

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

DATE: Monday, September 25, 2023

TIME: 4:00 PM – 6:00 PM

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

Participate via Zoom for Public Members

<https://smcgov.zoom.us/j/92952928173>

Phone: +1 669 900 6833, Webinar ID: 929 5292 8173

PLEASE NOTE: This meeting will be held in a hybrid format with both in-person and Zoom participation options for members of the public; Commission members shall appear in person

This meeting of the First 5 San Mateo County Commission will be held at the address above in the San Mateo County Office of Education on the first floor at 101 Twin Dolphin Drive, Redwood City and by teleconference pursuant to California Assembly Bill 2449 and the Ralph M. Brown Act, CA Gov't Code. Section 54950, et seq. **Members of the First 5 San Mateo County Commission are expected to attend the meeting in person.** For information on exceptions allowed by law please reach out to counsel for First 5, Jennifer Stalzer, at jstalzer@smcgov.org. For information regarding how to participate in the meeting, either in person or remotely, please refer to the instructions at the end of the agenda.

AGENDA		
Call to Order and Preliminary Business		
1	Roll Call	4:00 PM
2	Public Comment	
3	Action to Set Agenda for September 25, 2023 Meeting and Approve Consent Agenda Items <i>(This item is to set the final consent and regular agenda, and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.)</i>	
4	Commission Announcements	4:05 PM
5	Storytelling: First 5 Work/Impact: Claire Cunningham, Director, SMC Human Services Agency and First 5 San Mateo County Commissioner	4:10 PM
Action Items		

6	<p>Presentation and Approval of San Mateo County Office of Education Contract – First 5 California IMPACT Legacy Initiative in the Amount of \$581,344 with a term of August 1, 2023, through June 30, 2025</p> <p>By Michelle Blakely, Deputy Director, First 5 San Mateo County <i>(See Attachment 6)</i></p>	4:15 PM
7	<p>Presentation and Approval of San Mateo County Office of Education Contract – First 5 California IMPACT Legacy Hub Training and Technical Assistance in the Amount of \$104,650.04 with a term of August 1, 2023 through June 30, 2025</p> <p>By Michelle Blakely, Deputy Director, First 5 San Mateo County <i>(See Attachment 7)</i></p>	4:20 PM
8	<p>Presentation and Approval of Hamai Consulting Contract – First 5 California Home Visiting Initiative – Local Plan Implementation in the Amount of \$132,000 with a term of September 1, 2023, through June 30, 2025</p> <p>By Michelle Blakely, Deputy Director, First 5 San Mateo County <i>(See Attachment 8)</i></p>	4:30 PM
Discussion Items		
9	<p>Presentation: Medi-Cal Dental Pilot Program</p> <p>By Dr. Carolyn Brown, Dental Director, Health Plan of San Mateo County</p>	4:40 PM
10	<p>Presentation: First 5 San Mateo County Accomplishments</p> <p>By Kitty Lopez, Executive Director, First 5 San Mateo County</p>	5:00 PM
Informational Items		
11	<p>Report of the First 5 San Mateo County Staff Team</p> <p>By Kitty Lopez, Executive Director, First 5 San Mateo County <i>(See Attachment 11)</i></p>	5:20 PM
12	<p>Adjournment</p>	6:00 PM

Public Participation:

The September 25, 2023, First 5 San Mateo County Commission meeting may be accessed through Zoom link at the top of this agenda. The September 25, 2023, First 5 San Mateo County Commission meeting may also be accessed via telephone by dialing 1 669 900 6833. Enter the webinar ID: Webinar ID: 996 2226 6925, then press #. (Find your local number: <https://smcgov.zoom.us/j/99622266925>). Members of the public can also attend this meeting physically in the **San Mateo County Office of Education, 101 Twin Dolphin Drive, 1st Floor Conference Room, Redwood City, CA 94065**

*Written public comments may be emailed to ecruz@smcgov.org, and such written comments should indicate the specific agenda item on which you are commenting.

*Spoken public comments will be accepted during the meeting in person or remotely through Zoom at the option of the speaker. Public comments via Zoom will be taken first, followed by speakers in person.

***Please see instructions for written and spoken public comments at the end of this agenda.**

ADA Requests

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 meeting, should contact Michelle Blakely, Deputy Director, as early as possible but no later than 10 a.m. on Friday, September 22, 2023 at ecruz@smcgov.org. Notification in advance of the meeting will enable the County to make reasonable arrangements to ensure accessibility to this meeting, the materials related to it, and your ability to comment.

***Instructions for Public Comment During Hybrid Meetings**

During hybrid meetings of the First 5 San Mateo County Commission, members of the public may address the Members of the First 5 San Mateo County Commission as follows:

***Written Comments:**

Written public comments may be emailed in advance of the meeting. Please read the following instructions carefully:

1. Your written comment should be emailed to ecruz@smcgov.org
2. Your email should include the specific agenda item on which you are commenting or note that your comment concerns an item that is not on the agenda or is on the consent agenda.
3. Members of the public are limited to one comment per agenda item.
4. The length of the emailed comment should be commensurate with the two minutes customarily allowed for verbal comments, which is approximately 250-300 words.
5. If your emailed comment is received by 5:00 p.m. on Friday, September 22, 2023, it will be provided to the Members of the First 5 San Mateo County Commission and made publicly available on the agenda website under the specific item to which your comment pertains. If emailed comments are received after 5:00p.m. on Friday, September 22, 2023, the First 5 San Mateo County Staff will make every effort to either (i) provide such emailed comments to the First 5 San Mateo County and make such emails publicly available on the agenda website prior to the meeting, or (ii) read such emails during the meeting. Whether such emailed comments are forwarded and posted, or are read during the meeting, they will still be included in the administrative record.

***Spoken Comments**

In person Participation:

1. If you wish to speak to the First 5 San Mateo County Commission, please fill out a speaker's slip located at the front entrance table. If you have anything that you wish distributed to the First 5 San Mateo County Commission and included in the official record, please hand it to the First 5 San Mateo County who will distribute the information to the First 5 San Mateo County Commission members and staff.

Via Teleconference (Zoom):

1. The September 25, 2023 First 5 San Mateo County Commission meeting may be accessed through Zoom online at the links and telephone numbers listed above.

2. You may download the Zoom client or connect to the meeting using an internet browser. If using your browser, make sure you are using a current, up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, Safari 7+. Certain functionality may be disabled in older browsers including Internet Explorer.
3. You will be asked to enter an email address and name. We request that you identify yourself by name as this will be visible online and will be used to notify you that it is your turn to speak.
4. When the First 5 San Mateo County Commission Chair calls for the item on which you wish to speak, click on “raise hand.” Speakers will be notified shortly before they are called to speak.

***Additional Information:**

For any questions or concerns regarding Zoom, including troubleshooting, privacy, or security settings, please contact Zoom directly.

Public records that relate to any item on the open session agenda for a regular First 5 San Mateo County 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 First 5 San Mateo County Commission.

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

September 25, 2023

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 July 24, 2023 Commission Meeting Minutes
(See Attachment 3.1)

**First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
July 24, 2023
San Mateo City Hall – Council Chambers
330 W. 20th Avenue,
San Mateo, CA 94403**

Call to Order & Roll Call

1. Roll Call

Commission Members: Alexis Becerra, Noelia Corzo, Claire Cunningham, Rosanne Foust, Nancy Magee, Nkia Richardson, Louise Rogers

Absent: Sylvia Espinoza, Naveen Mahmood, Valeria Chavez-Franco (Youth Commission), Rikhav Shah (Youth Commission)

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

County Counsel: Jennifer Stalzer

A quorum was present. Commissioner Foust called the meeting to order at 4:11 PM; roll call was taken. The meeting was held in a hybrid format where the public had the option to attend the meeting in person or virtually.

2. Public Comments: NONE

3. Action to Set Agenda for July 24, 2023 Meeting and Approve Consent Agenda Items

MOTION: CORZO / SECOND: CUNNINGHAM

AYES: BECERRA, CORZO, CUNNINGHAM, ESPINOZA, MAGEE, RICHARDSON, ROGERS

NOES: NONE

ABSTAIN: NONE

Motion approved

Public Comments: None

4. Commission Announcements:

- Commissioner Foust welcomed Commissioner Cunningham as she is the new Head of Human Services Agency. Commissioner Cunningham thanked the Commission for the warm welcome and mentioned that she had attended past Commission meetings before in a different role.

5. Storytelling: First 5 Work/Impact:

- **Ending Child Poverty in San Mateo County Initiative**

Commissioner Foust introduced presenter former Congresswoman Jackie Speier. Honorable Speier distributed “The Jackie Speier Foundation, Helping Women and Children Thrive in San Mateo County” handout and shared the following:

- Focus on 0 – 5 years children and their families
- Data such as San Mateo County (SMC) is fourth wealthiest county in the nation, home to 22 of the richest multi-millionaires yet 27,000 children in SMC are living below the poverty level.
- The Jackie Speier Foundation (JSF) is embarking on 2 initiatives: Eviction issues and focusing on 0 – 3 age group.
- Poverty shapes early child development. She cited a study done by the National Institute of Health (NIH) of 1,000 families from different cities in the US. Five hundred families received a monthly allowance of \$300 and the other 500 families received \$20 monthly allowance. They found out the children receiving \$300 monthly allowance had a higher brain activity compared to children receiving a \$20 monthly allowance.
- Supervisor Corzo and Supervisor Mueller through their discretionary funding, will provide \$350,000 funding for these efforts and the other half will come from the JSF for \$350,000 for this year.
- JSF goal is to end child poverty in SMC and wants First 5 to be a partner to make this a great success.
- First conference will be held on August 18th at the South San Francisco Event Center and the keynote speaker is Matthew Desmond, Professor of Sociology, Princeton University, and author of “Evicted” and “Poverty, by America.”

Commission made comments.

Public Comment: None

○ **Child Care Facility Work in the City of San Mateo**

Kitty Lopez, F5SMC’s Executive Director, introduced presenter Heather Stewart, Senior Management Analyst for the Community Development of City of San Mateo, who is a member of Build Up Advisory Council and will be retiring after 22 years of public service. Stewart shared her work and success in expanding child care development in City of San Mateo, and also discussed her experience in the child care policy and collaboration with other partners to increase the number of child care spaces in the City. Her efforts resulted in the opening of 3 successful facilities during the pandemic, producing 98 licensed spaces, including a new infant room and a new child care development fee structure. In addition, key information is now available on the website for anyone interested opening childcare facilities in the City of San Mateo, and a recent child care facility opened with 48 new toddler spaces.

Commission made comments.

Public Comment: None

○ **Ken Cole, Retiring First 5 Commissioner/ Director, San Mateo County Human Services Agency**

The F5SMC’s Commission honored and thanked Ken Cole, who retired as Director of SMC Humans Services Agency (HSA) and F5SMC Commission by presenting him with a plaque

that reads: “In honor of your dedication to the healthy development, education, and well being of San Mateo County’s youngest children.” Ken Cole thanked the Commission and F5SMC Staff and shared how important to continue the work for families and young children. He acknowledged as his best retirement gift, Claire Cunningham, as his successor for the HSA Director position.

Commission made comments.

Public Comment: None

6. Presentation: Strategic Plan Implementation Plan (SPIP) Continuation Strategies Recommendations and Agreement Approvals for FY 2023-2025 Update

Focus Area:

- **Quality Care and Education**
- **Healthy Children**
- **Resilient Families**
- **Policy, Advocacy, Evaluation, Emerging and Communications**

Michelle Blakely, F5SMC’s Deputy Director gave an update on this agenda item and highlighted the following:

- Ecological Theory & The Social Determinants of Health.
- Strategic Plan Strategies 2020 – 2025 and timeline.
- SPIP Focus Areas for 2nd funding cycle FY 2023 – 2025 utilizing \$7,560,000 which does not include leveraged, braided or other grants funding.
- Agreements for approval that will be presented at today’s meeting.

Public Comments: None

The Power Point Presentation can be found on the F5SMC’s website, [July 24, 2023 Commission Meeting Presentations](#).

7. Presentation and Approval of San Mateo County Office of Education (SMCOE) – Early Childhood Quality and Inclusion Project (EQ+IP) in the Amount of \$2,120,000 Contract Term Effective July 1, 2023 through June 30 2025

Jenifer Clark, F5SMC’s Research and Evaluation Specialist, presented this agenda item and highlighted the following:

- Strategic Plan Funding Priorities – quality improvement and expand access to early learning settings for children with special needs.
- EQ+IP Project Overview: SMCOE being the lead agency with 5 subcontracted agencies and total annual budget of \$1,060,000.
- Adjustments made and issues to consider.
- EQ+IP Lead Agency and subcontractors annual funding, target service numbers, and services to be performed.

MOTION: CUNNINGHAM / SECOND: ROGERS

AYES: BECERRA, CORZO, CUNNINGHAM, FOUST, RICHARDSON, ROGERS

RECUSED: MAGEE

NOES: NONE
ABSTAIN: NONE
Motion approved

The Power Point Presentation can be found on the F5SMC's website, [July 24, 2023 Commission Meeting Presentations](#).

8. Presentation and Approval of San Mateo County Office of Education – Family Engagement System Support Project in the Amount of \$185,000 Contract Term Effective July 1, 2023 through June 30, 2025

Michelle Blakely presented this agenda item and shared the target service numbers for 130 providers over two years, outlining services to be performed via Friday Café's as a strategy to support the Family Engagement Systems Support Project.

MOTION: RICHARDSON / SECOND: BECERRA
AYES: BECERRA, MAHMOOD, RICHARDSON, CUNNINGHAM, MAGEE, ROGERS
RECUSED: MAGEE
NOES: NONE
ABSTAIN: NONE
Motion approved

Public comment: None

The Power Point Presentation can be found on the F5SMC's website, [July 24, 2023 Commission Meeting Presentations](#).

9. Presentation and Approval of Puente de la Costa Sur-Suenos Unidos in the Amount of \$200,000 Contract Term Effective July 1, 2023 through June 30, 2025

Michelle Blakely presented this agenda item and shared that this program is a full spectrum bilingual parent-participatory cooperative preschool service south coast children, parents and family members. She shared the services to be performed and the target service numbers are for 56 parents, 36 children, and 6 other family members.

MOTION: CUNNINGHAM / SECOND: CORZO
AYES: BECERRA, CORZO, CUNNINGHAM, FOUST, MAGEE, RICHARDSON, ROGERS
RECUSED: NONE
NOES: NONE
ABSTAIN: NONE
Motion approved

Commission Comments: Commission made comments and asked questions.

Public Comments:

- Lizeth Hernandez of Puente de la Costa Sur thanked the F5SMC for the continued support, and provided an update on the new space, which was just completed today. The final inspection is scheduled for Wednesday, and they will have an open house in October. They are the only the child care facility on the Coast and continue to maintain a waitlist.

The Power Point Presentation can be found on the F5SMC's website, [July 24, 2023 Commission Meeting Presentations](#).

10. Presentation and Approval of StarVista: Healthy Homes and Integrated Systems for Children with Special Needs Projects in the Amount of \$200,000 Contract Term Effective July 1, 2023 through June 30, 2024

Michelle Blakely shared a brief background and highlighted the target service numbers for Healthy Homes and Integrated Systems for Special Needs. She discussed the services to be provided in these areas and addressed relevant issues to consider.

MOTION: MAGEE / SECOND: BECERRA

AYES: BECERRA, CORZO, CUNNINGHAM, FOUST, MAGEE, RICHARDSON, ROGERS

NOES: NONE

ABSTAIN: NONE

Motion approved

Public Comments: None

The Power Point Presentation can be found on the F5SMC's website, [July 24, 2023 Commission Meeting Presentations](#).

11. First 5 San Mateo County Staff Team Report

The F5SMC Staff Team's written report was included in the [July 24, 2023 Commission Meeting Packet](#). Kitty Lopez, highlighted the following:

- Op-ed article by Kitty Lopez published in *The Daily Journal* regarding the need to address child care shortages and its impact to families.
- Social media and analytics report shows that F5SMC's newsletter surpassed the industry average

Public Comment: None

12. Meeting Adjourned at 5:33 PM.

DATE: September 25, 2023
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of San Mateo County Office of Education Contract – First 5 California IMPACT Legacy Initiative in the Amount of \$581,344 with a term of August 1, 2023, through June 30, 2025

ACTION REQUESTED

Approval of San Mateo County Office of Education Contract – First 5 California IMPACT Legacy Initiative in the Amount of \$581,344 with a term of August 1, 2023, through June 30, 2025.

BACKGROUND

- At its May 26th, June 26th and July 24th, 2023 meetings, the Commission approved grants for continued funding in all Focus Area Strategies in alignment with the approved Strategic Plan for the final two years of the Commission’s five-year Strategic Plan (23-25). Community investments (\$3.780M per year) for strategic plan implementation in Quality Care and Education, Healthy Children, Resilient Families and Policy- Advocacy Communications focus area were approved in accordance with the approved Long-Term Financial Plan (LTFP).
- The community investment funding (\$3.780M per year) does not include external braided or leveraged funding to support grant activities.
- Funding for the agreement approval today is a grant award from First 5 California IMPACT Legacy (FY 23-25) and is a continuation of early learning quality improvement strategies approved in our strategic plan for Quality Care and Education.
- F5CA IMPACT Legacy is a comprehensive, statewide effort to enhance the quality of early learning and care environments, with a focus on addressing the needs of the whole child, including health, child development, and family strengthening. The statewide effort is a joint effort between California Department of Education (CDE), Departments of Social Services (DSS) and F5CA and builds upon years of quality improvement systems initiatives. Match funding is required.
- F5CA IMPACT priority populations: programs/early educators serving infants and toddlers, children who are multilingual learners, children in foster care, families who are unhoused, children with special needs, tribal, refugee/newcomer families, migrant families, and rural/isolated communities.
- Locally, IMPACT is implemented through SMCOE-Quality Counts SMC(QCSMC) and is guided by a SMC consortium, with fiscal, training, infrastructure standards, data reporting activities and policy work at the regional and state level. F5SMC serves as back bone support lead and SMCOE is lead implementer.
- The SMC consortium effectively braids state and local funding opportunities for quality improvement into one system and is co-led by SMCOE, F5SMC and the 4C’s Childcare Coordinating Council. The Child Care Partnership Council acts as the consortium advisory body.
- Leveraged funding from F5SMC and CDE funded grants, allows this local IMPACT grant (FY23-25) to support primarily Family Child Care Center (FCC) homes and workforce incentives for center-based and FCC educators. The Early Childhood and Inclusion Project (EQ+IP), funded by F5SMC, fills in the gaps for comprehensive Quality Incentives (QI) Improvement supports (i.e., family engagement, early childhood mental health consultation, multi-language learners, special needs/inclusion supports and SMC Family Child Care Association etc.) SMCOE’s Workforce Pathways grants provides additional supports for career pathways and stipends. Over \$2.5M annually is leveraged, braided, or matched for QI.

RESULT OF CONTRACT NEGOTIATIONS

The F5CA RFA for IMPACT Legacy was released on May 1, 2023, and due June 12, 2023. Funding was announced subsequently and released for local grant execution to begin August 1, 2023. Contract negotiations with SMCOE were successful and resulted in the following:

- **Scope of Work:** The Scope of Work (SOW) includes administrative, and implementation supports for quality improvement activities (i.e., incentives, stipends, and grants disbursements), Quality Counts San Mateo, QCSMC Coordinator/Coordination, and IMPACT. Sub-contractor 4C's-Childcare Coordinating Council, provides coaching, technical assistance, and incentives for Family Child Care Center's/Homes.
- The primary goal of IMPACT is to ensure that all of SMC's most vulnerable young children (infants and toddlers) have access to high quality early learning and care programs that use proven strategies to support and prepare them for success in school and life.
- The grant prioritizes the outreach and retaining of licensed and license-exempt family childcare homes, as well as center-based and alternative setting programs serving infants and toddlers. Leveraged funds for IMPACT expands access to programs serving children with varying abilities and multi-language learners.
- **Budget Request and Budget Narrative:** The budget structure supports administration and implementation supports for IMPACT (Quality Counts SMC). A local budget reduction of approximately 20% (from F5CA IMPACT FY 20-23) has occurred most likely due to F5CA changing the state and regional administration, grants management, and regional coordination infrastructure.

RECOMMENDATION FOR FUNDING

The table below reflects today's two-year funding recommendation for San Mateo County Office of Education – IMPACT Legacy Initiative. Please see Exhibit A (**Attachment #6.1**) for a summary description of the project and key deliverables. For budget information please see the Budget Request and Budget Narrative Forms (**Attachment #6.2**).

Agency & Program	Year 1 Budget Amount*	(County-wide Supports)
San Mateo County Office of Education-IMPACT Legacy Initiative	\$84,000 (SMCOE) \$206,116 (4Cs – Sub-contract)	<ul style="list-style-type: none"> • 24-73 Family Child Care Centers/Homes • Coaching and QI Navigator • Quality Improvement Incentives • 300 Providers Stipends for Professional Development • 186 Center-based Programs-Coordination Support • Consortium co-lead and Lead Implementer • Data Collection and Reporting • 4C's: Sub-contractor
One Year Contract Total	\$290,672*	

* Year 1 Budget Amount corresponds with the attached FY 23/24 Budget, (Attachment #6.2).

CONSIDERATIONS

- F5CA IMPACT total funding for local implementation is \$721,344 and requires a 3:1 match or \$267,165.00. F5SMC's Early Childhood Quality and Inclusion Program (EQ+IP) provides the match funding.
- F5SMC's retains approximately 19% or \$140,000 for co-leading, backbone support, regional/state activities, and indirect costs. The remaining \$581,344 is the grant amount to SMCOE.
- F5 San Benito is Region 4 fiscal lead agency and F5SMC's grantor agency for IMPACT.

FISCAL IMPACT

The recommended award to San Mateo County Office of Education – First 5 California IMPACT Legacy Initiative is \$581,344. The award is in accordance with the approved funding allocations of the Strategic Plan Implementation Plan (SPIP) and the Long-Term Financial Plan (LTFP).

RECOMMENDATION

Approval of San Mateo County Office of Education Contract – First 5 California IMPACT Legacy Initiative in the Amount of \$581,344 with a term of August 1, 2023, through June 30, 2025.

**AGREEMENT BETWEEN FIRST 5 SAN MATEO COUNTY
AND
San Mateo County Office of Education
(F5CA IMPACT Legacy Initiative)**

EXHIBIT A

SCOPE OF WORK

Pursuant to the Agreement for Services between First 5 San Mateo County and San Mateo County Office of Education, effective as of August 1, 2023, the Grantee shall provide services as described in this Exhibit A, over the term of this Agreement.

The Grantee commits to align its program with First 5 San Mateo County's strategic approach to collaborate with existing services. In doing so, resources are maximized with the goal of implementing comprehensive and integrated services which support the Commission's adopted Strategic Plan for children and families in San Mateo County, California.

Attachment A-1 to Exhibit A reflects the detailed scope of work for the term of this Agreement. Under this Agreement the Grantee provides administrative support for Quality Counts San Mateo County coordination and oversight of : quality improvement activities including coaching, quality improvement, grants disbursement, professional development opportunities, and stipends for Family Child Care Centers. Oversees sub-contract grant to 4C's Childcare Coordinating Council who provides coaching technical assistance to and incentives Family Child Care Center's/Homes.

Project Services

1. Supports all the QCSM Coordinator's administrative and implementation needs for IMPACT, Quality Counts SMC, data collection and reporting, Consortia co-lead, regional and state activities.
2. Management of Multiple funding sources for Quality Improvement (QI) activities
3. QI incentive disbursement to participating sites and family childcare centers.
4. Professional Development opportunities
5. Oversight of Sub-contractor 4C's Child Care Coordinating Council. 4C's provides technical assistance and coaching to Quality Counts participating centers that accept CAPP or CalWORKs vouchers. Incentives to participating Family Child Care Home providers.
6. F5SMC Standard Activities
 - a. Distribute the First 5 Kit for New Parents to your clients as appropriate.
 - b. Participate in F5SMC Grantee convenings, trainings, and other collaborative efforts.
 - c. Place F5SMC Tobacco-Free Premises placard in a prominent area where in-person services take place; notify virtual clientele of tobacco-free physical environment by posting on website and/or other virtual means.
 - d. Make tobacco education and cessation resources available to agency staff and those served by the agency, using the Kick-it California link and resources; include the Kick-it California link on the agency website (<https://kickitca.org>).
 - e. Report on this grant using Persimmony, the F5SMC online grant-management system. (Information available on the F5SMC website/Grantee Resources - Password: grant33)
7. F5SMC Standard Communications
 - a. Distribute F5SMC materials to project clients and at community events.
 - b. Recognize F5SMC by placing the F5SMC logo and/or the phrase "Funding provided by First 5 San Mateo County" in your agency's annual report, public education materials, outreach materials, website, media communications, presentations and papers on work funded (wholly or in part) by F5SMC.

- c. Proactively notify clientele receiving F5SMC services (whether virtual or in-person) that the project is funded by F5SMC (this can be accomplished by posting a placard where in-person services take place, utilizing a zoom background that includes the F5SMC logo, listing F5SMC as a funder on the agency website, etc.)
- d. Participate as able in relevant social media advocacy and resource sharing.

8. F5SMC Standard Evaluation

- a. Collect individual-level data on clients served and services delivered through your F5SMC-funded programs as required. You may enter this information into Persimmony directly, upload the information into Persimmony from your agency's data system, or provide an export of this information to the F5SMC Research & Evaluation Specialist and/or any Evaluation Consultants working with F5SMC. If your agency administers assessments designed to identify client needs and/or track change over time (e.g. CBCL, PSI, ACES screens, ASQ, ASQ:SE, PEDS, Edinburgh, CES-D) this information should be included in the individual-level data provided to F5SMC.
- b. Administer F5SMC data collection and evaluation tools on clients served as required. These may include: Intake and Follow-Up Surveys, Parent Surveys, Provider Surveys, Satisfaction Surveys, and other surveys designed to evaluate the effectiveness of your F5SMC-funded program.
- c. Participate in F5SMC Systems Level research and evaluation activities as required. This will include completing a survey for a Social Network Analysis of F5SMC partner agencies in San Mateo County, and may also include activities such as key informant interviews, focus groups, and distribution of F5SMC - sponsored surveys to your staff and clients.
- d. Share with F5SMC any evaluation reports, presentations, issue briefs, or position papers developed by your staff or external evaluation consultants using data from your F5SMC-funded activities. These documents can be uploaded into Persimmony as PDFs.
- e. Participate in data collection and evaluation activities such as planning meetings and trainings as required by F5SMC.
- f. Participate in data-sharing and data-linking conversations and projects within San Mateo County as requested.



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

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

Agency Name:	San Mateo County Office of Education
Program/Project Name:	First 5 California IMPACT Legacy/First 5 SMC
Amount of Request:	\$290,672.00
Budget Period:	08/01/2023-06/30/2024
Submission Date:	8/29/2023

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

I. PERSONNEL			FY23--24 Amt Requested A. Quality Improvement	FY23-24 Amt Requested B. Accountability	C.Total Program Budget (A+B)
Position Title	Salary Range	# FTEs			
D. Administrative Assistant for A	\$77,928	0.600	\$ 44,146.00		\$ 44,146.00

Benefits			\$ 25,002.00		\$ 25,002.00
Subtotal - Personnel		0.60	\$ 69,148.00		\$ 69,148.00

II. OPERATING EXPENSES			FY22--23 Amt Requested A. Quality Improvement	FY22-23 Amt Requested B. Accountability	C.Total Program Budget (A+B)
(4300) Materials and Supplies					\$ -
(4301) Instructional Materials and Supplies					\$ -
(4302) Office Supplies					\$ -
(4303) Photocopy/Printing					\$ -
(4400) Non-capitalized equipment					\$ -
(5201) Mileage reimbursement					\$ -
(5202) Staff Dev/ Conference/Travel					\$ -
Emergent Strategies					\$ -
Subtotal - Operating Expenses			\$ -	\$ -	\$ -

A. (5100) Subcontractors (itemize):			FY22--23 Amt Requested A. Quality Improvement	FY22-23 Amt Requested B. Accountability	C.Total Program Budget (A+B)
			\$ -		\$ -

B. (5800) Subcontractors (itemize):			
B1. 4C's	\$	206,116.00	\$ 206,116.00
B2. Incentives to support QIPs	\$	7,110.24	\$ 7,110.24
B3. PD stipends support			\$ -
B4. Other/Fingerprinting			\$ -
Subtotal - Operating Expenditures (all)	\$	213,226.24	\$ 213,226.24
IV. INDIRECT COSTS			
	FY22-23 Amt Requested A. Quality Improvement	Requested B. Accountability	C.Total Program Budget (A+B)
<u>SMCOE approved rate 12.00%</u>	\$ 8,297.76		\$ 8,297.76
Subtotal - Indirect Costs	\$ 8,297.76		\$ 8,297.76
V. TOTAL PROGRAM COSTS			
	FY20-21 Amt Requested A. Quality Improvement	FY22-23 Amt Requested B. Accountability	C.Total Program Budget (A+B)
Total of sections I - IV	\$ 290,672.00	\$ -	\$ 290,672.00
<p>VI. IN KIND SUPPORT: Please identify any in-kind support that is available to this project (example: volunteer hours, donated office space or equipment). If volunteer hours are listed, please indicate the role(s) of volunteers in the project. <i>In Kind Support includes:</i> For SMCOE, office space for personnel, access to technology, printers, photocopiers, website, and mass media support / services, custodial staff and facilities (meeting rooms, storage space), inter-departmental and cross-project collaboration that require more 'helping hands' than are included in the staffing for this project.</p> <p>VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for leveraged funds. Also indicate which leveraged funds are not yet secured. Per the IMPACT Grant Application the following funds are leveraged by the SMCOE: F5SMC EQ+IP \$1,478,942.70; CSPP QRIS Block Grant \$810,849.00; QCC-QRIS- \$205,457; QCC-PDG-R \$164,571.50; Workforce Pathways Grant - \$180,879.00; and IMPACT Hub -\$45,083.00</p>			
Date Prepared:	10/7/2022	*Prepared By:	Edirle Menezes



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

Agency Name:	San Mateo County Office of Education	
Program/Project Name:	First 5 California IMPACT Legacy/First 5 SMC	
Amount of Request:	\$290,672.00	
Budget period:	08/01/2023-06/30/2024	
Submission Date:	8/29/2023	
I. PERSONNEL		
	FY22-23 Total Amt Requested (QI & A)	Description / Explanation
<u>Position Title</u>		
D. Administrative Assistant for A	\$ 44,146.00	Supports all the QCSM Coordinator's administrative needs, including the management
Benefits	\$25,002	Benefits includes all statutory benefits and associated costs of employment (H &W,
Subtotal - Personnel	\$ 69,148.00	
II. OPERATING EXPENSES		
	FY22-23 Total Amt Requested (QI & A)	
(4300) Materials and Supplies		
(4301) Instructional Materials and Supplies		
(4302) Office Supplies		
(4303) Photocopy/Printing		
(4400) Non-capitalized equipment		
(5201) Mileage reimbursement		
(5202) Staff Dev/ Conference/Travel		
Emerging strategies		
Subtotal - Operating Expenses		

A. (5100) Subcontractors (itemize):	FY22-23 Total Amt Requested (QI & A)	Description / Explanation
B. (5800) Subcontractors (itemize):	FY22-23 Total Amt Requested (QI & A)	Description / Explanation
B1. 4C's	\$206,116	Quality Improvement- 4Cs will provide incentives to participating Family Child Care
B.2.Incentives to support QIPs	\$ 7,110.24	Quality Improvement incentives to FCCs and center-based programs to create and
B3. PD stipends support		
B.4. Other - Employee Fingerprinting		
Subtotal - Operating Expenditures (all)	\$ 213,226.24	
IV. INDIRECT COSTS	FY22-23 Total Amt Requested (QI & A)	Allocation Method / Formula Used
<u>SMCOE approved rate 12.00%</u>		FY 23-24 approved rate of 12.0% taken on personnel and operating expenses.
	\$ 8,297.76	
Subtotal - Indirect Costs	\$8,297.76	
V. TOTAL PROGRAM COSTS	A. Amount Requested	
Total of sections I - IV	\$	290,672.00
<p>VI. IN KIND SUPPORT: Please identify any in-kind support that is available to this project (example: volunteer hours, donated office space or equipment). If volunteer hours are listed, please indicate the role(s) of volunteers in the project. <i>In Kind Support includes:</i> For SMCOE, office space for personnel, access to technology, printers, photocopiers, website, and mass media support / services, custodial staff and facilities (meeting rooms, storage space), inter-departmental and cross-project collaboration that require more 'helping hands' than are included in the staffing for this project.</p> <p>VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for leveraged funds. Also indicate which leveraged funds are not yet secured. Per the IMPACT Grant Application the following funds are leveraged by the SMCOE: F5SMC EQ+IP \$1,478,942.70; CSPP QRIS Block Grant \$810,849.00; QCC-QRIS- \$205,457; QCC-PDG-R \$164,571.50; Workforce Pathways Grant - \$180,879.00; and IMPACT Hub -\$45,083.00</p>		

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

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

Electronic copy must also be submitted to:

F5SMC Program Specialist



First 5 San Mateo County BUDGET REQUEST FORM

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

Agency Name:	Child Care Coordinating Council of San Mateo County, Inc.
Program/Project Name:	Quality Counts
Amount of Request:	\$206,116.00
Budget Period:	7/1/2023-6/30/2024
Submission Date:	5/22/2023

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
Position Title	Salary Range	# FTEs			
Program Specialist AF	\$ 70,699.20	0.75	\$ 53,024.40	\$ -	\$ 53,024.40
Quality Improvement Navigator YF	\$ 60,569.60	0.70	\$ 42,398.72	\$ 18,452.68	\$ 60,851.40
Coaching Support	\$ 58,802.00	0.09	\$ 5,292.18		\$ 5,292.18
Coaching Support	\$ 58,802.00	0.11	\$ 6,366.82	\$ 6,468.22	\$ 6,468.22
Benefits @ %			\$ 30,214.59	\$ 1,940.47	\$ 32,155.06
Subtotal - Personnel		1.65	\$ 137,296.71	\$ 26,861.37	\$ 157,791.26

II. OPERATING EXPENSES	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Rent and Utilities		\$ 5,165.54	\$ 5,165.54
Office Supplies and Materials		\$ 100.00	\$ 100.00
Telephone/Communications		\$ 2,099.06	\$ 2,099.06
Leasehold Improvement		\$ 1,700.85	
Postage/Mailing		\$ 100.00	\$ 100.00
Printing/Copying		\$ 75.00	\$ 75.00
Equipment Lease		\$ 5,396.04	\$ 5,396.04
Travel Using Personal Vehicle		\$ 150.00	\$ 150.00
Training		\$ 1,000.00	\$ 1,000.00
Meals & Catering		\$ 150.00	\$ 150.00
Program/Curriculum Materials		\$ 500.00	\$ 500.00
Audit Fees		\$ 1,750.34	\$ 1,750.34
Insurance		\$ 2,000.07	\$ 2,000.07
Payroll Processing		\$ 2,636.00	\$ 2,636.00
IT Support		\$ 2,065.32	\$ 26,721.64
Program Grants/Stipends	\$ 52,343.68	\$ 24,656.32	\$ 77,000.00

Recruitment Activities	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
Subtotal - Operating Expenses	\$ 52,343.68	\$ 49,544.54	\$ 124,843.69

III. CAPITAL EXPENDITURES	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Itemize and describe items requested. Competitive bids may be requested by the Commission prior to contract. This section can be left blank if no capital requests are being made.			
A.	\$ -		\$ -
B.	\$ -		\$ -
C.	\$ -		\$ -
D.	\$ -		\$ -
E.	\$ -		\$ -
	\$ -		\$ -
Subtotal - Capital Expenditures	\$ -	\$ -	\$ -

IV. INDIRECT COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
12%	\$ 16,475.61	\$ 6,209.95	\$ 22,685.56
(Attach copy of approved indirect cost rate proposal if percentage exceeds 12%, or submit a proposal for approval)			\$ -
Subtotal - Indirect Costs	\$ 16,475.61	\$ 6,209.95	\$ 22,685.56

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Total of sections I - IV	\$ 206,116.00	\$ 82,615.86	\$ 305,320.50

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

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured.

Date Prepared:		*Prepared By:	
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* Must be signed by an Authorized signor of the agency



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

Agency Name:	Child Care Coordinating Council of San Mateo County, Inc.
Program/Project Name:	Quality Counts
Amount of Request:	\$206,116
Budget period:	8/1/2023-6/30/2024
Submission Date:	5/22/2023

I. PERSONNEL	A. Amount Requested	Description / Explanation
Program Specialist AF	\$ 53,024.40	Program Specialist .75 FTE
Quality Improvement Navigator YF	\$ 42,398.72	Program Specialist 1.0 FTE
Coaching Support	\$ 5,292.18	Program Specialist .13 FTE
Coaching Support	\$ 6,366.82	Program Specialist .11 FTE
Benefits	\$ 30,214.59	
Subtotal - Personnel	\$ 137,296.71	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation
Rent and Utilities		
Office Supplies and Materials		
Telephone/Communications	\$ -	
Postage/Mailing	\$ -	
Printing/Copying	\$ -	
Equipment Lease	\$ -	
Travel Using Personal Vehicle	\$ -	
Training	\$ -	
Meals & Catering	\$ -	
Program/Curriculum Materials	\$ -	
Audit Fees	\$ -	
Insurance	\$ -	
Payroll Processing	\$ -	
IT Support		
Program Grants/Stipends	\$ 52,343.68	Qi Grants for Title 22 programs.
Recruitment Activities	\$ -	
Subtotal - Operating Expenses	\$ 52,343.68	

III. CAPITAL EXPENDITURES	A. Amount Requested	Description / Explanation
A.	\$ -	
B.	\$ -	
C.	\$ -	
D.	\$ -	
E.	\$ -	

Subtotal - Capital Expenditures		
IV. INDIRECT COSTS	A. Amount Requested	Allocation Method / Formula Used
(\$ 16,475.61	(Personnel + Operating)-Stipends* .12
Subtotal - Indirect Costs	\$ 16,475.61	
V. TOTAL PROGRAM COSTS	A. Amount Requested	
Total of sections I - IV	\$ 206,116.00	

VI. IN KIND SUPPORT: Please identify any in-kind support that is available to this project

Mail signed First 5 San Mateo County Budget Request and Budget Narrative Forms to :
First 5 San Mateo County
Attn: F5SMC Program Specialist
1700 S. El Camino Real, Suite 405
San Mateo, CA 94402 – 3050

Electronic copy must also be submitted to:
F5SMC Program Specialist

DATE: September 25, 2023
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of San Mateo County Office of Education Contract – First 5 California IMPACT Legacy Hub Training and Technical Assistance in the Amount of \$104,650.04 with a term of August 1, 2023, through June 30, 2025

ACTION REQUESTED

Approval of San Mateo County Office of Education Contract – First 5 California IMPACT Legacy Hub Training and Technical Assistance in the Amount of \$110,051.04 with a term of August 1, 2023, through June 30, 2025.

BACKGROUND

- At its May 26th, June 26th and July 24th, 2023, meetings the Commission approved grants for continued funding in all Focus Area Strategies in alignment with the approved Strategic Plan for the final two years of the Commission’s five-year Strategic Plan (23-25). Community investments (\$3.780M per year) for Strategic Plan Implementation Plan (SPIP) for Quality Care and Education, Healthy Children, Resilient Families and Policy- Advocacy Communications focus area is in accordance with the approved Long-Term Financial Plan (LTFP).
- The community investment funding (\$3.780M per year) does not include external braided or leveraged funding to support grant activities.
- Funding for the agreement approval today is a grant award from First 5 California IMPACT Legacy Hub (FY 23-25) and is a continuation of early learning quality improvement strategies approved in our strategic plan for Quality Care and Education.
- IMPACT Regional Hubs serve as training and technical assistance (T&TA) coordination leads for CA IMPACT Legacy in its efforts to support California’s Early Learning & Care Quality System. Key functions of the Hubs are regional and local county alignment in a range of supports including coaching, training & technical assistance for learning educators’ coaches, trainers, and communities; partnering with F5CA to achieve the Multi-Language Learners, Family Engagement, and safe, stable, nurturing relationships; incentives for professional development, evaluation, data reporting and data-base management.
- Locally, IMPACT Hub is implemented through SMCOE-Quality Counts SMC(QCSMC) and is guided by a SMC consortium, with fiscal, training, infrastructure standards, data reporting activities and policy work at the regional and state level. F5SMC serves as back bone support lead and SMCOE is lead implementer.

RESULT OF CONTRACT NEGOTIATIONS

The F5CA RFA for IMPACT Legacy Hub (FY 23-25) was released on May 1, 2023 and due June 12, 2023. Funding was announced subsequently and released for local grant execution to begin August 1, 2023. F5MC functions as the backbone Contract negotiations with SMCOE were successful and resulted in the following:

- Scope of Work: The Scope of Work (SOW) includes quality improvement incentives, stipends, and Vertical Change database management. (Vertical Change is also the database management system for early learning initiatives including California Department of Education, F5SMC, Big Lift, Etc.).
- The primary goal of IMPACT is to ensure that all of SMC’s most vulnerable young children (infants and toddlers) have access to high quality early learning and care programs that use proven strategies to support and prepare them for success in school and life.
- Budget Request and Budget Narrative: The budget structure supports administration and implementation supports for IMPACT (Quality Counts SMC). A local budget reduction of

approximately 20% (from F5CA IMPACT FY 20-23) has occurred, most likely due to F5CA changing the state and regional administration, grants management, and regional coordination infrastructure.

RECOMMENDATION FOR FUNDING

The table below reflects today’s two-year funding recommendation for San Mateo County Office of Education – IMPACT Legacy Initiative Please see Exhibit A (**Attachment #7.1**) for a summary description of the project and key deliverables. For budget information please see the Budget Request and Budget Narrative Forms (**Attachment #7.2**).

Agency & Program	Year 1 Budget Amount*	County-wide Supports
San Mateo County Office of Education-IMPACT Legacy Hub Initiative	\$53,788*	<ul style="list-style-type: none"> • Database Management • Quality Improvement Incentives • Regional Hub activities
Two-Year/Contract Total	\$104,650.04	

* Year 1 Budget Amount corresponds with the attached FY 23/24 Budget, (**Attachment #7.2**).

CONSIDERATIONS

- F5CA IMPACT Legacy Hub FY 23-25 total funding for local implementation is \$110,051.04. F5SMC’s is retaining 5% indirect cost for hub support (\$5,401). The remaining \$104,650.04 is the grant amount for SMCOE.
- F5 San Benito is Region 4 hub fiscal lead and coordination lead agency and F5SMC’s grantor agency for IMPACT Hub.

FISCAL IMPACT

The recommended award to San Mateo County Office of Education – First 5 California IMPACT Legacy Hub Initiative is \$104,650.04. The award is in accordance with the approved funding allocations of the Strategic Plan Implementation Plan (SPIP) and the Long-Term Financial Plan (LTFP).

RECOMMENDATION

Approval of San Mateo County Office of Education Contract – First 5 California IMPACT Legacy Hub Training and Technical Assistance in the Amount of \$104,650.04 with a term of August 1, 2023, through June 30, 2025.

**AGREEMENT BETWEEN FIRST 5 SAN MATEO COUNTY
AND
San Mateo County Office of Education
(F5CA IMPACT Legacy Hub)**

EXHIBIT A

SCOPE OF WORK

Pursuant to the Agreement for Services between First 5 San Mateo County and San Mateo County Office of Education effective as of August 1, 2023, the Grantee shall provide services as described in this Exhibit A, over the term of this Agreement.

The Grantee commits to align its program with First 5 San Mateo County's strategic approach to collaborate with existing services. In doing so, resources are maximized with the goal of implementing comprehensive and integrated services which support the Commission's adopted Strategic Plan for children and families in San Mateo County, California.

Attachment A-1 to Exhibit A reflects the detailed scope of work for the term of this Agreement. Under this Agreement the Grantee provides F5CA IMPACT Legacy Hub Training and Technical Assistance, data base management and quality improvement support and other regional and local quality improvement strategies.

Project Services

- 1. Vertical Change database management (i.e. Quality Counts)**
- 2. Quality improvements stipends and incentives for participating programs.**
- 3. Regional Hub activities**
- 4. F5SMC Standard Activities**
 - a. Distribute the First 5 Kit for New Parents to your clients as appropriate.
 - b. Participate in F5SMC Grantee convenings, trainings, and other collaborative efforts.
 - c. Place F5SMC Tobacco-Free Premises placard in a prominent area where in-person services take place; notify virtual clientele of tobacco-free physical environment by posting on website and/or other virtual means.
 - d. Make tobacco education and cessation resources available to agency staff and those served by the agency, using the Kick-it California link and resources; include the Kick-it California link on the agency website (<https://kickitca.org/>).
 - e. Report on this grant using Persimmony, the F5SMC online grant-management system. (Information available on the F5SMC website/Grantee Resources - Password: grant33)
- 5. F5SMC Standard Communications**
 - a. Distribute F5SMC materials to project clients and at community events.
 - b. Recognize F5SMC by placing the F5SMC logo and/or the phrase "Funding provided by First 5 San Mateo County" in your agency's annual report, public education materials, outreach materials, website, media communications, presentations and papers on work funded (wholly or in part) by F5SMC.
 - c. Proactively notify clientele receiving F5SMC services (whether virtual or in-person) that the project is funded by F5SMC (this can be accomplished by posting a placard where in-person services take place, utilizing a zoom background that includes the F5SMC logo, listing F5SMC as a funder on the agency website, etc.)
 - d. Participate as able in relevant social media advocacy and resource sharing.
- 6. F5SMC Standard Evaluation**
 - a. Collect individual-level data on clients served and services delivered through your F5SMC-funded programs as required. You may enter this information into Persimmony directly, upload the information into Persimmony from your agency's data system, or provide an export of this information to the F5SMC Research & Evaluation Specialist and/or any Evaluation Consultants working with F5SMC. If your agency administers assessments

designed to identify client needs and/or track change over time (e.g., CBCL, PSI, ACES screens, ASQ, ASQ:SE, PEDS, Edinburgh, CES-D) this information should be included in the individual-level data provided to F5SMC.

- b. Administer F5SMC data collection and evaluation tools on clients served as required. These may include Intake and Follow-Up Surveys, Parent Surveys, Provider Surveys, Satisfaction Surveys, and other surveys designed to evaluate the effectiveness of your F5SMC-funded program.
- c. Participate in F5SMC Systems Level research and evaluation activities as required. This will include completing a survey for a Social Network Analysis of F5SMC partner agencies in San Mateo County and may also include activities such as key informant interviews, focus groups, and distribution of F5SMC - sponsored surveys to your staff and clients.
- d. Share with F5SMC any evaluation reports, presentations, issue briefs, or position papers developed by your staff or external evaluation consultants using data from your F5SMC-funded activities. These documents can be uploaded into Persimmony as PDFs.
- e. Participate in data collection and evaluation activities such as planning meetings and trainings as required by F5SMC.
- f. Participate in data-sharing and data-linking conversations and projects within San Mateo County as requested.



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

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

Agency Name:	San Mateo County Office of Education
Program/Project Name:	IMPACT Hub
Amount of Request:	\$53,788.00
Budget Period:	07/01/2022-06/30/2023
Submission Date:	7/13/2023

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

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C.Total Program Budget (A+B)
Position Title	Salary Range	# FTEs			
A.	\$ -	0.00	\$ -	\$ -	\$ -
B.	\$ -	0.00	\$ -	\$ -	\$ -
C.	\$ -	0.00	\$ -	\$ -	\$ -
D.	\$ -	0.00	\$ -	\$ -	\$ -
Benefits @__%			\$ -	\$ -	\$ -
Subtotal - Personnel			\$ -	\$ -	\$ -
II. OPERATING EXPENSES			A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
A. Rent and Utilities			\$ -	\$ -	\$ -
B. Office Supplies and Materials			\$ -	\$ -	\$ -
C. Telephone/Communications			\$ -	\$ -	\$ -
D. Postage/Mailing			\$ -	\$ -	\$ -
E. Printing/Copying			\$ -	\$ -	\$ -
F. Equipment Lease			\$ -	\$ -	\$ -
G. Travel Using Personal Vehicle			\$ -	\$ -	\$ -
H. Travel Using Company Vehicle			\$ -	\$ -	\$ -
I. Consultants (itemize):					
			\$ -	\$ -	\$ -
			\$ -	\$ -	\$ -
J. Subcontractors (itemize):					
ii. Subvertical			\$ 20,000.00	\$ -	\$ 20,000.00
			\$ -	\$ -	\$ -
K. Other (itemize):					
				\$ -	\$ -

QI incentives	\$ 33,788.00	\$ -	\$ 33,788.00
Subtotal - Operating Expenses	\$ 53,788.00	\$ -	\$ 53,788.00

III. CAPITAL EXPENDITURES	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Itemize and describe items requested. Competitive bids may be requested by the Commission prior to contract. This section can be left blank if no capital requests are being made.			
A.	\$ -	\$ -	\$ -
B.	\$ -	\$ -	\$ -
C.	\$ -	\$ -	\$ -
D.	\$ -	\$ -	\$ -
E.	\$ -	\$ -	\$ -
Subtotal - Capital Expenditures	\$ -	\$ -	\$ -

IV. INDIRECT COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
<u>8%</u>	\$ -	\$ -	\$ -
(Attach copy of approved indirect cost rate proposal if percentage exceeds 12%, or submit a proposal for approval)			\$ -
Subtotal - Indirect Costs	\$ -	\$ -	\$ -

V. TOTAL PROGRAM COSTS	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Total of sections I - IV	\$ 53,788.00	\$ -	\$ 53,788.00

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

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured.

Date Prepared:	9/22/2022	Prepared By:	Edirle Menezes
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First 5 San Mateo County Use Only			
Date Approved:		Approved By:	



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

Attachment 7.2

Agency Name:	San Mateo County Office of Education
Program/Project Name:	IMPACT Hub
Amount of Request:	\$53,788
Budget period:	07/01/2022-06/30/2023
Submission Date:	7/13/2023

I. PERSONNEL	A. Amount Requested	Description / Explanation
<u>Position Title</u>		
A.	\$ -	
B.	\$ -	
C.	\$ -	
D.	\$ -	
Benefits @ %	\$ -	
Subtotal - Personnel	\$ -	

II. OPERATING EXPENSES	A. Amount Requested	Description / Explanation
A. Rent and Utilities	\$ -	
B. Office Supplies and Materials	\$ -	
C. Telephone/Communications	\$ -	
D. Postage/Mailing	\$ -	
E. Printing/Copying	\$ -	
F. Equipment Lease	\$ -	
G. Travel Using Personal Vehicle	\$ -	
H. Travel Using Company Vehicle	\$ -	
I. Consultants (itemize):		
	\$ -	
	\$ -	
J. Subcontractors (itemize):		
ii. Subvertical	\$ 20,000.00	Maintance of Quality Counts San Mateo database.
	\$ -	
K. Other (itemize):		
Staff.Dev/Travle		
QI incentives	\$ 33,788.00	Incentives for QCSM programs.
Subtotal - Operating Expenses	\$ 53,788.00	

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

IV. INDIRECT COSTS	A. Amount Requested	Allocation Method / Formula Used
<u>0.08</u>	\$ -	Charged for operating expenses and Other.
Subtotal - Indirect Costs	\$ -	

V. TOTAL PROGRAM COSTS	A. Amount Requested	
Total of sections I - IV	\$	53,788.00

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

VII. LEVERAGED FUNDS ARE FROM: Please list the funding sources and their amounts for funds identified in Column B. Also indicate which leveraged funds are not yet secured.

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

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

Electronic copy must also be submitted to:

F5SMC Program Specialist

DATE: September 25, 2023
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Hamai Consulting Contract – First 5 California Home Visiting Initiative - Local Plan Implementation in the Amount of \$132,000 with a term of September 1, 2023, through June 30, 2025

ACTION REQUESTED

Approval of Hamai Consulting Contract – First 5 California Home Visiting Initiative-Local Plan Implementation in the Amount of \$132,000 with a term of September 1, 2023, through June 30, 2025

BACKGROUND

- At its May 26th, June 26th and July 24th, 2023, meetings, the Commission approved grants for continued funding in all Focus Area Strategies in alignment with the approved Strategic Plan for the final two years of the Commission’s five-year Strategic Plan (23-25). Community investments (\$3.780M per year) for strategic plan implementation in Quality Care and Education, Healthy Children, Resilient Families and Policy- Advocacy Communications focus area is in accordance with the approved Long-Term Financial Plan (LTFP).
- The community investment funding (\$3.780M per year) does not include external braided or leveraged funding to support grant activities.
- Funding for the agreement approval today is a grant award from First 5 California Home Visiting Systems Initiative -Local Plan Implementation (FY 23-25) and is a continuation of policy advocacy and partnership strategies approved in our strategic plan for Policy-Advocacy and Communications. “In partnership with the family, the delivery of the right services in the right setting at the right time.”
- Home Visiting Applied Research Collaborative (HARC)

RESULT OF CONTRACT NEGOTIATIONS

Contract negotiations were successful and resulted in the following:

- Scope of Work: Facilitation and coordination of SMC Home Visiting Local Action Plan. Deliverables includes: updated environmental scan and data results, facilitated meetings of the HV Coordination Committee, Advisory Committee, HV provider and parent participants; Strategic Plan implementation, community meeting discussions for results and revisiting of goals and strategies to prioritize implementation efforts; interpretation and technology costs; participation incentive management and disbursement for HV providers and parents and central resource hub exploration and development.
- Budget Request and Budget Narrative: The budget structure remains basically unchanged since FY 20-23.

RECOMMENDATION FOR FUNDING

The table below reflects today’s two-year funding recommendation for Please First 5 California Home Visiting Initiative-Local Plan Implementation. **See Attachment 8.1 Exhibit A, Scope of Work and Budget Narrative** for a summary description of the project and key deliverables and budget.

Agency & Program	Year 1 Budget Amount*	Home Visiting Supports Corresponds with Exhibit A (County-wide)
Hamai Consulting: F5CA Home Visiting Systems Initiative- Local Plan Implementation	\$53,520*	<ul style="list-style-type: none"> • Environmental San Updated • Strategic Plan and Action Plan Implementation • Community planning, facilitation & coordination • <p><i>(Approximately 1500 children & their families- predominantly infants & toddlers, 17+ HV programs, Nurse Family Partnership, Healthy Families America , SafeCare, Parents as Teachers, examples of evidenced-based programs)</i></p>
One Year Contract Total	\$53,520*	

* Year 1 Budget Amount corresponds with the attached FY 23/24 Budget, (Attachment #8.1)

CONSIDERATIONS

- F5CA IMPACT total funding for local implementation is \$184,000 and no longer requires a local match.
- F5SMC’s retains approximately 28% or \$52,000 for: project & grant management, regional & state policy and systems participation deliverables, and indirect costs. The remaining \$132,000 is the grant amount to Hamai Consulting.
- F5 San Benito is Region 4 Home Visiting fiscal lead agency and F5SMC’s grantor agency for the F5CA HV Systems Initiative.

FISCAL IMPACT

The recommended award to Hamai Consulting – First 5 California Home Visiting Initiative-Local Plan Implementation is \$132,000. This award is in accordance with the approved funding allocations of the Strategic Plan Implementation Plan (SPIP) and the Long-Term Financial Plan (LTFP).

RECOMMENDATION

Hamai Consulting Contract – First 5 California Home Visiting Initiative-Local Plan Implementation in the Amount of \$132,000 with a term of September 1, 2023, through June 30, 2025

**Home Visiting Coordination – Facilitation of Local Action Plan Implementation
September 1, 2023 - June, 30-2024**

Activities and Budget
EXHIBIT A, SCOPE OF WORK AND BUDGET/NARRATIVE

FY2023-24 Activity	Estimated Hours	Cost	Staff Responsible
Regular strategy and check-in meetings with F5SMC as needed to manage the project. Prepare for, attend, and present at F5SMC Commission meetings, as requested. <i>Deliverables:</i> <ul style="list-style-type: none"> Dates, times, and descriptions of meetings and presentations 	20	\$400 per month for 10 months (total \$4,000)	Akailah Jenkins McIntyre (AJM) and Tamara Hamai (TH)
Collaborate with F5SMC to coordinate and deliver an in-person event in San Mateo County, to share the project's past activities and progress, recruit HV Coordination Committee members, and increase buy-in for participation in the future environmental scan and work groups. <i>Deliverables:</i> <ul style="list-style-type: none"> Date, time, and summary of the event (estimated in Sept./Oct. 2023) 	21.5	\$4,300	TH, AJM, Kadijah Williams (KWi), and Kendra Wu (KWu)
Establish and facilitate regular meetings of the HV Coordination Committee. Assemble information, conduct one-on-one communication, and document review and creation between meetings to support the committee's work. <ul style="list-style-type: none"> Establish a shared purpose for the committee. Review Strategic Plan community meeting discussion results and revisit goals and strategies to prioritize implementation efforts. Co-create shared definitions, language, and tools across home visiting programs. Explore and co-create a feasibility plan with options for a central hub of home visiting programs that facilitates information sharing and referrals and tracking for progress. Review updated environmental scan results. Create a shared definition of "quality in home visiting services, including how to involve families in designing and refining program models, tools, and practices. 	126	\$3,300 per month for 9 months (total \$29,700)	AJM and KWi

FY2023-24 Activity	Estimated Hours	Cost	Staff Responsible
<ul style="list-style-type: none"> • Create a roadmap and recommendations for improving the quality of home visiting services. <p>Cost includes technology, translation, interpretation (estimated up to \$1,800), and honoraria paid to committee members by Hamai Consulting for the meetings. To encourage equitable participation, each home visitor and parent who is a member of the HV Coordination Committee (9 months at \$50 per month is \$450 per person, for up to 6 people = total up to \$2,700) will receive an honorarium for their engagement.</p> <p><i>Deliverables:</i></p> <ul style="list-style-type: none"> • List of HV Coordination Committee members (estimated in Sept./Oct. 2023) • Date, time, and summary of each committee meeting (estimated in Oct. 2023-June 2025) • Summary of Strategic Plan Priority Areas Update (estimated by Nov. 2023) • Summary of HV Coordination Committee review (estimated by Nov. 2023) • Shared definitions, language, and/or tools co-created by the committee (estimated in Oct. 2023-Dec. 2024) • Recommendations for feasibility and approach for a central hub (estimated by Jan 2024) 			
<p>Update HV data collected for the environmental scan.</p> <ul style="list-style-type: none"> • Update data collection tools to gather data on capacity, dosage, outcomes, eligibility, demographics, and funding, as well as what works well in home visiting in different contexts. • Update list of home visiting programs and contact information. • Distribute questionnaire and interview request to each home visiting program. • Interview representatives from home visiting programs about their programs, as well as what works well in home visiting in different contexts. • Analyze data and compare with the results from the previous environmental scan. • Compare eligible versus served children and families and cross-reference and develop a countywide list of 	42.6	\$1,420 per month for 6 months (total \$8,520)	TH, AJM, KWu, and KWu

FY2023-24 Activity	Estimated Hours	Cost	Staff Responsible
<p>eligibility requirements by home visiting program to inform decision whether the information should/can be included in the updated scan.</p> <p><i>Deliverables:</i></p> <ul style="list-style-type: none"> • Updated data collection tools (estimated by January 2024) • Updated list of home visiting programs and contacts (estimated by Jan. 2024) • Program data from questionnaires (estimated by June 2024) • Determination if eligible/served children and list of eligibility requirements by program should/can be included in the scan (estimated by June 2024) 			
<p>Establish and facilitate regular meetings of a work group focused on developing the central hub. Assemble information, conduct one-on-one communication, and document review and creation between meetings to support the work group's work.</p> <ul style="list-style-type: none"> • Establish a shared vision for the central hub. • Discuss specific tools, resources, and systems, and create recommendations. • Develop an approach for building relationships with home visiting programs and their referral partner programs, and connecting them to the central hub. <p>Cost includes technology, translation, interpretation (estimated up to \$1,000), and honoraria paid to work group members by Hamai Consulting for the meetings. To encourage equitable participation, each home visitor and parent who is a member of the work group (5 months at \$50 per month is \$250 per person, for up to 6 people = total up to \$1,500) will receive an honorarium for their engagement.</p> <p><i>Deliverables:</i></p> <ul style="list-style-type: none"> • List of work group members (estimated by Feb. 2024) • Date, time, and summary of each meeting (estimated in Feb. 2024-Jan. 2025) 	22.5	\$1,400 per month for 5 months (total \$7,000)	AJM, KW, and TH

FY2023-24, September 2023 to June 2024: \$53,520

Summary of Staff Roles

Akailah Jenkins McIntyre, Ed.D., Organizational Development Specialist, \$200 per hour, primary contact person, (650) 285-2852, akailah@hamaiconsulting.com.. Project Role: Project lead, quantitative and qualitative data collection and analysis, facilitation, development of data collection instruments, outreach and communication, and creation of reports and communication tools.

Tamara Hamai, Ph.D., President, \$200 per hour, (Project Role: local knowledge of and connection to San Mateo County, content expert (early childhood development and programs serving young children and families), strategic guidance and decision making.

Kadijah Williams, MA, Organizational Development Analyst, \$200 per hour. Project Role: Qualitative data collection and analysis, facilitation, development of data collection instruments, outreach and communication, creation of reports and communication tools, local knowledge of and connection to San Mateo County (from past projects with F5SMC), content expert (early childhood development and programs serving young children and families).

Kendra Wu, BA, Organizational Development Assistant, \$200 per hour. Project Role: Quantitative data collection and analysis, online research and information gathering, outreach and communication, and creation of reports and communication tools.

Ibiaso Adajames, MBA, PMP, Project Manager, \$200 per hour. Project Role: Administrative support, project management, team coordination.

**FIRST 5 SAN MATEO COUNTY (F5SMC)
FIRST 5 STAFF TEAM REPORT
AUGUST AND SEPTEMBER 2023**

OVERVIEW

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

QUALITY CARE AND EDUCATION

Universal Pre-Kindergarten (UPK) Mixed Delivery Plan Outline – San Mateo County

On September 19, 2023, the San Mateo Office of Education and the Child Care Partnership Council (CCPC) launched SMC's Universal Pre-Kindergarten (UPK) Mixed Delivery Planning process for FY2023-24. The planning will engage a broad representation of stakeholders and Michelle Blakely is representing F5SMC. Mandated to be completed June 2024, the plan will describe how all four-year-old children and an increased number of at-promise three-year-old children in the county would be able to access full-day learning programs before kindergarten that meet the needs of parents and are implemented through a mixed-delivery system of school districts, preschool programs, and expanded learning offerings including Family Childcare. Plan elements are to address: Projected Enrollment and Needs Assessment; Vision and Coherence; Community Engagement and Partnerships Focus; Workforce Recruitment and Professional Learning programs; Curriculum, Instruction, and Assessment and Facilities, Services, and Operations. With the combination of Transitional Kindergarten, the very large supply gap for infant-toddler care, workforce challenges and the high cost of living in SMC the child-care/early earning ecosystem is experiencing seismic shifts according to Sarah Kinahan, Child Care Partnership Council Coordinator.

Child Care Partnership Council

At its meeting on September 18, 2023, Michelle Blakely- F5SMC, Cheryl Oku, Help Me Grow, and David Fleishman, Executive Director of 4Cs were termed out as voting members of the Child Care Partnership Council (CCPC) after 12 years of service. Michelle Blakely served as Chair of the Leadership and Impact Committee. The CCPC, chaired by Superintendent Nancy Magee and President of the Board of Supervisors (BOS) Dave Pine, presented a Commendation from the Board of Supervisors for contributions to the CCPC mission and work. Michelle Blakely will continue involvement with the CCPC.

HEALTHY CHILDREN

Help Me Grow Physician Advisory Group

On August 14, the Help Me Grow Physician Advisory Group met for a quarterly meeting led by HMG Physician Champion Dr. Neel Patel. The meeting included an update from Stanford Children's Health and AbilityPath on the newly configured HMG Healthcare Provider Liaison team, including an opportunity to hear more about the outreach strategy for this fiscal year. In addition, the group discussed strategies, roles, and barriers for supporting families of children with developmental concerns in healthcare settings.

Children's Oral Health Workgroup

The Children's Oral Health Workgroup met on September 13. The agenda included standard updates from the Oral Health Public Health Manager and a Policy Update from Children Now

representative and co-chair Eileen Espejo. The meeting also featured a presentation and discussion led by Noa Elliott of VIVA Social Impact Partners, who is leading a communications campaign focused on parents of young children and oral health and funded by F5SMC for the next two years.

POLICY & ADVOCACY UPDATES

Letter of Support - SB 635 (Menjivar & Portantino)

On August 8, 2023, First 5 San Mateo County sent a letter of support to Honorable Chris Holden, Chairman, Assembly Appropriations Committee and encouraged Holden to support SB 635 (Menjivar and Portantino), legislation which would require health insurance plans in California to cover hearing aids and services in addressing what experts describe as a developmental emergency for deaf and hard of hearing youth in California. (See Attachment 11.1)

Support SB 326 – Behavioral Health Services Act

On September 11, 2023, Avo Makdessian, Executive Director of First 5 State Association, sent a letter to Senator Susan Eggman to support SB 326 – Behavioral Health Services Act as it was amended on September 6, 2023. (See Attachment 11.2)

Mental Health Services Act (MHSA) Modernization and SB 326

Thursday, September 14, 2023, the State Legislature overwhelmingly voted to approve SB 326 – the Senate passed the bill *unanimously*. California voters will now have the opportunity in March 2024 to vote on this modernization package that highlights and prioritizes the 0-5 population for the first time in the history of this Act. The First 5 State Association, including First 5 San Mateo County, have been advocating for prioritizing 0-5 children and set aside monies for their support.

“200 Families in San Mateo County will get a monthly \$300 ‘baby bonus’ starting early 2024”

On August 21, 2024, ABC 7 News reporter, Luz Pena, reported that The Jackie Speier Foundation and Board of Supervisors (and First 5 Commissioner) Corzo and Mueller will be funding the “Baby Bonus” program by providing \$300 a month to newborns and their families in San Mateo County for a full year starting in early 2024.

Click link <https://abc7news.com/jackie-speier-foundation-baby-bonus-bay-area-child-poverty-san-mateo-county-rv-community/13669831/> or See Attachment 11.3.

Screen Time Linked with Developmental Delays in Toddlerhood, Study Finds

On August 21, 2023, Kristen Rogers of CNN released an article based on the published journal of JAMA Pediatrics that screen time is linked with developmental delays in toddlerhood. “According to a study of 7,097 children, having anywhere from one to four hours of screen time per day at age 1 is linked with higher risks of developmental delays in communications, fine motor, problem-solving and personal and social skills by age 2.” Click link for more information: <https://www.cnn.com/2023/08/21/health/screen-time-child-development-delays-risks-wellness>

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

The First 5 Association shared the following resources:

- **Dashboard & Interactive Map from California Children’s Trust**
[Dashboard & interactive map](#) created by California Children’s Trust that gives a detailed summary of county and managed care mental health services delivered to youth across the state. (See Attachment 11.4 for San Mateo County Data).
- **Safe Spaces: Foundations of Trauma-Informed Practice for Educational and Care Settings Training**
The Office of the California Surgeon General release a training module called [Safe Spaces: Foundations of Trauma-Informed Practice for Educational and Care Settings](#). This free, voluntary, two-hour learning opportunity is designed to help people who work with or care for children and youth incorporate trauma-informed practices into their work. (See Attachment 11.5)

Katie Albright Named Chair of the California Children and Families Commission

On August 16, 2023, Governor Gavin Newsom announced Katie Albright as the Chair of the California Children and Families Commission (First 5 California) replacing immediate past Chair Giannina Perez. Jackie Thu-Huong Wong, Executive Director of First 5 California said, “Ms. Albright’s commitment to leading efforts that focus on prevention within a whole-child, whole-family, whole-community framework, will ensure that First 5 California continues to create the trauma informed, healing centered, and culturally responsive systems necessary for children’s healthy development.” (See Attachment 11.6)

COMMUNITY AND STATEWIDE EVENTS & UPDATES

San Mateo County Rising: Ending Child Poverty Summit

On August 18, 2023, The Jackie Speier Foundation presented a summit to lead the fight to end the poverty of women and children in San Mateo County. Keynote speaker, Dr. Matthew Desmond, Professor of Sociology at Princeton University, and Pulitzer Prize-winning author of “Evicted” and “Poverty by, America” provided the keynote address. First 5 Commissioner Rogers was one of the panel presenters and Supervisor/ First 5 Commissioner Corzo made an announcement about her support of this effort in the county. First 5 Staff, Kitty Lopez, Jenifer Clark, and Myra Cruz attended the summit as well as Commissioner Nancy Magee. Community leaders and legislators such as Congressman Kevin Mullin, Congresswoman Anna Eshoo, and Congresswoman (retired) Jackie Speier shared their thoughts and action steps such as

- guaranteed income for families with children 0 – 3 years old
- modern calculation of the federal poverty level
- one-time enrollment for cash, medical, and food assistance

COMMUNICATIONS

What's New?

5 Reasons Why Sharing Stories is Vital for Early Childhood Care Advocacy

Check out this blog on our [website](#) and the impact of spreading family stories.

First 5 San Mateo County New Brochure!

With the help of its communications firm, VIVA Social Impact Partners, F5SMC developed a new brochure that can be used to spread the impact of its work and resources to families and partners. The brochure is available in English, Spanish, and Chinese.



Communications Work (F5SMC, EVALCORP and VIVA Social Impact Partners)

On September 14, 2023, F5SMC Staff, Kitty Lopez, Michelle Blakely, Jenifer Clark, and Myra Cruz met with EVALCORP's Team (evaluation firm) and VIVA Social Impact Partners Team to discuss and identify communications opportunities based on the data collected by EVALCORPs. More details to follow.

Social Media and Analytics Reports (See Attachment 11.7)



August 8, 2023

The Honorable Chris Holden
Chairman, Assembly Appropriations Committee
1021 O Street, Suite 8220
Sacramento CA 95814

RE: SB 635 (Menjivar & Portantino) – SUPPORT

Dear Chair Holden,

First 5 San Mateo County is pleased to SUPPORT SB 635 (Menjivar and Portantino), legislation which would require health insurance plans in California to cover hearing aids and services in addressing what experts describe as a developmental emergency for deaf and hard of hearing youth in California.

In 1998 California passed a mandate for Newborn Hearing Screening, acknowledging the urgent need to screen, diagnose and provide early intervention for deaf and hard of hearing children. Yet today access to hearing aids for children is not mandated.

More than 30 states mandate hearing aid coverage for children in commercial plans and/or the essential health benefit state exchange. California is not one of them. Commercial health insurance plans are not required to cover hearing aids for kids, and as a result, only 1 in 10 families on privately funded health plans in California have some coverage.

In 2019 the Legislature addressed this coverage gap by unanimously passing the Let California Kids Hear bill (AB 598, Bloom) that would have required commercial insurance to cover children's hearing aids and services. In lieu of signing the mandate into law at that time, Governor Newsom offered funding for an alternative program administered by the Department of Health Care Services (DHCS) and MAXIMUS. On July 1, 2021, DHCS launched the Hearing Aid Coverage for Children Program (HACCP) to help families in California with incomes under 600% of the federal poverty level afford hearing aids for their children.

Unfortunately, HACCP has not solved the problem. **After nearly two years, with \$32.8 M budgeted (one-third for administration), only 255 of the estimated 7,000 children who need assistance with hearing aids have benefited from HACCP.** Few pediatric providers are participating due to historically low reimbursement rates and high administrative burdens, creating poor geographic coverage, segmented care, and barriers that are difficult to overcome. California is not alone in these challenges, as Georgia tried a similar program and failed, ultimately passing a mandate in 2018.

The Let California Kids Hear Act of 2023 is a policy approach that would allow families to use their commercial plans supporting access to local providers within their medical homes, reducing delays in accessing care and improving outcomes for kids.

Children who need hearing aids are a vulnerable population, and lack of early treatment has negative and permanent consequences. As Dr. Dylan Chan MD, PhD, Associate Professor of Pediatric Otolaryngology at the University of California, San Francisco has succinctly put it, **"Pediatric hearing loss is considered a developmental emergency requiring timely intervention to prevent permanent delays. These preventable consequences are not only devastating for the child and family; they are costly to society."** Children who get started with hearing aids within 3 to 6 months of age can develop at the same rate as their hearing

peers, demonstrating the importance of early intervention. California spends over \$400 million per year on education for Deaf or Hard of Hearing (DHH) students, which could be dramatically reduced if children have timely intervention.

California must ensure that deaf and hard of hearing children have timely access to intervention, consistent with the National Institutes of Health (NIH), Center for Disease and Control (CDC), American Academy of Pediatrics (AAP), and Joint Commission on Infant Hearing (JCIH) benchmarks for intervention.

First 5 San Mateo County strives to create the conditions that will allow all young children to prosper socially, emotionally, and economically. For more than 25 years, promoting equity has been our integral to our work, and we have been committed to creating opportunities for all children in San Mateo County.

For these reasons, we urge you to **SUPPORT SB 635**.

Sincerely,

A handwritten signature in blue ink that reads "Kitty Lopez". The signature is written in a cursive, flowing style.

Kitty Lopez
Executive Director
First 5 San Mateo County

Senate Bill 635

Let California Kids Hear Act of 2023

Senator Caroline Menjivar (D – San Fernando Valley)

SUMMARY

SB 635, the Let California Kids Hear Act of 2023, requires all health insurance plans in California to cover hearing aids and services for children under 21, addressing a developmental emergency. This addresses difficulties with the current state program and previous legislative attempts to ensure access to hearing aids for children. SB 635 increases access to hearing aids for children connected to their healthcare insurance plan, which will support their learning and development.

PROBLEM

Experts agree that pediatric hearing loss is considered a developmental emergency requiring timely intervention to prevent permanent delays.ⁱ These preventable consequences are not only devastating for the child and family; they are costly to society. Since private health insurance plans are not required to cover hearing aids for kids, only 1 in 10 families in California have some coverage. The lack of comprehensive coverage means care can be unaffordable and leave children without access to hearing aids and services that support their development.

BACKGROUND

More than thirty states require or will require hearing aid coverage for children with commercial health insurance and/or the state health benefit exchange, yet California is not one of them.ⁱⁱ

In 2019, the legislature unanimously passed the Let California Kids Hear Act, AB 598 (Bloom, 2019), which would have required health plans to cover hearing aids and services for children. The bill subsequently died, and as an alternative, the Newsom Administration offered the Hearing Aid Coverage for Children Program (HACCP) as a stop-gap to support families with incomes up to 600% of the federal poverty level. HACCP was launched by the Department of Health Care Services on July 1, 2021.

To date, the HACCP has not solved the problem, and kids are still without affordable hearing aids, as only 225 of the 7,000 eligible children have received hearing aids through the HACCP. The state has allocated over \$16 million for HACCP in each of the last two fiscal years, more than one-third of which is for administration.ⁱⁱⁱ In addition to significant implementation issues that impeded utilization in the first 22 months of HACCP, few pediatric providers are participating due to historically low

reimbursement rates and high administrative burdens creating poor geographic coverage, segmented care, and barriers that are difficult to overcome.^{iv} California is not alone in these challenges as Georgia tried a similar program and failed, ultimately passing an insurance mandate in 2018.

SOLUTION

The Let California Kids Hear Act of 2023 (LCKH) would require private health insurance plans to cover hearing aids for children and youth under 21. LCKH would allow families to stay in their medical homes by using their health insurance plans to access local providers. For families insured by the state's largest insurance plan, Kaiser Permanente, children can now stay within their medical home for care, reducing wait times and improving access to care.

With LCKH, California would join the thirty states that require or will require hearing aid coverage for children with commercial health insurance and/or the state health benefit exchange. LCKH would reduce barriers to time-sensitive care and provide the treatment needed for the 8,000+ California families currently without affordable coverage for their child's hearing aids that the HACCP has been unable to successfully serve to date. Coverage of hearing aids by health insurance plans is a permanent solution that provides timely treatment of pediatric hearing loss, best addressing this developmental emergency in California.

STATUS

AMENDED- JUNE 8, 2023

SUPPORT

Let California Kids Hear (co-sponsor)
 Children Now (co-sponsor)
 American Academy of Pediatrics, California
 Association of California School Administrators
 Association of Regional Center Agencies
 California Academy of Audiology
 California Children's Hospital Association
 California Educators of The Deaf
 California Federation of Teachers AFL-CIO
 California Hands & Voices
 California Medical Association
 California School Nurses Organization
 California School-based Health Alliance
 CCHAT Sacramento (Children's Choice for Hearing and Talking)

Center for Early Intervention on Deafness
Children's Partnership, the
Children's Specialty Care Coalition
Deaf and Hard of Hearing Service Center
Disability Rights California
First 5 Association of California
First 5 San Mateo County
First 5 Santa Clara County
First 5 Santa Cruz County
Health Access California
Hearing Healthcare Providers/California
House Children's Hearing Center
John Tracy Clinic
Keck School of Medicine, University of Southern California
Kern County Superintendent of Schools Office
LA Best Babies Network
Latino Coalition for a Healthy California
Loma Linda University Adventist Health Sciences Center and its
Affiliated Entities
Lucile Packard Children's Hospital, Stanford Children's Health
Maternal and Child Health Access
National Health Law Program

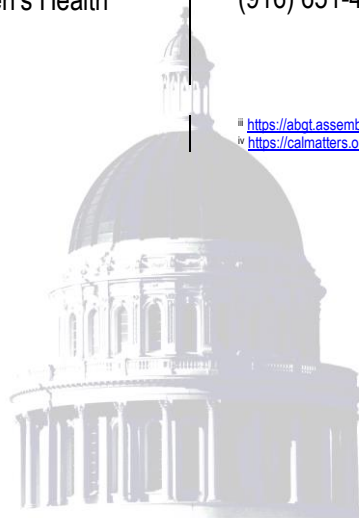
Norcal Services for Deaf & Hard of Hearing
Nurse - Family Partnership
Pacific Neuroscience Institute
Project Talk
Public Advocates
Rady Children's Hospital
SELPA Administrators of California
The California Children's Trust
The Los Angeles Trust for Children's Health
UCSF Benioff Children's Hospital
United Ways of California (UWCA)
Valley Children's Healthcare
Vision Y Compromiso
Western Center on Law & Poverty

CONTACT

Kimberly Fuentes
Office of Senator Caroline Menjivar
(916) 651-4020

ⁱ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5973811/>
ⁱⁱ <https://letcalkidshear.com/facts/state-details/>

ⁱⁱⁱ <https://abgt.assembly.ca.gov/sites/abgt.assembly.ca.gov/files/03.27%20DHCS%20Medi-Cal.pdf>
^{iv} <https://calmatters.org/health/2022/08/childrens-hearing-aids/>





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September 11, 2023

Senator Susan Eggman
1021 O Street, Suite 8530
Sacramento, CA 95814

Re: Support SB 326 – Behavioral Health Services Act

Dear Senator Eggman:

On behalf of the First 5 Association of California I am writing to express our support for SB 326 as it was amended on September 6, 2023. We appreciate the Administration and Legislature for amending the bill to specifically highlight the importance of addressing the mental health needs of California's youngest children. While we are disappointed that the bill does not include a set aside of prevention and early intervention funding for children ages 0-5, we believe the language added sends a clear signal that this population must be prioritized to successfully achieve better mental health outcomes for all Californians.

The brain development of infants and toddlers is more rapid and foundational than that of any other age group. Babies' earliest relationships and experiences shape the architecture of their brain, creating a foundation on which future development and learning unfolds. Successfully preventing and treating mental health concerns among young children requires a different approach than when serving older children, adolescents, or adults. If we want different mental health outcomes among our adult population, we must invest in their mental health from the beginning of their lives, when the foundations of brain development are set.

For the above reasons we support SB 326. We look forward to working with Health and Human Services on implementation to ensure that the guidance that is developed includes metrics that measure the needs and mental health outcomes of the youngest Californians.

Sincerely,

A handwritten signature in blue ink, appearing to read "Avo Makdessian", written in a cursive style.

Avo Makdessian
Executive Director
First 5 Association of California
CA Children & Families Foundation
www.first5association.org

200 families in San Mateo Co. will get a monthly \$300 'baby bonus' starting early 2024

By [Luz Pena](#) 
Monday, August 21, 2023 11:17AM



[EMBED <>MORE VIDEOS](#)

SAN MATEO COUNTY, Calif. (KGO) -- A new effort launched today to build a better Bay Area by ending childhood poverty on the Peninsula.

After 15 years in Congress, former congresswoman Jackie Speier has announced her new mission.

"We are going to build a new generation of kids who won't ever know poverty," Speier said.

On Thursday, ABC7 went to East Palo Alto to meet some of the families Speier is hoping to help through her [foundation](#).

<https://abc7news.com/jackie-speier-foundation-baby-bonus-bay-area-child-poverty-san-mateo-county-rv-community/13669831/>



In 2022, the National Institutes of Health published a [study](#) pointing to poverty in early childhood impacting infants' brain activity and lower school achievement.

Speier is hoping to change that starting by helping 200 families early next year.

"We are going to provide to newborns and their families in San Mateo County \$300 a month for a full year. We have the funding in place. The foundation is putting half of the money and the (San Mateo) county, through two supervisors and their discretionary moneys, are putting up the other. Then we are going to raise the money for year two and three. We got to have an evaluator to make this go national," Speier said.

Families on Medicaid in San Mateo County will qualify for what Speier is calling the "Baby Bonus." Every day, Stanford pediatrician Dr. Lisa Chamberlain sees the need for this.

"Eighty-one percent of the deliveries in San Mateo County for families in Medicaid happens at our children's hospital," said Dr. Chamberlain and added, "Brain development in the first five years of life is extraordinary. Millions of neurons are forming new connections and developing in an exponential speed -- in a speed that we don't see in another time of life."

San Mateo County is the fourth wealthiest county in America. It is home to over 700,000 residents, including 22 billionaires. According to Speier's foundation, 27,000 children live in poverty. Princeton Professor Matthew Desmond was the keynote speaker at the summit. He believes change can come from here.

"We need to do three things: we need to deepen our investments in anti-poverty programs, especially affordable housing in this community. We also need to start attacking exploitation of the poor in the labor market," said Desmond. "The third move is, we have to end segregation. We need to embrace broad, inclusive communities. Those three moves is how we can actually end poverty in America."

Speier's successor in Congress, Representative Kevin Mullin is also working on a bill that would change the federal poverty formula.

"Our current federal poverty line was created during the great society under the Lyndon Johnson administration in 1964, and it hasn't been fundamentally updated since then. It does not really take into account cost. We are the epicenter of the affordability crisis in this part of the country. Childcare cost are enormous. Childcare costs more than higher education in San Mateo County," Mullin said.

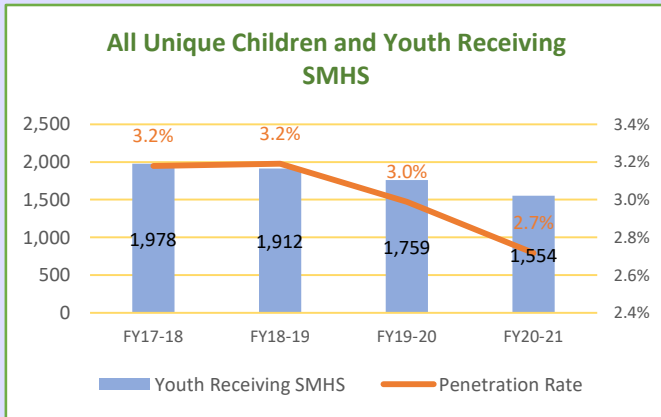
Speier's goal is for San Mateo County to serve as a national example.

<https://abc7news.com/jackie-speier-foundation-baby-bonus-bay-area-child-poverty-san-mateo-county-rv-community/13669831/>



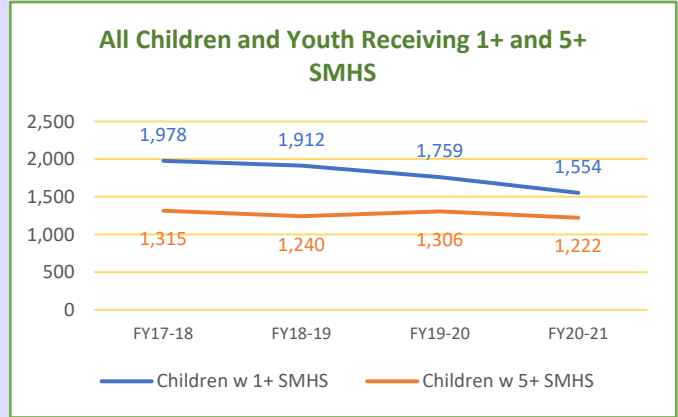
SAN MATEO COUNTY CHILDREN & YOUTH SERVICES DASHBOARD

Chart 1



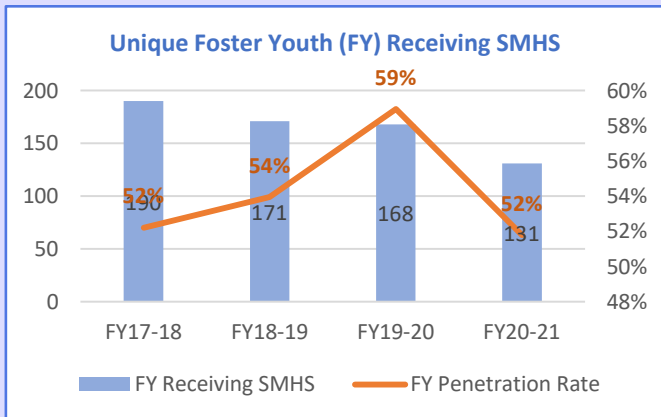
- Includes all 0-20 year old youth, not only those in foster care. Unique count is determined by SD/MC services billed.
- Unique children receiving SMHS DECREASED by 424 (21.44%).

Chart 2



- Includes all 0-20 year old youth, not only those in foster care.

Chart 3



- The number of Foster Youth receiving SMHS has steadily decreased.

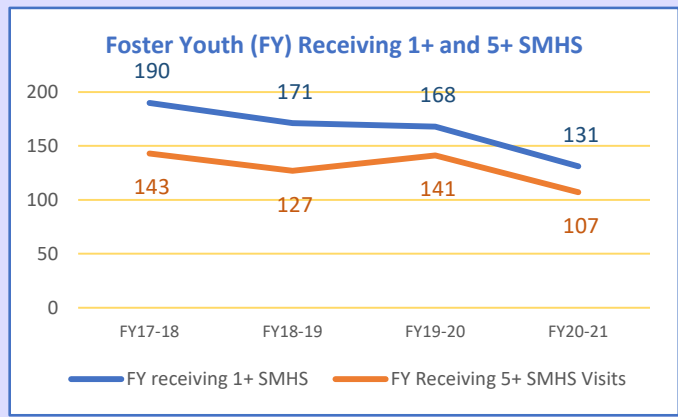
» Nearly 60% of CA's children rely on Medi-Cal, a 30% increase over 6 years, but a smaller percentage are accessing care from county mental health plans.

» The number of foster youth in California has declined dramatically, which should make care more accessible, but this has not happened.

» In nearly every county, already low penetration for specialty mental health services continues to decline as the number of eligible children increases.

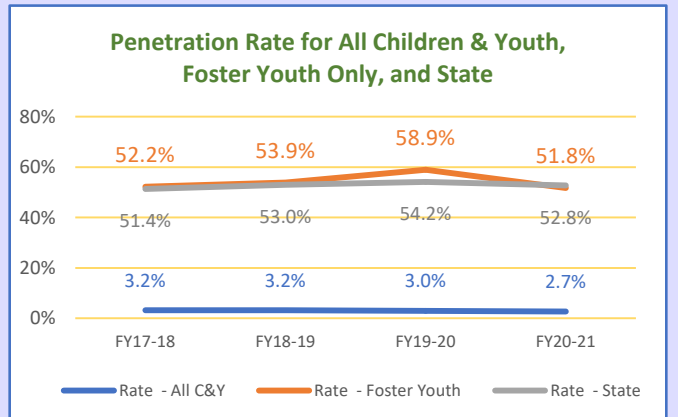
» Ongoing care (5 or more visits) rates consistently remain far lower than access (one unit of service).

Chart 4



- FY getting 1+ services DECREASED by 59 (31.05%).
- FY getting 5+ services DECREASED by 36 (25.17%).

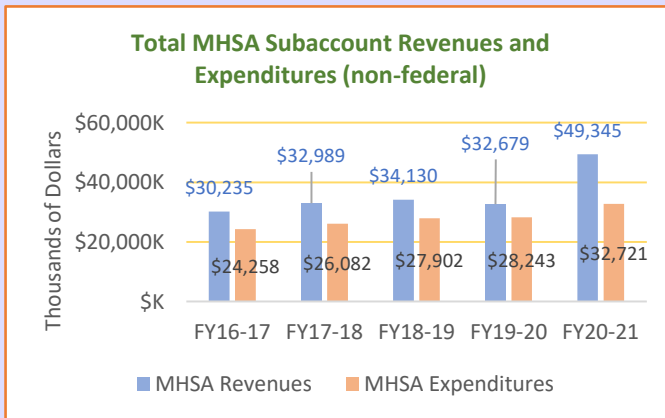
Chart 5



- The County's penetration rate DECREASED by 0.46%
- The State's penetration rate INCREASED by 1.37%.

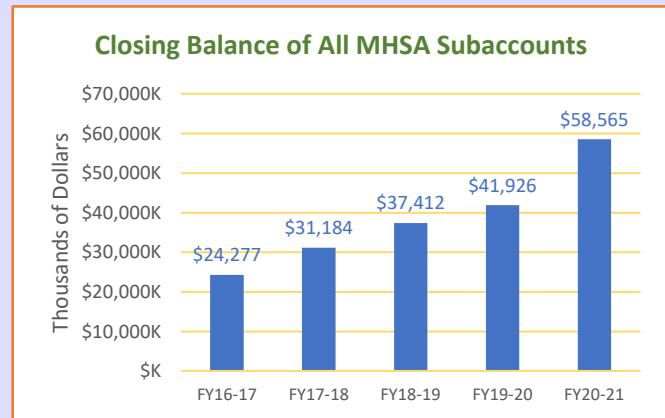
SAN MATEO COUNTY CHILDREN & YOUTH SERVICES DASHBOARD

Chart 6



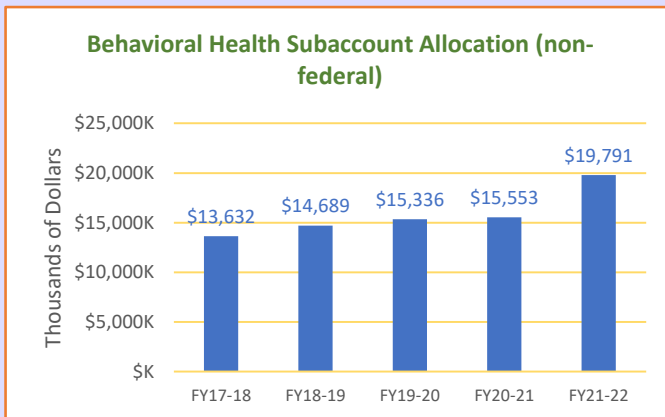
- Yearly MHSA expenditures INCREASED by \$19,109,651 (63.2%).
- Yearly MHSA revenue has INCREASED by \$8,462,766 (34.9%).

Chart 7



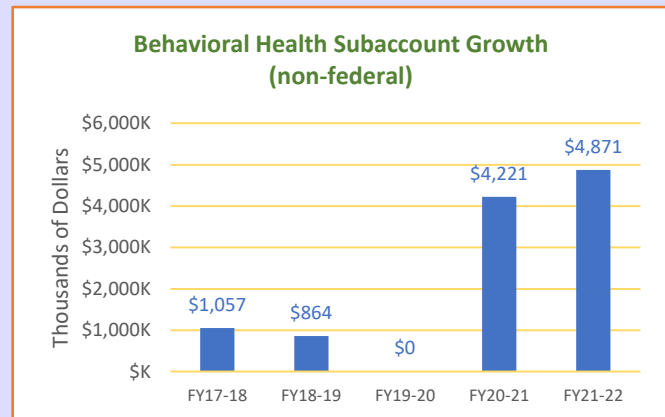
- For FY17-21, the County's average Closing Balance of MSHA funds was \$38,672,727.

Chart 8



- The County's Subaccount Allocation has INCREASED by \$6,158,762 (45.2%).

Chart 9



- For FY18-21, the Subaccount Allocation INCREASED by \$3,814,012 (361%).
- COVID funding for FY19-20 was bundled with FY20-21.

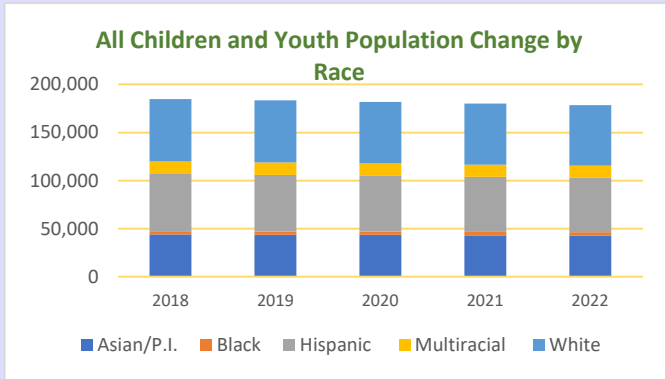
- » **The Behavioral Health Subaccount has increased every year since 2020.**
- » **Funding through all sources has gone up by nearly \$720bn between FY 2017 and FY 2021.**

Statewide Takeaways

- » Medi-Cal enrollment is up by 30% due to both state and federal policy.
- » Children's utilization and acuity have risen sharply across the state.
- » Correspondingly, non-federal based revenues have increased.
- » However, for children in foster care, penetration and access rates are flat or declining.

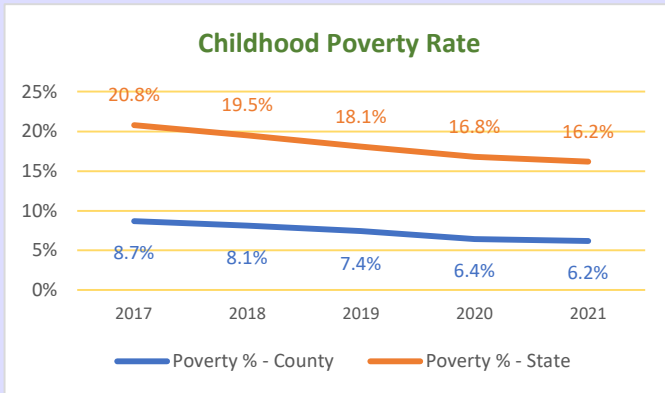
SAN MATEO COUNTY CHILDREN & YOUTH SERVICES DASHBOARD

Chart 10



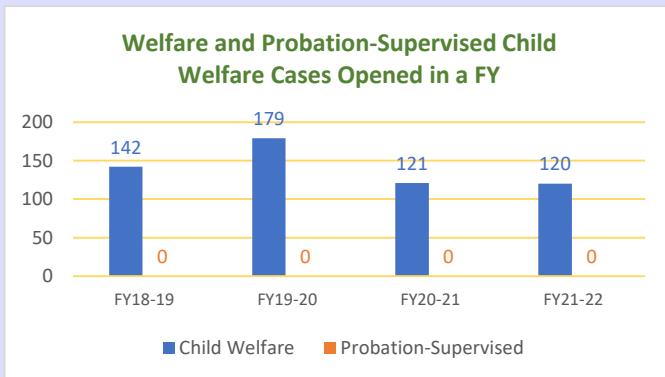
- The changes in youth by race are mostly flat.
- Data include 0-20 year old residents.

Chart 12



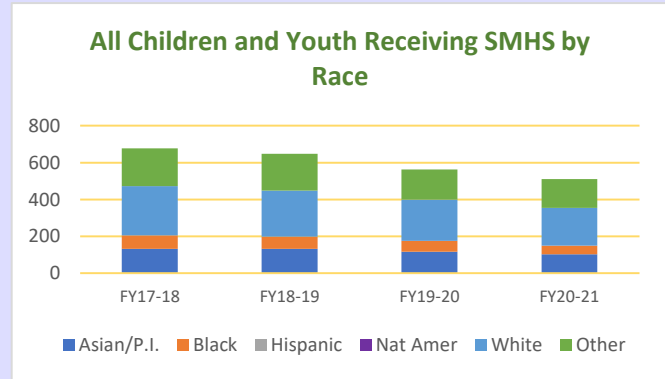
- Federal COVID relief decreased childhood poverty rates, but ended in 2023.
- It is BELOW the state rate by 11.4%.

Chart 14



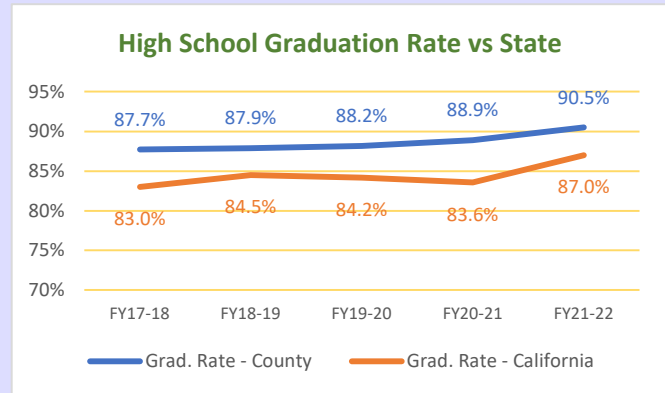
- Total cases opened per year has DECREASED by 22.
- Probation data includes only children who received child welfare funded out-of-home care services.
- Probation-supervised cases increased sharply in FY22.

Chart 11



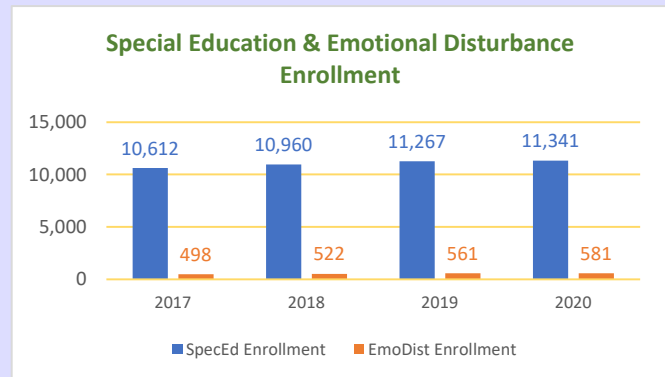
- White children receiving SMHS has stayed the same while all other categories have declined.
- Some recipient numbers were masked by source.

Chart 13



- The County's HS graduation rate INCREASED by 2.80%
- It is ABOVE the state rate by 4.70%

Chart 15



- Special Education enrollment continues to climb.
- Special Education enrollment has INCREASED by 729 (6.9%).
- Enrollment b/c of Emotional Disturbance INCREASED by 6.87%.

Safe Spaces

Foundations of Trauma-Informed Practice for Educational & Care Settings



Safe Spaces is a **free**, **online** professional learning module designed to help **early care and education** personnel respond to **trauma and stress** in children.

Professional Learning Format



Online



Self-Paced



2 Hours



3 Age Groups

Select the module that aligns with your work:

0- to 5-year-olds

5- to 11-year-olds

12- to 18-year-olds

Is this professional learning right for me?

Anyone who works with children is invited to take the free, online professional learning. This includes early care providers, educators, and school personnel, both certificated and classified, including administrative staff, recreation leaders and coaches.



OFFICE OF THE CALIFORNIA SURGEON GENERAL

TAKE THE TRAINING





Katie Albright Named Chair of the California Children and Families Commission

SACRAMENTO, CA, UNITED STATES, August 16, 2023 /EINPresswire.com/ -- On August 10, 2023, Governor Gavin Newsom announced the designation of Katie Albright as the chair of the California Children and Families Commission ([First 5 California](#)). Ms.



Albright was previously appointed by Governor Newsom and sworn in as a First 5 California commissioner on April 20, 2023.

"Katie Albright brings decades of experience working to improve the well-being of California's kids and their families," said Governor Gavin Newsom. "Serving as the chair of the First 5 California Commission, I'm confident that she will continue to advance our state's commitment to giving all children the best start in life."

"We are so excited to welcome Katie Albright as the next Chair of our Commission. Ms. Albright is a nationally recognized leader and children's health and well-being advocate. Her decades of experience is a testament to her dedication to building equitable systems that serve and meet the needs of children, families, and communities," said Jackie Thu-Huong Wong, Executive Director of First 5 California. "Ms. Albright's commitment to leading efforts that focus on prevention within a whole-child, whole-family, whole-community framework, will ensure that First 5 California continues to create the trauma informed, healing centered, and culturally responsive systems necessary for children's healthy development."

"I also want to thank our immediate past Chair Giannina Pérez, for her passion for early childhood issues and her dedication to serving on the State Commission. We are grateful for her contributions in ensuring that First 5 California continues to serve California's families with young children as envisioned when Proposition 10 passed twenty-five years ago," said Ms. Wong.

Ms. Albright is an attorney and children's advocate with more than 25 years of legal and nonprofit experience, most recently leading as the Chief Executive Officer and President of Safe & Sound, before stepping down in February 2023 to serve as their Senior Advisor.

“On behalf of the First 5 California Commission, I also wish to thank our immediate past Chair Giannina Pérez for her effective leadership to ensure that all children in our state have a healthy start to life during their first five years.” said Kate Albright. “I am deeply honored to follow in her footsteps. Every infant and young child deserves a strong foundation for a promising future. Together, our Commission will champion their rights, nurture their potential, advocate equitable outcomes, and ensure that California’s youngest residents thrive in the embrace of a community that truly cares.”

For more information about First 5 California, visit www.ccfc.ca.gov.

###

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.ccfc.ca.gov.

Jamiann Collins-Lopez

First 5 California

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[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/650241637>

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Digital Communications Analytics Report

August 1, 2023 - August 31, 2023

In August, our digital communications strategy revolved around three pivotal messages conveyed through blog posts, original social media content, and the amplification of partner content.

1. We kicked off with a blog post titled "5 Reasons Storytelling Matters in Early Childhood Advocacy." This marks the commencement of a content series emphasizing the significance of storytelling, community engagement, and the voices of families and providers in advancing early childhood services.
2. We shared a heartfelt personal account from Eric Valladares, outlining his reasons for vaccinating his children. This served as an encouraging message for parents who may be hesitant to vaccinate their kids during the current surge.
3. Finally, we shared Kitty Lopez's OpEd, shedding light on the pressing child care crisis in San Mateo County.

Furthermore, we ran an ad campaign to invite our audience to engage with our page, resulting in the addition of over 300 new members to our digital community.

On X (formerly Twitter), we maintained consistent engagement levels at 3.8%, with three posts receiving endorsements from influential community figures. On LinkedIn, our content experienced fluctuations but displayed a steady upward trend throughout the month, garnering more sustained engagement and post impressions compared to July. We observed that LinkedIn audiences were most responsive to links connecting them to news articles from San Mateo and Bay Area publications.

Website

Who is using your website?

Users

974

New users

947

Average engagement time

1m 12s

What pages do your users visit?

First 5 San Mateo County	396
OpEd: We need to address c...	216
Investing in Infant Mental He...	130
Resources – First 5 San Mat...	80
Director of Family Connectio...	65
Who We Are – First 5 San M...	65
Car Seat Checks – First 5 Sa...	64

How do users get to the website?

Organic Search	418
Organic Social	403
Direct	232
Referral	32
Unassigned	11

What actions do users take?

page_view	4K
session_start	1.2K
user_engagement	1K
first_visit	947
scroll	531
click	144
file_download	82

Meta: Facebook & Instagram

Facebook reach

21,264 ↑ 28.6%

Instagram reach

881 ↓ 2.2%

Paid reach

22,521 ↑ 30.5%

Paid impressions

80,025 ↑ 50.8%

Audience

Facebook followers

2,371

Facebook Page new likes

51 0%

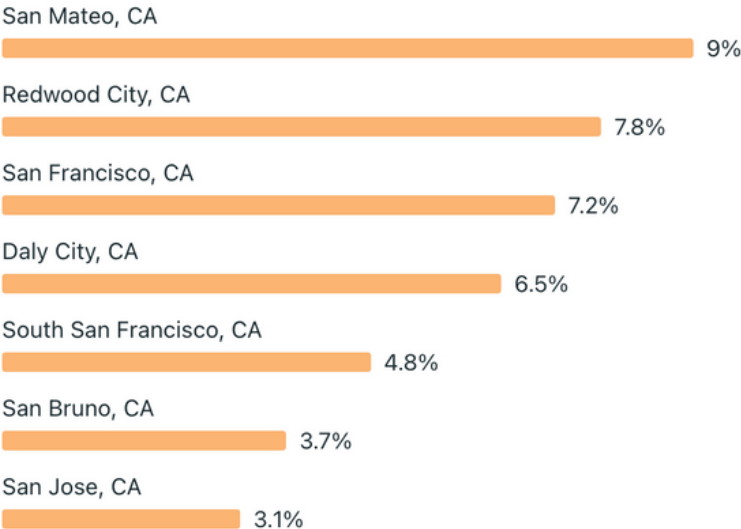
Instagram followers

1,423

New Instagram followers

16 ↓ 11.1%

Top Cities



Top Content by Reach

Title	Type	Date published ↑↓	Reach ⓘ ↓	Link clicks ⓘ ↑↓	Shares ⓘ ↑↓
New Traffic Ad First 5 San Mateo	Ad	Thu Aug 17, 12:37pm	3.4K Accounts Center acc...	65 Link clicks	1 Shares
If your child is going to be in preschool or First 5 San Mateo County	Post	Thu Aug 17, 12:35p...	2.6K Accounts Center acc...	66 Link clicks	1 Shares
New Traffic Ad First 5 San Mateo	Ad	Tue Aug 29, 11:52a...	2.5K Accounts Center acc...	41 Link clicks	--
Sharing stories creates a ripple effect t... First 5 San Mateo County	Post	Tue Aug 29, 11:51am	2.1K Accounts Center acc...	41 Link clicks	0 Shares
We're excited about new, state-funded pr first5sanmateo	Post	Thu Aug 17, 12:20p...	286 Accounts Center acc...	--	12 Shares
U.S. Rep. @JackieSpeier and San Mateo first5sanmateo	Post	Tue Aug 22, 10:18a...	233 Accounts Center acc...	--	2 Shares

Twitter

Tweet impressions
523 ↑290.3%

Followers
672 ↑2

Tweets
11

Profile visits
68

Mentions
3

Engagement rate
3.8%



Link clicks
6



Retweets without comments
3





August Mentions



 **FIRST 5 Santa Clara County** @FIRST5SCC · Aug 17
Replying to @first5sanmateo
This is amazing news for parents and caregivers!

🗨️ ↻️ ❤️ 📊 11 ⬆️

August Retweets

  **Matthew Tinsley** reposted your post

We're excited about new, state-funded preschools in our community and it's now easier for families to qualify for full-day preschool. This kind of action addresses the childcare crisis, that F5SMC Director Kitty Lopez described in her recent OpEd. almanacnews.com/news/2023/08/1...

  **SAMCEDA** reposted your post

Sharing stories creates a ripple effect that can influence policy & perceptions, & improve the lives of children. You are the reason First 5 San Mateo County exists, and you are the fabric of our efforts. Read to learn how storytelling helps kids thrive. first5sanmateo.org/5-reasons-why-...

Top Tweets

Tweets **Top Tweets** Tweets and replies Promoted

Impressions Engagements Engagement rate

	First 5 San Mateo Co @first5sanmateo · Sep 1 Sharing stories creates a ripple effect that can influence policy & perceptions, & improve the lives of children. You are the reason First 5 San Mateo County exists, and you are the fabric of our efforts. Read to learn how storytelling helps kids thrive. first5sanmateo.org/5-reasons-why-...	60	3	5.0%
	First 5 San Mateo Co @first5sanmateo · Aug 29 Adverse Childhood Experiences (ACEs) affect all of us. The new animated “explainer” video from the California Surgeon General is available in English and Spanish and is perfect for presentations, events, social media and more. Access the full toolkit here: osg.ca.gov/understandinga...	42	1	2.4%
	First 5 San Mateo Co @first5sanmateo · Aug 31 The First 5 Association recently published research on issues facing the Native American community in CA. Read more about how First 5's can support Native children in our communities.	34	2	5.9%

LinkedIn

Visitor highlights

6

Page views

4

Unique visitors

190

Total followers

5

New followers

23

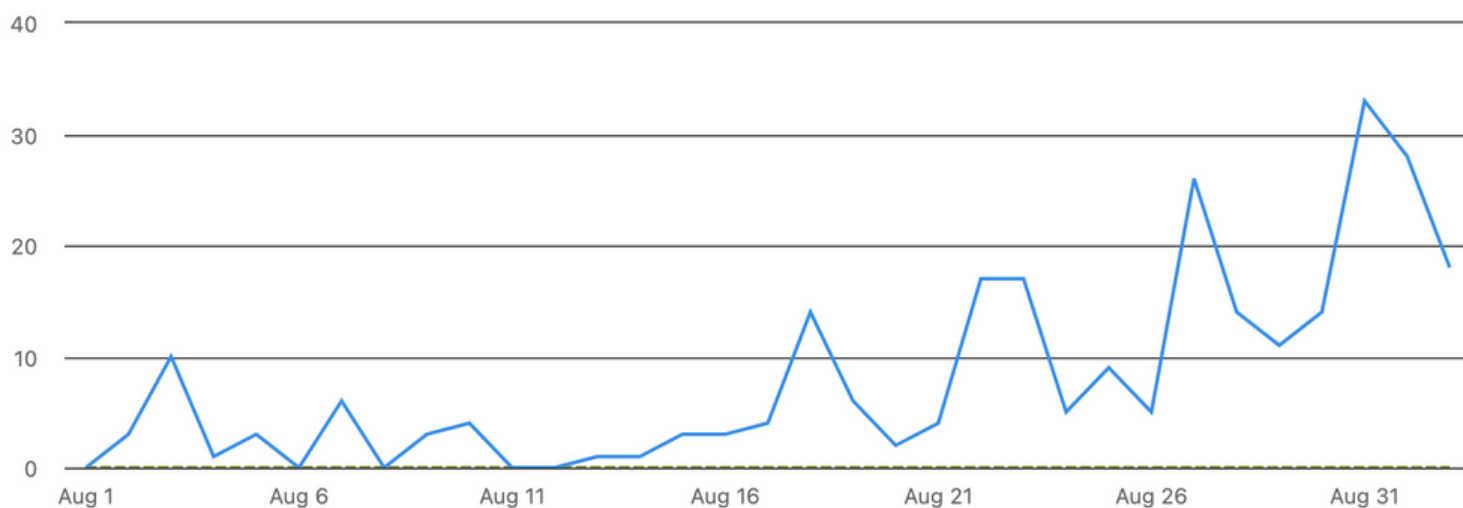
Search appearances

Last 7 days

310

Post impressions

Impressions



LinkedIn Content

Post title	Post type	Audience	Impressions	Views	Clicks	Engagement rate
<p>San Mateo County pitches child poverty income</p> <p>Posted by Noa Elliott (she/her) 8/22/2023</p> <p>Boost</p>	Article	All followers	44	-	1	9.09%
<p>Child care is expensive. San Mateo County's new state-funded preschool...</p> <p>Posted by Noa Elliott (she/her) 8/17/2023</p> <p>Boost</p>	Article	All followers	58	-	4	13.79%
<p>Supervisors Proclaim August Child Support Awareness Month</p> <p>Posted by Noa Elliott (she/her) 8/2/2023</p> <p>Boost</p>	Article	All followers	35	-	0	11.43%