

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

On September 16, 2021, the Governor signed AB 361, which amended certain provisions of the Ralph M. Brown Act (Government Code section 54950, *et seq.*) to allow for local agency legislative bodies to conduct their meetings remotely either telephonically or by other electronic means under specified circumstances. Thus, pursuant to Government Code section 54953(e), the First 5 San Mateo County Commission meeting will be conducted via remote conferencing.

DATE: Monday, March 28, 2022

TIME: 4:00 PM – 6:00 PM

Join Zoom Meeting

Online: <https://smcgov.zoom.us/j/97618515225>

Phone: US: +1 669 900 6833

Webinar ID: 976 1851 5225

AGENDA		
Call to Order and Preliminary Business		
1	Roll Call	4:00 PM
2	Adopt a resolution finding that, as a result of continuing COVID-19 pandemic state of emergency, meeting in person for the First 5 San Mateo County Commission would present imminent risks to the health or safety of attendees <i>(See Attachment 2A. and Attachment 2B.)</i>	
3	Public Comment	
4	Action to set Agenda for March 28, 2022 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>	
5	Commission Announcements	
6	Storytelling: First 5 Work/Impact: Family Child Care Center Stories by Kasturi Basu, Family Child Care Provider and Tiffany Padilla, Center Owner/Program Director, My Busy Town Learning Center	4:05 PM
Action Items		
7	Approval of Amendment to Agreement with East Bay Agency for Children for the Trauma- and Resiliency-Informed Systems Initiative for an extended term from October 15, 2020 through June 30, 2022 for the same total amount of the agreement for a total obligation amount of \$50,000 <i>(See Attachment 7)</i>	4:10 PM

8	Approval of Amendment to Agreement with Hamai Consulting for the Trauma- and Resiliency-Informed Systems Initiative to increase the total amount of the agreement by \$21,000 for a new total obligation not to exceed \$121,000 with an extended term from October 15, 2020 through June 30, 2022 <i>(See Attachment 8)</i>	4:15 PM
Discussion Items		
9	Presentation: First 5 California IMPACT (Improve and Maximize Programs so All Children Thrive) - San Mateo County Quality Counts Update by Edirle Menezes, Quality Improvement Coordinator, San Mateo County Office of Education	4:20 PM
10	Presentation: First 5 San Mateo County Equity Performance Plan by Kitty Lopez, Executive Director, First San Mateo County, and Michelle Blakely, Deputy Director, First 5 San Mateo County <i>(See Attachment 10)</i>	4:40 PM
Informational Item		
11	Report of the Executive Director <i>(See Attachment 11)</i>	5:00 PM
12	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, March 25, 2022 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.

Date: March 28, 2022
To: First 5 San Mateo County Commission
From: Kitty Lopez, Executive Director
Subject: **Resolution to make findings allowing continued remote meetings under Brown Act**

RECOMMENDATION:

Adopt a resolution finding that, as a result of the continuing COVID-19 pandemic state of emergency declared by Governor Newsom, meeting in person for the First 5 San Mateo County Commission would present imminent risks to the health or safety of attendees.

BACKGROUND:

On June 11, 2021, Governor Newsom issued Executive Order N-08-21, which rescinded his prior Executive Order N-29-20 and set a date of October 1, 2021 for public agencies to transition back to public meetings held in full compliance with the Brown Act. The original Executive Order provided that all provisions of the Brown Act that required the physical presence of members or other personnel as a condition of participation or as a quorum for a public meeting were waived for public health reasons. If these waivers had fully sunset on October 1, 2021, legislative bodies subject to the Brown Act would have to had contend with a sudden return to full compliance with in-person meeting requirements as they existed prior to March 2020, including the requirement for full physical public access to all teleconference locations from which board members were participating.

On September 16, 2021, the Governor signed AB 361, a bill that formalizes and modifies the teleconference procedures implemented by California public agencies in response to the Governor's Executive Orders addressing Brown Act compliance during shelter-in-place periods. AB 361 allows a local agency legislative body to continue to use teleconferencing under the same basic rules as provided in the Executive Orders when certain circumstances occur or when certain findings have been made and adopted by the legislative body.

AB 361 provides that Brown Act legislative bodies must return to in-person meetings on October 1, 2021, unless they choose to continue with fully teleconferenced meetings because a specific declaration of a state or local health emergency is appropriately made. AB 361 allows legislative bodies to continue to conduct virtual meetings as long as there is a gubernatorially-proclaimed public emergency in combination with (1) local health official recommendations for social distancing or (2) adopted findings that

meeting in person would present an imminent risk to health or safety of attendees. AB 361 became effective on October 1, 2021 and will sunset on January 1, 2024.

AB 361 also requires that, if the state of emergency remains active for more than 30 days, the legislative body must make findings by majority vote every 30 days to continue using the bill's exemption to the Brown Act teleconferencing rules. The findings demonstrate the need for teleconferencing persists due to the nature of the ongoing public health emergency. Effectively, this means that legislative bodies must either agendaize a Brown Act meeting once every thirty days to make these findings, or, if a legislative body has not made such findings within the prior 30 days, the legislative body must re-adopt the initial findings if it wishes to conduct a remote meeting.

The County Board of Supervisors has adopted a resolution finding that, as a result of the continuing COVID-19 pandemic state of emergency, meeting in person "would present imminent risks to the health or safety of attendees."

The County's resolution states, among other things, that: "The Board of Supervisors strongly encourages all legislative bodies of the County of San Mateo that are subject to the Brown Act, including but not limited to, the Planning Commission, the Assessment Appeals Board, the Civil Service Commission, and all other oversight and advisory boards, committees and commissions established by the Board of Supervisors and subject to the Brown Act, to make a similar finding and avail themselves of teleconferencing until the risk of community transmission has further declined, and directs the County Manager to provide necessary support for these legislative bodies to continue teleconferencing procedures when they have adopted such findings."

DISCUSSION:

For these reasons, we recommend that the First 5 San Mateo County Commission avail itself of the provisions of AB 361 allowing continuation of online meetings by adopting findings to the effect that conducting in-person meetings would present an imminent risk to the health and safety of attendees. A resolution to that effect and directing staff to take such other necessary or appropriate actions to implement the intent and purposes of the resolution, is attached hereto.

FISCAL IMPACT:

None

RESOLUTION NO.

RESOLUTION FINDING THAT, AS A RESULT OF THE CONTINUING COVID-19 PANDEMIC STATE OF EMERGENCY DECLARED BY GOVERNOR NEWSOM, MEETING IN PERSON FOR THE FIRST 5 SAN MATEO COUNTY COMMISSION WOULD PRESENT IMMINENT RISKS TO THE HEALTH OR SAFETY OF ATTENDEES

WHEREAS, on March 4, 2020, pursuant to Government Code section 8550, *et seq.*, Governor Newsom proclaimed a state of emergency related to the COVID-19 novel coronavirus, and subsequently, the San Mateo County Board of Supervisors (“Board”) declared a local emergency related to COVID-19, and the proclamation by the Governor and declaration by the Board remain in effect; and

WHEREAS, on March 17, 2020, Governor Newsom issued Executive Order N-29-20, which suspended certain provisions in the California Open Meeting law, Government Code section 54950, *et seq.* (the “Brown Act”), related to teleconferencing by local agency legislative bodies, provided certain requirements were met and followed; and

WHEREAS, on June 11, 2021, the Governor issued Executive Order N-08-21, which extended provisions of Executive Order N-29-20 that waive otherwise-applicable Brown Act requirements related to remote/teleconference meetings by local agency legislative bodies through September 30, 2021; and

WHEREAS, on September 16, 2021, Governor Newsom signed AB 361 into law, and AB 361 provides that a local agency legislative body subject to the Brown Act may continue to meet without complying with the otherwise-applicable requirements in the Brown Act related to remote/teleconference meetings by local agency legislative

bodies, provided that a state of emergency has been declared and the legislative body determines that meeting in person would present imminent risks to the health or safety of attendees, and provided that the legislative body makes such finding at least every thirty (30) days during the term of the declared state of emergency; and

WHEREAS, on September 28, 2021, in the interest of public health and safety, as affected by the state of emergency caused by the spread of COVID-19, the Board issued a finding that meeting in person would present imminent risks to the health or safety of attendees, and decided to invoke the provisions of AB 361 related to teleconferencing for meetings of the Board; and

WHEREAS, the Board also strongly encouraged other County legislative bodies to make a similar finding and continue meeting remotely through teleconferencing; and

WHEREAS, the First 5 San Mateo County Commission has an important governmental interest in protecting the health, safety and welfare of those who participate in its meetings; and

WHEREAS, in the interest of public health and safety, as affected by the emergency caused by the spread of COVID-19, the First 5 San Mateo County Commission finds that meeting in person would present imminent risks to the health or safety of attendees, and the First 5 San Mateo County Commission will therefore invoke the provisions of AB 361 related to teleconferencing for meetings of the San Mateo County Commission.

NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED that

ATTACHMENT 2B

1. The recitals set forth above are true and correct.
2. The First 5 San Mateo County Commission finds that meeting in person would present imminent risks to the health or safety of attendees.
3. Staff is directed to take such other necessary or appropriate actions to implement the intent and purposes of this resolution.

* * * * *

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

March 28, 2022

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.

- 4.1 Approval of the February 28, 2022 Commission Meeting Minutes
(See Attachment 4.1)

First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
February 28, 2022
Via Zoom

Call to Order & Roll Call

1. **Roll Call**

Commission Members: Alexis Becerra, Ken Cole, Sylvia Espinoza*, Rosanne Foust, Carole Groom, Nancy Magee*, Nkia Richardson, Louise Rogers, Valeria Chavez-Franco (Youth Commission)

Absent: Naveen Mahmood

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

County Counsel: Monali Sheth

**Not present during roll call.*

A quorum was present. Commissioner Foust called the meeting to order at 4:02 PM; roll call was taken.

2. **Adopt a resolution finding that, as a result of continuing COVID-19 pandemic state of emergency, meeting in person for the First 5 San Mateo County Commission would present imminent risks to the health or safety of attendees**

Commissioner Foust presented and requested to adopt the resolution referring to Attachment 2a & 2b.

MOTION: GROOM/ SECOND: COLE
AYES: BECERRA, COLE, FOUST, GROOM, RICHARDSON, ROGERS
CHAVEZ-FRANCO (YOUTH COMMISSION)
NOES: NONE
ABSTAIN: NONE

Motion approved

Public Comments: None

3. **Public Comments:** None

4. **Action to Set Agenda for January 24, 2022 Meeting and Approve Consent Agenda Items**

MOTION: GROOM/ SECOND: ROGERS
AYES: BECERRA, COLE, FOUST, GROOM, RICHARDSON, ROGERS
CHAVEZ-FRANCO (YOUTH COMMISSION)
NOES: NONE
ABSTAIN: NONE

Motion approved.

5. **Commission Announcements:** None

6. **Storytelling: First 5 Work/Impact: Tu y Yo Developmental Playgroup**

Emily Roberts, F5SMC's Strategic Initiatives Manager, gave a brief background about this project and introduced the presenters, Alejandra Garcia, Help Me Grow Coordinator, and Martha Carcamo, Help Me Grow Supervisor. Tu Y Yo is a parent-child developmental health playgroup that held in Spanish that promotes parent engagement around child's development. The playgroup was meeting in-person, but it has been redesigned for virtual platform due to pandemic, and it is co-run with a StarVista mental health clinician. Garcia and Carcamo highlighted following:

- It is an-hour virtual interactive session held once a week for six weeks with young children and their parents. The virtual format enables more parents to join the group from all over the county, and it is very convenient to families especially who have multiple children.
- Each group has a theme which ties to topics such as speech development and parents also have a chance to share each other's parenting tips.
- The families are given take-home bags consist children activities with assigned dates that will be done for the playgroup.
- Puppet named "Maya" interacts with children and the children love her. Maya helps children engage by singing and doing physical movement activities.
- About fifteen children are participating virtually versus six children during in-person.
- Quotes from parents.

Commission made comments and asked questions.

Public Comment: None

7. Approval of First 5 San Mateo County's FY 2021 – 22 Revised Budget and the Use of Ending Fund Balance (Ending Reserves*) to Fund FY 2021 – 22 Revised Budget

Kitty Lopez, F5SMC's Executive Director, walked through the FY 21-22 Revised Budget Assumptions key highlights, fiscal impacts, budget narratives which includes beginning fund balance, total revenues, total available fund, program appropriations, administrative appropriations, revised operating budget, total appropriations and ending fund balance on Attachment 7 of the Commission packet. Lopez added that the Finance Committee reviewed the FY 21 – 22 Revised Budget and recommended its approval. She asked the Commission to approve this agenda item.

MOTION: COLE/ SECOND: GROOM
 AYES: BECERRA, COLE, ESPINOZA, FOUST, GROOM, MAGEE, RICHARDSON, ROGERS
 CHAVEZ-FRANCO (YOUTH COMMISSION)
 NOES: NONE
 ABSTAIN: NONE

Motion approved.

Commission made comments and asked questions.

Public Comment: None

8. Presentation: Family Story Project: Conversations with Families with Young Children

Michelle Blakely, F5SMC's Deputy Director, presented the Family Story Project, *San Mateo County Families Getting through COVID-19: How Community Leaders & Policymakers Can Drive the Change We Need* and highlighted the following:

- Family stories videos can be found on the F5SMC's website at first5sanmateo.org.
- One-page advocacy document is included in the packet.
- Geographic and Demographic Scope

- Families were racially diverse and lived in East Palo Alto, North Fair Oaks, Redwood City, Foster City, San Mateo, Daly City, Belmont, South San Francisco, Pacifica, San Bruno and Half Moon Bay.
- Ten conversations with focus groups and forty individuals which represents families raising children with special needs, single mothers, monolingual Spanish, undocumented (children were born in the US), and mixed status families.
- o Reflections for Change
 - Preparing children for success involves Six Conditions of System Change, Equity, Social Determinants of Health, and Bronfenbrenner's Ecological Systems Theory.
 - Challenges and barriers that different families faced such as parenting challenges, financial insecurities, high levels of stress, language barriers and fear and isolation.
 - Parents had ideas about helpful programs and indicated a desire for greater success
- o Recommendations
 - Increase level of investments to align available support systems locally.
 - Advocate for disenfranchised families at all levels.

Commission made comments.

Public Comment: None

The Power Point Presentation can be found on the F5SMC's website, [February 28, 2022 Commission Meeting Presentations](#).

9. **Presentation: Integrated Systems for Children with Special Needs (ISCSN) Initiative Update**

Emily Roberts, F5SMC's Strategic Initiatives Project Manager and Carol Elliott, Director of Family Support Services, AbilityPath presented *Identifying and Serving Children with Special Needs in San Mateo County*.

Roberts and Elliott highlighted the following:

- o Funding sources partners of ISCSN which comes from Sequoia Health Care District, Peninsula Health Care District, David & Lucille Packard Foundation, and 69% of the funding comes from First 5 San Mateo County.
- o F5SMC as systems leader:
 - Backbone agency for Help Me Grow SMC
 - System Change for Children with Special Needs
 - Early Identification and Intervention Environmental Scan
- o F5SMC is conduit for implementing HMG National Model in San Mateo County.
- o Help Me Grow purpose is to elevate universal early identification and linkage to intervention and ensures that all children reach their greatest potential.
- o HMG SMC Core Components
 - Centralized Access Point such as call center held by AbilityPath
 - Family & Community Outreach
 - Data Collection & Analysis
 - Child Health Provider Outreach
- o AbilityPath is the lead agency for ISCSN and coordinates six subcontractors.
- o Direct services overview FY 20 – 21 data.
- o Adults and children served by ethnicity FY 21 data shows that Black/African American population are under-represented. However, as of the date of this Commission meeting the number of referrals for Black/African American children referred into HMG has increased due to intentional outreach.

- Successes themes encompass resiliency to find successful strategies that helped overcome challenges caused by COVIDI, maintaining focus on family-centered care and trauma-informed strategies, virtual supports for parents & children filled a big void and systems level progress
- Challenges themes include virtual services worked for many activities, but has limitations, need of families intensified, lack of providers, and internal and external effects of staffing turnover.

Commission asked questions and made comments.

Public Comment: None

The Power Point Presentation can be found on the F5SMC's website, [February 28, 2022 Commission Meeting Presentations](#).

10. Report of the Executive Director

The Executive Director's written report was included in the [February 28, 2022 Commission Meeting Packet](#). Kitty Lopez, highlighted the following:

- State Assemblymember Kevin Mullin hosted a well-attended virtual event to highlight the childcare work being done in San Mateo County. Kitty Lopez and Michelle Blakely were among the panelists.
- February is children's dental health month.
- First 5 Association Advocacy Day virtual event will be on April 19, 2022. The Commission is invited to join to meet with our local SMC and Senate lawmakers to emphasize the importance of prioritizing young children.
- First 5 Association Policy Agenda is included in the packet.
- SMC Community Affairs launched an Immigrant Inclusion Survey that would help them develop the Immigrant Inclusion Strategic Plan.

11. Committee Updates

Program, Operations and Planning (POP) Committee:

Committee Chair, Commissioner Cole, shared that the Committee met on February 7, 2022 and they reviewed the mini-parent project, F5SMC's Equity Performance Action Plan for 2022, and program systems update.

Finance and Administration Committee:

Committee Chair, Commissioner Becerra, shared that the Committee met on February 14, 2022 and they reviewed the Budget Monitoring Report and FY 21-22 Revised Budget that was approved earlier.

The Committee's written report was included in the [February 28, 2022 Commission Meeting Packet](#).

Public Comment: None

Commissioner Foust adjourned the public meeting at 5:36 PM.

DATE: March 28, 2022
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Amendment to Agreement with East Bay Agency for Children for the Trauma- and Resiliency-Informed Systems Initiative for an extended term from October 15, 2020 through June 30, 2022 for the same total amount of the agreement for a total obligation amount of \$50,000

ACTION REQUESTED

Approval of Amendment to Agreement with East Bay Agency for Children for the Trauma- and Resiliency-Informed Systems Initiative for an extended term from October 15, 2020 through June 30, 2022 for the same total amount of the agreement for a total obligation amount of \$50,000

BACKGROUND

In January 2018, F5SMC launched a multi-sector initiative to transform service delivery for young children and their families to fulfill the intention the Early Mental Health Systems investment strategy. The Trauma- and Resiliency-Informed Systems Initiative (TRISI) is a countywide effort to integrate a comprehensive commitment to address trauma and promote resiliency into our programs, structures, and culture with a long-term goal of embedding trauma- and resiliency-informed policies and practices at every level of the system.

The strategies for the Initiative include:

- Training and support for child- and family-serving organizations to imbed trauma-informed practices in their internal operations,
- Training and resources on trauma-informed practices for professionals working with children and families, and
- Education for parents to help recognize the signs and symptoms of trauma

Progress to date includes:

- *Online Resource Hub:* Development of a local online resource hub targeted at providers and other interested community members;
- *Market Assessment Survey:* Creation, dissemination, and analysis of an online Market Assessment Survey designed to gauge the interest of local stakeholders in family-serving organizations in trauma-informed training and stages of organizational readiness;
- *Countywide Trauma Convening:* Hosting of a full-day Culture of Care convening focused on supporting trauma-informed organizational practices for child- and family-serving organizations attended by over 150 individuals and 40+ agencies
- *Organizational Assessment Tool:* Identification of an organizational assessment tool to determine stages of readiness and areas for growth for child- and family-focused organizations interested in furthering their trauma-informed commitment and practice
- *Learning Cohort and Individual Agency Coaching:* Intensive supports to deepen the understanding of and internalization of trauma-informed practices within local child- and family-serving organizations

To support the design and facilitation of the Learning Cohorts and Organizational Coaching, F5SMC issued a Request for Qualifications (RFQ) in the fall of 2020 and East Bay Agency for

Children was awarded the contract to support Organizational Coaching- one of the three functions of the RFQ.

- The original contract was for the term of October 15, 2020 through March 31, 2022 in an amount not to exceed \$50,000.

Recommendations

The recommended amendment includes the following:

- Extension of the term of the contract for three additional months to end on June 30, 2022 rather than the original date of March 31, 2022
- Adjustments to the Scope of Work and Budget, including continued coaching for the six participating agencies, support with the facilitation of an additional multi-agency cohort meeting, additional planning time for the next phase of the TRISI work, and previously approved adjustments to consultant rates. See Attachment 7A for Scope of Work and Budget/Narrative for term extension thru June 30, 2022.

ISSUES TO CONSIDER

- This amendment will allow for continued support for current agency participants and continuity with the consultants currently serving these functions
- Due to a slight delay in the rollout of coaching services and fewer sessions completed during the original contract term, the extended term and adjusted scope does not require additional funding.

FISCAL IMPACT

There is no additional fiscal impact related to this amendment.

RECOMMENDATION

Approval of Amendment to Agreement with East Bay Agency for Children for the Trauma- and Resiliency-Informed Systems Initiative for an extended term from October 15, 2020 through June 30, 2022 for the same total amount of the agreement for a total obligation amount of \$50,000

PROPOSED SCOPE OF WORK: FIRST 5 SAN MATEO COUNTY

Dates of Service: April 1, 2022- June 30, 2022		
ACTIVITY 1: Organizational Coaching	STAFFING	COSTS
<p>Strategy: The following coach will provide organizational coaching sessions to assist participating leadership and organization in trauma-informed systems change:</p> <ul style="list-style-type: none"> • Antoine Moore will provide up to 3.5hrs/month for 5 organizations (up to 18hr./month). <ul style="list-style-type: none"> ○ Hourly rate \$180/hr. with a total of 56 hours (including prep/planning and follow up) = \$10,080.00 <p>** Hours and preparation time may change pending the needs of the identified organization; activities will not exceed the allotted hours and may increase amount of sessions available.</p>	<ul style="list-style-type: none"> • Antoine Moore 	\$10,080
ACTIVITY 2: Project management, oversight, coordination, and reporting	STAFFING	COSTS
<p>Strategy:</p> <ul style="list-style-type: none"> • T2 staff will provide project management, coordination, and collaborative project alignment and design with First 5 and Hamai <ul style="list-style-type: none"> ○ Antoine: Hourly rate \$180/hr. with a total of 11 hours = \$1980.00 ○ Ken: Hourly rate \$330/hr. with a total of 2 hours = \$660.00 • T2 staff will work with First 5 San Mateo and Hamai to consult in the design and implementation of the contract deliverables <ul style="list-style-type: none"> ○ Antoine: Hourly rate \$180/hr. with a total of 4 hours = \$720.00 ○ Shawana: Hourly rate \$220/hr. with a total of 4 hours = \$880.00 	<ul style="list-style-type: none"> • Antoine Moore • Shawana Booker • Ken Epstein 	\$4,240
ACTIVITY 3: Cohort Training	STAFFING	COSTS
<p>Strategy:</p> <ul style="list-style-type: none"> • T2 staff will provide 1 follow up cohort training session • Antoine: Hourly rate \$180/hr. with a total of 7 hours = \$1260 	<ul style="list-style-type: none"> • Antoine 	\$1,260
Funds will not exceed the total \$50,000.00 contract amount and may be reallocated between activities to meet the emerging needs as identified by First 5 SMC regarding listed activities.	Subtotal	\$15,580
Projected Costs:	\$15,580	

***All the rates provided for our staff include indirect, fringe, and other overhead costs**

ATTACHMENT 7A

PROPOSED SUPPLEMENTAL SCOPE FOR FIRST 5 SAN MATEO COUNTY

Dates of Service: April 1, 2022- June 30, 2022		
ACTIVITY: Organizational Coaching	STAFFING	COSTS
<p>Strategy 1: A T2 coach will provide organizational coaching sessions to assist San Mateo First 5 in trauma-informed systems change:</p> <ul style="list-style-type: none"> • Dr. Ken Epstein will provide up to 18hrs of organizational coaching as needed by identified organizations. <ul style="list-style-type: none"> ○ Hourly rate \$330/hr. x 9 hours = \$2,970 	<ul style="list-style-type: none"> • Ken Epstein 	\$2,970.00
Projected Costs:	\$2,970.00	

***All the rates provided for our staff include indirect, fringe, and other overhead costs**

DATE: March 28, 2022
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Amendment to Agreement with Hamai Consulting for the Trauma- and Resiliency-Informed Systems Initiative to increase the total amount of the agreement by \$21,000 for a new total obligation not to exceed \$121,000 with an extended term from October 15, 2020 through June 30, 2022

ACTION REQUESTED

Approval of Amendment to Agreement with Hamai Consulting for the Trauma- and Resiliency-Informed Systems Initiative to increase the total amount of the agreement by \$21,000 for a new total obligation not to exceed \$121,000 with an extended term from October 15, 2020 through June 30, 2022

BACKGROUND

In January 2018, F5SMC launched a multi-sector initiative to transform service delivery for young children and their families to fulfill the intention the Early Mental Health Systems investment strategy. The Trauma- and Resiliency-Informed Systems Initiative (TRISI) is a countywide effort to integrate a comprehensive commitment to address trauma and promote resiliency into our programs, structures, and culture with a long-term goal of embedding trauma- and resiliency-informed policies and practices at every level of the system.

The strategies for the Initiative include:

- Training and support for child- and family-serving organizations to imbed trauma-informed practices in their internal operations,
- Training and resources on trauma-informed practices for professionals working with children and families, and
- Education for parents to help recognize the signs and symptoms of trauma

Progress to date includes:

- *Online Resource Hub*: Development of a local online resource hub targeted at providers and other interested community members;
- *Market Assessment Survey*: Creation, dissemination, and analysis of an online Market Assessment Survey designed to gauge the interest of local stakeholders in family-serving organizations in trauma-informed training and stages of organizational readiness;
- *Countywide Trauma Convening*: Hosting of a full-day Culture of Care convening focused on supporting trauma-informed organizational practices for child- and family-serving organizations attended by over 150 individuals and 40+ agencies
- *Organizational Assessment Tool*: Identification of an organizational assessment tool to determine stages of readiness and areas for growth for child- and family-focused organizations interested in furthering their trauma-informed commitment and practice
- *Learning Cohort and Individual Agency Coaching*: Intensive supports to deepen the understanding of and internalization of trauma-informed practices within local child- and family-serving organizations

To support the design and facilitation of the Learning Cohorts and Organizational Coaching, F5SMC issued a Request for Qualifications (RFQ) in the fall of 2020 and Hamai Consulting was awarded the contract to support Initiative Design and Cohort Facilitator- two of the three functions of the RFQ.

- The original contract was awarded for the term of October 15, 2020 through March 31, 2022 in an amount not to exceed \$100,000.

Recommendations

The recommended amendment includes the following:

- Extension of the term of the contract for three additional months to end on June 30, 2022 rather than the original date of March 31, 2022
- Augmented funding in an amount not to exceed \$21,000
- Adjustments to the Scope of Work and Budget, including integration of learnings from the first round of cohorts and coaching into the planning for subsequent rounds, increased time to develop agency TIO assessment result reports, and reduced time and focus on facilitation. See Attachment 8A for amended SOW and Budget for April 1, 2022 thru June 30, 2022.

ISSUES TO CONSIDER

- This amendment will allow for continued support for current agency participants and continuity with the consultants currently serving these functions
- Due to a slight delay in the rollout of coaching services and fewer sessions completed during the original contract term, the extended term and adjusted scope does not require additional funding.
- F5SMC received \$300,000 in leveraged funding from San Mateo Health System via the Mental Health Services Act (MHSA) to supplement our investment in this work through the end of FY 2021-22. In order to maximize this investment, we intend to prioritize the MHSA contribution during this fiscal year.

FISCAL IMPACT

The recommended contract amendment to Hamai Consulting for consulting services for implementation support for the Trauma- and Resiliency-Informed Systems Initiative requires an additional \$21,000 beyond what has previously been approved and expended. To fund the amendment, we will utilize up to \$21,000 of leveraged funds from MHSA. Total award amount not to exceed \$121,000

RECOMMENDATION

Approval of Amendment to Agreement with Hamai Consulting for the Trauma- and Resiliency-Informed Systems Initiative to increase the total amount of the agreement by \$21,000 for a new total obligation not to exceed \$121,000 with an extended term from October 15, 2020 through June 30, 2022



Scope of Work and Budget

The Trauma- and Resiliency-Informed Systems Initiative (TRISI) is a countywide effort to embed trauma- and resiliency-informed policies and practices into programs, structures, and culture at every level of the system.

Hamai Consulting will serve as the Initiative Design Consultant. Specifically, Hamai Consulting will complete the following tasks and deliverables. F5SMC will compensate Hamai Consulting on a deliverable basis as stipulated below.

Tasks	Deliverables	Amount
Initiative Design		
<p>Facilitate virtual collaborative visioning sessions to develop:</p> <ul style="list-style-type: none"> • The structure and timing of the assessment, coaching, and cohorts • the ongoing connection between the TRISI cohorts and coaching • desired outcomes and approach to evaluation • supports for the participating organizations to internally communicate about the initiative and progress <p>*Estimated number of hours: 24</p>	<ul style="list-style-type: none"> • Dates and times of collaborative visioning sessions • TRISI 2.0 Plan 	<p>\$3,600</p>
Initiative Launch and Assessment Support		
<p>In collaboration with the TRISI Core Team, prepare for and deliver assessment workshops, and create and compile video(s) and resources housed in an online portal to support communication, buy-in, and assessment implementation for participating organizations (on topics such as an overview of the TRISI initiative, importance and impact of trauma and resilience, TIO principles, and how to complete the assessment).</p> <p>*Estimated number of hours: 51</p> <p>*Translation and interpretation for any additional languages will incur additional cost.</p>	<ul style="list-style-type: none"> • Dates, times, and participants lists for assessment workshops • TIO Resource Portal 	<p>\$7,650</p>
<p>Collaborate with members of the TRISI Core Team to identify other communication materials and plan the contents and layout of the assessment reports and communication materials. Support data analysis and data visualization, as needed. Review and provide feedback on drafts of the reports and communication materials.</p>	<ul style="list-style-type: none"> • Description of activities 	<p>\$6,750</p>



Tasks	Deliverables	Amount
*Estimated number of hours: 45		
Cohort Implementation		
Support facilitator with planning cohort convenings. Attend 1 meeting for each of the 2 continuing Cohorts. *Estimated number of hours: 8	<ul style="list-style-type: none"> Description of activities, dates, and times 	\$1,200
Ongoing Communication		
Attend on-going meetings, initiate check-ins, and correspond with F5SMC, Trauma Transformed, the Core Team, and the Implementation Team to manage the project, as needed. Prepare for, attend, and present at F5SMC Commission Meetings as requested. *Estimated number of hours: 12	<ul style="list-style-type: none"> Dates and times of monthly progress and planning calls with F5SMC Dates and times of monthly meetings with Trauma Transformed Dates and times of Core Team, Implementation Team, and F5SMC Commission meetings 	\$600 per month (\$1,800 total)

The total amount payable by F5SMC to Hamai Consulting for the Deliverables is not to exceed \$21,000 over from April 1, 2022 through June 30, 2022.

DATE: March 28, 2022
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: First 5 San Mateo County Equity Performance Plan

ACTION REQUESTED

FYI -

BACKGROUND

In the fall of 2021, San Mateo County, under the leadership of Chief Equity Officer, Shireen Malekafzali, launched a Countywide Equity Initiative to support and engage county leaders and departments to build and drive more equitable and accountable systems, in order to produce more equitable outcomes for our communities. First 5 SMC has been an integral part of these efforts. The countywide equity infrastructure includes: Board, Commissions, Health Equity Initiatives; Departmental Equity Teams; Equity Forums; Office of Racial and Social Justice, along with the creation of a Chief Equity Officer; Community Equity Council; Core Equity Team; and Equity Action Plan. First 5's agency equity work and journey began 2 years ago with Staff and Commission exploring how to embed equity principles and practices more deeply in our work to advance positive outcomes for young children and their families.

Kitty Lopez, Executive Director, and Michelle Blakely, Deputy Director will present highlights of SMC Equity Initiative and First 5's participation in this important work.

**FIRST 5 SAN MATEO COUNTY (F5SMC)
REPORT OF THE EXECUTIVE DIRECTOR
MARCH 2022**

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

QUALITY CARE AND EDUCATION

RISE 2022 Women’s Leadership Conference - *Women & Child Care: A Vision for Empowering Women, Children and Educators to Thrive at Work, Home and School*

On March 23-24, 2022, the Commission on the Status of Women the Rise 2022 Women’s Leadership Council will host a Women’s Leadership Conference focusing on Women & Child Care as its topic. Michelle Blakely, F5SMC’s Deputy Director, will be on a panel to discuss economic empowerment for the early education & childcare workforce and the impact on women in our community. Blakely will focus on the connection of childcare to equity and economic justice. The panel moderator is Christine Padilla, Build Up San Mateo County / CSW Commissioner and panelists also include Dayna Chung, Community Equity Collaborative, Giselle Hale, Mayor, Redwood City and Gladys Lozano, Family Child Care Provider.

The National Association for Family Child Care (NAFCC) 32nd Annual Conference

The NAFCC is a nationwide non-profit organization dedicated to promoting high quality childcare by strengthening the profession of family childcare for nearly one million paid home-based early learning programs serving almost 40% of the 6.7 million children who receive care from a nonrelative on a regular basis. The NAFCC will be hosting its 2022 Annual Conference in SF, and the actual physical event will be at the Hyatt Regency in Burlingame on June 23-25, 2022. To build on the momentum for the conference and longer-term advocacy for home-based family childcare providers, F5SMC will feature the advocacy work of Liz Scully owner of Little Laughs. Link to event <https://nafcc.org/conference/>

HEALTHY CHILDREN

Help Me Grow SMC Physician Advisory Group (HMG SMC PAG) Meeting

On February 28, the HMG SMC PAG met under the leadership of HMG Physician Champion Dr. Neel Patel for a great meeting focused on issues of diversity and equity. The primary focus of the meeting was a presentation by Black Infant Health Program Supervisor Chyvonne Washington, who shared her perspective on the experience of the black community related to screening, diagnosis, and support of children with special needs.

Children’s Oral Health Workgroup Meeting

The Children’s Oral Health Workgroup met on March 9 for their regular meeting chaired by Eileen Espejo of Children Now and Emily Roberts of First 5 SMC. The meeting included a policy update from Children Now and presentations from SMC Health Epidemiology on the School-Based Oral Health Services Mapping project and from County Oral Public Health Coordinator Claire Bleymaier.

RESILIENT FAMILIES

Friday Café (Community and Family Engagement) Update:

Friday Cafés are held the fourth Friday of each month throughout the school year from 9:00 to 10:30 virtually (until further notice) and all who work at the intersection of early learning and family support are welcome.

- Friday Café Advisory Council Meeting (FCAC) – on March 9th the FCAC met to discuss the Spring Series theme as well as possible additional activities that would support Friday Café participants between meetings. The group affirmed that providing a way for Friday Café participants to connect to one another about issues arising out of Friday Cafés or other family engagement workplace issues, would be very valuable. Although this question will be further explored during the Friday Café evaluation, FCAC members were in alignment around creating a Facebook page where members could share information, continue conversations around Friday Café topics, and generally deepen their professional support network. F5SMC will be exploring the possibility of creating a Friday Café group within the F5SMC Facebook page.
- Friday Café Spring Series – The FCAC group brainstormed potential Friday Café topics for the spring series. The Advisory Council acknowledged that there is still a lot of trauma and hardship being experienced by the families they serve, but there is also a need for optimism and hope. Therefore, the goal of the Friday Cafes Spring Series is to uplift the family engagement providers and those they serve. The theme is: Replenish and Regenerate Relationships, and the conversation catalyst will be Alejandro Vilchez, Principal, A V Consulting. **Registration link:** <https://tinyurl.com/nhznbpvx>

POLICY & ADVOCACY UPDATES

The National Collaborative of Infants and Toddlers (NCIT) Open Letter

The NCIT wrote an open letter to share its values and principles regarding the importance of investing in prenatal-to-three priorities that young children and their families need to thrive. F5SMC signed onto this letter along with First 5 Association of California, First 5 California, and other organizations.
(See Attachment 11.1)

Investing in Mental Health Services for Children 0 – 5 is Critical to their Well-being

F5SMC signed onto a letter from The Children’s Movement of California to Governor Gavin Newsom requesting a one-time general fund appropriation of \$250 million to support infant and early childhood mental health services and provider training in the 2022 – 23 State Budget. (See Attachment 11.2)

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

First 5 California New Executive Director Jackie Thu-Huong Wong

On March 1, 2022, the California's Children and Family Commission named Jackie Thu-Huong Wong as incoming Executive Director of First 5 California (F5CA). She previously served as Chief Deputy Director of First 5 California. She is a refugee born during the fall of Saigon and the first woman of color to serve as Executive Director of F5CA. (See Attachment 11.3)

First 5 Association of California Advocacy Day

On April 19, 2022, the First Association Advocacy Day is going virtual again! Advocacy Day has been a great opportunity to meet with our local SMC Assembly and Senate lawmakers to emphasize the importance of prioritizing young children and families in all aspects of the state policy and budget. Kitty Lopez and Michelle Blakely will be participating again this year.

First 5 Association of California Executive Director Recruitment

The First 5 Association is recruiting an Executive Director with the help of a search firm, Koya Partners. The Executive Director leads the vision, overall strategy, and direction of the Association Foundation, and the First 5 Center for Children's Policy in close collaboration with the Executive Committee. Click the link for the full job description and announcement.

<https://koyapartners.com/wp-content/uploads/2018/12/First-5-Association-ED-Position-Profile-3.18.22.pdf>

COMMUNITY AND STATEWIDE EVENTS & UPDATES

Rainbow Kids

This free webinar (in English) is for parents, caregivers, and anyone who wants a more expansive, welcoming world for young children. Using scenario practice and interactive games, this webinar will demonstrate how to support folks all across the rainbow. It will be facilitated by Azisa Todd (Lead Trainer for the San Mateo County Pride Center) and Nathanael Flynn (Early Childhood Educator and co-author of *Supporting Gender Diversity in Early Childhood Classrooms*). Closed captioning will be available.

Register at <https://bit.ly/Rainbow-Kids> (each webinar contains the same content).

Rainbow Kids is a project of Community Equity Collaborative in partnership with the San Mateo County Pride Center and with funding from the Silicon Valley Community Foundation. For more information, contact Heather Hopkins at heather@communityequitycollaborative.org.



San Mateo County Family Childcare Association

San Mateo County has a new Family Child Care (FCC) Association.

Providers will come together with other like-minded FCC providers around the county to share ideas, experiences and find connections with one another. For more information email

FCCASMC@yahoo.com. Link to recruitment flyer for outreach & communications is here - available in Spanish and Mandarin too.

https://www.canva.com/design/DAE07BALP-8/6UcWvfOPZmJqKYp-4F68Og/view?utm_content=DAE07BALP-8&utm_campaign=designshare&utm_medium=link&utm_source=homepage_design_menu

COMMUNICATIONS

Newsletter and Blog

F5SMC Communications Team is working with its communications firm, VIVA Social Impact Partners, on its quarterly newsletter and blog. Stay tuned for updates!

Social Media and Analytics Report *(See Attachment 11.4)*

An Open Letter to the Nation on Behalf of Infants and Toddlers - Priorities for 2022 and Beyond

February 2022

Our country is at a tipping point, and our children's futures hang in the balance.

As the National Collaborative for Infants and Toddlers, comprised of more than 2500 local, state and national organizations representing business leaders, pediatricians, child care providers, parents, state and local officials, advocates and researchers, we know our nation needs bold leadership to secure the futures of our youngest children. We are united and committed to educating the public and raising awareness about the urgent priorities that support pregnant people and families with children under three. Progress made in these areas will yield meaningful dividends into the future for our economy, our communities, and our families.

- **Economic Security for All.** To set children up for success, we must ensure families are able to meet their basic needs. Every family should have access to affordable health care, housing, transportation, and healthy food to help young children reach their full potential. Communities are stronger when all babies and toddlers have access to resources and services they need regardless of where they live, their family's income or education, their gender, or the color of their skin.
- **High-quality, Affordable Child Care.** A strong child care system not only provides a safe and nurturing environment for young children, but it is also essential for economic stability and growth. For every dollar we spend on comprehensive, high quality early learning programs that support young children from birth, we see a 13% annual return in economic benefits due to reduced incarceration, improved educational outcomes, better overall mental and physical health and a stronger workforce. The lack of affordable quality child care for infants and toddlers also costs our nation's economy \$57 billion annually.
- **Comprehensive Family Supports.** Scientific data shows us that additional systems of care, such as paid family and medical leave, paid sick days and other solutions such as maternal health and access to healthy food, can have lifelong positive effects for children and lead to a happier, stronger workforce, more productivity and stronger, more sustainable economic growth. Of special concern are babies and toddlers facing multiple adverse early experiences who can benefit from supports designed to strengthen families.
- **Maternal and Child Health.** Healthy babies start with healthy moms. And, yet, in the United States, more women die in childbirth than in any other developed country, and Black women are more than twice as likely to die than white women. All mothers should have access to equitable care during and after pregnancy. This includes regular well-child visits, screenings, and mental health care to give their babies the best start in life.
- **Equitable Policy Implementation.** As unprecedented and critically needed resources are being provided to states, counties, cities, and communities, we must ensure broad and equitable distribution of these investments and equitable application of these policies into the communities where the need is greatest.

The converging crises of COVID-19, ongoing racial injustice, and an uneven economic recovery threaten the success of our children and our future. For many families, lack of equitable access to basic needs like food, health care, child care, and housing has always been a challenge — made worse by COVID-19 and felt more acutely in families of color and those with lower incomes. Race, place and income should no longer be predictors of a child's future. We are at a pivotal moment, and we have a choice: we can help our babies and toddlers thrive or continue to set them up for failure. Our country is at its best when we recognize that children and their families, particularly our youngest, are our greatest resource. They must be our highest priority.

This is our chance to get it right. Our nation's leaders at every level must continue to act together with urgency and focus to support families and children in their earliest years.



The Children's
Movement
of California®

Investing in mental health services for children 0-5 is critical to their well-being

Dear Governor Newsom and State Legislators:

Thank you for your leadership in addressing the mental health needs of children and youth. The recent investment of more than \$4 billion for the Children and Youth Behavioral Health Initiative (CYBHI) is a strong down payment on the health and well-being of California's children and youth. The CYBHI offers the promise of transforming and vastly expanding children's mental health services.

However, without a clear plan or dedicated funding, CYBHI will miss serving the critical needs of infants and toddlers. **We are requesting a one-time General Fund appropriation of \$250 million to support infant and early childhood mental health services and provider training.**

We are at a critical moment, one that has the potential to be pivotal in the landscape of early childhood mental health in California. Conditions created by the pandemic, such as isolation, economic stress, and community trauma, are all proven to negatively impact a child's ability to thrive. It is vitally important that young children, their parents, and caregivers receive the interventions necessary to support their mental health during this time.

Young children under age 5 can – and do – suffer from mental health conditions. These conditions are difficult for providers to identify and address because young children handle emotional experiences and traumatic events differently from adults and older children. During these early years a child's brain

is developing more rapidly than at any other point in their life. Very young children are also uniquely dependent on the adults in their lives to meet their social-emotional needs and bounce back from stressful experiences. Thus, interventions must focus on caregivers to provide a nurturing, loving relationship that encourages the child's social-emotional growth and supports the foundational brain development that will enable them to flourish.

In community-based programs, care and support are delivered in spaces that children and their families frequent and allow families to play an active role in their delivery. Community-based services are distinct from clinical mental health services, such as the new dyadic care Medi-Cal benefit, which, in addition to community-based services, are an essential part of the mental health system for young children. Services at the community level might look like facilitated playgroups, parenting support classes, and/or mental health consultation for early care and education providers, among others. These programs are uniquely designed to help families overcome barriers to mental health care access, and they can connect families and educators with more intensive health, mental health, or early intervention services as needed. Community-based programs are also most likely to reach families from historically marginalized communities, including immigrant families, low-income families, and families of color.

Children under age 5 comprise 23% of the young people ages 0 to 21 enrolled in Medi-Cal; yet, they do not receive a proportional share of health and mental health care. This is despite the evidence that 43% of young children have experienced at least one Adverse Childhood Experience.

The undersigned call on you to prioritize very young kids in the upcoming 2022-23 State Budget by increasing funding to support existing crucial infant and early childhood programs and services.

Sincerely,
[organizations]

**FOR IMMEDIATE RELEASE**

Contact: Jamiann Collins-Lopez, First 5 California
916-316-1924, jlopez@ccfc.ca.gov

First 5: Jackie Thu-Huong Wong Named Incoming Executive Director of First 5 California

SACRAMENTO, CA (March 1, 2022) - California's Children and Family Commission recently named Jackie Thu-Huong Wong, a refugee born during the fall of Saigon and the first woman of color as incoming Executive Director of [First 5 California](#). Ms. Wong previously served as Chief Deputy Director for First 5 California.

In the last three decades, Ms. Wong has worked tirelessly as an advocate for equity, health, education and to eliminate poverty among children, youth and families in the state. Ms. Wong's training as a social worker has resulted in sharing her expertise with diverse communities, specifically as it relates to helping children thrive to achieve their full potential.

"As Chair of First 5 California, I could not be more pleased to announce the appointment of Jackie Thu-Huong Wong as the next Executive Director," said First 5 California Chair, Dr. Nadine Burke Harris. "I have had the pleasure of working with Ms. Wong over the last year as we have navigated one of the most challenging times we've seen for children in a generation. Her nearly three decades of experience advocating for educational and economic equity for children, youth, and families will be of incredible value to the young children of California. But, as we welcome one leader, we say goodbye to another. I want to thank Camille Maben for her outstanding leadership at First 5 California over the last ten years, taking the Commission to new heights: putting the 0 to 5 population on the map and opening a dialogue on upstream investments and the often overlooked topic of prevention. Under Camille's leadership, First 5 has highlighted and reinforced the importance of investing in quality early care and education, and parent/child interactions for an entire generation of families. Further, she has led with compassion and empathy. I'm confident that Ms. Wong will build on the success of this work."

The Commission collaborated with First 5 California staff members during a national search process to identify candidates for the role of the executive director. The selection committee, led by Dr. Burke Harris, chair and Shana Hazan, vice chair vetted candidates who exemplify the mission of First 5 California, which is to provide equitable resources, services and programs, which are necessary for all children and families.

Ms. Wong will take the helm from Executive Director Camille Maben, under whom she worked closely with as Chief Deputy Director in the last year. Ms. Maben has made countless contributions to First 5 California and its partners by focusing on the youngest children, parents, educators and caregivers through campaigns such as Talk. Read. Sing.®

“While it’s never easy to say goodbye, I cannot think of a better person to pass the torch to than Jackie Thu-Huong Wong,” said Camille Maben, the current First 5 California Executive Director. “I have followed Ms. Wong’s career over the years, and I’ve been fortunate to work with her as she took on the role of First 5 California Chief Deputy Director. Ms. Wong’s whole child/whole family/whole community approach – fueled by a lifelong commitment to equity and justice – is key for change that so many of our children need. Her experience in education and health and human services will further explore critical issues of early childhood mental health, economic security, and racial justice. Ms. Wong’s leadership rings in an exciting new era at First 5 California, with opportunity, and I will be cheering her, and the entire First 5 California team, on from the sidelines.”

As the incoming Executive Director of First 5 California, Ms. Wong will play an integral role in communicating the importance of why the state’s youngest children, 0-5 require safe, stable and nurturing environments and relationships to have healthy lives. Her vision, expertise and commitment to children and families are integral to implementing the policies and initiatives that are needed to positively benefit communities throughout the state. She will utilize her voice and platform to further illustrate how trauma, inequity and stress-filled situations can have negative impacts on the most vulnerable populations. Ms. Wong’s unparalleled leadership will help guide First 5 California in the future.

“I am truly humbled and grateful for the opportunity to serve California as the next Executive Director for First 5 CA and to lead the organization in this new era,” said Jackie Thu-Huong Wong. “Growing up as a refugee, my parents instilled in me the importance of staying rooted in the history of our lived experiences and to center that in my service to others. I am honored to be working with a Commission and staff who are dedicated to ensuring that children 0-5, their families and communities are provided the best opportunities to live, learn and thrive. Lastly, I am thankful for Camille’s dedication to this work over the last several decades and wish her well in her retirement.”

Prior to joining First 5 California, Ms. Wong served as the Vice President of Policy and Advocacy at GRACE, a private nonprofit dedicated to reducing child poverty in California. She was also the Government Relations Director for the National Center for Youth Law, Principal Policy Consultant to the California Senate President, and Statewide Director for

the Foster Youth Service at the California Department of Education. In addition to working with these organizations, she is President of the Washington Unified School Board in West Sacramento and a Professor for California State University, Sacramento's School Nurse Credential Program.

She is a mom to two school-age children and holds a Bachelor of Arts in Social Welfare and Psychology from University of California, Berkeley, and a Master of Social Work from California State University, Sacramento.

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About First 5 California

First 5 California was established in 1998 when voters passed Proposition 10, which taxes tobacco products to fund services for children ages 0 to 5 and their families. First 5 California programs and resources are designed to educate and support teachers, parents, and caregivers in the critical role they play during a child's first five years--to help California kids receive the best possible start in life and thrive. For more information, please visit www.cafc.ca.gov.

REPORT FOR FEB 1, 2022 - FEB 28, 2022

FIRST 5 SAN MATEO ANALYTICS

OVERVIEW

OVERVIEW - FEBRUARY

This month's F5SMC Communications focused on continuing to share the SVCF Family Story Project Video content and the ACEs Aware video content. First 5 San Mateo County content highlighted and promoted videos of parents sharing their stories, their coping mechanisms, and their dreams for the future. All partner reshares were focused on Black History Month or COVID safety protocols.

Website

Web traffic was down this month because the majority of content was focused on garnering views on the platforms rather than driving folks to the website. 76% of the visitors to the site were new to the site, which is consistent with trends. This month, a greater number of website referrals came from the Help Me Grow SMC website typical. Pages per session was slightly lower, though functionally consistent with last month, and the average duration was higher than last month.

Social Media

- At the end of February, F5SMC Facebook page had 1,609 total fans, up from 1600 at the end of January. This is the 6th consecutive month with an increased total fan count. January page impressions decreased significantly because we were not promoting content while we sorted out the budget. The engagement rate was 4.30%, which is slightly lower than last month but still high based on last year's average. The top post was the Family Story Vignette about strong neighborhoods, both in English and with Spanish subtitles and captions.
- Instagram followers increased by 5 to 1240 in February. The top posts celebrated Chinese New Year and Valentine's Day with sweet pictures of children. The engagement rate of the top post was about 17% and the overall average engagement rate was about 7%, an increase in month-over-month and year-over-year performance from last February.
- Twitter followers increased by 3 to 669. Impressions and engagement both remained consistent with month-over-month and year-over-year performance. There were 6 follower retweets.
- LinkedIn increased by 2 followers to 117. Engagement was 7.8%. The highest performing post was an article highlighting increased enrollment in childcare programs in the county.

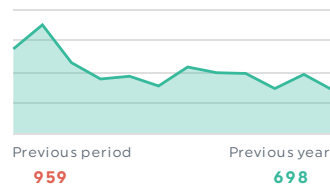
WEBSITE ANALYTICS

TOP PAGES BY PAGEVIEWS

Page Path	Pageviews
/	332
/about/	58
/staff/	58
/who-we-are/	42
/commissioners/	37
/adverse-childhood-experiences/	36
/covid-19-information-resources/	35
/resources/	33
/for-parents-families/	32
/kit-for-new-parents/	32
/commission/	31
/our-impact/	29
/its-caleitc-week-get-a-check-in-the-mail-for-filing-y...	26
/es/los-tres-tipos-de-estres-y-como-afrontarlo/	24
/early-childhood-development/	22
/contact/	20
Total	1,357

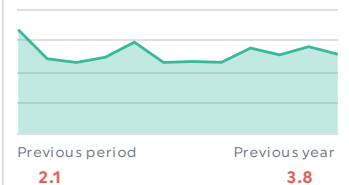
TOTAL SESSIONS

705

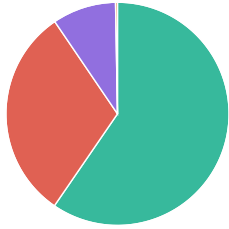


PAGES PER SESSION

1.9



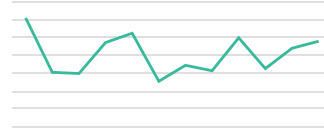
TOP SOURCES BY SESSIONS



Medium	Sessions	Previous period
organic	420	498
(none)	218	366
referral	65	95
social	2	N/A
Total	705	

AVERAGE SESSION DURATION

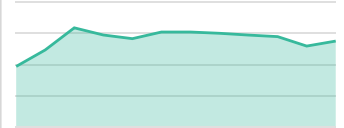
00:01:36



Previous period: 00:01:28 | Previous year: 00:03:31

BOUNCE RATE

68.79%

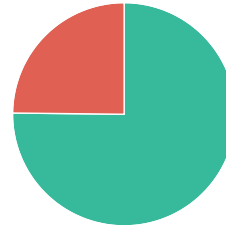


Previous period: 64.75% | Previous year: 67.19%

TOP REFERRERS BY SESSIONS

Source	Sessions	Previous period
t.co	9	3
cosmobrand.ru	8	3
m.facebook.com	7	19
helpmegrowsmc.org	6	3
facebook.com	5	7
sanmateo4cs.org	5	19
peninsulafamilyservice.org	4	N/A
l.facebook.com	3	19
lp.constantcontactpages.com	3	N/A

NEW VS RETURNING

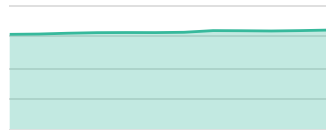


Visitor Type	Sessions
New Visitor	75.2%
Returning Visitor	24.8%

FACEBOOK INSIGHTS

FANS COUNT

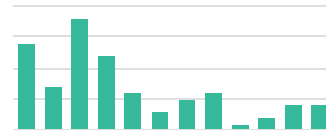
1,609



Previous period: 1,600 | Previous year: 1,530

FAN ADDS

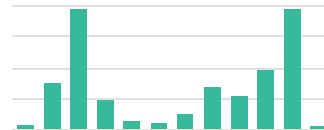
4



Previous period: 4 | Previous year: 22

PAGE IMPRESSIONS

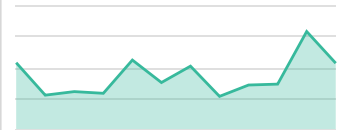
1,953



Previous period: 58,753 | Previous year: 4,411





PAGE ENGAGEMENT RATE

4.30%



Previous period: 6.34% | Previous year: 3.22%

TOP POSTS BY ENGAGEMENT RATE

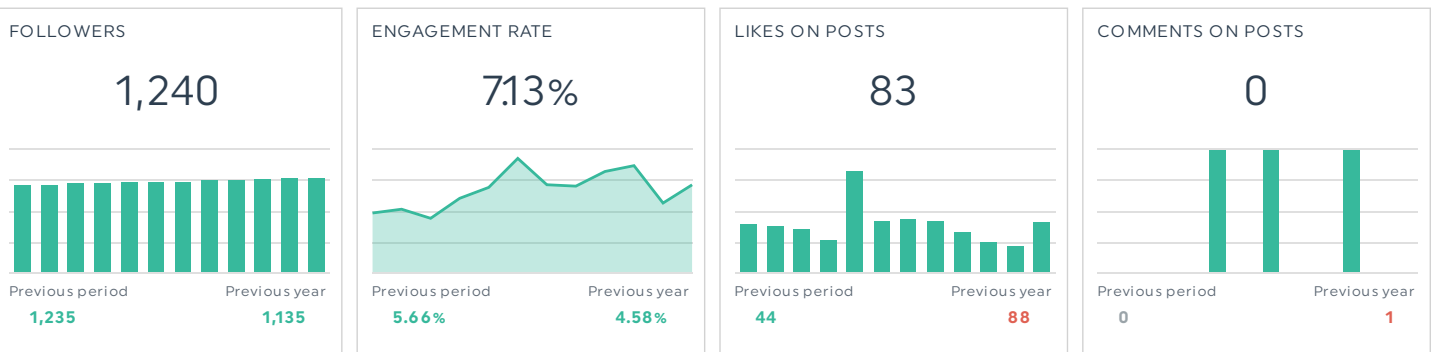
Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
 San Mateo County parents have been through more than they ever could have prepared for, and they came out stronger than ever. Thank you to the Silicon Valley Community Foundation for	18.60%	2	0	0
 Your family. Your health. Your story. ACEs screenings give you information about your health. Ask your doctor for an ACEs screening today & visit @ACEsAware for more information.	13.43%	5	0	0
 The Governor's budget proposal is here! He has increased spending for home visiting, fighting child poverty, food security, early literacy, ECE, plus more. And these are just the highlights! This	10.64%	3	0	0
 February is Black History Month! This is a beautiful opportunity to teach children important lessons about equity, leadership, Black excellence, and facing racism. It is so important that every single	8.51%	4	0	0

TOP POSTS BY IMPRESSIONS





1

Post With Image	Post Impressions	Post Reach
 Today is the first day of the Year of the Tiger. In the Year of the Tiger, community support, leaning on your neighbors, and celebration of community milestones bring good luck! Happy Chinese New Year, let us grow in community tog ... (id: 618117351594890_6904731619600067)	115	110
 This Valentine's Day, we are celebrating love! Love can look like so many different things, and they are all so important. There is love between parents and children, children and grandparents, siblings, children and the environme ... (id: 618117351594890_6973665686039993)	104	102
 A unified purpose enabled collective action and results: Health insurance for every child in San Mateo County. That's the goal. First 5 San Mateo has dedicated \$171,750 of funding from the Children's Health Initiative to the Immig ... (id: 618117351594890_6942350915838137)	79	78
 Children's Books to Celebrate Black History Month Parenting Tips &... (id: 618117351594890_7033136940092867)	77	77


INSTAGRAM INSIGHTS



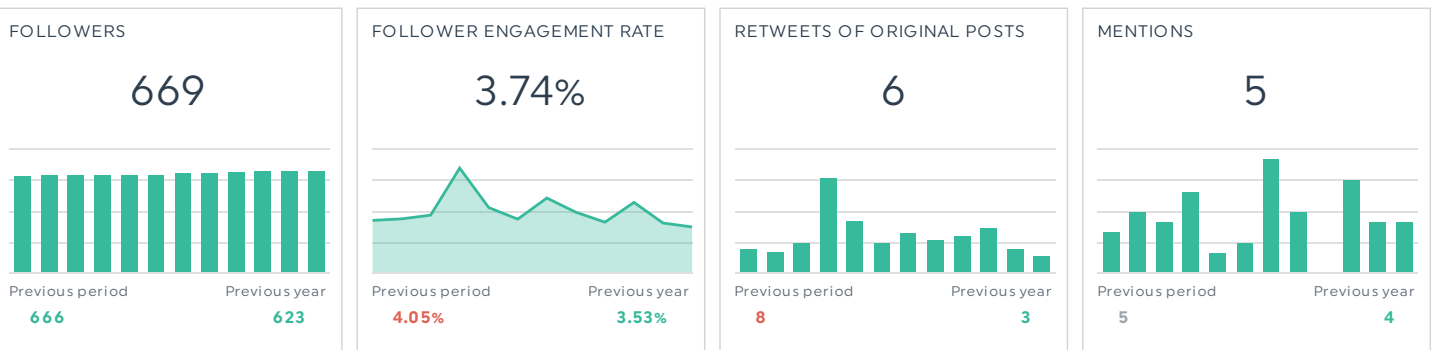
TOP POSTS BY ENGAGEMENT RATE

Post With Image	Engagement Rate	Likes	Comments
 Today is the first day of the Year of the Tiger. In the Year of the Tiger, community support, leaning on your neighbors, and celebration of community milestones bring good luck! Happy Chinese New Year, let us grow in community together this year!	16.53%	20	0
 This Valentine's Day, we are celebrating love! Love can look like so many different things, and they are all so important. There is love between parents and children, children and grandparents, siblings, children and the environment, nature and families. Love is all around us. Feel the love today!	14.93%	10	0
 Enrollment in child care programs in San Mateo County is UP! It is thanks to some of our incredible partners, their dedication, and their perseverance. We still have a long way to go, but with new legislation in the works, and continuous advocacy, we will keep working toward affordable, accessible, high-quality child care.	12.12%	8	0
 The Governor's budget proposal is here! He has increased spending for home visiting, fighting child poverty, food security, early literacy, ECE, plus more. And these are just the highlights! This summary from @First5Association explains in more detail all the investments coming to our children this year. LINK IN BIO!	6.98%	6	0

TOP POSTS BY IMPRESSIONS

Post With Image	Impressions	Reach
 Today is the first day of the Year of the Tiger. In the Year of the Tiger, community support, leaning on your neighbors, and celebration of community milestones bring good luck! Happy Chinese New Year, let us grow in community together this year!	121	116
 Numbers don't lie, and our work continues to have a major impact on keeping our communities safe during this pandemic. Check the bio for #dataforgood	109	106
 The Governor's budget proposal is here! He has increased spending for home visiting, fighting child poverty, food security, early literacy, ECE, plus more. And these are just the highlights! This summary from @First5Association explains in more detail all the investments coming to our children this year. LINK IN BIO!	86	84
 February is Black History Month! This is a beautiful opportunity to teach children important lessons about equity, leadership, Black excellence, and facing racism. It is so important that every single child knows that their voice is their power and that their story is a part of history. Link in bio!	79	79

TWITTER INSIGHTS



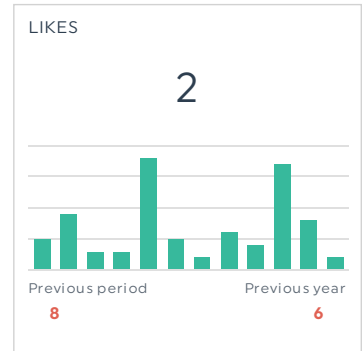
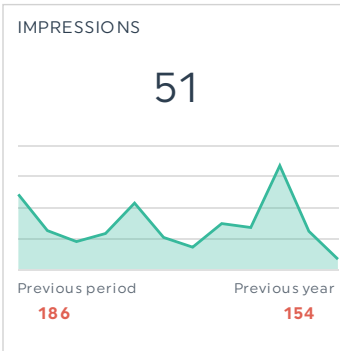
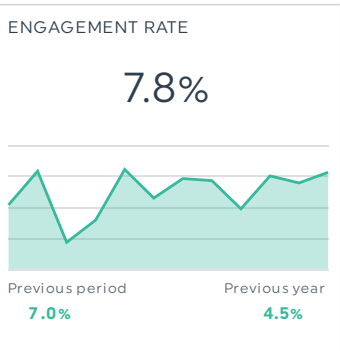


TOP RETWEETED POSTS


Post ^

- It's CalEITC Week. Get a check in the mail for filing your taxes. Seriously, it's that simple. <https://t...> **1**
- Numbers don't lie, and our work continues to have a major impact on keeping our communities ... **1**
- RT @CAGovernor: We're not called the Golden State for nothing. 🇺🇸 Congrats to California's very ... **170**
- RT @FIRST5SCC: Anna Evans Murray (1857-1955) was a racial justice activist, kindergarten advocat... **1**
- RT @SupDavePine: San Mateo County putting \$10M toward helping small businesses, individuals i... **4**
- Stay safe out there! Mask up, get your vaccine, and make sure you practice social distancing when... **1**
- The @CAGovernor's budget proposal is here! He has increased spending for home visiting, fightin... **1**
- This Valentine's Day, we are celebrating love! Love can look like so many different things, and they... **2**

LINKEDIN INSIGHTS



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image	Engagement Rate	Likes	Clicks
 <p>Enrollment in child care programs in San Mateo County is UP! It is thanks to some of our incredible partners, their dedication, and their perseverance. We still have a long way to go, but with new legislation in the works, and continuous advocacy, we will keep working toward</p>	6.8%	2	1

NOTES

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

