

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

DATE: Monday, March 25, 2019

TIME: 4:00 PM – 6:00 PM

ADDRESS: San Mateo County Office of Education (SMCOE)
101 Twin Dolphin Drive, 1st Floor Conference Room
Redwood City, CA 94065

AGENDA		
Call to Order and Preliminary Business		
1	Roll Call	4:00 PM
2	Public Comment	
3	Action to Set Agenda for March 25, 2019 Meeting and Approve Consent Agenda Items <i>(This item is to set the final consent and regular agenda, and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.)</i>	
4	Commission Announcements	
5	Storytelling: First 5 Work / Impact: Ei Ei Samai, Early Learning Initiative Manager, Daly City Partnership	
Action Items		
6	New Commissioner Oath Taking: Alexis Becerra	4:15 PM
7	Reappoint Commissioners Neel Patel, Pam Frisella and Sandra Phillips-Sved to First 5 San Mateo County Commission for their second 3-year term, expiring December 31, 2021	4:20 PM
Discussion Items		
8	2019 California Children’s Report Card, Data for San Mateo County by Ted Lempert, President, Children’s Now	4:25 PM
9	Census 2020 Everyone Counts Presentation by Aparna Ramakrishnan and Megan Gosch, SMC Census Coordinators	4:55 PM
10	Strategic Plan Implementation Plan FY 2020 – 2025 Funding Timeline and Procurement by Kitty Lopez, Executive Director, First 5 San Mateo County <i>(See Attachments 10)</i>	5:15 PM
Informational Items		
11	Communications Update <i>(See Attachments 11)</i>	5:35 PM

12	Report of the Executive Director (See Attachments 12)	
13	Committee Updates (See Attachments 13)	

*** 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. If you wish to speak to the Commission, please fill out a speaker’s slip located in the box on the sign in table as you enter the conference room. If you have anything that you wish to be distributed to the Commission and included in the official record, please hand it to Myra Cruz who will distribute the information to the Commissioners and staff. 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 Commission has designated the First 5 San Mateo County office located at 1700 S. El Camino Real, Ste. 405, San Mateo, CA, 94402, for making those public records available for inspection. The documents are also available on the First 5 Internet Web site at www.first5.smcgov.org.

IN COMPLIANCE WITH THE CALIFORNIA GOVERNMENT CODE AND THE AMERICANS WITH DISABILITIES ACT: First 5 San Mateo County Commission meetings are accessible to individuals with disabilities. Contact Myra Cruz at (650) 372-9500 ext. 232, or at ecruz@smcgov.org as soon as possible prior to the meeting, if (1) you need special assistance or a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting; or (2) you have a disability and wish to receive the meeting notice, agenda packet or other writings that may be distributed at the meeting in an alternative format. Notification in advance of the meeting will enable First 5 San Mateo County to make reasonable arrangements to ensure full accessibility to this meeting and the materials related to it.

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

March 25, 2019

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

- 3.1 Approval of the February 25, 2019 Commission Meeting Minutes
(See Attachment 3.1)

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**First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
February 25, 2019
San Mateo County Office of Education**

Call to Order & Roll Call

1. Roll Call

Commission Members: David Canepa, Rosanne Foust, Pam Frisella, Nancy Magee,
Sandra Phillips-Sved, Neel Patel, Louise Rogers

Absent: Nicole Pollack

Staff: Kitty Lopez, Michelle Blakely, Khanh Chau, Myra Cruz

County Counsel: Monali Sheth

A quorum was present. Commissioner Frisella called the meeting to order at 4:06 PM; roll call was taken. Commissioner Patel was not present during roll call.

2. Public Comments: None

3. Action to Set Agenda for February 25, 2019 Meeting and Approve Consent Agenda Items

MOTION: CANEPA/ SECOND: ROGERS

AYES: FOUST, FRISELLA, MAGEE, PHILLIPS-SVED

NOES: NONE

ABSTAIN: NONE

Commissioner Patel was not present for this agenda item.

Motion approved.

4. Commission Announcement: None

5. Storytelling: First 5 Work/Impact

Commissioner Magee shared her past experience as a teacher working in an inclusive high school which was one of the first in the nation. From that experience, she taught other educators around the country on how to run effective inclusive classrooms that include all children of varying abilities. She informed the Commission that the Anne Campbell Center for Children and Families is a home to San Mateo County Office of Education's Early Childhood Special Education Program and other services. This school is for children 0 – 5 years old with severe disabilities. The Anne Campbell Center's vision for an inclusive center, which is a model practice for the state, aligns with her passion and conviction that all children deserve highest quality education including children with special needs. The Anne Campbell Center received a grant approval for an Inclusive Early Learning and Care Coordination Program. The purpose of this grant is to build up its facilities, train the professional workforce, and increase awareness and access to inclusive settings for children 0 – 5.

6. Community Collaborative for Children's Success Presentation

Commissioner Rogers gave a brief background of the Community Collaborative for Children's Success (CCCS). Many youth clients who are in high-intensity programs such as Probation, Child Welfare and Behavioral Health and Recovery programs were residing in a few communities in the County. The purpose of the CCCS Initiative is to prevent children and youth from traumatic and challenging circumstances that would eventually lead them to these high-intensity county programs. Commissioner Rogers wished to get input for this work, and she also introduced presenter, Maeve Johnston, Management Analyst of Health Policy, Planning and Equity. Johnston informed the Commission that the CCCS is a joint initiative with Human Services Agency, Probation, Health Department, County Office of Education, and First 5. Johnston distributed

an overview handout of CCCS. CCCS is focusing on four communities in San Mateo County that have the highest need and have community assets: North Fair Oaks/parts of Redwood City, South San Francisco, Daly City and East Palo Alto. Johnston shared top issues, strategies and asset maps for each of these communities based on data and outreach community meetings. The framework for implementation of prioritized strategies, such as protective and healing spaces, and education and programming that supports resilience, were discussed. Johnston shared that CCCS is continuously seeking funding partners, and they have submitted a proposal for Silicon Valley Social Ventures.

Commission asked questions and provided comments.

Public Comment: Manufou Liaiga-Anoa'i, Health Manager, Institute for Human Social Development (IHSD) asked how someone can become involved in the CCCS Steering Committee, and commented that there are many organizations that cannot access the protective and healing spaces indicated in framework due to fees associated with them and other equity issues. She said that we will not be successful with other strategies if we do not deal with the space access and utilization.

The Power Point Presentation can be found on the [February 25, 2019 Commission Meeting Presentation](#).

7. Approval of First 5 San Mateo County's FY2018-19 Revised Budget and the Use of Ending Fund Balance (Ending Reserves) to fund FY2018-19 Revised Budget

F5SMC's Executive Director, Kitty Lopez, informed the Commission that the Finance Committee was unable to review this revised budget ahead of time; therefore, it is being presented to the full Commission. Lopez highlighted the following:

- o We do the budget revision taking into account, the 18-19 financial audit completion, tobacco tax projections released, and underspending funds of various contracts.
- o Per Strategic Plan FY 15-20 and LTFP FY 17-18, the Commission approved additional community investments to fund our work, thus bringing down the Ending Fund Balance Reserve.
- o Beginning fund balance net increase of \$1,069,480.
- o Total Revenues produce a net increase of \$118,517.
- o Administrative appropriation a net increase by \$8,777.
- o Ending fund balance net increase of \$702,496.
- o We're pulling \$366,984 from reserves to make the revised budget.

Lopez asked for an approval of this agenda item. Commissioner Foust commented that the memo was clearly laid-out compared to before, and she motioned to approve this item.

MOTION: FOUST/ SECOND: ROGERS
 AYES: CANEPA, FRISELLA, MAGEE, PATEL, PHILLIPS-SVED
 NOES: NONE
 ABSTAIN: NONE
 Motion approved.

8. Approval of First Amendment to Agreement for First California IMPACT HUB Region 4 Technical Assistance to San Mateo County Office of Education in the Amount of \$65,236.60, Contract Term effective July 1, 2018 through June 30, 2019

Kitty Lopez asked for an approval of this agenda item. Commissioner Canepa asked questions, and Nirmala Dillman of San Mateo County of Office Education, answered his questions.

MOTION: CANEPA/ SECOND: PHILLIPS-SVED

AYES: (RollCall) FOUST, FRISELLA, PATEL, ROGERS

NOES: NONE

ABSTAIN: MAGEE

Motion approved.

The full agreement was included in the [February 25, 2019 Commission Meeting Packet](#).

9. Approval of First Amendment to Agreement for Communications Consultation Services to Runyon Saltzman Inc. (RSE) in the Amount of \$305,336 Contract Term effective July 1, 2018 through June 30, 2020

Kitty Lopez gave a brief background and recommended to continue with RSE to avoid any interruptions of services. Commissioners asked questions and made comments.

MOTION: FOUST/ SECOND: PATEL

AYES: CANEPA, FRISELLA, MAGEE, PHILLIPS-SVED, ROGERS

NOES: NONE

ABSTAIN: NONE

Motion approved.

The full agreement was included in the [February 25, 2019 Commission Meeting Packet](#).

10. Approval of Recommendation to Board of Supervisors for Public Member Commissioner to Replace Retiring Commissioner Michael Garb: Ms. Alexis Becerra, Mental Health Therapist with the San Mateo Union High School District

Kitty Lopez asked for an approval of this agenda item. The vacant position was posted in December 2018 by the County, and Lopez informed that we received three applicants. Commissioners Frisella and Phillips-Sved and Kitty Lopez interviewed all applicants and discussed what they could bring to the organization. Lopez explained that the approved recommendation would have to be presented at the San Mateo County Board of Supervisors' meeting for the final approval. Lopez recommended Alexis Becerra. Commissioners Frisella and Phillips-Sved provided additional comments. Commissioner Patel asked if any way we can engage the other applicants in other F5SMC projects.

MOTION: CANEPA/ SECOND: ROGERS

AYES: FOUST, FRISELLA, MAGEE, PATEL, PHILLIPS-SVED

NOES: NONE

ABSTAIN: NONE

Motion approved.

11. Communications Update

Kitty Lopez informed the Commission that the Communication's written report was included in the [February 25, 2019 Commission Meeting Packet](#).

Public Comments: None

12. Executive Director's Report

The Executive Director's written report was included in the [February 25, 2019 Commission Meeting Packet](#).

Kitty Lopez, highlighted the following:

- Online Parent Information Portal for Child Care.
- Help Me Grow Call Center is now live. Flyers for providers and parents are in the packet.
- Held a pediatric group meeting and thanked Commissioner Patel for being the physician champion.

- Articles on “Day Care for All”.
- There will be a presentation on Census 2020 at a Commission Meeting. Michelle Blakely is part of the SMC Complete Count Committee
- Members of the First 5 Network Association met with members of Governor Newsom’s Office.

13. **Budget Monitoring Report as of December 31, 2018**

Kitty Lopez informed that the report was included in the [February 25, 2019 Commission Meeting Packet](#).

Commissioner Rogers motioned to adjourn the meeting and was seconded by Commissioner Phillips-Sved. The meeting was adjourned at 5:23 PM.

Date: March 25, 2019
To: First 5 San Mateo County Commission
From: Kitty Lopez, Executive Director
Re: Reappoint Commissioners Neel Patel, Pam Frisella and Sandra Philips-Sved to First 5 San Mateo County Commission for their second 3-year term, expiring December 31, 2021

RECOMMENDATION

Reappoint Commissioners Neel Patel, Pam Frisella and Sandra Philips-Sved to First 5 San Mateo County Commission for their second 3-year term, expiring December 31, 2021.

BACKGROUND

The commission consists of nine members (a) one member of the Board of Supervisors, (b) the director of San Mateo County Health, (c) the director of the County Human Services Agency, (d) the County Superintendent of Schools, and (e) five members appointed by the Board of Supervisors from among the following categories: recipients of project services included in the county strategic plan; educators specializing in early childhood development; representatives of a local child care resource or referral agency or a local child care coordinating group; representatives of a local organization for prevention of early intervention for families at risk; representatives of community-based organizations that have the goal of promoting nurturing and early childhood development; representatives of local school districts; and representatives of local medical, pediatric or obstetric associations or societies.

This appointment contributes to the 2025 Shared Vision statement of a Collaborative Community. Our diverse population works well together to build strong communities, effective government and a prosperous economy, civic engagement – including voting, public service, charitable giving, volunteerism, and participation in public discussions of important issues – is uniformly high among the diverse population of San Mateo County.

FISCAL IMPACT:

None.

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DATE: March 25, 2019
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Strategic Plan Implementation Plan FY 2020 - 2025 Funding Timeline and Procurement

ACTION REQUESTED

None; this agenda item is for information only.

BACKGROUND:

Attachment 10.1 is a document from VIVA Strategy + Communications consulting firm that describes the various kinds of procurement strategies used to disseminate funds into the community. VIVA worked with the First 5 Commission in 2018 on developing our new Strategic Plan, 2020 – 2025.

We will be discussing this document as we review the Strategic Plan Implementation Plan (SPIP) and Timeline at the March 25, 2019 Commission Meeting.

FISCAL IMPACT:

None at this time.

Comparisons of Procurement Strategies

Note: This is based on a strict interpretation on procurement types. However, in practice, many funders don't distinguish between an RFP and an RFA. There are many different ways that procurement can be modified and this should not be seen as "right" or "wrong." In addition, a required or optional Intent to Participate may be used as a precursor for any type of procurement.

Procurement Type	Key Characteristics	Typically Used For	Usual Timeline
Request for Application (RFA)	<ul style="list-style-type: none"> • Defined desired outcomes and <i>strategies</i> • Defined budget for which the applicant delineates staffing structure/costs to deliver the specified strategies • Typically has prescribed data and evaluation expectations 	<ul style="list-style-type: none"> • Use when you know what you want to achieve and which strategies will take you there. Looking for best applicant/s that can deliver within the allowed budget. 	8-12 weeks
Request for Proposal (RFP)	<ul style="list-style-type: none"> • Defined outcomes • Applicant "proposes" strategies to meet outcomes • Budget range typically defined for which the applicant proposes staffing structure/costs to deliver vendors proposed strategies • Some data elements may be defined but typically proposer suggests evaluation plan along with strategies 	<ul style="list-style-type: none"> • Use when you know what outcomes you want to achieve and are <i>flexible</i> about which strategies will best meet those outcomes. 	8-12 weeks
Request for Qualifications (RFQ)	<ul style="list-style-type: none"> • Qualifications to produce services or product are clear • Vendor is selected on their qualifications and experience in delivering comparable services or products • There is not a detailed proposal at the service or strategy level, but they may give examples of previous work to back-up their qualifications • Budget limit may or may not be defined • Candidates typically give hourly or deliverable rates 	<ul style="list-style-type: none"> • Use when you need to procure a specific skill set or product where the qualifications to deliver are clear (strategic planning, evaluation services, training/coaching, data system, etc.) • detailed SOW/work plan of project often determined during or after initial contracting 	4-12 weeks
Intent to Negotiate/ Partner (ITN/P)	<ul style="list-style-type: none"> • Collaborative grantmaking where staff and vendors work together throughout the entire procurement; typically includes multiple working meetings • May be used with numerous vendors at the same time or as sole source • Desired outcomes are usually clear • Goal is usually a coordinated effort that involves multiple parties • Strategies may or may not be loosely pre-defined • Typically looking for community input for design details and vendors • Budget limit may or may not be defined 	<ul style="list-style-type: none"> • Use when an open community process will result in a better program model • Use when it is in the Commission's interest to have staff involved in all details of development • Use when looking to develop a coordinated structure with multiple community partners 	12-16 weeks

DATE: March 25, 2019
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Communications Update

ACTION REQUESTED

None; this agenda item is for information only.

COMMUNICATIONS

- The First 5 San Mateo County (F5SMC) Staff and its communication firm, Runyon Saltzman and Einhorn (RSE) will be working on the following:
 - Impact stories for the April 30, 2019 First 5 Advocacy Day. Community partners and parents representing Build Up, Puente and Ravenswood Virtual Dental Home are being interviewed.
 - Website blog contents calendar.
 - Communication materials for Help Me Grow.
 - Upcoming e-newsletter with the main topics on Census 2020, Rise Together and Children's Now Report.

SOCIAL MEDIA

- See February 2019 Social Media Report and Website Analytics Report (*Attachment 11.1*)



Overview

During the month of February, First 5 San Mateo County (F5SMC) social media platforms were highlighted by tremendous growth in page followers, engagement, and total impressions. As a result of strong paid social media performance, when compared to the month of January, Facebook delivered 16x more impressions, Twitter doubled its impressions totals, and Instagram saw 9x the amount of engagement.

When looking at the F5SMC on-site analytics, the website had a total of 623 users from the state of California, creating a total of 737 website sessions. The top sources of traffic were from direct searches, Google organics and from Facebook. Consistent with last month, the top cities in California that drove website traffic were San Francisco, San Mateo and Redwood City. The top pages that were visited in the site included the homepage, followed by the about page and the families page. Over 65.4% of users accessed the site on a desktop computer. Detailed website analytics can be found on the attached F5SMC February 2019 Analytics Report.

Social Activity by Platform

The following report provides engagement statistics by social media platform.

	1,338	Followers (+13 followers from last month)
	2,854	Total Engagement (Likes and Comments)
	125.4K	Facebook Post Impressions

Facebook

In February, we saw an increase in followers and a significant increase in impressions compared to January. The two most popular posts generated over 120,339 impressions, which is over 117,863 more impressions than January's two most popular posts. The paid social post, which included the modified Rob Reiner video on childhood development, had 2,503 engagements, with over 90 reactions, comments and shares.

Highlights:

First 5 San Mateo County
Published by Runyon Saltzman, Inc. [?] · February 15 at 10:43 AM · 🌐

For over 20 years, we have led efforts in early childhood development and focused on the importance of investing in the young children of San Mateo County. #OurChildrenOurFutureCA
Visit our site for more information: <https://bit.ly/2MFCxSF>

First 5 San Mateo - Success for Every Child
01:40

👍 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 9,000 people.

69,339 People Reached **2,503** Engagements [Boost Post](#)

👍❤️ 59 2 Comments 18 Shares

👍 Like 💬 Comment ➦ Share 🌐

First 5 San Mateo County
Published by Mai Le [?] · February 22 at 2:27 PM · 🌐

Did you know that a child's environment can chemically modify their genes? This infographic from Harvard's Center for the Developing Child explains the growing research on epigenetics, and how it relates to child development.

EPIGENETICS?
AND HOW DOES IT RELATE TO CHILD DEVELOPMENT?

"Epigenetics" is an emerging area of scientific research that shows how environmental influences—children's experiences—actually affect the expression of their genes.

During development, the DNA that makes up our genes accumulates chemical marks that determine how much or little of the genes is expressed. This collection of chemical marks is known as the "epigenome." The different experiences children have rearrange those chemical marks. This explains why genetically identical twins can exhibit different behaviors, skills, health, and achievement.

This means the old idea that genes are "set in stone" has been disproven. Nature vs. Nurture

DEVELOPINGCHILD.HARVARD.EDU

What is Epigenetics? The Answer to the Nature vs. Nurture Debate

👍 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 9,000 people.

811 People Reached **70** Engagements [Boost Post](#)

👍❤️ Karen Chan, Rob Mactang and 6 others 7 Shares

👍 Like 💬 Comment ➦ Share 🌐



Twitter

470 Followers (+11 followers from last month)
258 Total Engagements- Retweets/Likes/Mentions
12K Tweet Impressions

During the month of February, the promoted Twitter post resulted in an increase of 12,059 impressions in comparison to the month of January. Most of the visibility this month came from the promoted social tweet about Rob Reiner on First 5 and childhood development, which garnered over 9,881 impressions. The account also continues to be tagged in content and tweets from other influencers in the early childhood space.

Some highlighted tweets from the month are shown below:



First 5 San Mateo Co @first5sanmateo · Feb 27
 For over 20 years, we have led efforts in early childhood development and focused on the importance of investing in the young children of San Mateo County. #OurChildrenOurFutureCA

Visit our site for more information: bit.ly/2MFCxSF



2 8 32



First 5 San Mateo Co @first5sanmateo · Feb 4
 It's becoming harder for child care providers to find spaces to operate as Bay Area real estate becomes less affordable. This results in fewer providers and higher costs for families. In San Mateo County, preschool has gone up over 45%: bayareane.ws/2SpEXdp

CHILD CARE COST IN THE BAY AREA

As Bay Area real estate has become less affordable, it's become harder for child care providers to find spaces to operate, resulting in fewer providers and higher costs for families.

Monthly childcare cost comparison over time 2014 2018

County	INFANT		PRESCHOOLER	
	Cost	Change	Cost	Change
Alameda	\$1,341	36%	\$1,081	41%
Contra Costa	1,324	37%	1,058	43%
Marin	1,360	48%	1,117	54%
Napa	1,350	2%	1,098	-4%
San Francisco	1,357	47%	1,109	55%
San Mateo	1,360	41%	1,120	45%
Santa Clara	1,348	39%	1,090	43%
Solano	1,292	-2%	930	8%
Sonoma	1,332	2%	1,068	-1%
Bay Area median	1,348	35%	1,090	40%

Source: Insight Center for Community Economic Development BAY AREA NEWS GROUP

1 2 1



402 Followers (+43 from last month)
660 Total Engagements (Likes and Comments)

Instagram

The Instagram account had a significant increase in followers with 43 additional people following the account in February. We published six posts this month, which included a paid social post that increased engagement significantly, generating over 660 likes and comments. Followers continue to include parents, teachers, early education and health community organizations, other First 5's and public officials.

The two most popular post are shown below:



 **first5sanmateo** • Follow

first5sanmateo For kids, there can never be enough playtime. We've got quick tips and resources to help you and your children explore and learn together. Link in bio! #First5SanMateo #ParentingTips

nicole.vuong.14 i love this baby it's so cute

nicole.vuong.14 lol

nicole.vuong.14 brb

nicole.vuong.14 yep

nicole.vuong.14 cool

573 likes

FEBRUARY 21

Add a comment...



 **first5sanmateo** • Follow

first5sanmateo Understanding other's emotions is a big first step in learning how to play and make friends. Talk to your children about feelings! It will help them to start noticing how others might feel.

designs_by_siri So cute.

26 likes

FEBRUARY 26

Add a comment...



LinkedIn

RSE continued to post content during the month of February to the F5SMC LinkedIn business page. RSE and F5SMC will continue to work together to find ways to engage internal staff and other county individuals on this platform.



First 5 San Mateo County
40 followers
1w

For over 20 years, we have led efforts in early childhood development and focused on the importance of investing in the young children of San Mateo County. Learn more: <https://bit.ly/2MFCxSF>



 Capture

0:04 / 1:39

2 Likes



Feb 1, 2019 - Feb 28, 2019

On-Site Performance - February 2019

Website Traffic Overview

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
623	737	62.55%	2.36	00:01:43

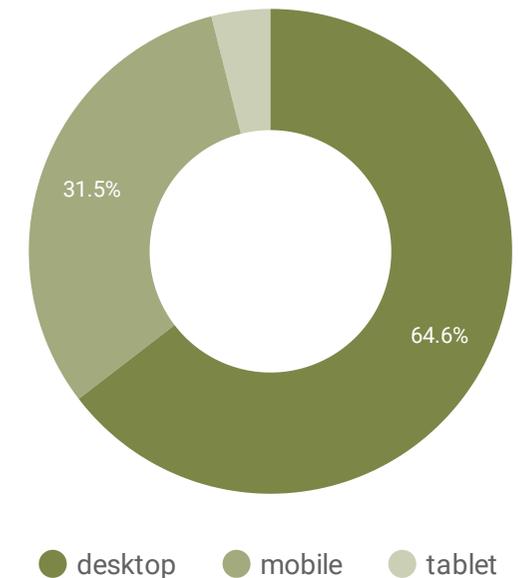
Website Traffic Overview - California

Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
331	432	45.37%	3.13	00:02:39

Website Traffic by Source - California

Source	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. google	198	255	40.39%	3.35	00:02:49
2. (direct)	51	66	56.06%	3.24	00:02:45
3. first5california.com	20	24	58.33%	2.83	00:02:04
4. m.facebook.com	13	14	64.29%	2	00:02:20
5. co.sanmateo.ca.us	9	10	30%	2.4	00:00:57

Website Traffic by Device (Sessions)



Website Traffic by City - California

City	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. San Francisco	69	94	40.43%	3.86	00:03:50
2. San Mateo	38	44	36.36%	2.86	00:02:19
3. Redwood City	37	41	56.1%	2.2	00:01:05
4. San Jose	14	19	63.16%	2.74	00:04:44
5. Los Angeles	14	17	64.71%	2.47	00:01:21

Website Traffic by Page - California

Page	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1. /	147	181	23.2%	1.49	00:04:11
2. /about/	68	10	60%	10.6	00:00:44
3. /families/	61	5	60%	17.4	00:00:17
4. /about/first-5-staff/	45	18	55.56%	2.89	00:00:33
5. /contact/	34	2	100%	20.5	00:00:00



**FIRST 5 SAN MATEO COUNTY (F5SMC)
REPORT OF THE EXECUTIVE DIRECTOR
MARCH 2019**

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

Early Learning

Build Up for San Mateo County’s Children Initiative: Read Build Up’s use of GIS mapping to plan for child care and preschool in the City of San Bruno.

<https://buildupsmc.com/2019/02/using-maps-to-plan-for-child-care-san-bruno-case-study/> .

Build Up has been coordinating with Bay Area regional partners to track and weigh in on statewide budget and legislative proposals and will be submitting commentary and letters of support:

- [The Governor’s proposed \\$245 million for ECE facilities infrastructure](#),
- SB 234 – “Keep Kids Close to Home Act” sponsored by Senator Skinner to equalize permitting requirements for small and large family childcare homes, clarify that family child care is allowed in apartments and condos, and strengthen tenant protections for family child care providers,
- AB 452 – “Child Care: Early Childhood Program Grants” sponsored by Assembly Member Mullin to create a grant program for the development of child care facilities.

Child Health and Development

SMC Oral Health Coalition: On February 26th, the SMC Oral Health Coalition welcomed special guest, California State Dental Director Dr. Jayanth Kumar, to our quarterly meeting. Doctor Kumar, who is leading the state’s implementation of an Oral Health Strategic Plan as well as oversight of the Proposition 56 funds for oral health to local health jurisdictions, presented on “Advancing Community Oral Health in California”. The meeting was both well-attended and well-received, with about 45 stakeholders in attendance.

TRISI Implementation Committee Meeting: The Trauma- and Resiliency-Informed Systems Initiative Implementation Committee met for the second time on February 28th to hear about some new developments in the landscape of trauma-related efforts and to vet ideas for our local web presence. A market assessment survey to assess the interest in and readiness for organizations to be trauma-informed was also distributed to a broad range of stakeholders this month, and the Committee will be using the findings to help determine next steps.

Sequoia Health Care District (SHCD) Presentation: On March 6th, Executive Director Kitty Lopez presented to the SHCD Board regarding a proposed partnership on early childhood health efforts. Commissioner Dr. Neel Patel attended the presentation, along with staff Michelle Blakely and Emily Roberts. The presentation was well-received, and staff will be returning to a future board meeting to formally request funding later this spring.



Children's Oral Health Workgroup: The Children's Oral Health Workgroup met on March 13th. The meeting was led by co-chair Eileen Espejo of Children Now and focused on completing a Workgroup Report in preparation for a mid-stream assessment of the SMC Oral Health Strategic Planning efforts. The information from this report will feed into a SMC Oral Health Coalition retreat scheduled for May 2019.

Family Support

CAPC Family Resource Fair and Forum:

On April 18th the Child Abuse Prevention Council (CAPC, formerly CCAT) will be hosting a Family Resource Fair and Forum from 1:00 to 4:00 at the Sobrato Center. The event is open to everyone and will focus on the Five Protective Factors that help prevent child abuse and neglect. The event begins with a resource gallery featuring 15-20 county agencies who will share a variety of family support information. F5SMC will have a table featuring the Kit for New Parents as well as other collateral and give-away items. After the resource fair, participants will view First 5 Santa Clara's video on the Five Protective Factors, followed by a panel discussion comprised of a survivor, a family-serving agency, a family, and an organization involved with family engagement systems improvement work. The panel will be moderated by recently retired San Mateo County Emergency Response and Intake Manager, Jerry Lindner. Select community members/agencies will be recognized with CAPC Awards of Merit, and the program will conclude with closing remarks by the President of the SMC Board of Supervisors, Honorable Carole Groom. Program Specialist, Karen Pisani, is helping provide input and direction for the event along with several other CAPC members.

Family Perspectives for Systems Building in San Mateo County:

Recently Laura Bowen, Communications Director of Viva Strategy + Communications, met with the F5SMC Program Team to discuss VIVA's family story telling project. Through this project VIVA Strategy + Communications will capture family stories and experiences as they access and navigate public services to understand the assets, barriers, and priorities in families' own words. Specifically, VIVA will focus its inquiry on families accessing/navigating services that link to predictive factors with the strongest body of evidence that correlate with school readiness and early academic success. Through focus groups, the project will gather perspectives from different population demographics across California, including San Mateo County. In San Mateo County, VIVA will facilitate two focus groups with F5SMC-funded projects. The two programs that staff identified as ideal for VIVA's project are Puente de la Costa Sur and Peninsula Family Service. Laura Bowen is in conversation with these two organizations with the hopes of hosting one focus group at each agency. See attached Family Story Telling Focus Group Brief for more information. (See Attachment 12.1)

Community Training on the Intersection of the LGBTQ+ & Immigrant Populations:

Program Specialist, Karen Pisani, regularly attends the Red Cross' Immigrant Forum. Recently the Immigrant Forum hosted Annette J Pakhchian, LGBTQ+ Community Outreach Program Specialist with Behavioral Health and Recovery Services. Annette's presentation about the intersection of LGBTQ+ and immigrant populations was insightful, thought provoking, and contained a fresh and in-depth perspective. As a service to our grantees and the larger community, Karen is exploring the possibility of hosting a F5SMC-sponsored event featuring Annette Pakhchian to discuss the topic in depth. Also, given F5SMC's charge to be a



“convener”, the Program Team is discussing resurrecting grantee-specific trainings as well as grantee + community brown bag meetings.

POLICY & ADVOCACY UPDATES

Meeting with Congresswoman Anna Eshoo

On Tuesday, March 19, 2019, Executive Director, Kitty Lopez, had an opportunity to meet with Congresswoman Anna Eshoo; she represents the 18th Congressional District which covers both San Mateo and Santa Clara County. Lopez reviewed highlights and work of F5SMC from our 2018 Advocacy Day and 20 Year Community Investment Celebrations. The Congresswoman expressed her gratitude to First 5 and the importance of our work to support children and families in the county.

“The High Cost of Child Care Underscores the Need for Supporting Families With Children of All Ages”. A fact sheet published by California Budget and Policy Center on February 2019. (See Attachment 12.2)

“Subsidized Child Care Can Help Reduce Barriers to Success for Children of Color, but Few Received It in California”. A fact sheet published by California Budget and Policy Center on February 2019. (See Attachment 12.3)

ACCOUNTABILITY, RESEARCH AND EVALUATION

California Strong Start Index: In partnership with the First 5 Association, First 5 LA, the California Department of Public Health, the Hilton Foundation, and the Heising-Simons Foundation, the Children’s Data Network has developed the California Strong Start Index. This score summarizes the conditions into which children are born. The Index is built from a twelve health, financial, family, and service indicators that are universally captured on California birth certificates. By examining the average Index scores for geographies such as census tracts, it is possible to identify locations where babies are more likely to be born into families and communities that lack some of crucial resources children need to thrive. Learn more by visiting <https://strongstartindex.org/>.

Oral Health Data Workgroup: On March 7th, Jenifer Clark participated in the County’s Oral Health Data Workgroup. The group focuses on identifying and developing the data needed to support and monitor the County’s Oral Health Strategic Plan. This most recent meeting focused on the Data Needs Assessment that was recently distributed to the County’s oral health service providers.

COMMUNITY AND STATEWIDE EVENTS & UPDATES

CA Quality Counts: On March 5th, Michelle Blakely participated in the statewide CA Quality Counts (Quality Rating and Improvement Systems) Consortia meeting convened by the California Department of Education and First 5 California. The focus of the meeting and a key strategy over the next 6-9 months is systems building, communication and infrastructure changes to support CA Quality Counts. All 58 CA counties participate in the QRIS.



Thrive Alliance-Serving Families and Children in Need in SMC-Focus on North San Mateo County: On February 26th, Michelle Blakely presented on Build Up for San Mateo County's Children at this forum for non-profits and foundations. The purpose of the forum was to provide data and relevant research on the region (north county), to highlight innovative initiatives currently supporting families and children and to catalyze deeper thinking on ways to support non-profits serving the north county. The forum was sponsored by the Atkins, Sand Hill, Silver Giving and Give Local Silicon Valley Foundations.

Census 2020 San Mateo County:



The County of San Mateo, in partnership with the THRIVE Alliance of Nonprofits in San Mateo County and the San Mateo County Economic Development Association (SAMCEDA), is hosting this event for community leaders to learn more about Census 2020, how they can help ensure that everyone in our community gets counted, and different ways to get involved.

- **Date:** April 1, 2019
- **Time:** 2-4 Pm (Registration, Networking and Afternoon Snacks beginning at 1:30 PM)
- **Location:** Fox Forum, 2411 Broadway, Redwood City

This is a free event. To register, click the link: <https://www.eventbrite.com/invite-friends?eid=57451255251>. If you have questions please feel free to email Aparna Ramakrishnan at aramakrishnan@smcgov.org.

First 5 Network of Association Census 2020:

The First 5 Network Association will launch its Census 2020 Every Child Counted Bay Area Campaign on April 3, 2019. F5SMC Staff along with three other San Mateo County Community Partners will be attending this meeting. They will be developing a comprehensive outreach plan for hard to count populations, children 0 – 5 years old.



Focus Groups & Family Interviews San Mateo County

BACKGROUND

Administrative data has vast potential for improving how social services are provided, to better support children and families. However, to ensure that administrative data is effectively used to tackle the greatest issues in the social service sector, a significant piece of the puzzle is missing: *the families' own experiences and perspectives.*

VIVA Strategy + Communications will capture family stories and experiences as they access and navigate public services to understand the assets, barriers, and priorities in families' own words. Specifically, VIVA will focus our inquiry on families accessing/navigating services that link to predictive factors with the strongest body of evidence that correlate with school readiness and early academic success. The following predictive factors are included in this project:

- Adequate prenatal care and healthy birth weight
- Health insurance: access and utilization
- Nutrition
- Healthy development (non-ECE focused)
- High quality early childhood education
- Optimal language development
- Social-emotional development
- Consistent parenting and positive discipline
- Family income

Project purpose related to county-level work: Through focus groups, the project will gather perspectives from different population demographics across California, including San Mateo County.

Focus groups are a form of qualitative research that are valuable for understanding a target audience's perspectives, experiences and opinions. Focus group outcomes across communities will be examined and compared to help pinpoint ideas or solutions that can have the greatest impact on children's educational outcomes. For a more detailed personal experience, the focus groups will help identify families who can participate in individual video taped interviews to tell their stories.

In San Mateo County, VIVA Strategy + Communications is proposing to facilitate two focus groups and a minimum of two families will be engaged in telling their personal experience through video taped interviews, photography, and video.

We seek to speak with families who fit both of the following profiles:

- Families who are well connected to services

- Families who are not well connected to services (i.e., are eligible for services but do not access them, have significant challenges in accessing services, or are not eligible but could benefit from receiving services)

TIMELINE

Focus Groups

March 2019

Family Interviews (video taped) - Gathering Family Stories

April-May 2019

Story Development & Photo Essays

June - July 2019

COMMUNITY PARTNERSHIP

Due to their existing community presence and strong relationships with the target focus group audience, VIVA Strategy + Communications is seeking support from community partners with the following:

1. Host focus groups, so that participants are going to a familiar place. Two rooms will be needed, one for the focus group and the other for child care.
2. Be the initial contact to recruit and invite participants so that the request comes from a trusted source. Then call the participants who have agreed to attend the day before or morning of the focus group to confirm their attendance and express how important it is to hear their voice.
3. Provide child care, light refreshments, and parking for participants.

Partner organizations hosting focus groups, recruiting families, and providing child care, parking, and refreshments will be provided a \$1,000 stipend. VIVA Strategy + Communications and all community partners collaborating in this project will have access to the final outcomes of the project.

RECRUITMENT

The ideal focus group is 8-10 people and lasts approximately 1.5 hours. The intent is to invite slightly more than 10 families (adult(s) with primary caregiving responsibility for a child or children age 0-8) to allow for no-shows.

VIVA Strategy + Communications understands that participating in this project will require time and commitment from families. To thank participants for their involvement, the following incentives will be provided:

1. Focus group participants will receive a \$25 gift card.
2. Parking, light refreshments, and child care for children under the age of 8 will be provided for focus group participants.

3. Families who agree to take part in individual interviews and participate in the storytelling process (including video and photos) will receive a \$100 gift card.

Privacy: Focus group participation is anonymous, however audio recording and quotes of information shared may be used in the project and made public. Family interview participation is not anonymous and all video, audio, photography, and shared information may become part of the final project outcomes and made public. Proper consent for participation, including release forms from for each participant, will be collected prior to focus groups and interviews taking place.



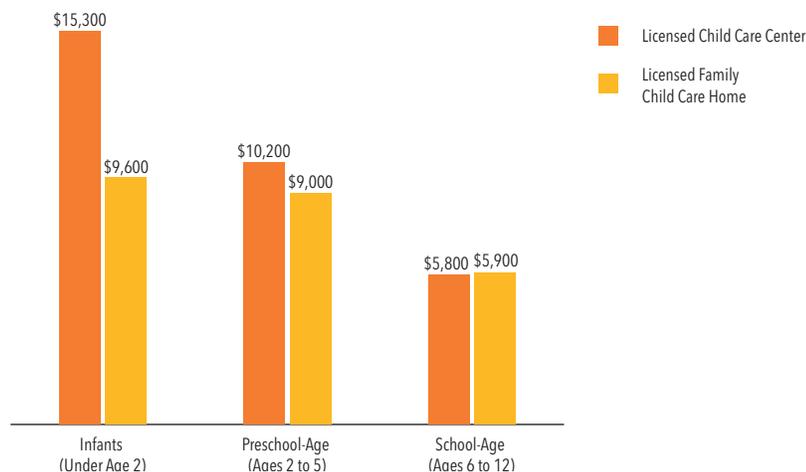
BY KRISTIN SCHUMACHER

The High Cost of Child Care Underscores the Need for Supporting Families With Children of All Ages

Without access to affordable child care, parents may struggle to find and keep jobs or to go to school. Unfortunately, California ranks as one of the least affordable states in the nation based on the cost of child care.¹ Statewide, the median annual cost of care for an infant in a licensed child care center is over \$15,000. In a family with two working parents earning low wages, each parent would have to work 147 hours per week to avoid paying more than the federally recommended 7% of income on the cost of child care for their infant.² The annual cost of care in a licensed center for older children is also out of reach for many families – \$10,200 for a preschool-age child and \$5,800 for a school-age child. While prices may be lower with a licensed home-based provider, this option is still prohibitively expensive for families who are struggling to cover basic expenses.

The Cost of Child Care Is Prohibitively High in California

Median Cost of Care Statewide, 2017

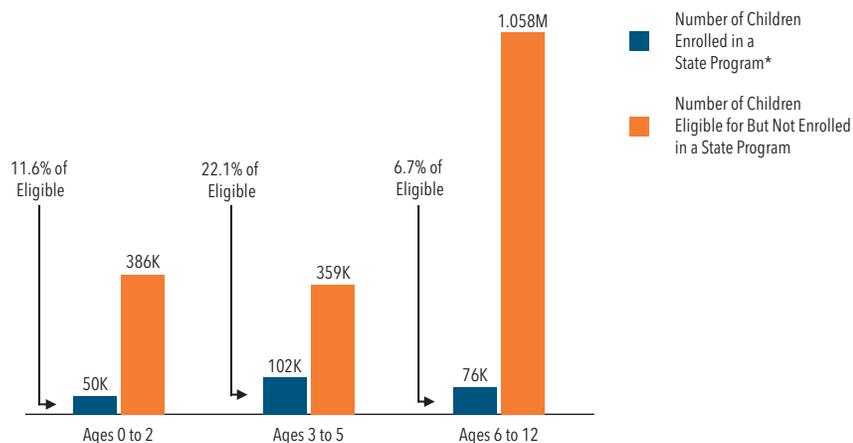


Note: Figures are rounded to the nearest hundred. Cost of care is full-time for infants and preschoolers and prorated according to the school year for a school-age child. Costs are based on counties' median cost of care weighted to reflect each county's child population and are adjusted for inflation to reflect 2017 dollars. Source: Budget Center analysis of California Department of Education, 2016 Regional Market Rate Survey

Parents typically incur the highest-priced care – for infants and toddlers – at a younger age when they can least afford it. Even families with older children may struggle to find affordable care before or after the school day or when they are working nonstandard hours. Family supports such as subsidized child care and development programs can help boost families' economic security by providing stable and affordable child care. According to a Budget Center analysis of federal survey data, an estimated 2 million children from birth through age 12 were eligible for child care assistance in 2017.³ Across all age groups, only a small share of eligible children were enrolled in a subsidized program: 1 in 9 infants and toddlers (11.6%), 1 in 5 preschool-age children (22.1%), and 1 in 15 school-age children (6.7%).⁴ (See chart next page. For additional data by age, see tables on page 3 and 4.)

Enrollment in Subsidized Child Care and Full-Day State Preschool Varies by Age

Estimated Number of California Children Eligible for Subsidized Child Care = 2,032,000



* Enrollment is for children from birth through age 12 in October 2017. Includes children enrolled in full-day California State Preschool Program (CSPP). Excludes children enrolled in the part-day CSPP or the Handicapped Child Care Program. The California Community College CalWORKs Stage 2 data reflect a Department of Finance estimate for the 2017-18 fiscal year. CalWORKs Stage 1 age data are Budget Center estimates based on California Department of Education (CDE) CalWORKs Stage 2 figures. Source: CDE, Department of Social Services, and Budget Center analysis of US Census Bureau, American Community Survey data

The high cost of care coupled with the large number of children eligible for child care assistance underscores the need for additional state and federal investments in California’s subsidized child care and development system. Child care assistance is critical to supporting low- and moderate-income families while parents are at work or school and is vital to helping families achieve economic security. Providing additional access to child care assistance should be a key component of state and federal budget deliberations.

This analysis is the second part of a multiphase effort to analyze subsidized child care and development programs in California. Other phases of this work examine the total unmet need for subsidized child care and unmet need by race and ethnicity. Support for this Fact Sheet was provided by First 5 California.

1 Child Care Aware of America, *The US and the High Cost of Child Care: A Review of Prices and Proposed Solutions for a Broken System* (2018).

2 The US Department of Health and Human Services updated its guidelines on child care affordability in 2016. Access the final rule at <https://federalregister.gov/d/2016-22986>. “Low wage” is defined as earning less than \$14.35 per hour. See University of California Berkeley Labor Center, *Low-Wage Work in California* (August 2018).

3 Budget Center analysis of US Census Bureau, American Community Survey data. Data limitations likely result in a conservative estimate of the number of children in California who are eligible for subsidized child care. For more information about the methodology used to calculate this estimate, see the Technical Appendix: https://calbudgetcenter.org/wp-content/uploads/2019/01/Technical-Appendix_Calculating-the-Need-for-Subsidized-Child-Care-in-California_01.2019.pdf.

4 Figures reflect children enrolled in the full-day California State Preschool Program (CSPP) or in one of the following subsidized child care programs: Alternative Payment Program; CalWORKs Stages 1, 2, or 3; Family Child Care Home Network; General Child Care; and the Migrant Child Care and Development Program. Enrollment is for October 2017, except for California Community College CalWORKs Stage 2, which reflects a Department of Finance estimate for the 2017-18 fiscal year. This analysis also includes the full-day CSPP, which consists of part-day preschool and “wraparound” child care, because it accommodates many – although not all – families’ work schedules throughout the year, and thus approximates the experience that a child would have in a subsidized child care program. In contrast, this analysis excludes roughly 97,000 children who were enrolled in the *part-day* CSPP, without access to wraparound child care, in October 2017. This is because most families with low and moderate incomes likely need wraparound care in order to supplement the CSPP’s part-day, part-year schedule. This analysis reports enrollment data for a single month – as opposed to a monthly average for 2017 – because the California Department of Education (CDE) does not typically separate part-day and full-day CSPP enrollment when reporting monthly averages for a single fiscal year. The CDE also states, “Caution should be used when interpreting monthly averages as some programs do not operate at full capacity throughout the entire year (e.g., State Preschool) while other programs have seasonal fluctuations in enrollment (e.g., Migrant Child Care).” Finally, the data are for October 2017 because the CDE’s point-in-time reports are only available for the month of October. See Kristin Schumacher, *Millions of Children Are Eligible for Subsidized Child Care, but Only a Fraction Received Services in 2017* (California Budget & Policy Center: January 2018).

Number and Share of Children in California Eligible for Subsidized Child Care and Development Programs, 2017

Age	Number of Children Enrolled in a State Program*	Number of Children Eligible at Initial Certification Levels (Income at 70% of State Median Income)	Share of Children Eligible at Initial Certification Levels Who Are Enrolled in a State Program	Number of Children Eligible at Recertification Levels (Income at 85% of State Median Income)	Share of Children Eligible at Recertification Levels Who Are Enrolled in a State Program
Less Than 1	7,400	127,200	5.8%	147,900	5.0%
1	17,300	151,900	11.4%	168,800	10.2%
2	25,800	158,000	16.3%	180,000	14.3%
3	38,900	149,200	26.1%	173,400	22.4%
4	43,600	161,300	27.1%	182,800	23.9%
5	19,500	150,500	13.0%	171,200	11.4%
6	15,500	150,800	10.3%	173,500	8.9%
7	13,800	167,200	8.3%	188,500	7.3%
8	13,000	163,300	8.0%	185,100	7.0%
9	11,500	167,400	6.8%	190,200	6.0%
10	9,800	173,900	5.6%	198,600	4.9%
11	7,100	153,100	4.6%	181,300	3.9%
12	4,900	158,200	3.1%	184,200	2.7%
Total	228,100	2,031,900	11.2%	2,325,400	9.8%

*Figures reflect children enrolled in the full-day California State Preschool Program (CSPP) or in one of the following subsidized child care programs: Alternative Payment Program; CalWORKs Stages 1, 2, or 3; Family Child Care Home Network; General Child Care; and the Migrant Child Care and Development Program. Enrollment is for children from birth through age 12 in October 2017, except for California Community College (CCC) CalWORKs Stage 2 and CalWORKs Stage 1. CCC Stage 2 figures reflect a Department of Finance estimate for the 2017-18 fiscal year. CalWORKs Stage 1 figures by age are estimates based on California Department of Education (CDE) CalWORKs Stage 2 figures. This analysis also includes the full-day CSPP, which consists of part-day preschool and "wraparound" child care, because it accommodates many – although not all – families' work schedules throughout the year, and thus approximates the experience that a child would have in a subsidized child care program. In contrast, this analysis excludes roughly 97,000 children who were enrolled in the part-day CSPP, without access to wraparound child care, in October 2017. This is because most families with low and moderate incomes likely need wraparound care in order to supplement the CSPP's part-day, part-year schedule. This analysis reports enrollment data for a single month – as opposed to a monthly average for 2017 – because the CDE does not typically separate part-day and full-day CSPP enrollment when reporting monthly averages for a single fiscal year. The CDE also states, "Caution should be used when interpreting monthly averages as some programs do not operate at full capacity throughout the entire year (e.g., State Preschool) while other programs have seasonal fluctuations in enrollment (e.g., Migrant Child Care)." Finally, the data are for October 2017 because the CDE's point-in-time reports are only available for the month of October. See Kristin Schumacher, *Millions of Children Are Eligible for Subsidized Child Care, but Only a Fraction Received Services in 2017* (California Budget & Policy Center: January 2019).

Note: Numbers may not sum due to rounding. Families are eligible for subsidized child care if the child who would receive care is under the age of 13; the family establishes an appropriate eligibility status, such as by having an income below the limit set by the state; and the family demonstrates a need for care, such as parental employment. Families generally must meet the same income guidelines applicable to child care to qualify for the CSPP, which is funded solely with state dollars. State law, however, allows up to 10% of families in the state preschool program to have incomes up to 15 percent above the income eligibility limit, but only after all other eligible children have been enrolled. The CSPP is a part-day program offered for roughly nine months of the year. Some children receive "wraparound" services that provide subsidized child care for remainder of the day and throughout the entire year. To be eligible for the full-day CSPP, families generally must meet the same guidelines regarding eligibility status that are applicable to subsidized child care.

Source: Budget Center analysis of California Department of Education, Department of Finance, Department of Social Services, and US Census Bureau, 2017 American Community Survey data

Number of Children in California Eligible for Subsidized Child Care and Development Programs Based on Various Poverty Thresholds, 2017

Age	Number of Children Eligible at 50% of the Official Poverty Threshold, 2017 ("Deep Poverty")	Number of Children Eligible at the Official Poverty Threshold, 2017	Number of Children Eligible at the Supplemental Poverty Threshold, 2017
Less Than 1	27,500	56,400	74,000
1	31,900	69,800	87,000
2	32,900	67,600	87,400
3	28,100	62,500	82,300
4	29,200	66,200	89,200
5	24,600	57,100	76,000
6	25,300	59,800	78,300
7	26,600	68,000	90,500
8	23,800	62,900	82,300
9	25,000	59,800	79,700
10	24,600	65,100	90,300
11	20,100	54,900	71,000
12	22,600	59,200	79,000
Total	342,100	809,200	1,067,000

Note: Numbers may not sum due to rounding. Families are eligible for subsidized child care if the child who would receive care is under the age of 13; the family establishes an appropriate eligibility status, such as by having an income below the limit set by the state; and the family demonstrates a need for care, such as parental employment. Data limitations likely result in a conservative estimate of the number of children in California who are eligible for subsidized child care. For more information about the methodology used to calculate this estimate, see the Technical Appendix at https://calbudgetcenter.org/wp-content/uploads/2019/01/Technical-Appendix_Calculating-the-Need-for-Subsidized-Child-Care-in-California_01.2019.pdf.

Source: Budget Center analysis of US Census Bureau, 2017 American Community Survey data



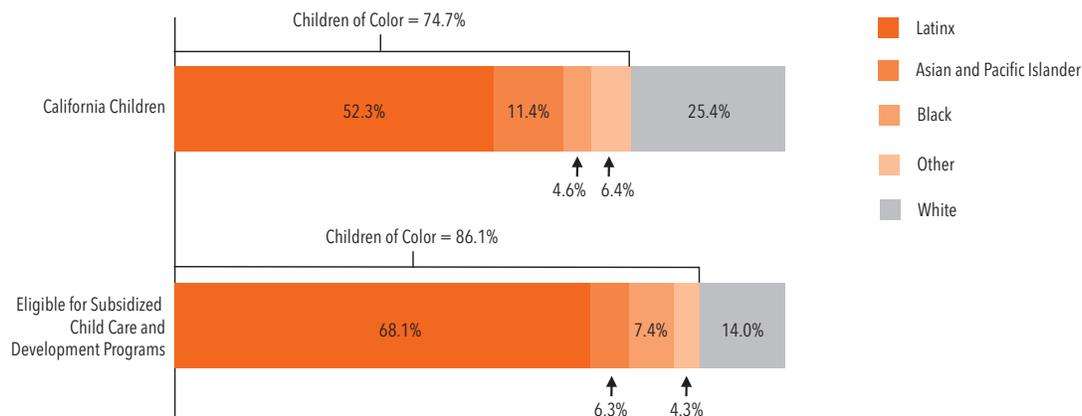
BY KRISTIN SCHUMACHER

Subsidized Child Care Can Help Reduce Barriers to Success for Children of Color, but Few Receive It in California

Children of color are more likely than white children to live in poverty in California, largely due to a legacy of racist policies and practices and ongoing discrimination.¹ These persistent inequities have limited opportunity and economic mobility for many families of color.² Living in poverty increases the odds that children will experience hardships that adversely affect their development, health, and well-being.³ California’s subsidized child care and development programs aim to mitigate the effects of poverty by boosting families’ economic security and supporting child development. Because children of color are more likely to live in families with low incomes, they are disproportionately eligible for child care and development programs. In California, children of color make up nearly 74.7% of all children ages 12 and under, but comprise 86.1% of children eligible for subsidized care. This gap is widest for Latinx children (52.3% of the 12-and-under population, compared to 68.1% of children eligible for care).

Overall, Children of Color Are Disproportionately Eligible for Subsidized Child Care and Development Programs

Race and Ethnicity of California Children Birth Through Age 12, 2017

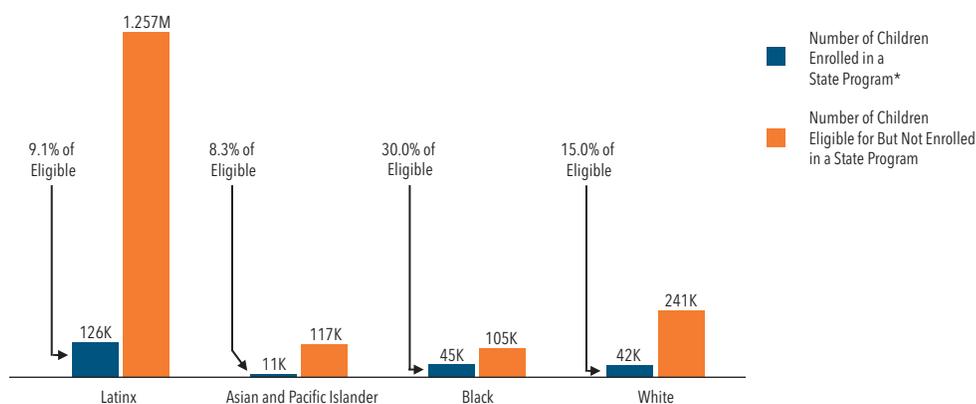


Note: Figures may not sum to 100 due to rounding. Race and ethnicity categories are mutually exclusive. The “Other” category includes Native American, multiracial, and unspecified races. Source: Budget Center analysis of US Census Bureau, 2017 American Community Survey data

Overall, of the more than 2 million estimated children birth through age 12 who were eligible for subsidized child care and development programs, just 1 in 9 were enrolled in a subsidized child care program or the full-day, full-year California State Preschool Program.⁴ The share of eligible children enrolled in a state program was low across all racial and ethnic groups, ranging from 8.3% of eligible Asian and Pacific Islander children to 30.0% of eligible black children.⁵ Nearly 1.4 million Latinx children were eligible for subsidized care, but only 126,100 (9.1%) were enrolled in a state program. Even for black children – the demographic group with the highest share of eligible children enrolled in a full-day, full-year program – roughly 2 out of 3 eligible children did not receive subsidized care.

Enrollment in Subsidized Child Care and Full-Day State Preschool Varies by Race and Ethnicity

Estimated Number of California Children Eligible for Subsidized Child Care = 2,032,000



* Enrollment is for children from birth through age 12 in October 2017, except for California Community College CalWORKs Stage 2 data, which reflects a Department of Finance estimate for the 2017-18 fiscal year. Includes children enrolled in full-day California State Preschool Program (CSPP). Excludes children enrolled in the part-day CSPP or the Handicapped Child Care Program. The race and ethnicity figures are estimated for CalWORKs Stage 1 and California Community Colleges CalWORKs Stage 2.

Note: Race and ethnicity categories are mutually exclusive. Native American, multiracial, and unspecified race categories not shown here.

Source: Budget Center analysis of data from the California Department of Education, Department of Finance, Department of Social Services, and US Census Bureau, 2017 American Community Survey data

Governor Newsom has signaled the intent to continue to invest in California's subsidized child care and development system. Boosting funding for this system is a key way to reduce barriers to success for children of color. Yet, policymakers should use a race-equity lens to ensure that new funding is targeted to children, families, and communities of color that have historically been left behind.

This analysis is the third part of a multiphase effort to analyze subsidized child care and development programs in California. Other phases of this work examine the total unmet need for subsidized child care and unmet need across different age groups. Support for this Fact Sheet was provided by First 5 California.

¹ Alissa Anderson, *If The Poverty Rate for Kids of Color Were As Low as That for White Kids, 977,000 Fewer Kids Would be in Poverty* (California Budget & Policy Center: April 2018).

² Ruth Cosse, et al., *Building Strong Foundations: Racial Inequity in Policies that Impact Infants, Toddlers, and Families* (CLASP and Zero to Three: November 2018).

³ Center on the Developing Child at Harvard University, *The Foundations of Lifelong Health Are Built in Early Childhood* (July 2010) and Slopen, et al., "Racial Disparities in Child Adversity in the US: Interactions With Family Immigration History and Income," *American Journal of Preventive Medicine* 50 (2016).

⁴ Budget Center analysis of US Census Bureau, American Community Survey data. Data limitations likely result in a conservative estimate of the number of children in California who are eligible for subsidized child care. Families are eligible for subsidized child care if the child who would receive care is under the age of 13; the family establishes an appropriate eligibility status, such as by having an income below the limit set by the state; and the family demonstrates a need for care, such as parental employment. For more information about the methodology used to calculate this estimate, see the Technical Appendix: https://calbudgetcenter.org/wp-content/uploads/2019/01/Technical-Appendix_Calculating-the-Need-for-Subsidized-Child-Care-in-California_01.2019.pdf.

⁵ Figures reflect children enrolled in the full-day California State Preschool Program (CSPP) or in one of the following subsidized child care programs: Alternative Payment Program; CalWORKs Stages One, Two, or Three; Family Child Care Home Network; General Child Care; and the Migrant Child Care and Development Program. Enrollment is for October 2017, except for California Community College CalWORKs Stage Two, which reflects a Department of Finance estimate for the 2017-18 fiscal year. This analysis also includes the full-day CSPP, which consists of part-day preschool and "wraparound" child care, because it accommodates many – although not all – families' work schedules throughout the year, and thus approximates the experience that a child would have in a subsidized child care program. In contrast, this analysis excludes roughly 97,000 children who were enrolled in the *part-day* CSPP, without access to wraparound child care, in October 2017. This is because most families with low and moderate incomes likely need wraparound care in order to supplement the CSPP's part-day, part-year schedule. This analysis reports enrollment data for a single month – as opposed to a monthly average for 2017 – because the California Department of Education (CDE) does not typically separate part-day and full-day CSPP enrollment when reporting monthly averages for a single fiscal year. The CDE also states, "Caution should be used when interpreting monthly averages as some programs do not operate at full capacity throughout the entire year (e.g., State Preschool) while other programs have seasonal fluctuations in enrollment (e.g., Migrant Child Care)." Finally, the data are for October 2017 because the CDE's point-in-time reports are only available for the month of October. See Kristin Schumacher, *Millions of Children Are Eligible for Subsidized Child Care, but Only a Fraction Received Services in 2017* (California Budget & Policy Center: January 2019).

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DATE: March 25, 2019
TO: First 5 San Mateo County (F5SMC) Commission
FROM: Kitty Lopez, Executive Director
RE: Committee Updates

Program, Operations and Planning (POP) Committee Meeting – March 7, 2019

Commissioners Present: Sandra Phillips-Sved (Chair), Nicole Pollack, Nancy Magee
 Public Member: Harvey Kaplan
 Staff: Kitty Lopez, Michelle Blakely, Myra Cruz

- **Home Visiting Survey Data**

F5SMC's Director of Program and Planning, Michelle Blakely, informed the Committee that a survey was sent out to agencies with Home Visiting Programs (HVP) in the County to obtain landscape data of these programs. Blakely and F5SMC's Program Specialist, Emily Roberts, met with Family Health Services Team to develop the questions in the survey. Eight agencies representing fifteen HVP responded. Blakely shared SMC Home Visiting Survey Landscape and Snapshot data of the responses received between 10/30/18 – 2/11/19. For instance, there are 3,444 HVP clients per year who are in San Mateo County (SMC) and some may be duplicated across agencies. To get a deeper understanding of the HVP landscape data, F5SMC will invite these agencies to share the results and to get their input on other questions that needed to be asked should another survey be sent out.

The [SMC Home Visiting Survey Snapshot data](#) can be found on F5SMC's website, first5sanmateo.org.

The Committee asked questions and clarifications of the data such as Commissioner Magee asked if the survey was sent to the Anne Campbell Center. Blakely responded that a survey will be sent to them so they can be included in this data.

- **Strategic Plan Implementation Plan (SPIP) 2020-2025 Timeline**

F5SMC's Executive Director, Kitty Lopez, and Michelle Blakely presented the SPIP timeline and its activities. These will be presented in the Commission Meeting.

The [SPIP abbreviated timeline](#) can be found on F5SMC's website, first5sanmateo.org.

- **Other Discussion**

- Public Member Kaplan commented that half of the children in early learning programs are not up to date with their immunizations and wanted to determine the cause. Michelle Blakely shared that CHIS (CA Health Interview Survey) and Children Now's Report card shows a high immunization percentage for SMC kids. An educational campaign on the importance of immunization was suggested.
- A Trauma and Resilience Informed Systems Initiative (TRISI) survey will be sent out to gather feedback from organizations in our County who are working with children and families who have experienced trauma.

- **Next Meeting:** The POP meeting scheduled for April 1st has been cancelled. The next meeting is May 6th, 2019 at the San Mateo County Office of Education.
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