

**FIRST 5 SAN MATEO COUNTY
PROGRAM, OPERATIONS AND PLANNING (POP) COMMITTEE MEETING**

DATE: November 6, 2017
TIME: 4:00 – 5:00 PM
ADDRESS: San Mateo County Office of Education, 101 Twin Dolphin Dr.
Superintendent’s Conference Room, 2nd Floor,
Redwood City, CA 94065

COMMISSION MEMBERS: Anne Campbell (Chair), David Canepa, Sandra Phillips-Sved
PUBLIC MEMBER: Harvey Kaplan, M.D.
STAFF: Kitty Lopez, Myra Cruz

AGENDA		
1.	Approval of the November 6, 2017 Program, Operations and Planning Committee Meeting Agenda	Campbell
2.	Approval of the August 7, 2017 Program, Operations and Planning Committee Meeting Minutes (See Attachment 2)	Campbell
3.	Strategic Planning for 2018: Verbal Update	Lopez
4.	Updates: <ul style="list-style-type: none">• Program Highlights• Communication (See Attachments 3 and 4)	Lopez
5.	Adjournment	Campbell

NEXT MEETING: December 4, 2017

**FIRST 5 SAN MATEO COUNTY
PROGRAM, OPERATIONS AND PLANNING (POP)
COMMITTEE MEETING MINUTES
August 7, 2017**

- **Commission Members:** Anne Campbell (Chair)
 - **Public Member:** Harvey Kaplan M.D.
 - **Staff:** Kitty Lopez
 - **Absent:** David Canepa, Sandra Phillips-Sved
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Commission Chair Campbell called the meeting to order at 4:00 p.m.

1. Approval of the August 7, 2017 Program, Operations, and Planning Committee Meeting

Agenda: Public Member Harvey Kaplan moved to approve the Agenda; Commissioner Phillips-Sved seconded the motion.

2. Approval of the June 5, 2017 Program, Operations, and Planning Committee Meeting

Minutes: Commissioner Phillips-Sved moved to approve; Public Member Harvey Kaplan seconded the motion

(See Attachment 2)

3. Verbal Discussion: Strategic Plan Implementation (SPIP) Update for Fiscal Year 2017-2018 through 2019-2020

Kitty Lopez stated that the Staff will be bringing the funding recommendations, per the Strategic Plan, to the full Commission for the August 28, 2017 Commission Meeting

4. Program Updates and Highlights

- **Build Up for San Mateo County's Children-Early Learning Facilities:** Staff and partners (San Mateo County Office of Education (SMCOE), Child Care Partnership Council (4C's), and Silicon Valley Community Foundation (SVCF), continue to meet regularly to launch and fully implement the next phase of facilities work including funding a dedicated staff person to manage tasks and activities as well as continuing to meet with city councils and or planning and development committees.
- **Update on Children's Health Initiative (CHI):** There is a reserve in the Healthy Kid's fund balance as a result of the implementation of the Affordable Care Act, Medi-Cal Expansion, and continuous contributions of the long term funding partners, including First 5SMC. First 5's current balance is approximately \$1.2M; Sequoia HealthCare District, Peninsula Health Care District, Lucile Packard Hospital, and SMC Health Department are also funders. The Oversight Committee met in July and decided to monitor State and Federal legislation as a result of the on-going and challenging Affordable Care Act landscape and make a definitive plan for the reserves in January, 2018.

- Quality Counts San Mateo County: San Mateo County's Quality Rating and Improvement System (QRIS) has a brand, logo, and tag line: *Quality Counts San Mateo County-Early Learning Excellence* has been officially launched. The communications plans include parent and provider outreach tool kit and website hub development.

Commissioner Campbell asked if First 5 CA Talk, Read, Sing Campaign will be linked to the First 5 San Mateo website; Kitty Lopez responded that she will have to ask the consultant, RSE, if there will be a link.

Public Member Harvey Kaplan asked what the parent outreach plan would be to help inform the parents about Quality Counts. Kitty Lopez responded that the communications consulting firm, VIVA Strategies & Communications, was developing specific parent outreach tools and materials; we would be able to present these when they are completed.

Communications Update

Staff will be meeting with Runyon Saltzman, Inc. (RSE) to discuss their Scope of Work for Year 3 on August 17, 2017. The website launch has been moved out to the last week in August.

Committee members also discussed the importance of having the Communications Consultant support the Commissioners in effective use of social media platforms as part of our communications work.

Commissioner Campbell asked if RSE was making the First 5 Website ADA compliant with the Office of Civil Rights. The County Office of Education is in the middle of this process right now. She suggested we check with our County Counsel and RSE to ensure First 5 San Mateo is protected and in compliance.

5. Adjournment

Commission Chair Campbell adjourned the meeting at 5:00 p.m.

Date: November 6, 2017

To: First 5 San Mateo County Program, Operations & Planning Committee (POP)

From: Kitty Lopez, Executive Director

Re: Review and Discussion

- **Program Updates and Highlights: Medi-Cal Administrative Activities (MAA) Program; Communications-Spanish Translation for Web-site; Communications - ADA compliance for Web-site; Grants Management- FYs 18-20 Scope of Work (SOW) and Budget Planning**
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ACTION REQUESTED

Review and Discussion

- Program Updates and Highlights: Medi-Cal Administration Activities Program; Communications-Spanish Translation for Web-site; Communications- ADA compliance for Web-site; Grants Management- FYs 18-20 SOW and Budget Planning

BACKGROUND

Program Updates and Highlights are provided as brief illustrations of the work addressing the Commission's Strategic Plan 2015-2020 in the focus areas of: Early Learning, Family Engagement, Child Health and Development and Policy, Advocacy and Communications.

PROGRAM UPDATES AND HIGHLIGHTS

- **Medical Administrative Activities:** First 5 San Mateo County (F5SMC) is continuing planning efforts to determine the viability of implementing Medi-Cal Administrative Activities (MAA) to draw down reimbursement from Federal Medicaid for local public expenditures supporting Medi-Cal outreach, access assistance, planning and other MAA activities. The MAA program for San Mateo County (SMC) is administered and monitored by the Health System (Chief's Department) and requires a Memorandum of Understanding (MOU). F5SMC staff and grantee activities are MAA reimbursable. Staff are currently completing a time survey to assess viability and an initial review of grantee SOWs. The budgets are underway by the health department and F5's MAA consultant. MAA most likely will be implemented in two phases:

Phase 1- F5SMC staff reimbursement implementation.

Phase 2- high priority 1-3 pilot grantee programs.

Reimbursements would go directly to F5SMC. Target implementation April through July 2018 pending final decision and conversations with the Health Department.

- **Communications: Spanish Translations for F5SMC Web-site:** Attachment 4 is RSE's recommended approach to translation for the web-site. Staff asked RSE to provide a scan of other F5 web-sites to determine the depth of information translated. Also, information and resources for parents are a high priority. We are in support of RSE's recommendation. Translation costs are included in RSE's budget.
- **Communications: ADA Compliance for F5SMC Web-site:** Staff and RSE are developing a plan to comply with ADA standards for the web-site. First 5 Sacramento and SMC have general guidelines. F5SMC will initially implement minimum standards as soon as possible and enhance where needed based on continued analysis and research including consulting with San Mateo County Office of Education and County Counsel. For now, branded colors for the web-site will be darkened (for better visual contrast).

Grants Management- FYs 2018 - 2020 SOW and Budget Planning: Staff are meeting with grantees receiving funding for FYs 2018 - 2020. Budget allocations for programs and sub-contractors will be confirmed by December 2017. Contract negotiations will commence January through April. Final contracts will be executed in May and June 2018.



Date: October 31, 2017

To: Michelle Blakely
First 5 San Mateo County (F5SMC)

From: Leslie Valdivia, Alicia Leupp Hanley, Mehera May, Jonathan Bolivar

Subject: F5 SMC Spanish-language Website

To begin work on the Spanish-language F5SMC website, RSE conducted an online review of other Spanish-language First 5 sites. In our research, we discovered that many of the First 5's throughout the state don't provide a Spanish-language website and others have a Google Translate plugin which directly translates the English copy to Spanish. Plugins can cause various problems, such as improper grammar throughout the site and we don't recommend using them unless there are significant budget constraints.

A few First 5 counties have effective trans-adapted Spanish-language sites, including First 5 California, First 5 LA, First 5 Fresno County, First 5 Contra Costa and First 5 Monterey. Following the review of these sites, and based on our Spanish-language web development experience, we recommend the F5SMC Spanish-language site to include the following content:

1. Homepage – Families Blocks & Resources block at the footer
2. About
 - a. About F5SMC
 - i. Prop 10
 - ii. Mission
 - b. Our Investments
 - i. List of funded partners and services they provide
 - c. Strategic plan
 - d. Staff
 - e. Commission
3. Families
 - a. Early Learning – All content in this section
 - b. Happy and Healthy – All content in this section, potential to add Latino-specific content such as impact of sugary food/drinks and diabetes
 - c. Family Engagement – All content in this section
 - d. Find Services
 - i. Links to Spanish site of county services
4. Contact
 - a. Address/Phone

Upon approval from F5SMC, RSE will trans-adapt the copy from the new English site to Spanish. Some of the content on the English site links out to other sites or attachments; RSE will also work on finding the Spanish versions of those files and/or sites and recommend replacement resources.