



2025-2028 Strategic Plan Implementation Plan
Long-Term Financial Community Investments

January 27, 2025

Background

While First 5 dollars were never able to meet *all* of the needs for children 0-5 and their families, the issue of declining revenues has created the opportunity for shifting the balance from funding primarily direct services to efforts that contribute to broader systems change. As outlined in its 2025-2030 Strategic Plan, First 5 San Mateo County (F5SMC) is prioritizing partnerships with entities that are achieving both direct impact and positive systemic change. This approach fosters sustainable improvement within agencies and systems, and allows families beyond the direct service reach to benefit. Many of our investments serve present needs as well as examining and improving the underlying systems.


The 2025-2030 F5SMC Strategic Plan

Guided by our understanding that children do not live single issue lives, but rather live and develop within intersecting and interrelated systems, the 2025-2030 Strategic Plan was developed to be responsive and reflective of this reality. Our strategic plan, which is consistent with the focus and intent of the Children and Families Act, guides our actions and our areas of focus.

At the center of our framework and the central drivers of our efforts are our desired outcomes for children, families, and the county. We will work to achieve these outcomes by focusing on four intersecting core domains. Changes in these domains can have a direct impact on our desired outcomes. How we focus on the domains will be guided by our five strategies. These strategies inform our investments and actions within and across the domains.


The Strategic Plan Implementation Plan (SPIP)

The following SPIP outlines how F5SMC intends to allocate local Prop. 10 funds through community investments over the next three years (2025-2028), in alignment with the Strategic Plan framework. Allocations are organized by the domain areas that are impacted, followed by the specific strategies that will be funded, and the detailed focus of the procurement. The 3-year allocation amounts are solely F5SMC Prop. 10 funds, and do not include any leveraged funding primarily resourced from non Prop 10 dollars.

Primary Domain Area	Secondary Domain Areas Impacted	Strategic Plan Strategies to Be Funded	Focus of Procurement Process Including but not limited to	Total F5SMC Dollars Allocated (2025-2028)*	Additional Rationale & Notes <i>On average 30% standard reduction. In every case, staff has conducted exceptional due diligence and vetted allocations noted in the Resource Allocation Considerations 2025-2030</i>	Anticipated Procurement Type
Healthy Children 	Systems Change	Capacity & Network Building; Weaving Initiatives for Transformational Change	Oral Health Systems <ul style="list-style-type: none"> ● Support for collaboration and administration of countywide oral health efforts 	\$ 210,000	Shift to funding more systemic support and away from direct service delivery given limited resources.	RFA
	Resilient Families; Systems Change	System Navigation & Care Coordination; Capacity & Network Building; Weaving Initiatives for Transformational Change; Family Connectivity & Leadership	Systems and Supports for Children with Special Needs <ul style="list-style-type: none"> ● Care Coordination ● Developmental Screenings ● Developmental Playgroups ● Provider training and technical assistance ● Systems improvement: 	\$ 1,800,000	Anticipating additional funding for this strategy from other sources. Funding to F5SMC and directly to collaborative partners.	RFA


**does not include leveraged funding*

*** does not include SPIP FY 23-25 Reallocated Unspent funds (Commission approval pending) or Special Projects primarily leveraged from non-Prop 10 dollars*

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Quality Care and Education 	Systems Change	Capacity & Network Building; Weaving Initiatives for Transformational Change	Quality Early Learning <ul style="list-style-type: none"> ● Coaching ● Provider professional development and workforce development stipends ● Provider training & professional development ● Quality Improvement Supports in FCC's and alternative settings ● Support for collaboration administration of county-wide quality efforts 	\$ 1,500,000	Anticipating additional funding for this strategy from other sources. Direct funding to F5SMC FY 25-27 and direct funding to collaborative partners supporting this strategy. Anticipating shifts in approach & funding reductions possibly from F5CA in 27-28.	RFP/RFA
	Systems Change	Policy, Advocacy & Community Education; Weaving Initiatives for Transformational Change	Child Care Facilities <ul style="list-style-type: none"> ● Leadership for coordinating & coalescing countywide childcare facility efforts ● Growing and Preserving Child Care spaces ● Policy & Advocacy 	\$ 300,000	Budget maintained for leveraging opportunities.	RFA/Sole Source
Resilient Families	Systems Change	Capacity & Network Building; Weaving Initiatives for Transformational Change	Capacity & Network Building for Family Engagement Professionals <ul style="list-style-type: none"> ● Friday CAFEs ● Communities of Practice 	\$225,000	Standard Reduction	RFP


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	Healthy Children; Systems Change; Quality Care and Education	Family Connectivity & Leadership	Family Connectivity & Leadership <ul style="list-style-type: none"> ● Parent advocacy training and support ● Parent Cafes ● Parent support groups ● Parent-child groups ● Support for parent-led community building activities 	\$ 225,000	Standard Reduction	RFP
	Healthy Children; Quality Care and Education	System Navigation & Care Coordination; Weaving Initiatives for Transformational Change; Family Connectivity & Leadership	ECMH Direct Services & Systems Building <ul style="list-style-type: none"> ● Care Coordination & System Navigation Support ● Parent Support Groups ● Parent-Child groups ● Child-Parent Psychotherapy ● Developmental, behavioral, and mental health support and intervention in early care and education settings (e.g. ECMH Consultation, Occupational Therapy, reflective supervision, provider training & TA) 	\$ 1,788,000	Anticipating additional funding for this strategy from other sources.	RFP
Systems Change		Capacity & Network Building	Trauma & Resiliency Informed Systems Initiative <ul style="list-style-type: none"> ● Coaching ● Provider training and technical assistance ● Trauma Informed Organizational Assessment administration ● TRISI Evaluation 	\$ 150,000	Anticipating additional funding for this strategy from other sources.	RFQ

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	Healthy Children	Weaving Initiatives for Transformational Change; Capacity & Network Building; Family Connectivity & Leadership	ECMH Provider Training and Network Building <ul style="list-style-type: none"> ● CPP Training ● Provider training and TA ● Provider Network ● ECMH 101 ● Reflective Supervision Training 	\$ 75,000	F5SMC has secured funding for this strategy from other sources to leverage. The current consultants have been contracted to provide this service for less than 5 years. Per County policy, we are able to extend a contract for up to 5 years before re-procuring these services.	Contract Extensions
	Resilient Families Healthy Children	Capacity & Network Building; Weaving Initiatives for Transformational Change	Home Visiting Systems Support <ul style="list-style-type: none"> ● Enhance Existing Resource & Referrals Hub ● Online Professional Development Resources 	\$ 195,000	Standard reduction based on F5CA current grant to F5SMC for this strategy. Continued funding TBD..	RFQ
	Resilient Families; Healthy Children	Policy, Advocacy & Community Education	Kits for New Parents <ul style="list-style-type: none"> ● Resource and Information for babies & their families ● SMC specific customization 	\$ 71,500	Standard reduction. Budget is for local augmentation of the F5CA standard Kit for New Parents.	RFB
	Healthy Children; Quality Care and Education; Resilient Families	Policy, Advocacy & Community Education	Communications <ul style="list-style-type: none"> ● General Implementation of communications plan ● Play and Social Opportunities Hub ● Oral Health communications ● Special Initiatives communications 	\$ 435,000	Annual Budget amount maintained for ongoing communication needs. Increase due to addition of "Opportunity Hub". Anticipating additional funding for this strategy from other sources.	RFP

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	All Domains	Policy, Advocacy & Community Education	Emerging Issues and Innovations <ul style="list-style-type: none"> ● Supports strategic plan strategies & domains 	\$ 276,500	Standard Reduction	TBD
	Healthy Children; Quality Care and Education; Resilient Families	Policy, Advocacy & Community Education	Grants Management System <ul style="list-style-type: none"> ● Data system for reporting and invoicing 	\$ 294,000	Annual Budget increased to account for increased cost to maintain the existing system infrastructure and support functions.	Sole Source
	Healthy Children; Quality Care and Education; Resilient Families	Policy, Advocacy & Community Education	Evaluation <ul style="list-style-type: none"> ● Client-level and aggregate data per Prop 10 statute ● Systems evaluation ● Other research projects 	\$ 255,000	The current evaluation consultancy has been contracted to provide this service for less than 5 years. Per County policy, we are able to extend a contract for up to 5 years before re-procuring those services.	Contract Extension
TOTAL F5SMC COMMUNITY INVESTMENTS ALLOCATION (2025-2028)				\$7,800,000**		

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