

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

DATE: Monday, December 11, 2023
TIME: 4:00 PM – 6:00 PM
ADDRESS: San Mateo County Office of Education (SMCOE)
 101 Twin Dolphin Drive, 1st Floor Conference Room
 Redwood City, CA 94065

AGENDA		
Call to Order		
1	Roll Call	4:00 PM
2	Approve Teleconference Participation Under AB 2449 <i>This item is reserved to approve teleconference participation request for this meeting by First 5 San Mateo County Commissioner pursuant to Brown Act revisions of AB 2449 due to an emergency circumstance to be briefly described</i>	4:03 PM
3	CLOSED SESSION <i>(The Commission will adjourn to closed session to consider the following item at this time during the meeting. At the conclusion of closed session, the Commission will reconvene in open session to report on any actions taken for which a report is required by law.)</i> Public Employee Performance Evaluation (California Government Code Section 54957(b)) Title: Executive Director, F5SMC	4:05 PM
4	Report Out of Closed Session By Rosanne Foust, Chair, First 5 San Mateo County	4:30 PM
5	Public Comment	4:35 PM
6	Action to Set Agenda for December 11, 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>	4:35 PM
7	Commission Announcements	4:40 PM
8	Storytelling: First 5 Work/Impact: Recognition of Commissioner Rosanne Foust	4:45 PM
Action Items		
9	Approval of First 5 San Mateo County 2024 Meetings Calendar <i>(See Attachment 9)</i>	4:50 PM
10	Approval of 2024 Committee Members for Finance and Administration Committee, Early Childhood Evaluation Advisory Committee, and Program, Operations, and Planning Committee <i>(See Attachment 10)</i>	4:55 PM

11	Nomination and Election of Chairperson and Vice Chairperson to Commission for 2024 <i>(See Attachment 11)</i>	5:00 PM
12	Approval of Recommendation to First 5 San Mateo County Commission and in January 2024 Board of Supervisors for Public Member Commissioners to Replace Outgoing Commissioners: Manufou Liaiga-Anoa'i and Carla Boragno <i>(See Attachment 12)</i>	5:05 PM
Informational Items		
13	Report of the First 5 San Mateo County Staff Team By Kitty Lopez, Executive Director, First 5 San Mateo County <i>(See Attachment 13)</i>	5:10 PM
Discussion Items		
14	Presentation: Community Partners Appreciation	5:20 PM
15	Adjournment	6:00 PM
16	Community Partners Appreciation Reception	

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

Persons wishing to address a particular agenda item should speak during that agenda item. If you wish to speak to the Commission, please fill out a speaker's slip located in the box on the sign in table as you enter the conference room. If you have anything that you wish to be distributed to the Commission and included in the official record, please hand it to Myra Cruz who will distribute the information to the Commissioners and staff. Speakers are customarily limited to two minutes, but an extension may be provided to you at the discretion of the Commission Chair.

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

Public records that relate to any item on the open session agenda for a regular Commission meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the Commission. The Commission has designated the First 5 San Mateo County office located at 1700 S. El Camino Real, Ste. 405, San Mateo, CA, 94402, for making those public records available for inspection. The documents are also available on the First 5 Internet Web site at www.first5.smcgov.org.

IN COMPLIANCE WITH THE CALIFORNIA GOVERNMENT CODE AND THE AMERICANS WITH DISABILITIES ACT: First 5 San Mateo County Commission meetings are accessible to individuals with disabilities. Contact Myra Cruz at ecruz@smcgov.org as soon as possible prior to the meeting, if (1) you need special assistance or a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting; or (2) you have a disability and

wish to receive the meeting notice, agenda packet or other writings that may be distributed at the meeting in an alternative format. Notification in advance of the meeting will enable First 5 San Mateo County to make reasonable arrangements to ensure full accessibility to this meeting and the materials related to it.

First 5 San Mateo County Commission Meeting

CONSENT AGENDA

December 11, 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.

- 6.1 Approval of the October 23, 2023 Commission Meeting Minutes
(See Attachment 6.1)

**First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
October 23, 2023
San Mateo County Office of Education
101 Twin Dolphin Drive, 1st Floor Conference Room
Redwood City, CA 94065**

Call to Order & Roll Call

1. Roll Call

Commission Members: Alexis Becerra, Claire Cunningham, Rosanne Foust,
Naveen Mahmood, Nkia Richardson,

Absent: Noelia Corzo, Sylvia Espinoza, Nancy Magee, Louise Rogers
Valeria Chavez-Franco (Youth Commission),
Rikhav Shah (Youth Commission)

Staff: Kitty Lopez, Michelle Blakely, 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 4:03 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 October 23, 2023 Meeting and Approve Consent Agenda Items

MOTION: BECERRA / SECOND: CUNNINGHAM
AYES: BECERRA, CUNNINGHAM, FOUST, MAHMOOD, RICHARDSON
NOES: NONE
ABSTAIN: NONE
Motion approved

Public Comments: None

4. Commission Announcements:

- Commissioner Cunningham introduced new Executive Director of Big Lift, Katherine Sullivan.

5. Storytelling: First 5 Work/Impact: Help Me Grow Forum Reflections

Emily Roberts, First 5 San Mateo County's Strategic Initiatives Project Manager, introduced the presenter, Cheryl Oku, Help Me Grow (HMG) San Mateo County Consultant, a trusted and implementation expert of Help Me Grow San Mateo County Initiative. Oku highlighted the following:

- Importance of HMG from her personal perspective
- HMG is designed to fill, support, and to identify the needs of families struggling with connecting to services. It is also about promoting a comprehensive early childhood system, building partnerships and collaborations to serve children and their families, and having a centralized access point for families to access resources.
- HMG National consists of 118 affiliates in 31 states and the District of Columbia.
- Key takeaways include: the importance of coalition building, the gradual nature of systems building, and the critical role of First 5 in supporting vulnerable children.
- Nationally, over 90% of families who contacted their centralized access point report that their needs were met through that centralized access point of contact.

Commission made comments.

Public Comment: None

6. Approval of the First 5 San Mateo County FY 2022 – 2023 Budget Close Out

Kitty Lopez, F5SMC's Executive Director, shared that the Finance and Administration Committee reviewed the FY 2022 – 2023 Budget Close-Out at its October 16 2023 Committee Meeting. Lopez reviewed the FY 2022 – 2023 revenue, expenditures, and ending fund balance highlights of the memo. The admin cost rate of 11% is within the Commission's approved Admin Cost Rate Policy of 15% and \$713K Strategic Plan Implementation Plan (SPIP) FY 2018 – 2020) underspend dollars as of June 30, 2023, will be returned to F5SMC's Fund Balance.

MOTION: BECERRA / SECOND: MAHMOOD

AYES: BECERRA, CUNNINGHAM, FOUST, MAHMOOD, RICHARDSON

NOES: NONE

ABSTAIN: NONE

Motion approved

Public Comments: None

7. Presentation of First 5 San Mateo County Audit Report FY 2022 – 2023

Eric Xin, Partner, Brown Armstrong Accountancy Corporation presented the audit report and highlighted the following:

- Thanked F5SMC's fiscal manager, Khanh Chau and her team for their efforts during the audit; overall, all aspects of the audit went very well.
- Scope of services recap
- Audit timeline
- Audit Areas of Focus and Brown Armstrong's Response

- There were no significant risk areas on revenue recognition – receivable and revenue, management override of controls, and payroll disbursements
- There were no significant audit findings on state compliance, accounts receivable and revenues, accounts payable and expenditures, and net pension liability and net OPEB liability and related accounts
- Results of the audit:
 - Unmodified, clean opinion
 - No noncompliance noted
 - No material weaknesses noted
 - No significant deficiencies or control deficiencies identified
 - Implementation of GASB Statements - none
 - Disagreements with Management – none
 - Corrected and Uncorrected Misstatements - none

Commissioner Foust added that the Finance and Administration Committee reviewed the audit report at its October 16 2023, Committee Meeting.

Approval of First 5 San Mateo County’s Basic Financial Statements for the Year Ending June 30, 2023 Audit Report and Its Submission to First 5 California and to California State’s Controller Office

MOTION: RICHARDSON / SECOND: MAHMOOD
 AYES: BECERRA, CUNNINGHAM, FOUST, MAHMOOD, RICHARDSON
 NOES: NONE
 ABSTAIN: NONE
 Motion approved

Public Comments: None

Commission made comments.

The Power Point Presentation can be found on the F5SMC’s website, [October 23, 2023 Commission Meeting Presentations](#).

8. Presentation and Approval of First 5 San Mateo County’s FY 2022 – 2023 Program Report and Submission to First 5 California

Jenifer Clark, F5SMC’s Research and Evaluation Specialist, shared the following:

- Purpose of the Annual Report to First 5 California as it provides information about our local activities and expenditures which includes fiscal information, number of children, parents, and providers served, and county highlights and brief description of evaluation activities.
- Local investments, which encompasses family functioning, child health, child development and improved systems of care, reflects a total allocation of \$5,022,922. This indicates an increase of approximately \$400,000 compared to previous year.

- Number of clients served data and family demographics.
- Trauma-Informed Organization Practices Assessment Highlights:
 - Over 445 staff at 3 large County agencies practices
 - Practices assessed across seven domains
 - Practices are rated on a 4-point developmental scale
 - Findings from subgroup analyses

MOTION: CUNNINGHAM / SECOND: RICHARDSON
AYES: BECERRA, CUNNINGHAM, FOUST, MAHMOOD, RICHARDSON
NOES: NONE
ABSTAIN: NONE
Motion approved

Commission asked questions.

Public Comments: None

The Power Point Presentation can be found on the F5SMC's website, [October 23, 2023 Commission Meeting Presentations](#).

9. Presentation: 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

Michelle Blakely, F5SMC's Deputy Director, shared that the presentation explains the contracts being presented for Agenda Item #9 and Agenda Item #10.

Blakely shared that the funding is coming from First 5 California; it supports Quality Care and Education, which is part of our early learning focus area. First 5 San Benito is the regional lead agency. First 5 California IMPACT (Improve and Maximize Programs so All Children Thrive) Legacy and IMPACT hub is a comprehensive, statewide effort to enhance the quality of early learning and care environments, with a focus on addressing the whole child at promised populations. Blakely shared the budget amounts, county-wide supports, and considerations of the initiative.

MOTION: BECERRA / SECOND: CUNNINGHAM
AYES: BECERRA, CUNNINGHAM, FOUST, MAHMOOD, RICHARDSON
NOES: NONE
ABSTAIN: NONE
Motion approved

Public Comments: None

The Power Point Presentation can be found on the F5SMC's website, [October 23, 2023 Commission Meeting Presentations](#).

10. 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

MOTION: MAHMOOD / SECOND: RICHARDSON
AYES: BECERRA, CUNNINGHAM, FOUST, MAHMOOD, RICHARDSON
NOES: NONE
ABSTAIN: NONE
Motion approved

Public Comments: None

The Power Point Presentation can be found on the F5SMC's website, [October 23, 2023 Commission Meeting Presentations](#).

11. Presentation: First 5 San Mateo County Strategic Planning and Other RFP Timelines

Kitty Lopez and Michelle Blakely highlighted the following:

- Current Strategic Plan and contracts will end on June 30, 2025. F5SMC must be prepared with the new contracts set up and established by July 1, 2025.
- With the assistance of consulting services, F5SMC will embark on a new strategic planning process, which is expected to take 6 to 9 months. We aim to engage the community, Commission, Staff Team, and other stakeholders to identify priorities, strategies, and investments for First 5 SMC beginning in 2025.
- Timeline and activities between October 2023 through July 1, 2025:
 - Human Centered Design Project
 - Early Mental Health Landscape
 - EVALCORP Research and Data Findings
 - Strategic Plan Facilitation RFP Release and Procurement and Long-term Financial Plan
 - Strategic Plan: Engagement, Finalization
 - New Strategic Plan & Contracts

The Power Point Presentation can be found on the F5SMC's website, [October 23, 2023 Commission Meeting Presentations](#).

12. First 5 San Mateo County Staff Team Report

The F5SMC Staff Team's written report was included in the [October 23, 2023 Commission Meeting Packet](#). Kitty Lopez, highlighted the following:

- The BOS is determining the use of Measure K funds and they have adopted a resolution establishing three priority areas which includes children/families/seniors, housing and homelessness, and emergency preparedness.
- F5SMC is launching a Centering Family Voice Project and had selected Within Collaborative to shepherd a community co-design process.
- On October 6, 2023, Friday CAFÉ held its first in person peer to peer session at the Village Hub.
- Avo Makdessian, Executive Director of First 5 State Association was asked to attend the October 12, 2023 bill signing for SB 326, modernizing the Mental Health Services Act.
- F5SMC's quarterly e-newsletter was released on October 3, 2023.

Public Comment: None

13. Committee Updates

- **Program, Operations and Planning (POP) Committee** – Commissioner Richardson reported that the Committee met on October 2, 2023, and discussed the Strategic Plan FY 23 – 25, communications plan priorities for FY 23 – 5 and collaboration and systems highlights such as the Baby Bonus Program Pilot.
- **Finance and Administration Committee Meeting** – Commissioner Becerra reported that the Committee met on October 16, 2023, and discussed the Budget Close-Out and Audit that were presented today.

14. Meeting Adjourned at 5:33 PM.

Date: December 11, 2023
To: First 5 San Mateo County Commissioners
From: Kitty Lopez, Executive Director
Re: Approval of First 5 San Mateo County 2024 Meetings Calendar

ACTION REQUESTED

Approval of First 5 San Mateo County 2024 Meetings Calendar

BACKGROUND

As stated in the First 5 San Mateo County Commission Bylaws adopted on May 2023:

- Article VIII, Section 1, Regular and Special Meetings, the Commission shall meet regularly at times and places to be determined by the Commission. There shall be at least four meetings each calendar year, generally on the fourth (4th) Monday of the month. Special meetings may be called at a time and place designated by the Chair. The Commission staff shall give notices of regular and special meetings in accordance with the Brown Act.
- Article IX, Section 5, Committee Meetings, regular meetings of standing committees shall be held at times and places determined by the Commission. Special meetings may be held at any time and places as designated by the Chair of the Commission or the Chair of the Committee. A majority of the members of the committee shall constitute a quorum for that committee.

The following 2024 Commission and Committee schedule was developed based on meeting dates and times that have been established by the Commission members:

Commission Meetings: 4th Monday of each month / 4:00 pm - 6:00 pm, except December which is on a 3rd Monday

Program, Operations & Planning: 1st Monday of each month, except when it's on a holiday / 4:00 pm - 5:00 pm

Finance & Administration: 2nd Monday of each month, except when it's on a holiday / 9:00 am – 10:00 am

Early Childhood Evaluation: 3rd Monday (bi-monthly), except when it's on a holiday / 3:30 pm - 4:30 pm

Meeting dates that deviate from the schedule above are due to holiday conflicts (**See Attachment 6.1**).

RECOMMENDATION

Approval of First 5 San Mateo County 2024 Meetings Calendar

Date: December 11, 2023
To: First 5 San Mateo County Commissioners
From: Kitty Lopez, Executive Director
Re: Approval of First 5 San Mateo County 2024 Committee Members

ACTION REQUESTED

Approval of First 5 San Mateo County 2024 Committee Members

BACKGROUND

The Committees provide technical assistance and professional expertise by reviewing materials and making recommendations for consideration by the full Commission. Members are appointed by a majority vote of the Commission and consist of a minimum of two Commissioners and a maximum of four, which is less than a quorum of the members of the Commission (In compliance with The Brown Act: California’s Open Meeting Law). Each Committee elects the Committee Chair and appoints public members as appropriate.

The following are appointment recommendations for the 2024 Committees:

First 5 San Mateo County Subcommittees

Committee	Committee Description	Members for 2024
Finance and Administration	Reviews the Commission’s financial operations including but not limited to the: annual budget, annual audit, long term financial planning, and investment strategies.	Claire Cunningham Sylvia Espinoza
Program, Operations and Planning <i>(also referred to as POP)</i>	Reviews program specific content areas and helps facilitate the successful implementation of the Commission’s Strategic Plan.	Nancy Magee Nkia Richardson *Harvey Kaplan *Liz Scully
Early Childhood Evaluation Advisory	Reviews the implementation of First 5 San Mateo County’s outcome-based evaluation framework and helps the Commission use evaluation results to inform strategic decision making.	Louise Rogers Naveen Mahmood *Carol Elliott *Heather Cleary

*Public Members are included in the table and approved annually.

RECOMMENDATION

Approval of First 5 San Mateo County 2024 Committee Members

Date: December 11, 2023
To: First 5 San Mateo County Commissioners
From: Rosanne Foust, Commission Chair
Re: Nomination and Election of Chairperson and Vice-Chairperson for 2024

ACTION REQUESTED

Nominate and Elect Chairperson and Vice-Chairperson for 2024

BACKGROUND

Each year the Commission takes action to appoint the Chairperson and Vice-Chairperson for First 5 San Mateo County. The following is taken from the approved Bylaws of the First 5 San Mateo County Commission, Article VI (Officers):

1. Officers:
 - a. The Chair shall preside over all business and meetings of the Commission, appoint chairs of standing and ad hoc committees, and exercise such other powers and perform such other duties as may be prescribed by the Commission.
 - b. The Vice Chair shall be a Commissioner, and in the Chair's absence or inability to act, shall preside at the meetings of the Commission. If both the Chair and Vice-Chair will be absent or unable to act at a meeting at which a quorum of the Commission will be present, the Chair may in advance of said meeting appoint a Commissioner to preside at said meeting over all business of the Commission, appoint chairs of standing and ad hoc committees, and exercise such powers and perform such other duties of the Chair as may be prescribed by the Commission.

2. Terms and Removal:

Officers of the Commission shall be chosen annually through an election to be held at the last scheduled meeting of each calendar year, unless an earlier election is necessary because of a vacancy or vacancies on the Commission. Officers shall serve from the date of their election until a successor is selected, or until an earlier removal or resignation.

Currently Rosanne Foust serves as Commission Chair and Alexis Becerra serves as Commission Vice Chair since January 2023. It has been the First 5 San Mateo Commission's practice that Chair and Vice-Chair serve a two- year term.

FISCAL IMPACT

None.

RECOMMENDATION

Nominate and Elect Chairperson and Vice-Chairperson for 2024

Date: December 11, 2023
To: First 5 San Mateo County Commissioners
From: Kitty Lopez, Executive Director
Re: Approval of Recommendation to First 5 SMC Commission and in January 2024 to SMC Board of Supervisors for Public Member Commissioners to Replace Outgoing Commissioners: Manufou Liaiga-Anoa'i and Carla Boragno

ACTION REQUESTED

Approval of Recommendation to First 5 SMC Commission and in January 2024 to SMC Board of Supervisors for Public Member Commissioners to Replace Outgoing Commissioners: Manufou Liaiga-Anoa'i and Carla Boragno

BACKGROUND

Whenever there is a pending public member vacancy on the First 5 Commission, a recruitment process is followed to replace the outgoing Commissioner(s). Commissioners Rosanne Foust and Alexis Becerra will be retiring from their positions as public members of the First 5 Commission on December 31, 2023.

After a public announcement was made by the Clerk of the Board of Supervisors in October 2023, six applications were received prior to the deadline date of October 27, 2023. The New Commissioner Interview Committee and Panel, consisting of F5SMC's Executive Director Kitty Lopez, Deputy Director Michelle Blakely and Commissioners Nkia Richardson, and Claire Cunningham interviewed the six applicants on November 8, 2023, November 21, 2023, and December 1, 2023. Candidates were asked questions about their backgrounds, interest in First 5, issues facing young children and families in San Mateo County, issues facing First 5 SMC, and how each thought they could help further the work of the Commission and create stronger impact for children and families.

All applicants expressed an enthusiastic interest in serving on the First 5 Commission. After thoughtful and lengthy deliberation, the Interview Committee is recommending the following candidates for the two F5SMC's Public Member Commission seats to commence in January 2024, following formal approval by the Board of Supervisors:

- Manufou Liaiga-Anoa'i
- Carla Boragno

This recommendation would go before the Board of the Supervisors for their final approval at the January 9, 2024, Board Meeting.

Their brief background is as follows:

- **Manufou Liaiga-Anoa'i:** Current roles are Founder & Interim Executive Director of Pacific Islander Community Partnership, Founder and Program Director of Camp Unity –

Polynesian Pacific Islander Enrichment Program, Board Trustee of Jefferson Elementary School District Governing Board, Board Member of Junipero Serra High School Board of Regents, San Mateo County Equity Initiative Committee Member, and State Superintendent Inclusion & Equity Task Force.

“As a mother of a special needs child, I know first hand the importance of having solid resources available to our community for our young children and their families; it's a lifeline. I am a passionate advocate of this work and serve marginalized, underrepresented communities throughout the Bay Area.”

- **Carla Boragno** is a former Senior Vice President, Head of Global Engineering and Facilities for Roche/Genentech, and Genentech Foundation former Chair and Board of Director. She is currently on the Advisory Board for Power Speaking, Inc, an industry advisor for SPARK Program in Translational Research (Stanford School of Medicine), a Board director for Planned Parenthood Advocates Mar Monte, and a member of the International Women’s Forum.

“I am passionate about giving back to my community. Having recently transitioned from a corporate career, I want to use my skills and experience to give back to the community. I am particularly interested in this commission as I believe every child should have the opportunity for an environment that supports their wellbeing (all aspects) so that they can reach their full potential. As the former chair of the Genentech Foundation, whose vision is a world where health and prosperity are accessible to all, I gained insights into the importance of supporting our young people.

When a child has the opportunity to thrive, the impact is not only on the child/individual, but also on their family and their community.”

Fiscal Impact:

None

Recommendation

Approval of Recommendation to First 5 SMC Commission and in January 2024 to SMC Board of Supervisors for Public Member Commissioners to Replace Outgoing Commissioners: Manufou Liaiga-Anoa'i and Carla Boragno

**FIRST 5 SAN MATEO COUNTY (F5SMC)
FIRST 5 STAFF TEAM REPORT
NOVEMBER AND DECEMBER 2023**

OVERVIEW

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

QUALITY CARE AND EDUCATION

San Mateo County’s New Early Childhood Education Career - Pathways Specialist

Sarah Kinahan, Child Care Partnership Council Coordinator, announced that Sara Gassner-Wollwage joined the San Mateo County Office of Education (SMCOE) on September 25th as the new ECE Career-Pathways Specialist. Sarah Gassner-Wollwage has a background in preschool and TK teaching, higher education and providing career assistance for teachers in infant care, preschool, and afterschool. Reach Sarah G.W through the new webpage: www.smcoe.org/ececareers. A Thank You was given to Board of Supervisor President Dave Pine. for Measure K funding to make this pilot happen! Additional funding for the pilot if needed has been allocated by SMCOE, First SMC and Silicon Valley Community Foundation.

HEALTHY CHILDREN

Children’s Oral Health Workgroup Meeting

On November 8, the Children’s Oral Health Workgroup met for a regularly scheduled meeting. In addition to standing agenda items, the group held a focused discussion on oral health service delivery in early care and education settings. This offered a chance to reflect on the growth of service delivery over the past few years and future opportunities for expansion. A smaller group met on December 5 to draft a plan for expansion into more priority sites.

Help Me Grow Physician Advisory Group

Help Me Grow Physician Champion Dr. Neel Patel hosted the quarterly HMG Physician Advisory Group Meeting on November 13. The meeting featured a presentation from Health Plan of San Mateo leadership about shifts to the speech and language therapy network as well as upcoming transitions to behavioral health services for children with or at risk of autism spectrum disorder. The update from HPSM was welcome to the HMG PAG membership given that the updates address priority areas of advocacy for this group over the past couple of years.

RESILIENT FAMILIES

Friday Café 2024 Save The Dates

Join Conversation Catalyst, Anthony Thomas, Manager of Community Services, Peninsula Conflict Resolution Center for the Friday C.A.F.E. (Community and Family Engagement) professional peer support network for providers supporting families with young children. The C.A.F.E.s offer space for self-exploration, networking, and authentic dialogue to restore, inspire and deepen our connections with families. (See Attachment 13.1)

CORA – Coordinated Community Response Team

On December 13, 2023, CORA will convene their next CCRT meeting (Coordinated Community Response Team) on Jobs and Economic Resources for the families with young children. The CCRT, funded by SMC First 5, meets with key partners involved in key topics to discuss the barriers to access and opportunities, as well as systems level issues that partners may be able to influence. Presenters include staff from Nova Works, Job Train, Human Service Agency and Renaissance Center.

POLICY & ADVOCACY UPDATES**Letter of Support**

On November 28, 2023, First 5 San Mateo County signed onto a letter addressed to Governor Gavin Newsom, urging him to prioritize funding for and give the financial greenlight to implement the multi-year continuous Medi-Cal coverage protection for young children in his upcoming 2024-2025 budget proposal. (See Attachment 13.2)

Letter of Support

On December 4, 2023, First 5 San Mateo County signed onto a letter from The Children's Movement of California address to Governor Gavin Newsom regarding his Administration's investments in the FY 2023 – 24 budget in support of Early Care and Education (ECE) rates and for the adoption of a new family fee schedule. The letter is asking him to affirm his commitment to the alternative rate model for early care and education care and fulfill the 200K slot expansion. (See Attachment 13.3)

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES**First 5 Association Advocacy Day**

The annual First 5 Association Advocacy Day will be held in-person on February 5 – 7, 2024 in Sacramento. Staff and Commissioners of each First 5 county will have an opportunity to meet their local Assembly and Senate lawmakers to emphasize the importance of prioritizing young children and families in all aspects of state policy and budget. First 5 SMC Staff, Kitty Lopez, Michelle Blakely, and Emily Roberts will be participating this year. First 5 SMC Commissioners are welcome to join as well!

COMMUNITY AND STATEWIDE EVENTS & UPDATES**Early Childhood Policy Academy**

The Stanford Center on Early Childhood, along with the Hunt Institute and the Saul Zaentz Early Education Initiative at the Harvard Graduate School of Education will be hosting a 3-day convening titled, Early Childhood Policy Academy at Stanford University. The Policy Academy is part of a five-month, self-paced learning experience designed exclusively for policy makers and senior staff from states across the country. Kitty Lopez, F5SMC's Executive Director, will participate as a resource expert on a panel, "Supporting Families", along with Charisse Hart, CEO of Ready for School, Ready for Life from North Carolina to discuss the needs of families

with young children and strategies to address them in our respective communities. The goals are to discuss the early childhood field and share high-impact strategies that can be scaled to other communities.

First 5 San Mateo County Community Partnerships Appreciation

On December 11, 2023, the First 5 San Mateo County Commission will honor our community partners for their vital roles in developing and advocating for the healthy development, education, and well-being of San Mateo County's youngest children and their families. A reception will be held following the Commission meeting.

COMMUNICATIONS

Social Media and Analytics Reports (See Attachment 13.4)



Friday C.A.F.E.

Community and Family Engagement

Friday C.A.F.E. (Community and Family Engagement) is a professional peer support network for providers supporting families with young children. The C.A.F.E.s offer space for self-exploration, networking, and authentic dialogue to restore, inspire and deepen our connections with families.

SAVE THE DATE!

9:00 - 11:00 a.m.

Stay tuned for more info
about monthly CAFEs!

November 3, 2023

December 1, 2023

February 2, 2024

In-person!

March 1, 2024

April 5, 2024

May 3, 2024

June 7, 2024

In-person!



“Friday C.A.F.E. is a great opportunity to connect with colleagues in the field and share our experiences.”

– Friday C.A.F.E participant

Meet Our Conversation Catalyst

Anthony Thomas, Manager of Community Services at Peninsula Conflict Resolution Center (PCRC), received a Master’s Degree in Education and an Advanced Graduate Studies Degree in Educational Leadership. He moved to the Bay Area from New York City and has loved every minute of it. With over fifteen years of administrative and teaching experience, he has worked within a variety of school settings in Atlanta, Brooklyn, and overseas in Abu Dhabi. Anthony’s hobbies include cycling, hiking, yoga, reading, and planning his next travel experience.



Conversation Catalyst

Anthony Thomas



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

Dear Governor Newsom:

On behalf of California's babies, toddlers and young children, the undersigned organizations write to urge you to prioritize funding for and give the financial greenlight to implement the multi-year continuous Medi-Cal coverage protection for young children in your upcoming 2024-2025 budget proposal.

Continuous Coverage is an Anti-Racist Solution

We are committed to advancing policy solutions that address the overarching impact and pervasiveness of structural racism that disrupts child health, well-being and family stability, and this includes strengthening programs like Medi-Cal. **Medi-Cal coverage is a primary source of coverage for over half of all children in the state and almost 3 out of 4 Medi-Cal children are children of color.** Making sure children have a healthy start in life necessitates stable access to coverage, thus protecting that coverage and ensuring it is easily accessible becomes paramount to their healthy childhood development. Providing continuous Medi-Cal coverage would remove enrollment barriers for families and allow Medi-Cal to function in a similarly streamlined manner to employer-based coverage, whereby annual renewal is automatic.

Continuous Coverage Improves Children's Access to Medi-Cal Coverage

The pandemic underscored the importance of focusing on families in greatest need and ensuring that programs and systems are designed to work effectively for them. One notable policy that has proven to be a significant success during challenging times was the continuous Medicaid coverage protection implemented during the public health emergency (PHE). Without those protections, California children enrolled in Medi-Cal faced gaps in their Medi-Cal coverage as procedural hurdles caused them to lose coverage.

The national demonstration with continuous coverage protections speaks volumes about its effectiveness. **Most notably, during the pandemic, the uninsured rate for California children dropped from 3.6 percent to 3.2 percent –a 11% drop. Continuous**

coverage not only protected children from becoming uninsured, it *reduced* the uninsurance rate, even *during a pandemic*.

Unfortunately, the unwinding of the federal continuous coverage protection is resulting in far more children losing Medi-Cal coverage. Despite the Department's laudable efforts, over 100,000 children were dropped from Medi-Cal in the first 3 months since renewals requirements were restored. Most frustratingly, it is projected that three-fourths of dropped children remain eligible.

Based on narratives gathered during recently conducted focus groups, families are working hard to keep their insurance and a loss in coverage is stressful for families even for a short period of time. Most families we spoke to find out their child's coverage has been dropped when they are seeking care. Even short gaps in coverage can become a "nightmare" when at an emergency room or seeking life-sustaining medication.

The Solution is Clear: Fund Continuous Coverage for Young Children in the 2024-2025 Budget

With your leadership and that of the Legislature, California adopted in the 2022-23 Budget a continuous Medi-Cal coverage protection for young children ages 0-5. However, the budget policy is conditional, requiring Department of Finance's (DOF) financial approval in 2024 to let implementation go forward. **Waiting until Spring 2024 for DOF to greenlight this policy would delay implementation and more children will needlessly lose their Medi-Cal coverage in the interim. DHCS is ready to implement this protection for children and the time is now to continue your leadership and demonstrate your commitment to California's children.**

By proposing funding and greenlighting the policy for implementation in your January Budget, DHCS can start to move forward with the steps to make this protection operational by January 2025, bringing peace of mind to California children and families.

Thank you for your time and consideration. We look forward to witnessing California's continued dedication to the health and prosperity of California's babies, toddlers and young children.

In community,



The Honorable Gavin Newsom
Governor State of California
State Capitol Building
Sacramento, California 95814

Prioritize Kids: Affirm Your Commitment to the Alternative Rate Model for Early Care and Education Care and Fulfill the 200k Slot Expansion

Dear Governor Newsom,

We sincerely appreciate your Administration's investments in the FY 2023-24 budget in support of Early Care and Education (ECE) rates and for the adoption of a new family fee schedule that is more equitable and will enable more families to stay in subsidized ECE programs. As you prepare to release your January Budget, a pivotal document that highlights the priorities of your administration, we, the undersigned organizations urge you to affirm your commitment to adopt the Alternative Methodology in your January Budget and ask you to continue the roll out of the 200,000 Early Care and Education (ECE) spaces, per the commitment made in 2021-2022 budget in this next budget. Too many families remain unserved and struggle to meet their obligations at work and at home due to a lack of access to ECE, further putting young children and their families at risk for toxic stress during a critical time in the child's development; your Administration's Roadmap for Resilience, elevates the critical connection between reducing toxic stress and having robust ECE options, which includes 95 mentions of the importance of quality child care settings in preventing lifelong negative impacts of ACEs on children and their families.

We urge you to do the following in your proposed January 2024-25 budget:

- Affirm your commitment to the timeline and benchmarks established in SB 140 in your January Budget, to move to an Alternative Methodology aligned with the recommendations of the state working group established pursuant Section 10280.2 and the Joint Labor Management Committee pursuant to Section 10280.2
- Ensure costs associated with moving to an Alternative Methodology build on the revised rates from last year – as a transition plan for the Alternative Methodology is developed, use the 2023-24 budget deal as the starting point so the state does not go back to prior, inadequate funding levels for ECE rates which were less than half the actual costs of providing early learning.
- Continue the roll out of the 200,000 child care spaces, per the commitment made in 2021-2022 budget

Inclusion of these key items in the January Budget Proposal will signal to California parents, small businesses, and industry alike, that the Newsom Administration takes seriously the needs of working women and people who are raising children and respects the hard-working individuals of the ECE industry who stepped up for California when it needed them most.

Sincerely,

The Undersigned Organizations



Digital Communications Analytics Report

October 1-October 31, 2023

In October, we highlighted the power of storytelling through a partner interview on KQED's journalism needed to reach and inspire general audiences. We shared partner resources from ways to address the violence and unrest in Gaza to promoting participation in the Child Care Impact Survey. Finally, we expanded the promotion of the newsletter (typically oriented to partners and providers) to include engaged parents looking for local early childhood news.

We launched two ongoing engagement ads driving people to the resources page on our website, sharing the most recent blog posts, and inviting new followers to our page through a video post that shares photos from a partner photoshoot.

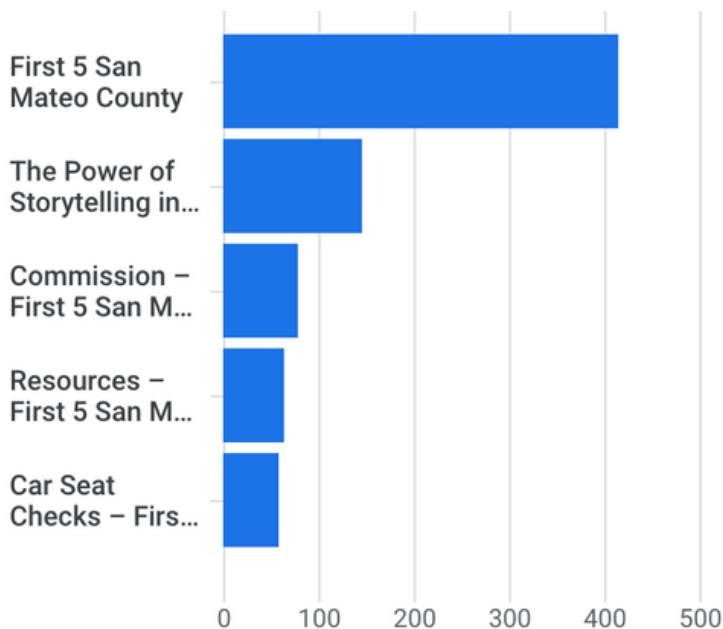
On X (formerly Twitter), we maintained consistent engagement levels, with three posts sharing our blog receiving endorsements from influential community figures. On LinkedIn, our content experienced fluctuations but displayed a steady upward trend throughout the month, garnering more sustained engagement 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

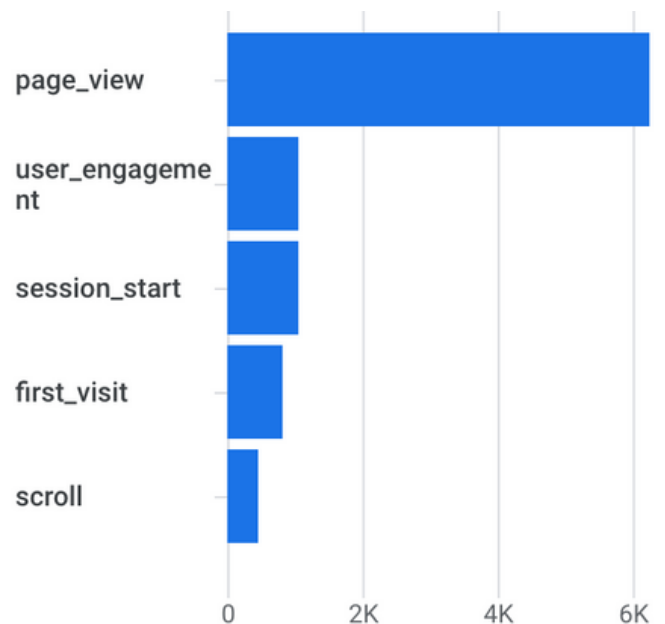
Who is using your website?

Users	Event count	New users	Average engagement time per session
852	9.9K	816	2m 02s
↓ 12.5%	↑ 28.7%	↓ 12.9%	

What pages do your users visit?



What actions do users take?



Meta: Facebook & Instagram

Facebook reach
4,010 ↓ 77.2%

Instagram reach
423 ↓ 79.9%

Paid reach
6,262 ↓ 70.3%

Paid impressions
13,718 ↓ 69.8%

Audience

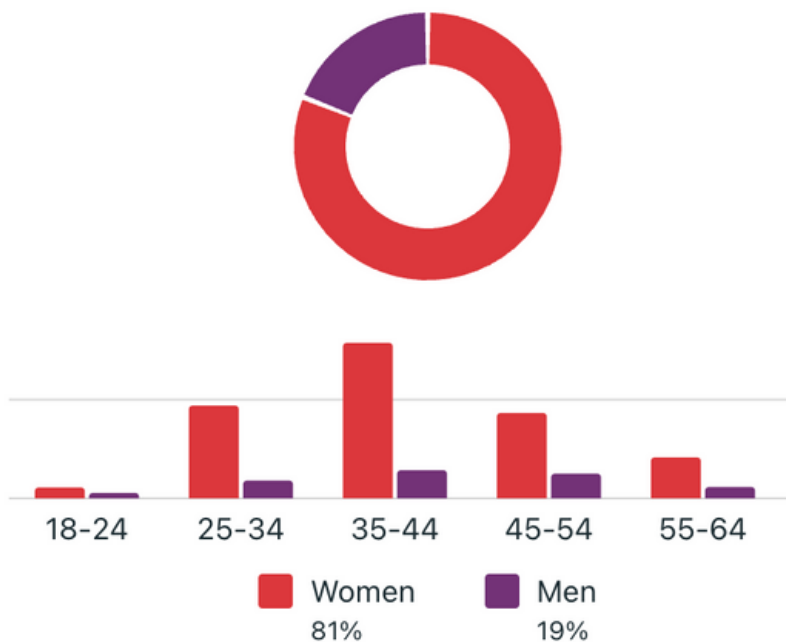
Facebook followers
2,374

Facebook visits
150 ↓ 59.1%

Instagram followers
1,438

Instagram profile visits
50 ↑ 85.2%

Age & Gender



Top Content by Reach

Title	Reach ⓘ ↓	Impressions ⓘ ↑↓	Likes and reactions ⓘ ↑↓
New Traffic Ad First 5 San Mateo	6.3K Reach	--	--
Stories have the power to inspire, inform, and ... First 5 San Mateo County	3.9K Reach	7.4K Impressions	15 Reactions
Stories have the power to inspire, inform, and ... first5sanmateo	116 Reach	126 Impressions	7 Likes
Do you read our newsletter? Sign up for the la... First 5 San Mateo County	81 Reach	84 Impressions	1 Reactions
Do you read our newsletter? Sign up for the la... first5sanmateo	73 Reach	77 Impressions	3 Likes
Finding ways to speak to your children about ... first5sanmateo	70 Reach	78 Impressions	4 Likes

X (Formerly Twitter)

Tweet impressions

208 ↓ 28.3%



Followers

677 ↑ 3



Engagement rate

1.7%

Oct 31
0.0% engagement rate



October Reposts



SAMCEDA reposted your post

Stories have the power to inspire, inform, and mobilize communities to take action. Silicon Valley Community Foundation's Director of Early Childhood, Christine Thorsteinson, believes in the power of storytelling to inspire action.

first5sanmateo.org/the-power-of-s...



amandaforsf reposted your post

Your voice matters! Take this quick survey and tell us your childcare story. Your insights on child care and caregiving to help us secure the funding needed for a brighter future for all of San Mateo County's children. Your experiences are invaluable.

docs.google.com/forms/d/e/1FAI...

Link clicks

6

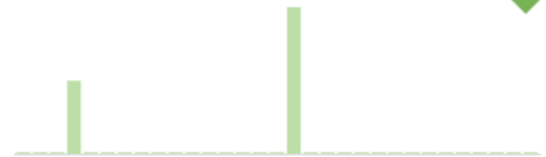
Oct 31
0 link clicks



Retweets without comments

3

Oct 31
0 Retweets without comments



Top Tweets

Tweets

Top Tweets

Tweets and replies

Promoted

Impressions

Engagements

Engagement rate



First 5 San Mateo Co @first5sanmateo · Oct 25

Finding ways to speak to your children about the violence and tragedy in the world can be challenging. Find some strategies that might work for you here, if your young ones are coming to you with questions.

greatergood.berkeley.edu/article/item/h...

[View Tweet activity](#)

27

0

0.0%



First 5 San Mateo Co @first5sanmateo · Oct 17

Stories have the power to inspire, inform, and mobilize communities to take action. Silicon Valley Community Foundation's Director of Early Childhood, Christine Thorsteinson, believes in the power of storytelling to inspire action.

first5sanmateo.org/the-power-of-s...

[View Tweet activity](#)

42

3

7.1%

LinkedIn

Visitor highlights

12

Page views

▲100%

6

Unique visitors

▲50%

194

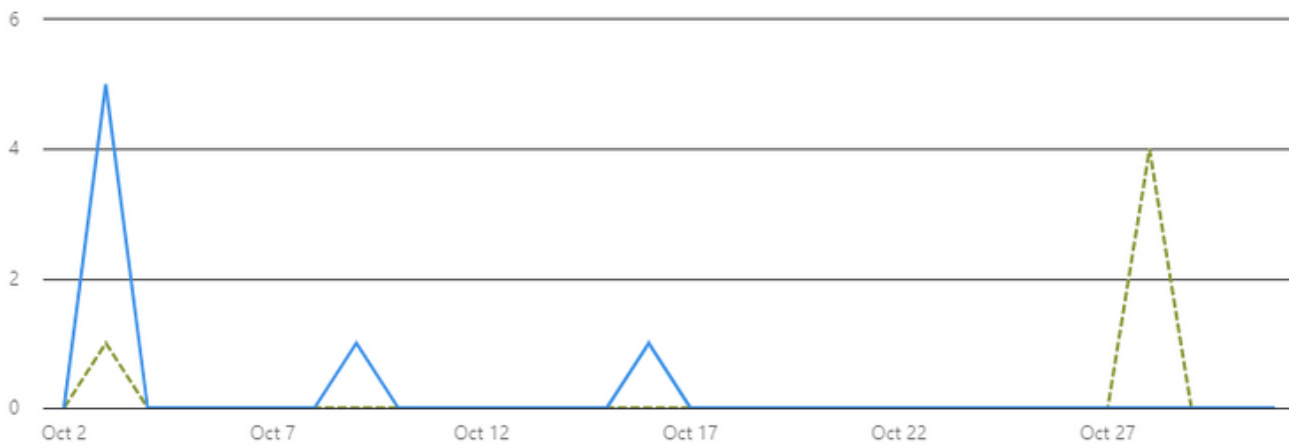
Total followers

1

New followers in the last 30 days

▼80%

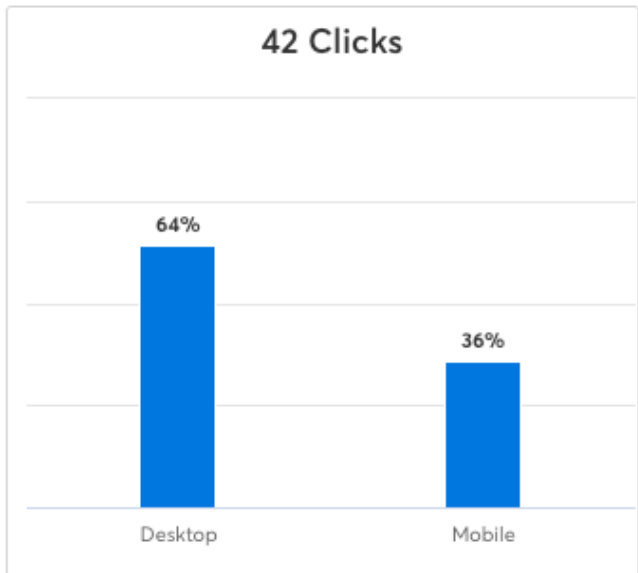
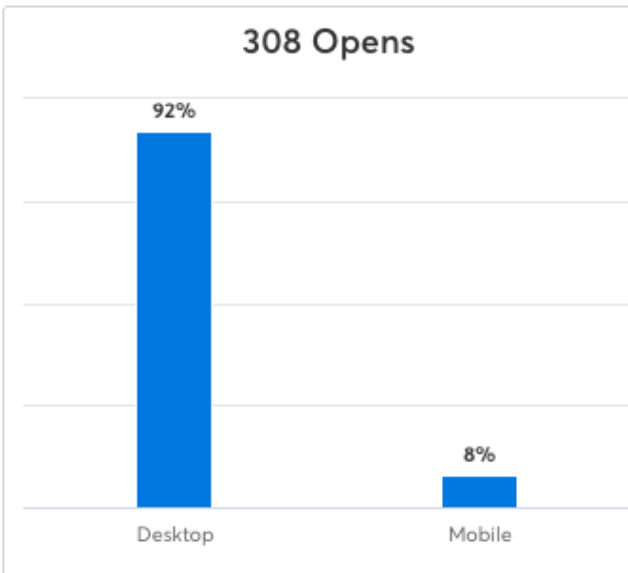
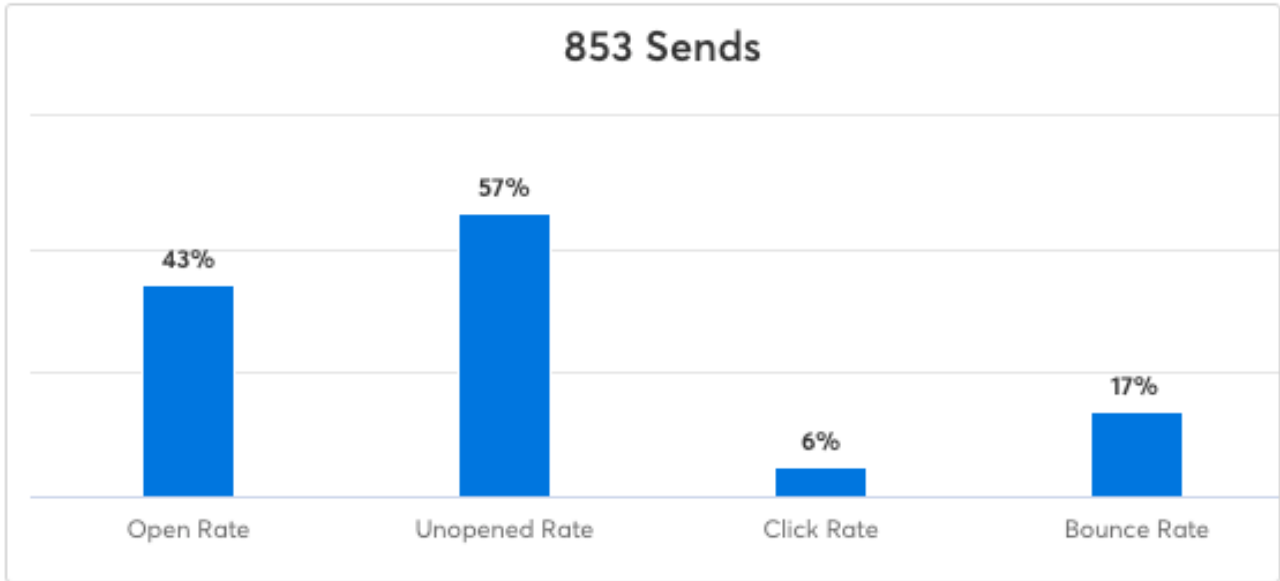
Visitor Metrics



LinkedIn Content

Post title	Post type	Audience	Impressions	Views	Clicks	CTR	Reactions
How to Talk With Kids About the War in Gaza and Israel Posted by Noa Elliott (she/her) 10/25/2023 Get more engagement Boost	Article	All followers	28	-	0	0%	1
The Power of Storytelling in Transforming Early Childhood Systems: A Conversation... Posted by Noa Elliott (she/her) 10/17/2023 Get more engagement Boost	Article	All followers	36	-	2	5.56%	2
Commission on the Status of Women - Child Care Impact Survey Posted by Noa Elliott (she/her) 10/16/2023 Get more engagement Boost	Article	All followers	18	-	0	0%	0

Email



Your click rate: 6%
 vs. industry average +5%

Your open rate: 43%
 vs. industry average +8%

Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
September 2023 Newsletter	469	159 40%	18 5%	74 16%	0 0%