

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

DATE: Monday, January 26, 2026

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/91317809806>

Phone: +1 669 900 6833, Webinar ID: 913 1780 9806

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, 101 Twin Dolphin Drive, 1st Floor Conference Room, Redwood City, CA 94065 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, Candice Costa, at ccosta@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 January 26, 2026, 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: Shared by Lisa Chamberlain, MD, MPH, Professor of Pediatrics Associate Chair, Policy and Community Engagement Director; Office of Child Health Equity Stanford University School of Medicine	4:10 PM
Action Item		
6	Formation of Ad Hoc Committee for Recruitment and Hiring Process of First 5 San Mateo County New Executive Director (See Attachment 6)	4:20 PM
Discussion Items		
7	Presentation: Choose Children Campaign Shared by Avo Makdessian, Executive Director, First 5 Association of California	4:25 PM
8	Presentation: 2026 Impacts on Medi-Cal and CalFresh Shared by Claire Cunningham, Agency Director, San Mateo County Human Services Agency and Commission Chair, First 5 San Mateo County Commission	4:45 PM
9	Presentation: Communications Survey Findings Shared by Iris Elent, Director, Strategic Planning & Community Engagement, VIVA Social Impact Partners	5:05 PM
Informational Items		
10	Report of the First 5 San Mateo County Staff Team Shared by Kitty Lopez, Executive Director, First 5 San Mateo County (See Attachment 10)	5:25 PM
11	Committee Updates (See Attachment 11)	5:35 PM
12	Adjournment	6:00 PM

Public Participation: The January 26, 2026, First 5 San Mateo County Commission meeting may be accessed through Zoom link at the top of this agenda. The January 26, 2026, 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 Myra Cruz, Operations Coordinator, as early as possible but no later than 10 a.m. on Friday, January 23, 2026, 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, January 23, 2026, 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, January 23, 2026, 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 January 26, 2026 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

January 26, 2026

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 December 15, 2025 Commission Meeting Minutes
(See Attachment 3.1)

First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
DECEMBER 15, 2025

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: Carla Boragno, Colleen Chawla, Claire Cunningham,
Sylvia Espinoza, Naveen Mahmood, Nkia Richardson,
Jackie Speier

Youth Commission: Adele Ryono (YC)

Absent: Hanish Rathod, Nancy Magee, Rikhav Shah (YC)

Staff: Kitty Lopez, Michelle Blakely, Khanh Chau, Emily Roberts,
Mai Le, Myra Cruz

County Attorney: Candice Costa

Commission Chair Richardson called the meeting order at 4:01 PM; roll call was taken. The meeting was held in-person for all Commissioners and in a hybrid format where the public had the option to attend the meeting in person or virtually.

Commissioner Richardson introduced and welcomed new County Counsel for First 5 SMC, Candice Costa.

2. Public Comments: None

3. Closed Session

(The commission adjourned to a closed session to consider the following item at this time during the meeting. At the conclusion of the closed session, the Commission reconvened in open session to report on any actions taken for which a report is required by law.)

Public Employee Performance Evaluation (California Government Code Section 54957(b))
Title: Executive Director, F5SMC

4. Report Out of Closed Session

Commissioner Richardson reported that Executive Director Kitty Lopez announced her retirement or “preferment” from First 5 SMC August 31, 2026 as Executive Director. The Commission will undertake a recruitment and hiring process, including the formation of an Ad Hoc Committee of Commissioners and others, to work with SMC Human Resources on her replacement.

Public Comment: None

5. Public Comment: None

6. Action to Set Agenda for December 15, 2025, Meeting and Approve Consent Agenda Items:

MOTION: SPEIER / SECOND: CUNNINGHAM
AYES: BORAGNO, CHAWLA, CUNNINGHAM, ESPINOZA, MAHMOOD,
RICHARDSON, SPEIER
AYES - YC: RYONO
NOES: NONE
ABSTAIN: NONE

Motion approved.

Public Comments: None

7. Commission Announcements:

- Commissioner Boragno shared that she attended the Ripple Effect for San Mateo County Leaders convening and acknowledged First 5 SMC for hosting it. She also attended Child Care Blueprint convening and recognized its progress and engagement. Commissioner Espinoza also attended the Ripple Effect convening and found it transformative and inspiring.
- Commissioner Cunningham shared updates from the Human Services Agency, reporting that 26 new social workers were hired over the summer, have completed training, and will begin frontline work in January, with most assigned to support the emergency response hotline. She also reported attending a human trafficking

convening hosted by Supervisor Speier and Supervisor Mueller, noting the importance of cross-agency coordination and preparedness in advance of the Super Bowl and the World Cup, and thanked the County for its leadership on this issue.

8. Storytelling: First 5 Work/Impact: Storytelling: First 5 Work/Impact: Current issues shared by families of young children to Physicians

Commissioner Naveen Mahmood and Commissioner Sylvia Espinoza shared what they have heard from children of families they are seeing as pediatricians.

Commissioner Mahmood shared the following:

- Vaccine Periodicity topic
- Families are hesitant to provide information as they are unsure what happens to the data and confidentiality.
- Delayed medical care due to complications of insurance coverage.

Commissioner Espinoza shared the following:

- Described ongoing challenges faced by providers, including parental stress related to homeschooling, uncertainty, and vaccine hesitancy, and emphasized the emotional toll and high expectations placed on providers to remain resilient.
- Read “Cultivating Gratitude for Resilience and Health in Times.” The reflection introduces gratitude as a key practice for maintaining emotional well-being, adaptability, and connection. By acknowledging small victories, celebrating team efforts, and modeling gratitude as leaders, providers can foster collective strength and a supportive work environment. Commissioner Espinoza concludes by encouraging a short gratitude journaling practice and expressing appreciation for the shared commitment to supporting children and families. The 5-Minute Gratitude Journal was distributed to the Commission & Staff.

Commission discussed a possible vaccine fair in the schools. Discussion ensued.

Public Comments: None

9. Approval of First 5 San Mateo County 2026 Meetings Calendar

Kitty Lopez shared that the calendar listed all the Commission Meetings and subcommittee meetings for the year.

MOTION: SPEIER / SECOND: CUNNINGHAM

AYES: BORAGNO, CHAWLA, CUNNINGHAM, ESPINOZA, MAHMOOD,
RICHARDSON, SPEIER

AYES - YC: RYONO

NOES: NONE

ABSTAIN: NONE ABSTAIN: NONE

Motion approved.

Public Comments: None

10. Approval of 2026 Committee Members for Finance and Administration Committee, Early Childhood Evaluation Advisory Committee, and Program, Operations, and Planning Committee

Kitty Lopez shared the only changes on the list of Committee members Commissioner Rathod is moving to Finance and Administration Committee from Early Childhood Evaluation Advisory Committee.

MOTION: BORAGNO / SECOND: MAHMOOD

AYES: BORAGNO, CHAWLA, CUNNINGHAM, ESPINOZA, MAHMOOD,
RICHARDSON, SPEIER

AYES - YC: RYONO

NOES: NONE

ABSTAIN: NONE

Motion approved.

Public Comments: None

11. Nomination and Election of Chairperson and Vice Chairperson to Commission for 2026

Commissioner Chawla nominated Commissioner Cunningham for Chair

MOTION: CHAWL / SECOND: MAHMOOD

AYES: BORAGNO, CHAWLA, CUNNINGHAM, ESPINOZA, MAHMOOD,
RICHARDSON, SPEIER

AYES - YC: RYONO

NOES: NONE

ABSTAIN: NONE

Commissioner Cunningham nominated Commissioner Boragno for Vice Chair

MOTION: CUNNINGHAM / SECOND: CHAWLA
AYES: BORAGNO, CHAWLA, CUNNINGHAM, ESPINOZA, MAHMOOD,
RICHARDSON, SPEIER
AYES - YC: RYONO
NOES: NONE
ABSTAIN: NONE

Kitty Lopez thanked Commissioner Richardson for her two years of service as Chair and presented her with flowers.

Motion approved.
Public Comments: None

12. Report of the First 5 San Mateo County Staff Team

Kitty Lopez, shared that the F5SMC Team Report is in the packet and highlighted the following:

- Child Care Blueprint near completion.
- Ripple Effect Taster training designed for local systems leaders held on December 11 and thanked Commissioners Boragno, Chawla, and Espinoza for attending.
- A two-day workshop of the Ripple Effect will be held in January 14 and 15.
- Acknowledged First 5 Staff Michelle Blakely and Emily Roberts for attending BUILD 2025. The annual conference brings together federal, state, and local jurisdiction to focus on aligned policy efforts and balanced implementation.
- Two First 5 team members volunteered for the food distribution support early in November in response to County Executive for call to volunteer at Core Service Agencies.
- Community engagement held at local libraries in November to gather input from families
- Tragic news about the death of Rob Reiner and his wife. Reiner was the original architect of First 5 and recruited Kris Perry, a former First 5 SMC Executive Director.

Public Comments: None

13. Adjournment at 5:17 pm followed by Holiday Reception

Date: January 26, 2026
To: First 5 San Mateo County Commission
From: Kitty Lopez, Executive Director
Re: Formation of Ad Hoc Committee for Recruitment and Hiring Process of First 5 San Mateo County New Executive Director

ACTION REQUESTED

Formation of Ad Hoc Committee for Recruitment and Hiring Process of First 5 San Mateo County New Executive Director

BACKGROUND

On December 15, 2025 First 5 San Mateo County Commission meeting, it was announced that current Executive Director, Kitty Lopez, will be departing from her role as of August 31, 2026. She has served as Executive Director since June 24, 2013.

A formation of an Ad Hoc Committee consisting of Commissioners needs to be formed to work with SMC Human Resources Department, along with possible other county and First 5 leaders, to recruit and hire a new Executive Director. Job description will be posted in the coming months.

FISCAL IMPACT

None

RECOMMENDATION

Formation of Ad Hoc Committee for Recruitment and Hiring Process of First 5 San Mateo County new Executive Director

**FIRST 5 SAN MATEO COUNTY (F5SMC)
FIRST 5 STAFF TEAM REPORT
JANUARY 2026**

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

QUALITY CARE AND EDUCATION

Update from 4Cs of San Mateo County on the Federal Government’s Attempted Child Care Funding Freeze:

California Attorney General Rob Bonta and several other states secured a temporary restraining order blocking the federal government’s attempt to freeze child care funding that benefits millions of children and families. 4Cs of San Mateo County wishes to reassure our community that there is no impact on 4Cs child care services or subsidies while the states seek an injunction to permanently block the freeze.

According to David Fleishman, Executive Director of 4Cs of San Mateo County, “4Cs will continue to protect and uplift the essential work of our child care providers and the critical role they play in providing for children and families. We appreciate California’s leadership in defending the rights of California families, especially our children.”

HEALTHY CHILDREN

Peninsula Health Care District (PHCD) Community Grant

In December 2025, First 5 SMC was notified that the application submitted for a two-year grant to help fund Help Me Grow SMC was funded in full for \$120,000 over calendar years 2026 and 2027. This grant will help to offset Help Me Grow SMC expenditures specific to PHCD’s geographic catchment area, particularly related to outreach and care coordination.

SMC Early Childhood Mental Health Network

January 2026 marks the launch of First 5 SMC’s Early Childhood Mental Health Network! The Network is designed to offer opportunities for learning and networking, including Early Childhood Mental Health 101 sessions to explore foundations of health childhood development and Monthly Networking Meetings to connect fellow providers and share resources. Please feel free to join the Network by signing up [here](#) or to pass this along to others who may be interested in staying connected and informed.

Help Me Grow National Webinar

Help Me Grow San Mateo County Healthcare Provider and Community Outreach Manager Martha Carcamo will be a featured presenter in the upcoming HMG National Webinar: Closing the Feedback Loop: Enhancing Communication with Providers on Thursday February 12 from 12:00pm (noon) to 1:30pm. Those interested may register using the following link: [Meeting Registration - Zoom](#)

POLICY & ADVOCACY UPDATES

First 5 San Mateo County supports the following legislative priorities that the First 5 Association is seeking to advance.

1. CalWORKs Home Visiting Program (HVP) Legislation

Seeks state guidance clarifying county First 5s' role as administrative partners for CalWORKs HVP and FFPSA prevention services. Specifically, it would address inconsistent interpretation of eligibility requirements that result in families being inappropriately exited from services, affirm county First 5s as eligible public administrative and fiscal partners, and confirm Proposition 10 as eligible local match for federal prevention claiming.

This proposal builds directly on the existing administrative advocacy work of the First 5 Southern Region and is intended to support and amplify their efforts at the state level.

2. Behavioral Health Services Act (BHSA) Legislation

The legislation would clarify that county First 5s are eligible applicants for CDPH BHSA Population-Based Prevention Funds and include county First 5s in the required stakeholder convening list for Local Health Jurisdictions. This is a technical eligibility fix that recognizes First 5s' unique role as local early childhood experts and prevention infrastructure.

3. Budget Request: CDPH Population-Based Prevention Fund Augmentation

Working in coalition with partners, this proposal seeks to increase appropriations to the CDPH BHSA Population-Based Prevention Fund. This effort aims to help offset the loss of infant and early childhood prevention funding at the county level resulting from BHSA implementation. The amount of this funding ask is still being determined and would be shared back with the policy committee.

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

First 5 Association Responds to the Governor's Proposed 2026 – 27 Budget

On January 13, 2026, First 5 Association released a press release in response to Governor Newsom's proposed 2026 – 27 Budget. (*See Attachment #10.1*)

Save the Date: First 5 Advocacy Day 2026

Join us in Sacramento on **April 14, 2026, for First 5 Advocacy Day**, where we will meet with legislators and advocate for California's youngest children and families. This annual gathering unites the First 5 network to strengthen our collective voice and elevate early childhood priorities at the Capitol. More details to follow.

Rob Reiner: A Legacy That Changed California's Youngest Lives

The First 5 Association shared their comment on Rob Reiner and the work he had done for young children:

The early childhood community mourns the tragic loss of Rob Reiner, whose vision led to the 1998 passage of Proposition 10, supporting children ages 0-5. His work fundamentally transformed how California invests in its youngest children, elevating early childhood from an afterthought to a policy priority that continues to benefit children and families across all 58 counties.

[How Rob Reiner transformed early ed in California \(EdSource\) »](#)

[Rob Reiner reshaped how California understands and invests in children \(LA Times\) »](#)

COMMUNITY AND STATEWIDE EVENTS & UPDATES

The Ripple Effect “Taster” for Leaders

On December 11, First 5 SMC hosted a Ripple Effect “Taster” training designed for local systems leaders featuring Dr. Chandra Ghosh Ippen from UCSF Child Trauma Research Program. Roughly 25 leaders from County systems and nonprofits attended the 90-minute event to learn more about how they can support more trauma informed systems and practices. First 5 SMC will host a second virtual training for leaders facilitated by Dr. Ghosh Ippen on Thursday, February 5 from 8:30-9:30 a.m. to deepen leadership connections on the topic and to explore further integration opportunities in local systems. Commissioners Chawla, Boragno, and Espinoza attended as well.

The Ripple Effect: Two Day

The much-anticipated two-day Ripple Effect Training facilitated by Dr. Chandra Ghosh Ippen from UCSF’s Child Trauma Research Program took place January 14 and 15 at The Farallon Room at Skyline College. Nearly 110 child- and family-focused staff members from 40 different organizations and departments across the county were represented over the two days. The event served as an opportunity for providers to deepen their knowledge and approach to children exposed to trauma and to rethink opportunities for organizational and systemic shifts in order to help families mitigate, manage, and heal. Dr. Ghosh Ippen will continue to work with First 5 SMC and SMC providers over the next six months to build on this foundation thanks to a Children and Youth Behavioral Health Initiative Grant from DHCS received for this work.



COMMUNICATIONS**Community Partners Survey**

In early January, First 5 SMC conducted an online survey of both funded and unfunded community partners to gather input that will help guide how First 5 shares resources, collaborates on initiatives, and strengthens our collective impact. The outcomes of the survey will be shared at the January Commission Meeting.

Social Media and Analytics Reports (See Attachment 10.2)



FOR IMMEDIATE RELEASE

Contact: Courtney Armstrong

courtney@first5association.org

First 5 Association Responds to the Governor's Proposed 2026-27 Budget

SACRAMENTO— The First 5 Association of California, representing First 5 commissions across the state that serve more than 1 million children and families each year, issued the following statement regarding Governor Gavin Newsom's January budget proposal.

The following can be attributed to Avo Makdessian, Executive Director of First 5 Association of California:

“While we appreciate the Governor's effort to protect vulnerable populations, particularly in light of the increased costs as a result of the Federal Budget (H.R.1), we are cautious about the direction of the state and federal economy and mounting federal threats to vital safety net programs. If economic conditions worsen, we urge the Administration to uphold its commitment to preserving access to care for California's most vulnerable young children and their families.

“We look forward to working with the Legislature and the Administration to ensure that funding for infant and early childhood mental health, and child care, are prioritized, particularly as the need for these services continues to grow. California families are facing compounding and intensifying stressors. Our youngest children cannot wait for care.

“Despite fiscal uncertainty and intensifying federal threats, First 5s remain on the ground every day as trusted, community-rooted partners, coordinating services for young children and their families and improving systemwide collaboration. Our statewide First 5 Network will continue fighting for positive impact in local communities. We call on state leaders to match that commitment with sustained investment in our youngest children.”

###

About First 5 Association of California

First 5 Association of California represents the state's 58 county First 5 Commissions. Together, First 5 supports over one million children and families each year, advancing policies and investments that ensure young children are healthy, safe, and ready to learn. The Association works to advance state and federal public policies and funding that support California's young children and families. Our policy work is informed by county First 5 Commissions and local communities and is grounded in a whole child / whole family lens. We do this while centering the fact that low-income communities, communities of color, and historically marginalized Californians face disproportionate impacts due to systemic racism, wealth inequality, and environmental hazards.

Learn more at www.first5association.org.



REPORT FOR DEC 1, 2025 - DEC 31, 2025
FIRST 5 SAN MATEO COUNTY

DECEMBER 2025 ANALYTICS OVERVIEW

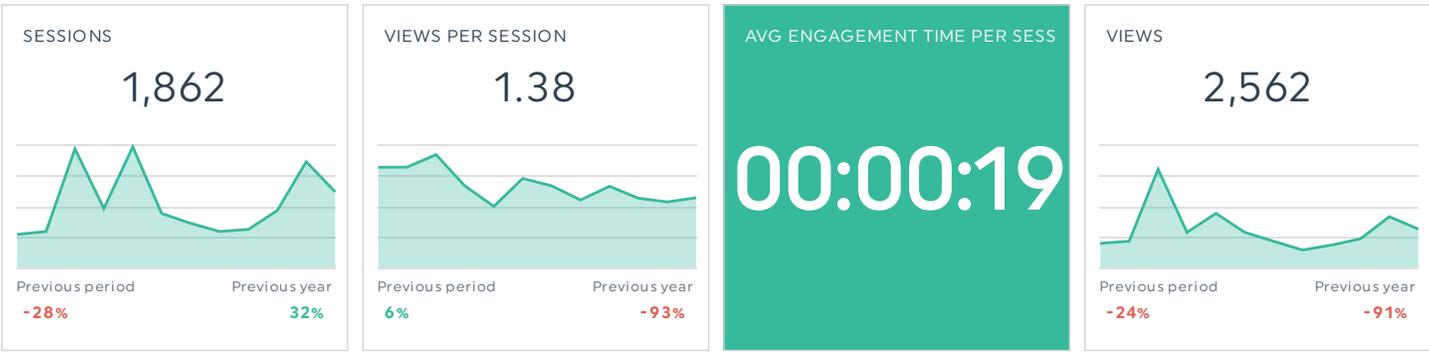
In December, First 5 San Mateo County's website sessions decreased 28% from November, but remained 32% higher year-over-year. The homepage led with 805 views, followed by the Big Feelings page with 613 views, Baby Bonus with 88 views, and Resources with 63 views.

Three paid ads (boosted posts) on Facebook and Instagram about Big Feelings continued to drive strong traffic to the webpage through mid-December. With a total budget of \$600, the ads generated 45,462 impressions and 578 clicks in December (spending \$260.17), following November's strong performance of 65,416 impressions and 712 clicks. The tribute post mourning Rob and Michele Singer Reiner achieved the highest engagement across all platforms, with 46 total engagements on Instagram, 11 reactions on Facebook, and 68 engagements on LinkedIn.

Keep prioritizing:

- o Community-centered storytelling that highlights local resources, programs, and events
- o Strategic use of paid ads to boost high-priority family resources like Big Feelings

WEBSITE ANALYTICS



TOP VIEWS BY PAGE

Page Address	Views
/	805
/big-feelings/	613
/baby-bonus/	88
/resources/	63
/baby-bonus-parent-guide/	54
/staff/	52
/es/Los-5-factores-de-protección-por-los-que-importan-los-primeros-cinco-años/	45
/list-of-support-services/	41
/commission/	39
/for-parents-families/	37
/funding-opportunities/	36
/contact/	33
/who-we-are/	30
/kit-for-new-parents-2/	26
/the-5-protective-factors-why-the-first-five-years-matter/	23
/our-work/	23
/news-updates/	22

EVENT COUNT		TOP TRAFFIC SOURCES	
Event Name	Event Count ▾	Session Default Channel Grouping	Sessions ▾
● page_view	2,562	● Direct	550
● session_start	1,852	● Paid Social	443
● first_visit	1,526	● Organic Search	401
● user_engagement	1,174	● Referral	341
● scroll	497	● Paid Other	56
● click	88	● Organic Social	53
● file_download	74	● Unassigned	18
● video_progress	39		
● view_search_results	12		
● video_start	11		

FACEBOOK INSIGHTS



TOP POSTS BY ENGAGEMENT TYPE (WITH IMAGE)				
Post With Image	Post Comments	Post Shares	Total Reactions ▾	
<p>First 5 San Mateo County mourns the tragic loss of Rob Reiner and Michele Singer Reiner. Rob's vision and leadership, through his advocacy for Proposition 10, made our work possible, supporting young children and...</p>	0	2	11	
<p>Happy New Year from First 5 San Mateo County! Here's to another year of partnership, growth, and supporting children and families across the county. #First5SanMateo #HappyNewYear #Community</p>	0	0	3	
<p>The holidays can be challenging for families experiencing domestic violence. If you or someone you know needs support, @CORA is here to help with 24/7 crisis support, safe housing, and resources for families in San Mateo County. CORA</p>	0	0	2	
<p>Wishing San Mateo County families joy and connection this holiday season! Thank you for helping make our community a place where every child can grow and thrive. We also know this time of year can be difficult for some families,</p>	0	0	2	
<p>As we head into a new year, we want every family in San Mateo County to know that support is here. From oral health to early learning and prenatal care, First 5 San Mateo County connects parents and caregivers to trusted local programs</p>	0	1	2	
<p>As we wrap up the year and look ahead to new discoveries, let's teach our children that safety and fun go hand-in-hand. Selecting the right toys is a simple step, but one with a big impact on early childhood wellbeing.</p>	1	0	1	

TOP POSTS BY ENGAGEMENT

Post	Engagement
● First 5 San Mateo County mourns the tragic loss of Rob ...	54
● As we head into a new year, we want every family in San ...	6
● Happy New Year from First 5 San Mateo County! Here's t...	4
● As we wrap up the year and look ahead to new discoverie...	3
● Healthy beginnings start before birth! Explore prenatal ...	3
● Wishing San Mateo County families joy and connection t...	2
● The holidays can be challenging for families experiencin...	2
● Trivia time: When should children have their first dental ...	2
● December is National Safe Toys & Gifts Awareness Month...	1
● Finding child care can feel overwhelming, but you don't ...	1

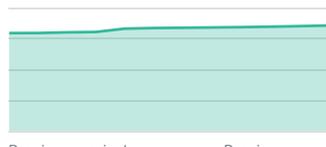
TOP POSTS BY IMPRESSIONS

Post	Post Impressions
● First 5 San Mateo County mourns the tragic l...	754
● Finding child care can feel overwhelming, but ...	76
● We're back for another #F5SMCTriviaWednesd...	70
● Happy New Year from First 5 San Mateo Coun...	66
● What helps families stay strong, even during t...	60
● There are many different ways families can su...	59
● As we head into a new year, we want every fa...	56
● Healthy beginnings start before birth! Explor...	52
● Wishing San Mateo County families joy and co...	51
● Every day, child care providers across San Mateo...	50

INSTAGRAM INSIGHTS

FOLLOWERS

1,717



Previous period: 1%
Previous year: 8%

LIKES

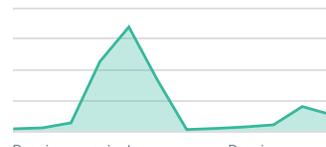
77



Previous period: -31%
Previous year: 157%

IMPRESSIONS

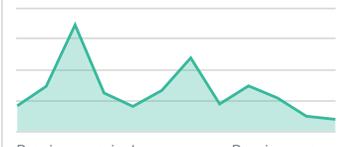
10,915



Previous period: -33%
Previous year: 249%

ENGAGEMENT RATE

0.99%



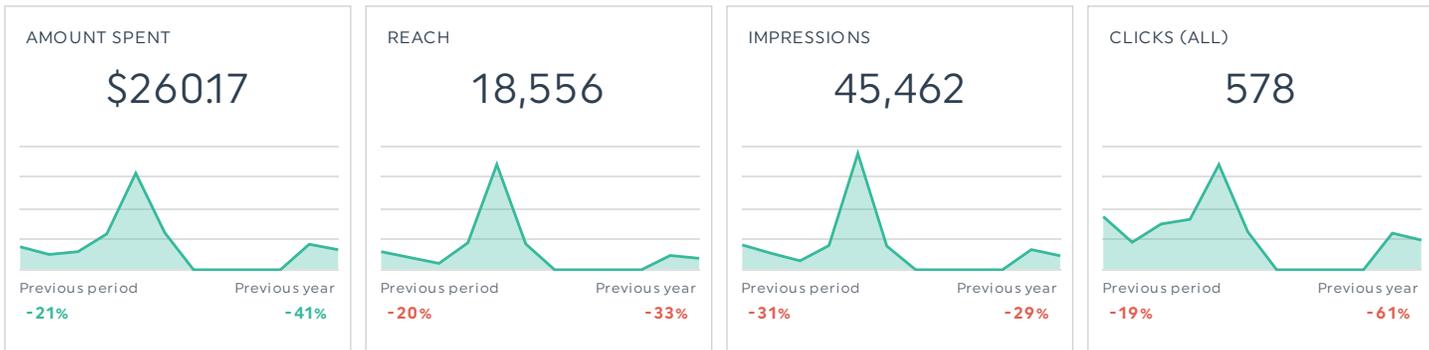
Previous period: -20%
Previous year: 3%

ENGAGEMENT BY POST (WITH IMAGE)

Post With Image

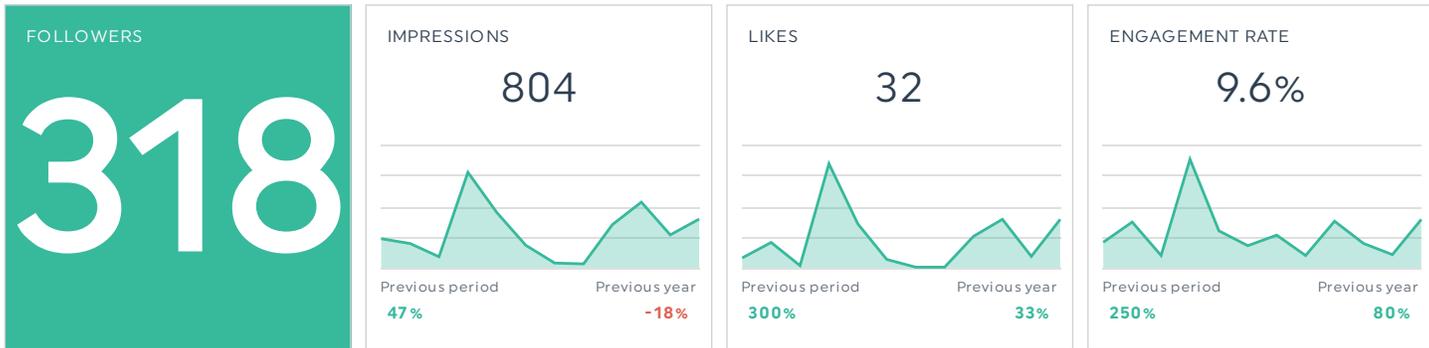
Post With Image	Likes	Comments	Engagement
First 5 San Mateo County mourns the tragic loss of Rob Reiner and Michele Singer Reiner. Rob's vision and leadership, through his advocacy for Proposition 10, made our work possible, supporting young children and families in San Mateo County for over 25 years. He's pictured...	41	0	46
Finding child care can feel overwhelming, but you don't have to do it alone. First 5 San Mateo County is proud to partner with @4cssmc, which offers free resources to help families explore child care options, understand what high-quality care looks like, and connect directly with local providers.	10	0	11
The holidays can be challenging for families experiencing domestic violence. If you or someone you know needs support, CORA (@endtodv) is here to help with 24/7 crisis support, safe housing, and resources for families in San Mateo County. CORA provides crisis response and safety planning,...	6	0	8
We're back for another #F5SMCTriviaWednesday! How much return does our community see for every dollar invested in early childhood? Answer: \$7! Every dollar spent supporting young children and parents saves future costs in education, health, and social services. This is just one of many...	3	1	6
Oral health supports every part of a child's well-being. Learn how to find local dental care, insurance options, and tips for caring for your child's teeth at the link in bio. #F5SMCResourceFriday #OralHealth	3	0	3
There are many different ways families can support their children's health and well-being. From oral health to quality child care, First 5 San Mateo County connects parents to local resources that help children grow strong and thrive. Learn more at the link in bio. #First5SanMateo	2	0	2

FACEBOOK AND INSTAGRAM ADS



TOP CAMPAIGN BY CLICKS (ALL)		ENGAGEMENT BY AD	
Campaign Name	Clicks (All) ↓	Ad ID with image	Post Reactions ↓ Link Clicks
● Post: "Taking care of yourself is one of the best ways..."	157	 Instagram post: Taking care of yourself is one of...	7 106
● Post: "Every child experiences big emotions, and Big..."	119		
● Instagram post: Taking care of yourself is one of...	113	 Post: "Every child and family deserves access to ment..."	7 52
● Post: "Every child and family deserves access to ment..."	71		
● Instagram post: Every child and family deserves...	61		
● Instagram post: Every child experiences big...	57		

LINKEDIN INSIGHTS



TOP POSTS BY ENGAGEMENT RATE

Post with image



Did you know you don't have to be a therapist to reduce the chances that a kid's scary life experience becomes a trauma? Whether you work with young children or people who were once young children as a social worker, classroom teacher, first responder, camp counselor, or librarian, understanding foundational trauma theory helps you take actions to minimize how

Engagement Rate ▾	Likes	Clicks
11.8%	2	5



First 5 San Mateo County mourns the tragic loss of Rob Reiner and Michele Singer Reiner. Rob's vision and leadership, through his advocacy for Proposition 10, made our work possible, supporting young children and families in San Mateo County for over 25 years. He's pictured here in 2002 with the inaugural First 5 San Mateo County team. His legacy lives on in every

9.8%	29	39
------	----	----



DATE: January 26, 2026
TO: First 5 San Mateo County (F5SMC) Commission
FROM: Kitty Lopez, Executive Director
RE: Committee Updates

Early Childhood Evaluation Advisory Committee Meeting – January 12, 2026

Commission: Colleen Chawla, Naveen Mahmood

Staff: Kitty Lopez, Michelle Blakely, Jenifer Clark

EVALCORP Representatives via Zoom: Sally Lee, Kristen Cunningham

As Commissioner Rathod has transferred to the Finance Committee, Commissioner Chawla graciously agreed to serve as Chair for the 2026 calendar year.

The team at EVALCORP presented findings from the recent Partner Mapping Survey. Results included:

- The network of F5SMC Funded Partners is densely connected, with most organizations having at least some degree of connection to each other.
- First 5 SMC is well-placed to function as a cross-sector connector and to foster ongoing partnerships and collaborations where needed.
- A key challenge for sustaining collaboration is a lack of staff time to dedicate to this work.
- Respondents were eager to be included in meaningful systems-building and integration efforts, despite the difficulty of allocating staff time to such activities.

Subcommittee members discussed possible next steps for making use of the Partner Mapping Survey results. Suggestions included:

- Present the results to survey participants and engage them with interpreting the results and designing any resulting programming.
- Reinstating voluntary “Brown Bag” or networking events for grantees
- Identify concrete opportunities to support systems functioning such as developing shared referral protocols and supporting shared data systems.

The next meeting of the Early Childhood Evaluation Subcommittee is scheduled for Monday, March 16th at 3:30pm.