments

Public Comments: None

**13. Committee Updates**

The Committee Updates written report was included in the [June 28, 2021 Commission Meeting Packet](#).

Finance Committee: Committee Chair, Commissioner Becerra shared that the Committee met and reviewed the LTFP materials presented and approved today. She acknowledged Kitty Lopez and Khanh Chau for making the financial statements concise and easy to understand which helps the Committee in making decisions.

Commissioner Rogers adjourned the meeting at 5:45 PM.

**DATE:** September 27, 2021  
**TO:** First 5 San Mateo County Commission  
**FROM:** Kitty Lopez, First 5 San Mateo County Executive Director  
**RE:** Approval of Amendment to Agreement to the Child Care Coordinating Council of San Mateo County (4Cs) for Build Up San Mateo County: Policy and Technical Assistance Agreement in the Amount of \$530,000 Contract Term effective April 1, 2020 thru June 30, 2023.

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### **ACTION REQUESTED**

Approval of Amendment to Agreement to the Child Care Coordinating Council of San Mateo County (4Cs) for Build Up San Mateo County: Policy and Technical Assistance Agreement in the Amount of \$530,000 Contract Term effective April 1, 2020 thru June 30, 2023.

### **BACKGROUND**

Build Up San Mateo County is a coordinated, cross-agency initiative of paid staff, volunteer community advocates, and a high-level, cross-sector Advisory Body working with cities, developers, employers, school districts, and faith-based organizations to mitigate the county's significant childcare facilities shortage. The Leadership Team includes representatives from First 5 San Mateo County, 4Cs of San Mateo County, San Mateo County Board of Supervisors, San Mateo County Office of Education, San Mateo County Child Care Partnership Council, and Silicon Valley Community Foundation. In addition, Build Up has established a multi-sector Advisory Board with Assemblymember Kevin Mullin as its Honorary Chair and F5SMC Executive Director Kitty Lopez and County Supervisor Dave Pine as co-chairs. Visit the website <https://buildupsmc.com/>

Build Up began in 2017 and the three year "start-up" phase was funded through a combination of public and private entities. Staffing for the initiative includes a full-time Director and a full-time Technical Assistance Coordinator. F5SMC and Human Services Agency were the initial public funders for operations and because of this financial commitment, 4Cs was able to secure operational/staffing costs early in the initiative reserving the use of these public funds for subsequent years. To date, the positions were predominantly funded through two family foundation grants to 4Cs of San Mateo County, where both the Director and TA Coordinator are on staff. 4Cs has a long history supporting early care and education facilities and can leverage existing resources and expertise to support the Build Up work.

Since COVID, technical assistance supports and advocacy for the essential business of childcare especially Family Child Care and private providers has increased substantially. Many of these businesses are women and minority owned. Build Up, with funded from Gilead Sciences, Inc. implemented an FCC mini grants program for providers expanding from small to large, licensed homes. **See attachment 9.1 for the Gilead Sciences Inc. One Pager.**

### **PROGRESS UPDATE**

The initiative is guided by strategies developed by a county-wide task force based on a detailed report of the then current (2015) and predicted (2025) availability of demand and availability of child care facilities by city. Build Up has achieved considerable results and attention in its first three years. A US Chamber of Commerce Foundation case study was conducted on Build Up innovative model and early progress. A regional facilities workgroup

has formed around the facilities work has transformed into a state-wide facilities initiative, *Build Up for California’s Children based on our local model has been developed, implemented and has been based on our local model.* Build Up is a key player at the state level and national conversations on facilities policy and sustainability development. **Attachment 9.2** illustrates Build Up’s FY 20-21 progress creating and preserving childcare and work towards 6 fundamental goals of the initiative. Prior to COVID, Build Up had supported the creation or expansion of over 1600 pre-school and infant spaces and preserved over 600 spaces. In FY20-21, 140 new spaces were created, 277 spaces are in the pipeline for completion and 8660 spaces were preserved from permanently closing.

**AMENDMENT TO THE AGREEMENT SCOPPE OF WORK AND BUDGET**

The following is a synopsis of the proposed Scope of Work for Build Up Staff: full time Director and Technical Assistance Coordinator:

<b>Exhibit A Synopsis April 1, 2020-June 30, 2023</b>
<ol style="list-style-type: none"> <li><b>1. Technical Assistance:</b> Assist with establishment of new centers and Family Child Care Centers (FCC’s); Assist with expansion of centers and FCCs; Create resources for providers, cities, employers, affinity groups; Assist with policy development/reform to mitigate childcare facilities shortage; Administer expansion grant program</li> <li><b>2. Convenings:</b> Plan and facilitate Advisory Board meetings; Plan and facilitate planning committee meetings; Plan and facilitate workgroup meetings; Plan and facilitate ad-hoc meetings.</li> <li><b>3. Advocacy:</b> Plan and present at city government meetings; Plan and present at community meetings; Engage Employers and Business champions</li> <li><b>4. Partnerships:</b> Develop partnerships with potential funders; Develop partnerships with local, state, and national leaders in Early Childhood Care and Education</li> <li><b>5. Sustainability:</b> Pursue public and private sources of funding to support Build Up's work; Promote awareness of Build Up's work and success; Evaluate progress according to goals to demonstrate impact.</li> </ol>

- The current agreement for Build Up Technical Assistance grant had been for the sixteen-month term of April 1, 2020 through June 30, 2020 totaling \$230,000 jointly funded by F5SMC and Human Services Agency. (F5SMC Commission meetings were not held in July and August 2021).
- We are recommending amending the terms and budget to a term through June 2023 with an increase of \$300,000 to cover operational costs. The amended agreement term is April 1, 2020 through June 30, 2023 totaling \$530,000. The **See Attachment 9.3 for Amendment to Agreement Exhibit A; Attachment 9.4 for FY 21-22 Budget and Budget Narrative.**

**FISCAL IMPACT**

- F5SMC funding for the amendment to the agreement is allocated from the Strategic Plan Implementation Pan (SPIP) – Policy, Advocacy & Communications (PAC) focus area and Long-Term Financial Plan.
- F5SMC will continue to work with Build Up partners on sustainability strategies.

**RECOMMENDATION**

Approval of Amendment to Agreement to the Child Care Coordinating Council of San Mateo County (4Cs) for Build Up San Mateo County: Policy and Technical Assistance Agreement in the Amount of \$530,000 Contract Term effective April 1, 2020 thru June 30, 2023.



# EXPANDING AND IMPROVING EARLY LEARNING FACILITIES IN SAN MATEO COUNTY

## BUILD UP FAMILY CHILD CARE EXPANSION GRANTS

In San Mateo County, there is a childcare shortage. The lack of access to licensed child care, preschool, and afterschool programs impacts families, children, and the overall wellbeing of the region. Families rely on childcare to participate in the workforce. Accessible childcare boosts community development, sustainability, and economic growth.

To meet childcare needs, San Mateo County would need about 14,000 new spaces for young children by 2025, requiring \$428.4 million in capital funding. Early learning programs looking to expand face significant challenges—lack of usable, affordable space and extreme development expenses and timelines. Many give up on their expansion plans and dreams.

Build Up San Mateo County (Build Up SMC) works to grow and improve the supply of childcare facilities in San Mateo County so that all families can benefit from a strong, well-supported, and accessible early care and education system.

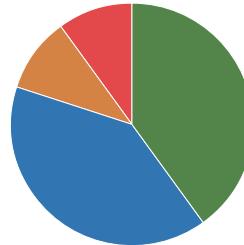
### Community Partner: Gilead Sciences, Inc.

In 2020, Gilead Sciences, Inc. provided a \$50,000 grant to increase access to childcare. With Gilead’s investment, ten \$5,000 Family Child Care (FCC) Grants were awarded to small at-home childcare programs. The goal was to help recipients expand their program license to a large family child care home, doubling the number of children each can serve. The grants were designed with flexibility, so that recipients could make the changes they needed to prepare their homes and programs for expansion.

#### Grant Recipients

- Little Steps Daycare
- Ping An Family Daycare
- Paola Bustos Family Child Care
- Castro's DayCare
- Growing Together Childcare and Preschool
- Playsmart Childcare
- Ronsonely Family Daycare Center
- Mimi Daycare
- Pinita's Daycare
- Happy Kids Family Daycare

#### Grant Recipient Demographics



- 44% Asian Descent
- 44% Hispanic/Latinx Descent
- 11% African American Descent
- 11% Other Minority Descent



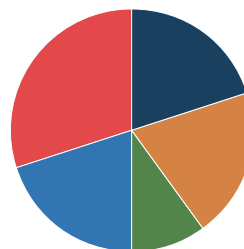
8 out of 10 providers serve infants



9 out of 10 are women-owned small businesses

“ It was a great feeling to be a recipient and to have the opportunity to renovate with hope for better times. [This grant] made me feel valued and important in what I do.”

— Little Steps Daycare



How many years have you been working in the ECE field?  
10 responses

- 1-2 years
- 3-5 years
- 5-10 years
- 10-20 years
- 20+ years

Even while facing the challenges of COVID-19, this program funded the successful expansion of 4 Family Child Care Home providers for a combined 22 new spaces.

**Build Up SMC's partnership with Gilead Sciences Inc. came at a perfect time, offering hope to small business owners during the uncertainty of the COVID-19 pandemic.**



### Castro's DayCare

Teresa Castro, owner of Castro's DayCare, began caring for her grandchildren while her daughter worked and went to school. She noticed many parents in her community needed childcare, and that motivated her to become a childcare provider. Teresa finds joy in giving children a loving, fun, and understanding environment to learn and grow in. As an FCC Grant recipient, she bought classroom furniture and educational materials. This helped to maximize facility space. Teresa plans to expand Castro's DayCare to serve more children and families in San Mateo County.

"The grant has helped me with my personal goals. I wanted to expand my daycare, but I didn't have the money to buy the necessary things to make more room for the kids."

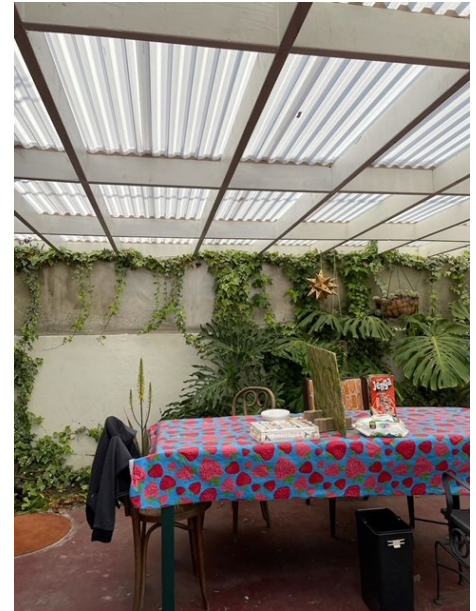
— Castro's DayCare

### Playsmart Childcare

Ana Deocampo's Playsmart Childcare provides children quality care and a safe space for healthy development. Ana has completed the requirements to expand her program as a large licensed family child care home and wants to serve more children, but like many childcare providers, her business has experienced challenges during the pandemic. The FCC Grant helped her to continue operating and remain financially steady. She used her grant to make repairs and renovations to provide a safe outdoor space where children can play and learn safely during the COVID-19 pandemic.



BEFORE



AFTER

San Mateo County is well-positioned to thrive when businesses and organizations partner to invest in young children. Our shared commitment leads to healthy families, a vital workforce, and strong communities.

— Christine Padilla, Build Up SMC Director





## Progress Narrative April 1, 2020 - June 30, 2021

**Goal A: Communicate** the depth of the gap and recommended solutions using Brion Child Care Study and Task Force recommendations in order to **expand partners and allies**.

**Goal B:** Work across sectors to **reuse/re-designate existing space** in order to **increase the number of early learning spaces**.

**Goal C:** Work with cities and the county on policies and incentives to **prioritize child care in future developments** in order to **increase the number of early learning spaces**.

**Goal D:** Engage **large employers to create new child care facilities** for their employees

**Goal E: Generate revenue** for facility development through local tax measures and other sources, and assist providers in drawing down existing funds in order to **increase the number of early learning spaces**.

**Goal F:** Develop and implement an **organizational structure and staffing plan** for Build Up.

First 5 San Mateo County funds supported the Build Up San Mateo County Initiative to preserve, expand and improve the supply of childcare and preschool facilities in San Mateo County. Funding specifically provided for a portion of the salaries and benefits of the Build Up SMC Initiative Director and Technical Assistance Coordinator through June 2021. Through these two full-time staff positions, Build Up SMC was able to:

- Updated the 2007, Child Care and Land Use Study — which has been used by child care providers and interested potential operators to aid in comprehension of the various sectors regulating the development of early care and education spaces. We worked with Planning Departments to participate by providing information regarding their General Plan, Zoning Map, as well as an analysis and interpretation of their Municipal Code. The data collected will be used to develop resources for San Mateo County's ECE community and recognize cities engaging in proactive work.
- Supported Samaritan House in connecting with Family Child Care Providers to apply for the San Mateo's Rental Assistance Program. Work directly with city staff to support outreach efforts and compile feedback from childcare providers.
- Supported Fair Oaks Community Center in connecting with Family Child Care Providers to apply for the Redwood City's Rental Assistance Program. Work directly with city staff to support outreach efforts and compile feedback from childcare providers.
- Provided Technical Assistance to numerous Child Care programs
- Participated in the coordination and review of the Child Care Relief Fund Program, including 20 hours of Spanish translation to grant applicants
- Participated on the SMC Covid-19 Child Care Response Team
- Participate on the County's Child Care and Education Recovery Team

- Supported a childcare operator with RFP outreach
- Worked closely with 10 Family Child Care Home providers on expanding from a small to large program as Build Up's first mini grant recipients funded by Gilead Sciences Inc.
- Worked with city staff and council on understanding the landscape of childcare and zoning and permitting issues.
- Worked with cities and developers to designate-childcare spaces in mixed use developments and other development projects.

Supported facilities policy development, advocacy, leadership to create and preserve childcare facilities:

- Participate regularly on the National Children's Facilities Network Policy Committee, Communications Committee and Facilities Data & Research Workgroups
- Develop Build Up Monthly Advocates Newsletter
- Participate in Build Up California Planning Committee
- CARES Act Funding Advocacy
- Advocated for the County's Child Care Relief Fund Grants
- Participate in the SMC Covid-19 Child Care Response Team



**EXHIBIT A AGREEMENT**

**I. Technical Assistance:**

- Assist with establishment of new centers and Family Child Care Centers (FCC's)
- Assist with expansion of centers and FCCs
- Create resources for providers, cities, employers, affinity groups
- Assist with policy development/reform to mitigate child care facilities shortage
- Administer expansion grant program

**II. Convenings:**

- Plan and facilitate Advisory Board meetings: 3x/yr
- Plan and facilitate planning committee meetings : 5x/yr
- Plan and facilitate workgroup meetings: 2x/yr
- Plan and facilitate ad-hoc meetings:4x/yr

**III. Advocacy**

- Plan and present at city government meetings :8x/yr
- Plan and present at community meetings :4x/yr
- Engage Employers and Business champions

**IV. Partnerships**

- Develop partnerships with potential funders
- Develop partnerships with local, state, and national leaders in Early Childhood Care and Education

**V. Sustainability**

- Pursue public and private sources of funding to support Build Up's work
- Promote awareness of Build Up's work and success
- Evaluate progress according to goals to demonstrate impact

**VI. Standard Activities**

- Distribute the First 5 Kit for New Parents to your clients as appropriate
- Participate in F5SMC Learning Circles and other collaborative efforts
- Place F5SMC Tobacco-Free Premises placard in a prominent area where services take place
- Make tobacco education and cessation resources provided by F5SMC readily available to those served by the agency and to staff at the agency via the 1-800-NO-BUTTS hotline and on your website via a link to the California Smokers' Helpline at [www.nobutts.org](http://www.nobutts.org)
- Report on this grant using Persimmony, the F5SMC online grant-management system.

**VII. Communications**

- Distribute F5SMC materials to project clients and at community events
- Put out a press release using template provided by F5SMC announcing receipt of F5SMC funding for your program/agency
- Recognize F5SMC by placing the F5SMC logo and/or the phrase "Funding provided by First 5 San Mateo County" in your agency's annual report, public education materials, outreach materials, website, media communications, and presentations and papers on work funded (wholly or in part) by F5SMC
- Place a placard announcing project funding by F5SMC in a prominent area where services take place

CHILD CARE COORDINATING COUNCIL:

**ATTACHMENT 9.3**

BUILD FOR SAN MATEO COUNTY POLICY AND TECHNICAL ASSISTANCE

- Participate in F5SMC Communications Workgroup and other communications activities as requested, and follow the recommendations of the Communications Workgroup regarding use of the F5SMC Style Guide: <http://www.first5sanmateo.org/partners/grantee-resources/>
- Attend trainings on and utilize as appropriate the F5SMC Social Media Toolkit



**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:	<b>First 5 San Mateo County</b>
Program/Project Name:	<b>BuildUp</b>
Amount of Request:	<b>\$150,000</b>
Budget Period:	<b>07/01/2021-06/30/2022</b>
Submission Date:	<b>7/14/2021</b>

\*\* 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			
Program Director	\$ 130,000.00	1.00	\$ 67,982.98	\$ 62,017.02	\$ 130,000.00
Program TA	\$ 65,958.00	1.00	\$ 34,492.47	\$ 31,465.53	\$ 65,958.00
C.					
D.					
E.					
Benefits @ ___%			\$ 18,303.11	\$ 16,696.89	\$ 35,000.00
<b>Subtotal - Personnel</b>			<b>\$ 120,778.57</b>	<b>\$ 110,179.43</b>	<b>\$ 230,958.00</b>

II. OPERATING EXPENSES		A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Rent and Utilities		\$ 2,220.43	\$ 2,025.57	\$ 4,246.00
Office Supplies and Materials		\$ 209.18	\$ 190.82	\$ 400.00
Telephone/Communications		\$ 1,062.63	\$ 969.37	\$ 2,032.00
Postage/Mailing		\$ 26.15	\$ 23.85	\$ 50.00
Equipment Lease		\$ 2,993.34	\$ 2,730.66	\$ 5,724.00
Travel Using Personal Vehicle		\$ 627.54	\$ 572.46	\$ 1,200.00
Training		\$ 104.59	\$ 95.41	\$ 200.00
Audit Fees		\$ 824.16	\$ 751.84	\$ 1,576.00
Insurance		\$ 990.46	\$ 903.54	\$ 1,894.00
Payroll Processing		\$ 2,510.14	\$ 2,289.86	\$ 4,800.00
IT Support		\$ 953.85	\$ 870.15	\$ 1,824.00
Meals/Catering		\$ 627.54	\$ 572.46	\$ 1,200.00
		\$ -	\$ -	\$ -
<b>Subtotal - Operating Expenses</b>		<b>\$ 13,150.00</b>	<b>\$ 11,996.00</b>	<b>\$ 25,146.00</b>

III. CAPITAL EXPENDITURES	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
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.	\$ -	\$ -	\$ -
<b>Subtotal - Capital Expenditures</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

IV. INDIRECT COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
12%	\$ 16,071.43	\$ -	\$ 30,732.48
(Attach copy of approved indirect cost rate proposal if percentage exceeds 12%, or submit a proposal for approval)			\$ -
<b>Subtotal - Indirect Costs</b>	<b>\$ 16,071.43</b>	<b>\$ 14,661.05</b>	<b>\$ 30,732.48</b>

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
<b>Total of sections I - IV</b>	<b>\$ 150,000.00</b>	<b>\$ 136,836.48</b>	<b>\$ 286,836.48</b>

**VI. IN KIND SUPPORT:** Please identify any in-kind support that is available to this project (example: volunteer hours, donated office space or equipment). If volunteer hours are listed, please indicate the role(s) of volunteers in the project.

**VII. LEVERAGED FUNDS ARE FROM:** Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured. **50K from Measure K funds, 50K Gilead, 10K Build Up Support through EQ+IP**

<b>Date Prepared:</b>		<b>Prepared By:</b>	<i>Jenise Allen</i>
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First 5 San Mateo County Use Only			
<b>Date Approved:</b>		<b>Approved By:</b>	



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

Agency Name:	<b>First 5 San Mateo County</b>
Program/Project Name:	<b>BuildUp</b>
Amount of Request:	<b>\$150,000</b>
Budget period:	<b>07/01/2021-06/30/2022</b>
Submission Date:	<b>7/14/2021</b>

<b>I. PERSONNEL</b>	A. Amount Requested	Description / Explanation
<u>Position Title</u>		
Program Director	\$ 67,982.98	Oversee Program
Program TA	\$ 34,492.47	Provider TA to provider, community partners
C.	\$ -	
D.	\$ -	
	\$ -	
Benefits @_%	\$ 18,303.11	
<b>Subtotal - Personnel</b>	<b>\$ 120,778.57</b>	

<b>II. OPERATING EXPENSES</b>	A. Amount Requested	Description / Explanation
Rent and Utilities	\$ 2,220.43	Based on 25 FTE
Office Supplies and Materials	\$ 209.18	Based on 25 FTE
Telephone/Communications	\$ 1,062.63	Based on 25 FTE
Postage/Mailing	\$ 26.15	Based on 25 FTE
Equipment Lease	\$ 2,993.34	Based on 25 FTE
Travel Using Personal Vehicle	\$ 627.54	Based on 25 FTE
Training	\$ 104.59	Based on 25 FTE
Audit Fees	\$ 824.16	Based on 25 FTE
Insurance	\$ 990.46	Based on 25 FTE
Payroll Processing	\$ 2,510.14	Based on 25 FTE
IT Support	\$ 953.85	Based on 25 FTE
Meals/Catering	\$ 627.54	Based on 25 FTE
	\$ -	
	0	
<b>Subtotal - Operating Expenses</b>	<b>\$ 13,150.00</b>	

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

IV. INDIRECT COSTS	A. Amount Requested	Allocation Method / Formula Used
<u>0.12</u>	\$ 16,071.43	
<b>Subtotal - Indirect Costs</b>	<b>\$ 16,071.43</b>	

V. TOTAL PROGRAM COSTS	A. Amount Requested	
<b>Total of sections I - IV</b>	<b>\$</b>	<b>150,000.00</b>

VI. IN KIND SUPPORT: Please identify any in-kind support that is available to this project (example: volunteer hours, donated office space or equipment). If volunteer hours are listed, please indicate the role(s) of volunteers in the project.

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured. 50K from Measure K funds, 50K Gilead, 10K Build Up Support through EQ+IP

*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**



**DATE:** September 27, 2021  
**TO:** First 5 San Mateo County Commission  
**FROM:** Kitty Lopez, Executive Director  
**RE:** Approval of the F5SMC’s Amendment Lease Renewal Agreement with Borel Estate Company

**ACTION REQUESTED**

Approval of the F5SMC’s Amendment Lease Renewal Agreement with Borel Estate Company

**BACKGROUND**

First 5 San Mateo County has a Lease Amendment with Borel Estate Company for the office facility located at 1700 S El Camino Real, Suite 405, San Mateo County, San Mateo, CA 94402. The current five-year term lease is set to expire on October 31, 2021. The New Amendment agreement reflects the following:

- o Extension of the term from October 31, 2021 through October 31, 2025
- o No rent fee for period November 1, 2021 through February 28, 2022, and then to \$4 per square foot, or \$7,896 per month, beginning March 1, 2021 through October 31, 2025
- o First 5 leases office facilities and other equipment categorized as noncancelable operating leases.
- o A new Lease Amendment for the next 4-year Lease term will expire on October 31, 2025.

The Borel Estate Company’s Proposal for Lease Renewal (**See Attachment 10A**). The Lease Renewal Proposal has been reviewed by F5 County Counsel.

**FISCAL IMPACT**

- Total costs for such leases were \$93,308 for the year ended June 30, 2021.
- The future minimum lease payments for the office facilities lease are as follows:
  - Fiscal Year Ending June 30, 2022 - \$64,188 (4 months free rent from Nov 2021 – Feb 2022)
  - Fiscal Year Ending June 30, 2023 - \$96,252
  - Fiscal Year Ending June 30, 2024 - \$96,252
  - Fiscal Year Ending June 30, 2025 - \$96,252

Lease Schedule

YEAR	DATE	FY20-21	FY21-22	FY22-23	FY23-24	FY24-25	FY25-26	NOTES
	7/1/2021-10/31/2021		31,104.56					
	<b>New Lease Amendment</b>							
1	11/1/2021 to 10/30/2022		31,584.00	31,584.00				4 months of free rent from Nov 2021 to Feb 2022
2	11/1/2022 to 10/30/2023			63,168.00	31,584.00			
3	11/1/2023 to 10/30/2024				63,168.00	31,584.00		
4	11/1/2024 to 10/30/2025					63,168.00	31,584.00	
	<b>Operating Expenses</b>		<b>1,500</b>	<b>1,500</b>	<b>1,500</b>	<b>1,500</b>	<b>1,500</b>	



**ACTION REQUESTED**

Approval of the F5SMC's Amendment Lease Renewal Agreement with Borel Estate Company

## FIRST AMENDMENT TO OFFICE LEASE AGREEMENT

This First Amendment to Office Lease Agreement ("First Amendment"), dated September \_\_\_\_, 2021 (the "Effective Date"), is by and between Borel Estate Company, a California Limited Partnership ("Landlord"), as Lessor, and the First 5 Commission San Mateo County ("Tenant"), as Lessee (collectively, the "Parties").

### Recitals

A. Landlord and Tenant entered into an Office Lease Agreement (the "Lease"), dated October 19, 2016, for approximately 1,974 square feet of rentable space in Suite 405 in that certain building commonly known as 1700 South El Camino Real, San Mateo, California ("Premises"), for a five-year term of November 1, 2016 through October 31, 2021.

B. The Lease is scheduled to expire on October 31, 2021.

C. Under the Lease, Tenant was granted two options to extend or renew the Lease for a five-year term.

D. Tenant has validly exercised the first option to extend or renew the Lease.

E. By this First Amendment, the parties intend to amend the Lease to reflect the exercise of the first option to extend with the following modifications: (i) extension of the term from October 31, 2021 through October 31, 2025, (ii) rent to \$0 for the period of November 1, 2021 through February 28, 2022, and then to \$4.00 per square foot, or \$7,896 per month, beginning March 1, 2021 through October 31, 2025.

F. The Parties acknowledge the truth of the Recitals set forth above which are hereby incorporated into this First Amendment.

### First Amendment

For good and valuable consideration as hereinafter set forth, the sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. Notwithstanding the terms in Articles 1 and 36 of the Lease for the first Option Term, the parties agree to the following amendments to the Lease:

a. "Expiration Date" on page 1 of the Agreement is hereby extended to October 31, 2025.

b. Next to "Base Rent Adjustment Schedule" on page 2 of the Agreement, the language shall be amended to include the following:

November 1, 2021 – February 28, 2022	\$0
March 1, 2022 – October 31, 2025	\$7,896.00

2. **Remaining Option.** The parties acknowledge that there is one remaining option to extend under the Lease that may be exercised by Tenant in accordance with the terms of the Lease.

3. **Counterparts.** This First Amendment may be executed in two or more counterparts, each of which shall be deemed an original, but all of which taken together shall constitute one and the same instrument.

4. **No Further Amendments; Conflicts.** All other terms and conditions of the Lease shall remain in full force and effect. The Lease, as amended, constitutes the entire agreement between Landlord and Tenant regarding the Lease of the Premises and may not be modified except by an instrument in writing duly executed by the Parties hereto. In the event of any conflict between the terms of the Lease, and the terms of this First Amendment, the terms of this First Amendment shall control.

**LANDLORD:**

BOREL ESTATE COMPANY, a California Limited Partnership

By: Borel Estate GP LLC, a California limited partnership  
Its: General Partner

By:   
Michael Bérubé, Manager

By:   
Chonita E Cleary, Manager

Signed at: San Mateo

Dated: 3/11/2021

**TENANT:**

FIRST 5 COMMISSION SAN MATEO COUNTY

By: \_\_\_\_\_  
Louise Rogers, Chair

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

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## **OVERVIEW**

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

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

##### **Family Children Care Listening Session:**

On July 8<sup>th</sup>, F5SMC and 4C's held a listening session with 12 SMC licensed Family Child Care Provides (FCC's) to hear about their experiences and feedback on business operations and supports to the workforce. We thank the providers who participated for providing their insight and expertise which will be helpful for future advocacy and sustainability efforts.

#### **HEALTHY CHILDREN**

##### **Children's Health Initiative (CHI) Oversight Committee Approvals:**

On July 30<sup>th</sup>, the CHI Oversight Committee met to discuss and vote on recommendations put forth by the CHI Planning Committee for funding. As a reminder, the CHI Reserve is the combined reserve from previously allocated dollars set aside to fund children's health insurance for children who were otherwise uninsured before the state assumed that function. The funds include dollars invested from First 5 SMC as well as the County, Sequoia Health Care District, and Peninsula Health Care District.

The Oversight Committee voted to approve a grant to First 5 San Mateo County for up to \$100,000 to administer funding for the *Ensuring Equity through School-Based Oral Health Partnerships Initiative*, which would document oral health service delivery in school settings, use GIS mapping to show the relationship of these services to areas in the county that may have higher oral health needs or risk factors, and then produce recommendations for how to collectively target school-based oral health delivery efforts going forward. This recommendation was contingent upon the subsequent approval of the Oral Health Coalition Core Team. The group also approved a second round of funding \$2M investment to Mission Asset Fund (MAF) for the Immigrant Families Recovery Fund and a grant to NEMS for \$210,000 for the build-out of two dental operatories in their Daly City clinic with priority for children. A subsequent grant to Sonrisas Dental Health for \$105,000 to prioritize children and an additional augmentation to the MAF grant in the amount of \$1,225,150 were also approved at the August 31<sup>st</sup> meeting. Stay tuned for an upcoming presentation on CHI, its history, and our collective investments at an upcoming Commission meeting.

##### **Oral Health Meetings:**

On August 4<sup>th</sup>, the Children's Oral Health Workgroup met for a regularly scheduled meeting. The main topic of the meeting was to give feedback on the proposed school-based service delivery mapping project (noted above) that was being considered for funding. The workgroup's feedback was routed to the Oral Health Coalition Core Team on August 12<sup>th</sup>, which added feedback and incorporated the edits into the final version and was subsequently approved by the CHI Oversight Committee for funding.

**Help Me Grow National Forum Networking Session:**

On September 20<sup>th</sup>, First 5 SMC staff member Emily Roberts and HMG SMC Consultant Cheryl Oku joined Alexandra Parma, Senior Policy Research Associate from the First 5 Center for Children's Policy, to host a Networking Session at the HMG National Forum entitled "Promoting Local and Statewide Systems Change Through Help Me Grow". The session highlighted the parallel and interconnected work that First 5 Center for Children's Policy and First 5 SMC have recently undertaken to focus on our Early Identification and Intervention system at the state and local levels. Commissioner and Help Me Grow SMC Physician Champion Dr. Neel Patel attended the session along with others from across the country.

**RESILIENT FAMILIES****Systems-Level Fatherhood Initiative Update**

F5SMC staff will explore ways to broaden the systems-level work in the Resilient Families Focus Area in addition to fatherhood involvement given the pandemic and the departure/relocation of 2 key fathers with lived experiences who were instrumental in co-designing Father Café's and systems approaches. We envision this work will also address emerging issues such as: the impact of COVID and how it has further marginalized certain families; the need for more mindful equity approaches and how that reflects on the family serving system; the trauma of uncertainty coming from COVID that has hit families of young children especially hard; and "resiliency fatigue" that the family-serving providers are experiencing. This strategic broadening of this effort will be in-tune with real-time issues facing families and the system serving them. We will keep you updated as we explore how best to move forward.

**Friday Café Advisory Meeting:**

On August 31<sup>st</sup> Karla Rodriguez and Soodie Ansari of the SMCOE, hosted the Friday Café Advisory Board meeting. The advisory board met to provide input into the fall series of Friday Cafes. A theme emerged rather quickly around the emotional stress felt by family support providers regarding the transition back to in-person work/school amidst the ongoing, ever-changing COVID-19 pandemic. Many providers are experiencing vicarious trauma not only from working so closely with families and young children who have faced COVID-related hardships, but also from working closely with families affected by the CZU fire, job loss, housing challenges, etc. The group resonated with the concept that "it's ok not to be ok" so as part of the Fall series, Friday Cafes will unpack the emotional cost of transitioning back while supporting providers to reengage. September's Friday Café, "Navigating the Transition Back to In-Person Connections", will be held on September 24<sup>th</sup> via zoom.

As one Friday Café participant commented: "Thanks to Friday Cafés and the funding provided by First 5, I have been able to reconnect with myself as a professional, and I have been supported through a journey of introspection where I am currently re-evaluating my circumstances and resetting my intentions in the field of family engagement, and in life as a woman of color, a single mother, a parent leader, and a professional. It has been transformational." Since being the storyteller at the Commission meeting, Valerie has been featured on the F5SMC Website in a blog about her Friday Café experience, you can access her story here: <https://first5sanmateo.org/creating-community-and-more-through-friday-cafe/>

Future Friday Café dates: October 29<sup>th</sup>, December 3<sup>rd</sup>, January 28<sup>th</sup>, February 25<sup>th</sup>, March 25<sup>th</sup>, April 29<sup>th</sup> and May 27<sup>th</sup>, and will be conducted via zoom until further notice. Please join us!

**POLICY & ADVOCACY UPDATES**

**New Report: Female Labor Force Participation Is Key to Economic Recovery**

A new report released this week, [Female Labor Force Participation Is Key to Our Economic Recovery](#), finds that women’s workforce participation is at its lowest rate in more than 30 years, and lack of child care is a significant driver of women exiting the workforce. The report outlines policy recommendations for both private and public investments in the child care system. Following the release of the new report, ReadyNation hosted a robust panel discussion moderated by Ali Vitali of NBC News, about the importance of child care in our economic recovery. A video of the panel discussion can be [viewed here](#).

**Support Letter SB 395 (Caballero)**

On September 20, 2021, First 5 San Mateo County submitted a letter to Governor Gavin Newsom requesting him to sign the bill SB 395 (Caballero) Healthy Options and Prevention Education (HOPE) Act: Electronic Cigarettes that is currently on his desk. This bill is to create parity between the sale of vape products and traditional tobacco products to promote smoking cessation, especially among youth, and fund prevention programs across early childhood, public health and health care. (See Attachment 11.1)

**Support Letter SB 682 (Rubio)**

On September 21, 2021, First 5 San Mateo County signed onto a letter to Governor Gavin Newsom urging him to sign this bill into law. SB 682 calls on the California Health and Human Services Agency to work in collaboration with relevant departments to develop and implement a plan to reduce by at least half racial disparities in childhood chronic diseases by 2030, including asthma, diabetes, depression, dental caries, and vaping-related diseases. (See Attachment 11.2)

**How Every Child Can Thrive by Five**

Molly Wright, a seven-year-old student from Queensland, Australia is one of the youngest people to give a TED Talk about the importance of the children’s first five years. Click the link to see this very impactful presentation.

[https://www.ted.com/talks/molly\\_wright\\_how\\_every\\_child\\_can\\_thrive\\_by\\_five](https://www.ted.com/talks/molly_wright_how_every_child_can_thrive_by_five)

**Thank You to Our Legislators!**

The Child Care Partnership Council and partners acknowledges our Legislators, Senator Becker, Assemblymember Berman, Assemblymember Mullin, and Assemblymember Ting for supporting Child Care Initiatives.



**THANK YOU**  
**Assemblymember Ting,**  
 for investing in our littlest learners and child care educators

Historic investments expanding early childhood care and education include:

- 200,000 child care slots
- Improved reimbursement rates
- Increased access to transitional kindergarten while preserving parent choice, and
- \$40 million for workforce development, among other supports.

This legislation lifts up women, working families, and early childhood educators. Child care is essential to build healthy communities and a strong economy in San Mateo County.

**THANK YOU**  
**Assemblymember Berman,**  
 for investing in our littlest learners and child care educators

Historic investments expanding early childhood care and education include:

- 200,000 child care slots
- Improved reimbursement rates
- Increased access to transitional kindergarten while preserving parent choice, and
- \$40 million for workforce development, among other supports.

This legislation lifts up women, working families, and early childhood educators. Child care is essential to build healthy communities and a strong economy in San Mateo County.

**THANK YOU**  
**Senator Becker,**  
 for investing in our littlest learners and child care educators

Historic investments expanding early childhood care and education include:

- 200,000 child care slots
- Improved reimbursement rates
- Increased access to transitional kindergarten while preserving parent choice, and
- \$40 million for workforce development, among other supports.

This legislation lifts up women, working families, and early childhood educators. Child care is essential to build healthy communities and a strong economy in San Mateo County.

**THANK YOU**  
**Assemblymember Mullin,**  
 for investing in our littlest learners and child care educators

Historic investments expanding early childhood care and education include:

- 200,000 child care slots
- Improved reimbursement rates
- Increased access to transitional kindergarten while preserving parent choice, and
- \$40 million for workforce development, among other supports.

This legislation lifts up women, working families, and early childhood educators. Child care is essential to build healthy communities and a strong economy in San Mateo County.

**LGBTQ Parent Peer Support Group**

This peer support group is for LGBTQ folks age 18 who are parents of kid(s) 0-5 years old to support each other, share parenting wisdom, and build community. This group is open to anyone who is a parent or caregiver of young children, with all family formations and ways of being or becoming a parent welcome! Pre-registration is required. Click the link to [tinyurl.com/smcpc-parentsgroup](https://tinyurl.com/smcpc-parentsgroup)



**Assembly Speaker Pro Tem Kevin Mullin Names Rosanne Foust Woman of Year!**

Assemblymember Kevin Mullin selected Commissioner Rosanne Foust, President and CEO of SAMCEDA and First 5 San Mateo County Commissioner, for 2021 Assembly District 22 Woman of the Year. Commissioner Foust will be virtually recognized on September 28, 2021 at 6 pm. Join us in congratulating Commissioner Foust! Click the link for the press release: <https://a22.asmdc.org/press-releases/20210316-assembly-speaker-pro-tem-kevin-mullin-names-rosanne-foust-woman-year>

**FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES**

**First 5 Getting REDI – A Learning Experience For Race, Equity, Diversity, & Inclusion (REDI)**

First 5 Association of California is hosting workshops open for First 5 Directors, Staff, and Commissioners who are interested in learning more about REDI. There are several workshops you can choose from. Click [here](#) for further details and to register. Kitty Lopez and Michelle Blakely will be attending the September 22<sup>nd</sup> REDI Session: Leadership in Organizations.

**COMMUNICATIONS UPDATES**

**What’s New on Our Website?**

**Expanding and Improving Early Learning Facilities in San Mateo County through the Build Up Family Child Care Expansion Grants**

Build Up San Mateo County was awarded a \$50,000 grant from Gilead Sciences to expand the capacity of childcare providers during the pandemic, and ten family child care centers benefitted with this investment. Click link for more information: <https://first5sanmateo.org/expanding-and-improving-early-learning-facilities-in-san-mateo-county-through-the-build-up-family-child-care-expansion-grants/>

**Put a Pause on Pot**

Check out this flyer of what every parents, families, and care givers need to know about cannabis! [https://first5sanmateo.org/wp-content/uploads/2021/09/F5SM-Pause-on-Pot-Flyer\\_09142021\\_print.pdf](https://first5sanmateo.org/wp-content/uploads/2021/09/F5SM-Pause-on-Pot-Flyer_09142021_print.pdf)



**Social Media and Analytics Report (See Attachment 11.3)**



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

September 15, 2021

Governor Gavin Newsom  
 Office of Governor Gavin Newsom  
 1303 10th Street, Suite 1173  
 Sacramento, CA 95814

RE: SB 395 (Caballero) Healthy Options and Prevention Education (HOPE) Act: Electronic Cigarettes – Request for Signature

Dear Governor Newsom,

First 5 San Mateo County supports SB 395 (Caballero), calling on the state to create parity between the sale of vape products and traditional tobacco products to promote smoking cessation, especially among youth, and fund prevention programs across early childhood, public health and health care.

Tobacco use is among the leading causes of preventable death in the US. Still, vaping has become increasingly popular despite the adverse health outcomes, especially among youth. In 2018, the U.S. Surgeon General declared teen vaping an “epidemic,” and in 2020, one in six students in 6th to 12th grades reportedly used tobacco products, with electronic cigarettes being the most commonly consumed. What’s more, 80 percent of parents who smoke do so in their homes or cars, exposing young children to toxins such as heavy metals, ultrafine particulates and nicotine through second-hand exposure, and 40 percent of pregnant women who use vaping products aren’t aware they contain nicotine at all. Although, San Mateo County (SMC) has one of the lowest rates of tobacco use amongst adults in California at 3.7% according to California Health Interview Survey, our community partners continue to spread prevention and education efforts to limit usage and illegal sales of products to throughout. For the last decade, the San Mateo County Tobacco Education Coalition (TEC) has mounted a tremendously successful effort to limit the number of illegal sales of tobacco products to youth under age 21. Despite being underage, in the early 2000s, youth who attempted to purchase cigarettes in the community were able to do so more than 50% of the time.

Due to systemic inequities, people of color and people with low-income are more likely to live in neighborhoods with a high density of tobacco retailers, and these communities are more likely to lack adequate access to the healthcare and services needed to combat the risk of addiction to tobacco products.

Despite this rising public health concern, California’s historically low tax rates on vaping products make them cheaper and more accessible, especially for youth. California’s taxation rate of these harmful products is inadequate to meet our collective public health concerns around vaping.

SB 395 addresses the disparity in taxation rates between vaping products and traditional tobacco products by levying an additional 12.5% rate on vaping products. Funds generated by the bill will support critical safety net and prevention systems across early childhood (Prop 10, 1998), public health (Prop 99, 1988), and healthcare (Prop 56, 2016).

First 5 San Mateo County is deeply committed to the health of children and families in our community. For over 20 years we have included Tobacco cessation education and information in our KNP (Kit for New Parents) for new and expectant parents, and “San Mateo County has a strong history of advancing campaigns that help smokers quit and protect the health and well-



being of all non-smoking youth and adults” (<https://www.smchealth.org/smoke-free-san-mateo-county>)

At a time when families are struggling more than ever, SB 395 is an opportunity to support millions of Californians across safety net systems and improve the health of California’s children and families. We are proud to support SB 395, and respectfully requests your signature on this important bill.



Kitty Lopez  
Executive Director



## Fight For Equity In Children's Health

Dear Governor Newsom,

The undersigned organizations urge you to sign SB 682 (Rubio) to ensure that California develops and implements a concrete plan to reduce racial disparities in childhood chronic disease. Approximately 25% of all children experience chronic health conditions—those conditions that last more than 12 months, are severe enough to create limits in everyday life, and reduce productivity in adulthood. Unfortunately, the burdens of childhood chronic illnesses fall hardest on families of color, and children of color in California are more likely to suffer and die from preventable or manageable chronic illnesses. For example, asthma and diabetes are by far deadlier for Black children than for white children, and Black children are 40 percent more likely to have asthma, five times more likely to be hospitalized, and three times more likely to die from asthma-related causes than their white counterparts. Five major chronic diseases affecting children in California with known racial disparities include: pediatric asthma, childhood diabetes, youth depression, childhood dental caries, and vaping-related diseases.

Although the State has signaled that health equity is a priority, there has been insufficient focus, measurable progress, and investment to specifically address racial inequities in the health outcomes of children. The State's efforts, previous and proposed, have been broadly classified under the umbrella of "health equity" leaving room for those efforts to focus on less sensitive topics, such as income level or housing, rather than addressing race

directly. Additionally, the State's programmatic and fiscal priorities encompass all age ranges, lacking a specific focus on children. However, 1 in 4 children suffer from chronic health conditions, many of which are preventable, and the burden of those conditions overwhelmingly falls on the shoulders of children and families of color. California has a responsibility to focus efforts explicitly on the needs of children and youth of color. The upward trend in childhood chronic disease in California is threatening the health of the next generation and not enough has been done to invest in prevention to help stop the increasingly high rates of chronic disease in children of color. These chronic illnesses are robbing our children of their well-being and the ability to thrive.

SB 682 seeks to ensure children are a priority in the State's policy efforts now with the explicit goal of creating a generation of healthier adults from the start rather than continuing to apply band-aids to fundamental problems. SB 682 would require the California Health & Human Services Agency (CHHS) and its Departments to identify performance measures with racial disparities, set reduction targets from baseline data, and then establish formal and strategic partnerships to meet those targets, while holding the State accountable. SB 682 would require that CHHS submit to the Legislature a plan for how CHHS and sister agencies will achieve the racial/ethnic disparities reduction targets and provide biannual reports on the progress being made towards closing those gaps.

It's time for California to act. Now more than ever, it is critical that California invests in the articulation and execution of a long-term vision to eliminate racial disparities in childhood chronic conditions. We urge you to sign SB 682, embarking California on a proactive approach towards ensuring the health and wellness of children and ultimately, the adults that those children will become.

Sincerely,  
The Undersigned Organizations

REPORT FOR AUG 1, 2021 - AUG 31, 2021

## FIRST 5 SAN MATEO ANALYTICS

## OVERVIEW

## OVERVIEW - AUGUST

August communications across F5SMC platforms reflected the slowdown in general for the late summer. There was some back-to-school content, an emphasis on COVID safety in light of the delta variant, and continued circulation of blogs.

**Website**

August analytics indicate better year-over-year August performance than 2020, and 86% of the visitors to the site were new users. The majority of site visits were referred by Facebook, both the desktop and mobile platforms. For September, there will be an uptick of original content from First 5 San Mateo, combined with the reopening of ECE, which should restore and grow website traffic.

**Social Media**

- o F5SMC gained a Facebook follower, totaling 1572. Page impressions and engagement were lower this month, consistent with the slower traffic to the website, the slowed content output. The engagement rate is 3.06% in August, higher than June despite the reduction in First 5 Content. Top posts by engagement were an article about female participation in the labor force and engaging learning techniques for your toddlers.
- o Instagram followers increased by 8 to 1188 in August. The top post by engagement this month focused on cultural impacts on child-rearing and how to foster love and acceptance from an early age.
- o Twitter engagement, impressions, and followers remained steady. There were 10 follower retweets.
- o LinkedIn has 98 followers. Engagement decreased from 8.1% to about 6%, but again, this is consistent with the reduction in the original content. The highest performing post was the TED talk starring the 7-year-old, discussing engaged parenting.

**Email Marketing**

- o No email campaigns in August

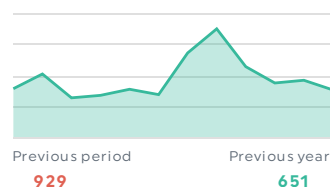
## WEBSITE ANALYTICS

## TOP PAGES BY PAGEVIEWS

Page Path	Pageviews
/	305
/covid-19-information-resources/	82
/staff/	59
/about/	56
/kit-for-new-parents/	39
/resources/	37
/commission/	31
/who-we-are/	27
/contact/	26
/for-parents-families/	25
/our-work/	25
/our-partners/	23
/category/covid-19-2/	20
/resource/car-seat-checks/	19
/early-childhood-development/	16
/family-blog/	16
<b>Total</b>	<b>1,336</b>

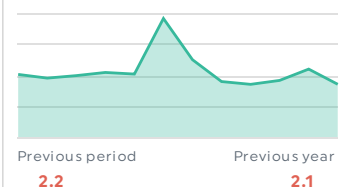
## TOTAL SESSIONS

773

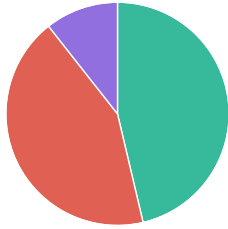


## PAGES PER SESSION

1.7



TOP SOURCES BY SESSIONS



Medium	Sessions	Previous period
(none)	358	456
organic	333	349
referral	82	122
<b>Total</b>	<b>773</b>	

AVERAGE SESSION DURATION

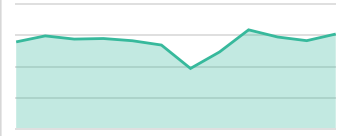
00:00:51



Previous period: 00:01:45 | Previous year: 00:01:34

BOUNCE RATE

76.07%

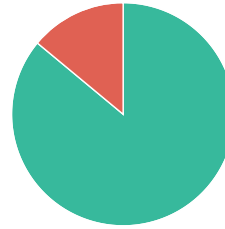


Previous period: 70.72% | Previous year: 71.74%

TOP REFERRERS BY SESSIONS

Source	Sessions	Previous period
facebook.com	19	12
m.facebook.com	15	29
l.facebook.com	8	12
helpmegrowsmc.org	7	20
cosmobrand.ru	4	7
smcgov.org	4	5
app.constantcontact.com	3	N/A
sanmateo4cs.org	3	1
t.co	3	2

NEW VS RETURNING

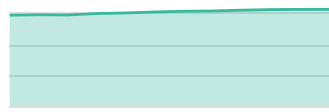


Visitor Type	Sessions
New Visitor	86.0%
Returning Visitor	14.0%

FACEBOOK INSIGHTS

FANS COUNT

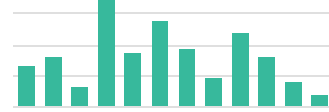
1,572



Previous period: 1,571 | Previous year: 1,470

FAN ADDS

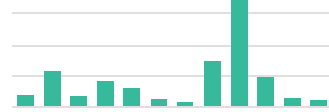
3



Previous period: 6 | Previous year: 7

PAGE IMPRESSIONS

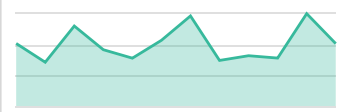
3,201



Previous period: 4,481 | Previous year: 5,007





PAGE ENGAGEMENT RATE

3.06%







Previous period: 4.51% | Previous year: 3.95%

TOP POSTS BY ENGAGEMENT RATE

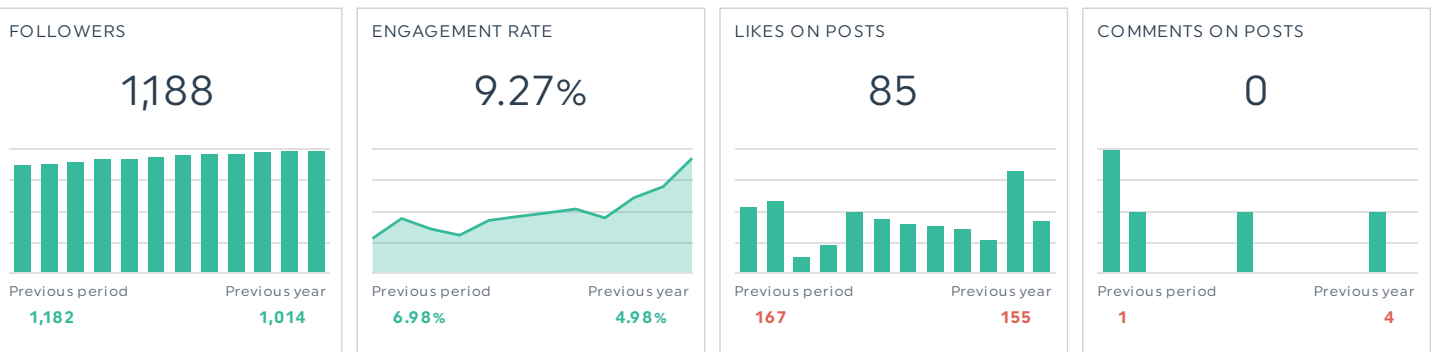
Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
 <p>New Report: Female Labor Force Participation Is Key to Economic Recovery  <a href="https://youtu.be/4G8Rk73R_ul">https://youtu.be/4G8Rk73R_ul</a> (id: 618117351594890_5888876807852225)</p>	9.09%	1	0	1
 <p>Is your family in need of community services? Search from a variety of trusted resources here in San Mateo County that include food assistance, counseling, and more! (id: ...)</p>	8.70%	0	0	0
 <p>There is so much wonder in watching your toddler learn things you have known since you were their age! Find these ways to engage their brains and teach key lessons in a fun and easy way. (id: ...)</p>	7.78%	3	0	4
 <p>Timeline Photos (id: 618117351594890_5880388385367734)</p>	7.59%	4	0	0

TOP POSTS BY IMPRESSIONS

1

Post With Image	Post Impressions	Post Reach
 <p>(id: 618117351594890_5958247600915145)</p>	223	214
 <p>Today is the first day for lots of schools in San Mateo County! Your kids are strong for surviving the last year of the pandemic. Though this might not be the normal we are all used to, childcare and early education are so importa ... (id: 618117351594890_5890648811008358)</p>	206	205
 <p>There is so much wonder in watching your toddler learn things you have known since you were their age! Find these ways to engage their brains and teach key lessons in a fun and easy way. (id: 618117351594890_5952059151533990)</p>	183	180
 <p>Relationships help children and adults deal with stress. Reach out to friends and loved ones to share and listen to each other's troubles. ☺☺ #sanmateocounty #sanmateostrong (id: 618117351594890_5880351788704727)</p>	160	157

INSTAGRAM INSIGHTS



TOP POSTS BY ENGAGEMENT RATE

Post With Image

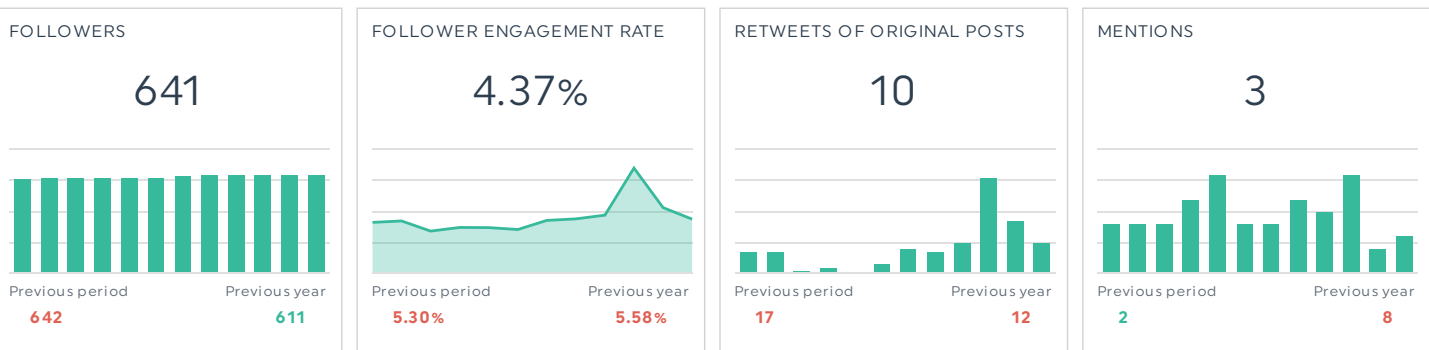
Image	Text	Engagement Rate	Replies	Retweets
	Almost every aspect of child-rearing — including feeding, diapering, and toilet training — is influenced by cultural beliefs and values. It's important to teach your kids that every family has their own normal and that underneath it we are all the same! Find a place to begin.	15.28%	11	0
	The more words your baby hears over time, the more words they learn. Especially now that your baby is in school, pivot from screen time to reading time! It's a great way to challenge their imaginations, develop their language, and get their own reading skills off to a good start! -- Cuantas más palabras escuche su bebé con el tiempo, más palabras aprenderá. Especialmente ahora que su bebé está en la escuela, icambie del tiempo frente a la pantalla	11.11%	7	0
	Its Breastfeed Awareness Month! Whether breastfeeding is right for you and your children or not, healthy nutrition in the first five years is imperative to a healthy development. So, whether you breastfeed for months, years, formula feed, or find another way, you're setting your baby up for success. Link in bio! -- ¡Es el mes de la concienciación sobre la lactancia materna! Ya sea que la lactancia materna sea adecuada para usted y sus hijos o	10.17%	6	0
	Today is the first day for lots of schools in San Mateo County! Your kids are strong for surviving the last year of the pandemic. Though this might not be the normal we are all used to, childcare and early education are so important to your kids' futures. Happy learning! -- ¡Hoy es el primer día para muchas escuelas en el condado de San Mateo! Sus hijos son fuertes para sobrevivir al último año de la pandemia. Aunque esto podría no ser lo normal a	10.00%	7	0

TOP POSTS BY IMPRESSIONS

Post With Image

Image	Text	Impressions	Reach
	Today is Senior Citizens Day. Are there Senior Citizens in your neighborhood? Take this opportunity to introduce your child to people in their neighborhood who might have stories to tell and appreciate the company! It's never too early to start recounting community and family histories with your kids.	117	111
	Curious about your child's development? Visit our friends @helpmegrowsmc to learn more about developmental milestones at various ages! helpmegrowsmc.org -- ¿Tiene curiosidad por el desarrollo de su hijo? ¡Visite el sitio nuestros amigos de @helpmegrowsmc para obtener más información sobre los hitos del desarrollo en varias edades! helpmegrowsmc.org	93	87
	San Mateo County has launched a new round of \$10,000 small business grants that are targeted to those small businesses that haven't received any county, state or federal relief in the last 12 months. Apply! Link in bio!	82	67
	Secure, stable, and supportive relationships with caring adults significantly contribute to a child's healthy brain development. Yet, many families in San Mateo County face challenges. 37% of low-income families do not feel like they could lean on anyone in their neighborhood for help and 24% of high-need families reported they did not have friends to help them in their role as parents. We are building a support system so that these families	81	80

TWITTER INSIGHTS



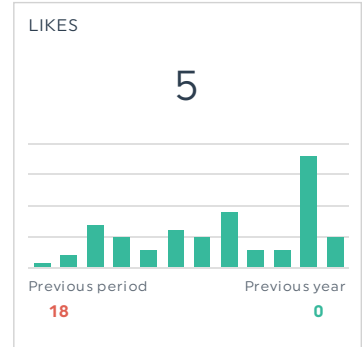
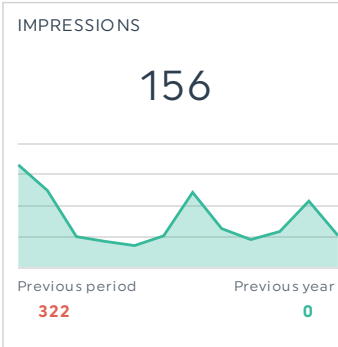
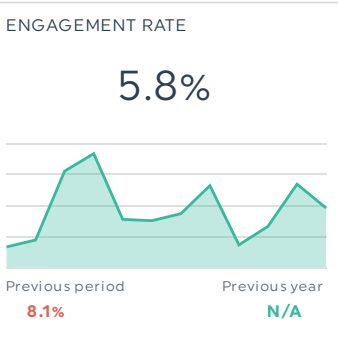


TOP RETWEETED POSTS

Post ^

@sanmateoco has launched a new round of \$10,000 small business grants that are targeted to th...	3
At First 5 San Mateo County, we work to create the conditions that will allow young children to pr...	1
RT @BuildUpSMC: Sending special thanks to Senator @JoshBeckerSV @first5sanmateo @...	1
RT @BuildUpSMC: Thank you to our Build Up SMC Honorary CoChair Assemblymember @kevinm...	3
RT @First5Assoc: Low-wage workers receive less lactation support than high-wage workers. A new...	2
RT @First5Assoc: New research suggests the #pandemic has caused more young children to fall be...	1
RT @First5CA: Are you covered by Medi-Cal and pay monthly premiums? Save money and stop yo...	11
RT @OverCoffeeWine: Child care is infrastructure! Thank you, @AsmMarcBerman for supporting ...	2
RT @SAMCEDA: Download the latest face covering sign for your #business to display Find additi...	3
RT @sanmateoco: Board of Supes adopt resolution authorizing agreement w/ @StarVistaSMC fo...	8

LINKEDIN INSIGHTS



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image	Engagement Rate	Likes	Clicks
"The positive relationships with the grownups in our lives give us kids the confidence we need to try new things, explore, and be a kid!" This 7 year old researcher might just be on to something...@	50.0%	1	0
New Report: Female Labor Force Participation Is Key to Economic Recovery <a href="https://lnkd.in/dYCSBsEZ">https://lnkd.in/dYCSBsEZ</a>	16.7%	1	1
Secure, stable, and supportive relationships with caring adults significantly contribute to a child's healthy brain development. Yet, many families in San Mateo County face challenges. 37% of low-income families do not feel like they could lean on anyone in their neighborhood	13.6%	1	2
Know San Mateo County families in need of community services? Help connect them to services with a simple search of trusted resources in San Mateo County that include food assistance, counseling, and more! <a href="https://bit.ly/3kf7g9o">https://bit.ly/3kf7g9o</a>	8.3%	1	0
Almost every aspect of child-rearing — including feeding, diapering, and toilet training — is influenced by cultural beliefs and values. It's important to teach your kids that every family has its own normal and that underneath it we are all the same! Find a place to begin.	6.3%	0	1
County of San Mateo has launched a new round of \$10,000 small business grants that are targeted to those small businesses that haven't received any county, state or federal relief in the last 12 months. Apply! #SmallBusiness #COVIDRecovery	0.0%	0	0

NOTES

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





**DATE:** September 27, 2021  
**TO:** First 5 San Mateo County (F5SMC) Commission  
**FROM:** Kitty Lopez, Executive Director  
**RE:** Committee Updates

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**Program, Operations and Planning (POP) Committee Meeting – September 13, 2021**

- Commission Members: Ken Cole, Sandra Phillips-Sved (Chair), Harvey Kaplan (Public Member)
- Commission Absent: Nancy Magee
- Public Attendee: Liz Scully
- Staff: Kitty Lopez, Michelle Blakely, Myra Cruz

**1. First 5 SMC Racial Equity Project Update**

Kitty Lopez, F5SMC's Executive Director, shared that F5SMC staff is reconvening sessions with our race and equity consultants, Adene Sacks and Johnny Manzon-Santos of With/In Collaborative, after the summer break. Meetings will be both in-person and virtually this month. The consultants are working with Commission and staff on how to center equity more deeply in our work; how to center the voices of parents and caregivers and exploring more with Commission & staff; how to show up as anti-racist warriors and allies to communities of color; and how to show up and be allies to one another. The work is still evolving, and we will be talking with our consultants about the structure of the next phase of the work.

The Committee commended the First 5 for making race and equity the focus and priority of its work.

Michelle Blakely, F5SMC's Deputy Director, shared that there will be a deeper conversation on human-centered designed work as well.

**2. Build Up San Mateo County Update**

Michelle Blakely provided a brief background of Build Up San Mateo County (Build Up SMC). Blakely shared that an MOU has been established with Build Up California, a statewide program based on the Build Up SMC model. Two other counties, San Luis Obispo and Riverside are also replicating the model. In addition, the state set aside \$250 million from the state budget for childcare facilities which is the first time in history. The fund will be used for building and maintenance of childcare facilities and Family Child Care (FCC) licensed homes. Bridging Build Up SMC to early learning workforce advocacy and the program's sustainability were among the hot topics of discussion.

A Build Up SMC update will be presented at the September 27, 2021 First 5 SMC Commission Meeting in addition to a recommendation for continued operational funding from First 5 SMC for FY 2021 – 2023. Human Services Agency and F5MC jointly funded Build Up through June 30, 2021. The request will be for policy/advocacy and technical assistance support of the program.

Blakely added that the progress narrative and the Family Child Care (FCC) mini grants program one-pager are included in the packet. Gilead Sciences Inc provided funding for the mini grants program.

Commission and public made comments.

### 3. General Program Updates

Michelle Blakely provided updates of the following:

- **Trauma Resiliency Informed Systems Initiative (TRISI)**

TRISI coaching has launched and is up to a wonderful start. Blakely shared that F5SMC's Health & Development Specialist, Emily Roberts, is leading the initiative with our consultants, Hamai Consulting and East Bay Agency for Children/Trauma Transformed(T2). Consultants are providing group cohort coaching with several agencies monthly and & 1:1 individual agency coaching. Coaching started in May with six agencies participating.

The project focuses are supporting organizations in developmental stages in becoming more trauma and resilience focused Principles include Peer support, Trust & Transparency, Safety, Voice, Self-Agency and culture and gender identity. The only requirement to participate is that the organization must be a child and family-serving organization supporting children 0 - 5. Further, each staff organization was encouraged to complete an assessment addressing areas/ the principles above which includes HR and client service practices. This is an evidence-based tool that the University of Michigan used. Kitty Lopez added that our race & equity work complements the TRISI work.

- **Early Identification and Intervention Environmental (EIIE) Scan**

Blakely shared that Emily Roberts and Cheryl Oku have been spreading the word of the EIIE scan and meeting with local First 5's from other counties such as San Francisco & Marin and local partners to address approaches and barriers to support children and families. The EIIE scan provides a landscape of early identification and linkages of services from birth to five. It highlights barriers and suggested recommendations for policy work and direct service interventions that that can address barriers. A presentation will be made at the HMG National Conference this year in partnership with the F5 Center.

- **Family Story Mini Project**

F5SMC has been working with Silicon Valley Community Foundation for the Family Story Mini Project. The Mini Family Story Project consisted of small focus groups and individual interviews via zoom with parents talking about their experiences; there were over 40 parent participants; videos, testimonials, conversations, and feedback was elicited over the course of 12 months. F5SMC is working with its communications firm to edit these videos and testimonials. Parents provide good information for the organizations and policy makers to consider. The Family Story Mini Parent Project-Perspectives, a written overview, will be shared.

The Committee commented on the power of parent's voices.

### 4. Other:

- Harvey Kaplan shared the Trauma-Informed Pediatric Course in November.
- Michelle Blakely explained the functions of the POP Committee for the public attending.

The meeting adjourned at 4:50 pm.