



FIRST 5
SAN MATEO COUNTY

**2025-2028
Strategic Plan
Implementation Plan:
Agenda Item 6**

May 19, 2025
Commission Meeting

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FIRST 5
SAN MATEO COUNTY

**COMMISSION
APPROVED**

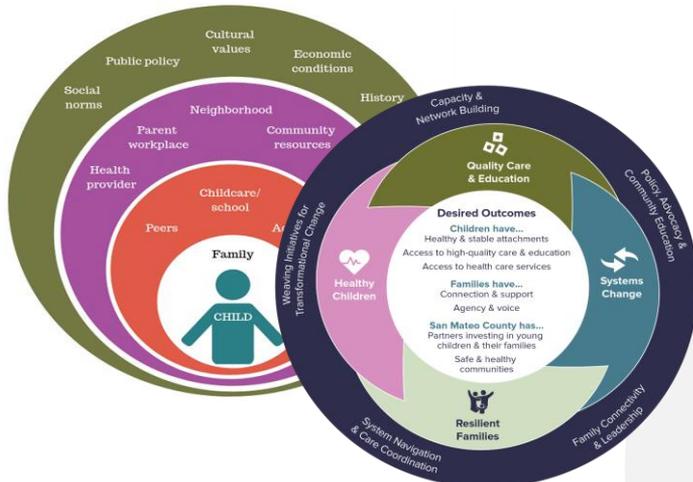
- Release of Funding Mechanism/Procurement for **\$7,800,000** per the Domain Areas, and Strategies of the new Strategic Plan and SPIP for FY 2025-2028. *(Annual Budget is \$2.6 Mil)**
- Reallocation of unspent SPIP FY 23-25 funds to SPIP 25-30 in the amount of **\$650,000** for Emerging Needs TBD.

**These amounts are aligned with the approved long-term financial plan, and do not include other leveraged funding outside of Prop. 10 funds.*

First 5 San Mateo County
2025-2030 Strategic Plan
July 1, 2025 - June 30, 2030

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Procurements: Funding Mechanisms guided by the Approved Strategic Plan and Strategic Plan Implementation Plan



- HEALTHY CHILDREN
- RESILIENT FAMILIES
- QUALITY CARE & EDUCATION
- SYSTEMS CHANGE
(Inc. POLICY, ADVOCACY, RESEARCH & EVALUATION & COMMUNICATIONS)



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SPIP STRATEGIES AND FUNDING FOR PROCUREMENTS (Attachment 6.1)

- System Navigation and Care Coordination for Families
- Capacity and Network Building for Child-Serving Systems and Providers
- Weaving Partnerships and Innovative Initiatives for Transformational Change (*Direct Services ECMH*)
- Family Connectivity and Leadership
- Policy, Advocacy, and Community Education



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Procurement Process



- **Request for Proposals: *Competitive Opportunity***; Structured process for development and release; Usually receive funding requests substantially in excess budget amount; Piloted Open Gov, SMC County's new procurement portal for streamlining proposal submission and review.
- **Proposal Highlights:** Scope of Work (SOW) Deliverables Logic Model (linked to Desired Outcomes, Indicators, SOW and Budget), Budget Request, and Sustainability response.
- **Review Panel Process:** Subject matter experts (3-5 individuals), standard scoring, and in-depth review & discussion. Staff participate on review panels for the County, and for other F5's regionally and statewide.
- **Appeal Process:** Outlined in the RFP. The final decision rests with F5SMC Executive Director.(6.3)



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Procurement Process *(Continued)*

- Contract Negotiations, Execution and Contract Dates: July 2025-2028
- Ongoing work to secure additional non-F5SMC funding to support community investments. *(Where feasible)*
- Periodic updates and presentations to the Commission on the SPIP and funded projects & grants.

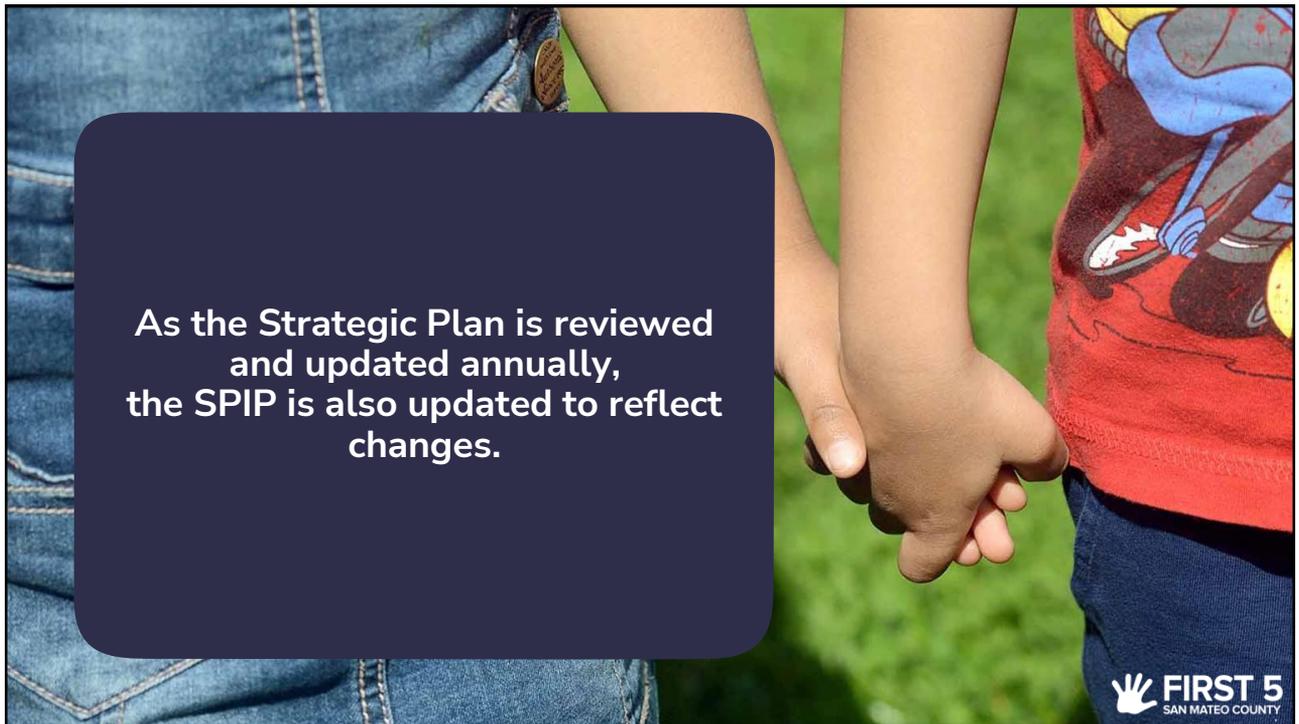


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2025-2028 Procurement Release and Approval Timeline

This is a timeline of release and approval months for procurements, aligned with the approved 2025-30 SPIP.

	May	June	July
Family Connectivity & Leadership RFP			
ECMH Direct Services & Systems Building RFP			
Capacity & Network Building for Family Engagement Professionals RFP (inc. HV Systems Supports)			
Systems & Supports for Children with Special Needs RFA			
Quality Early Learning RFA (inc. ECMH Consultation in EL Settings)			
Communications RFP			
Child Care Facilities RFA			
Oral Health Systems RFA (Oct 2025 . Release)			



As the Strategic Plan is reviewed and updated annually, the SPIP is also updated to reflect changes.



Questions?



Parent Connectivity & Leadership (PCL):
Update on Procurement Process



Purpose of the Funding Allocation



- Develop parent-to-parent networks of support
 - Friday Cafés
 - Other parent-led community-building activities
- Build capacity for parents to:
 - Advocate for themselves and their children
 - Gain leadership skills



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Update on PCL Procurement Activities

- We received 6 proposals in response to the RFP
 - One of these is for activities likely to be eligible for funding through an upcoming F5SMC procurement process
 - F5SMC staff have applied for substantial external funding to braid into the upcoming procurement and expect to be notified of the award on May 21st
- Review Panel for Parent Connectivity & Leadership met on May 6th
 - Two proposals were recommended to be considered for funding; one of these was the proposal eligible for our upcoming procurement
 - The Panel recommended that F5SMC wait for notification of any external funding award prior to determining how to best allocate the Parent Connectivity & Advocacy funding



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Updated Timeline for Notification of PCL Award

1. Receive notification about braided funding on May 21st.
 - a. Determine whether one of the two proposals under consideration can be covered with braided funding
 - b. If not, F5SMC staff will consider how best to allocate the available resources to achieve the goals identified in the RFP, in line with Review Panel recommendations
2. If necessary, on May 22nd hold interviews or request written responses to questions from organizations with proposals under consideration.
3. We anticipate reaching a decision and notifying all responding organizations of our intent to award funding by Friday, May 23rd.
4. Staff will bring the resulting recommendations and/or contracts to the Commission for approval at its June 23rd meeting.



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Questions?



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Early Childhood Mental Health Services Recommendations

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Initiative Purpose

To promote healthy children and resilient families by funding agencies providing critical support for young children and their caregivers in San Mateo County through early childhood mental health service delivery.

Target Populations:

- Children who may have been exposed to trauma
- Families/ caregivers of children 0-5 experiencing mental health challenges
- Medi-Cal eligible children and those who do not meet economic self sufficiency
- Culturally, linguistically, and/or geographically isolated families



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Funding



Available Funding:

- First 5 Prop 10 Contribution: \$1,600,000
- Mental Health Services Act Contribution: \$500,000
- Total Amount over 3 years: \$2,100,000

Requests:

- Eight proposals received
- Requested total: \$4,545,000



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Proposal Review Process

- Review Panel included local EMCH experts, including mental health service providers and supervisors, systems managers and directors, and those with lived experience
- Proposals scored objectively using a standard rubric
- Panel recommendations were unanimous



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Funding Recommendations

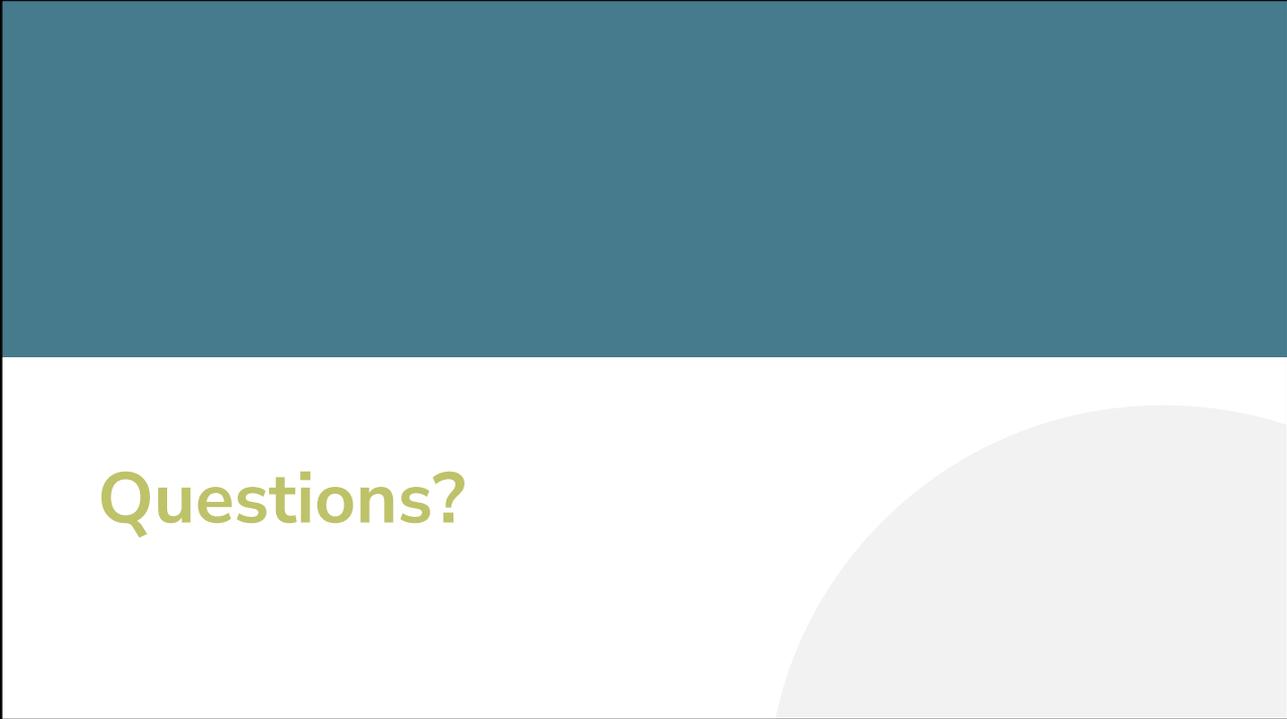
Recommended Agencies and Amounts:

- Ayudando Latinos a Sonar (ALAS): \$600,000
- Community Overcoming Relationship Abuse (CORA): \$600,000
- One Life Counseling Services: \$600,000
- Peninsula Family Connections: \$150,000
- Puente de la Costa Sur: \$150,000

Propose to serve over 900 individuals combined.

Considerations

- Timeliness
- Contract Negotiation Process
- Variance



Questions?



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FY 2025-26 Draft Budget - Key Take Aways

- Revenues
 - Receive \$4.014 M from Interest and Tobacco Tax Revenue.
 - \$3.575 M from Other Grant Revenue (incl. \$1M MHSA and \$2.015M Baby Bonus Program)
- Appropriations
 - Execute \$2.925 M strategic plan SPIP FY 2025-2028 (incl. \$2.600 M SPIP & estim. \$325K carry-over fund)
 - Execute \$3.415 M Other Grants (including \$2.015 M the Baby Bonus Program)
- Draw down \$932 K from Fund Balance/Reserves
 - to support the implementation of the new strategic plan SPIP FY 2025-28,
 - to leverage additional funding sources.

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FY25-26 Draft Budget - Budget Summary

	FY 24-25 Revised Budget	FY 25-26 Draft Budget	Increase / (Decrease) \$	Increase / (Decrease) %	Notes for FY 25-26 Draft Budget
Beginning Fund Balance (Beginning Reserves*)	13,509,181	11,969,912	(1,539,269)	-11%	Lower Beginning Fund Balance in FY 2024-25 Revised Budget
Total Revenues	7,263,697	7,589,088	325,391	4%	Lower Interest and Tobacco Tax Revenue offset by one-time MHSA grant award and the increases in Baby Bonus Program Revenues.
Total Available Fund (Total Sources*)	20,772,878	19,559,000	(1,213,878)	-6%	Same above.
Total Appropriations (Net Appropriations*)	8,802,966	8,521,502	(281,463)	-3%	Increase in Other Grants and Baby Bonus Program Appropriations.
Ending Fund Balance (Ending Reserves*)	11,969,912	11,037,498	(932,414)	-8%	Lower Beginning Fund Balance, lower interest and Tobacco Tax Revenue paired with higher Other Grant appropriations as agency started the Baby Bonus Program executions.
Total Requirements* (Net Appropriations*+ Ending Reserves*)	20,772,878	19,559,000	(1,213,878)	-6%	Same as above
Surplus / (Deficit) (Total Revenues – Net Appropriations*)	(1,539,269)	(932,414)	606,855	-39%	Continue draw down Reserves* as leverage funding to acquire additional revenue sources for higher Community Investments.

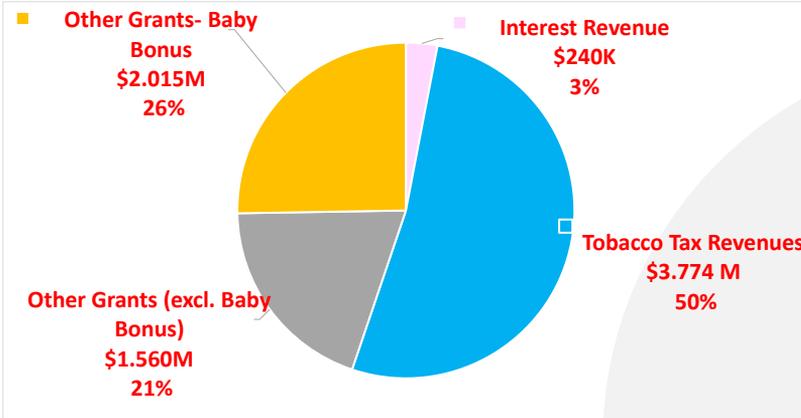
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Total Revenues

Tobacco Tax Revenues (Per Prop 10 statute, annual allocations)	Other Grant Revenues (through competitive grant applications)
<ul style="list-style-type: none"> ❖ Tobacco Tax Revenue Projections with Flavor Ban released April 2025, 6% declining rate. ❖ Receive \$4.014 M combined Tobacco Tax Revenue and Interest Revenue <ul style="list-style-type: none"> ✓ \$240K Interest Revenue ✓ \$3.774 M Tobacco Tax Revenue 	<ul style="list-style-type: none"> ❖ Continue to seek additional new funding sources and leverage others. ❖ New grant acquisitions (leverage/matching fund) to augment F5SMC strategic plan SPIP FY2025-28. ❖ Award and execute total \$3.575 M Other Grants <ul style="list-style-type: none"> ✓ \$1.560 M Other Grant awards (excl. Baby Bonus Program; incl. \$1 M MHSA one-time grant award). ✓ \$2.015 M Other Grants – Baby Bonus Program
53% of Fiscal Revenue	47% of Fiscal Revenue

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Total Revenues



Total Revenues
\$7.589 M



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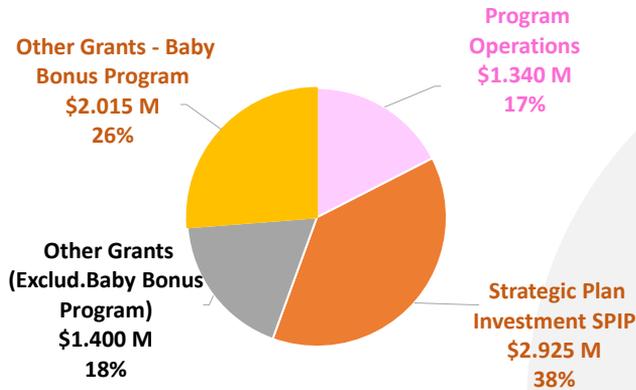
Total Program Appropriations

Strategic Plan Implementation SPIP (Per Prop 10 statue, annual allocations)	Other Grant Appropriations (through competitive grant applications)
<ul style="list-style-type: none"> ❖ Execute \$2.925 M strategic plan SPIP FY 2025-26 (including \$325K carry-over fund) <ul style="list-style-type: none"> ✓ \$2.600 M / year as per SPIP FY 2025-28 funding allocation as Commission approved the new strategic plan and LTFP. ✓ \$325K SPIP (of \$650K) FY 2023-25 Carry-Over for additional funding allocations to the SPIP FY 2025-28 implementation. 	<ul style="list-style-type: none"> ❖ Execute \$3.415 M Other Grants <ul style="list-style-type: none"> ✓ \$1.400 M Other Grants Appropriations (including \$1 M MHSa one-time grant award). ✓ \$2.015 M Other Grants – Baby Bonus Program ✓ Other Grant acquisitions (leverage/matching fund) to augment investment strategies of F5SMC strategic plan SPIP FY2025-28.
<p>38% Total Program Appropriations</p>	<p>44% Total Program Appropriations</p>



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Total Program Appropriations

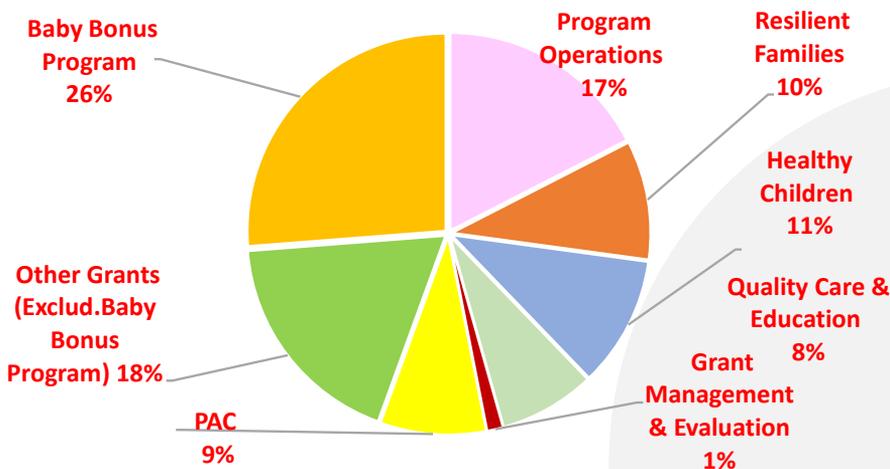


Total Program Appropriations \$7.680 M



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Total Program Appropriations Community Investment by Initiatives



Total Program Appropriations \$7.680 M



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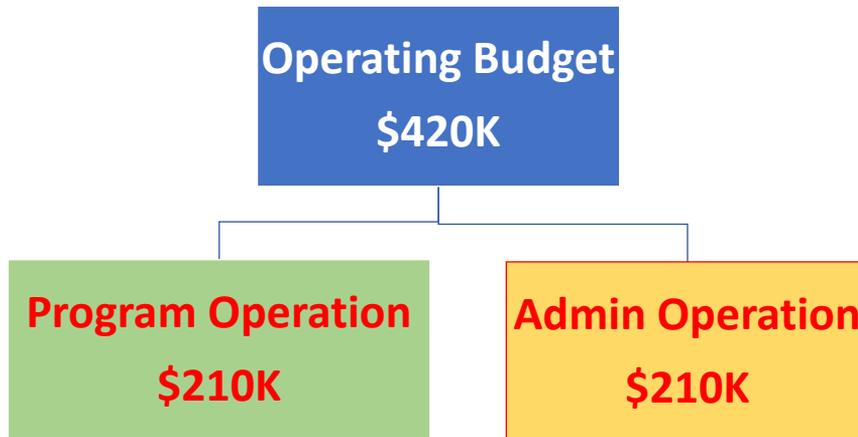
Other Grants

Grants	Funders	Grant Amounts	Grant Terms	Status
Help Me Grow Call Center CY2025	Peninsula Healthcare District	\$60K	CY2025	Recurring funding each calendar year.
Children & Youth Behavior Health Initiatives	Heluna Health (Tobacco Tax \$)	\$750K	FY23-25	Ongoing grant execution
Trauma Informed System- Mental Health Mental Health Services Act (MHSA) #4 Grant (New)	San Mateo County Behavioral Health & Recovery Services	\$1.000 M	FY25-26	One-time grant award. Board of Supervisors approved MOU.
IMPACT Legacy Renewal	F5 San Benito (Tobacco Tax \$)	\$325K	FY25-26	Pending grant application approval
Baby Bonus Program	Multiple funding sources	\$5.590 M	FY25-29	Ongoing grant execution



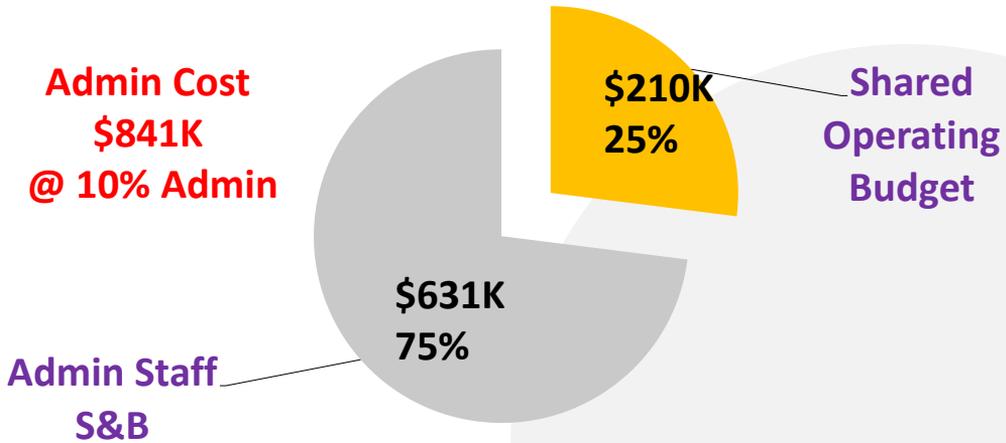
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Operating Budget



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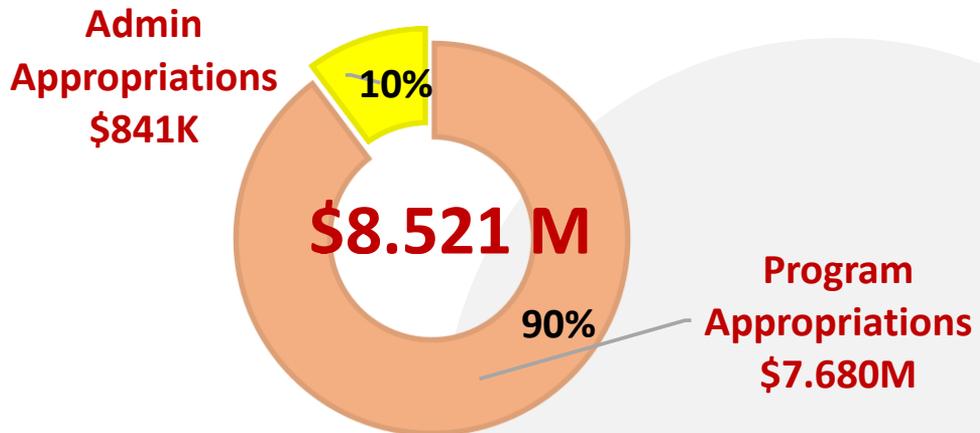
Admin Budget



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Total Appropriations

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FY25-26 Draft Budget Summary

Commission to approve drawing down \$932K from Ending Fund Balance (Reserves*) to fund F5SMC's FY25-26 Adopted Budget

Total Revenue	\$7.589M
Total Appropriations (Net Appropriations*)	\$8.521M
Ending Fund Balance (Reserves*)	\$11.037 M
Surplus / (Déficit) (Total Revenue - Net Appropriations*)	(\$932K)



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FY25-26 Draft Budget Summary

- **Issue to Consider :**
 - ✓ FY25-26 Budget Revision in February 2026
- **Action Required:**
 - ✓ Approval of F5SMC's FY25-26 Draft Budget
 - ✓ Approval of the Use of Ending Fund Balance (Reserves*) of \$932K to fund the F5SMC's FY25-26 Adopted Budget



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