

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

**DATE: Monday, February 23, 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](mailto: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		
<b>Call to Order and Preliminary Business</b>		
<b>1</b>	<b>Roll Call</b>	4:00 PM
<b>2</b>	<b>Public Comment</b>	
<b>3</b>	<b>Action to Set Agenda for February 23, 2026, Meeting and Approve Consent Agenda Items</b> <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>	
<b>4</b>	<b>Commission Announcements</b>	4:05 PM

<b>5</b>	<b>Storytelling: First 5 Work/Impact:</b> Nancy Magee, San Mateo County Superintendent of Schools and First 5 San Mateo County Commissioner	4:10 PM
<b>Action Items</b>		
<b>6</b>	<b>Approval of First 5 San Mateo County Revised Budget FY 25-26</b> Shared by Kitty Lopez, Executive Director, First 5 San Mateo County (See Attachment 6)	4:20 PM
<b>7</b>	<b>Approval of Amendment of Agreement with FII-National dba Up Together for Baby Bonus Pilot Program for an increase of \$65,999; total amount of contract from \$4,799,475M to \$4,865,575M</b> Shared by Kitty Lopez, Executive Director, First 5 San Mateo County (See Attachment 7)	4:35 PM
<b>Informational Items</b>		
<b>8</b>	<b>Report of the First 5 San Mateo County Staff Team</b> Shared by Kitty Lopez, Executive Director, First 5 San Mateo County (See Attachment 8)	4:45 PM
<b>9</b>	<b>Adjournment</b>	6:00 PM

**Public Participation:** The February 23, 2026, First 5 San Mateo County Commission meeting may be accessed through Zoom link at the top of this agenda. The February 23, 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 located at 101 Twin Dolphin Drive, 1<sup>st</sup> Floor Conference Room, Redwood City, CA 94065.**

\*Written public comments may be emailed to [ecruz@smcgov.org](mailto: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, February 20, 2026, at [ecruz@smcgov.org](mailto: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](mailto: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, February 20, 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, February 20, 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 February 23, 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**

February 23, 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.

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- 3.1 Approval of the January 26, 2026 Commission Meeting Minutes  
(See Attachment 3.1)

**First 5 San Mateo County (F5SMC)**  
**COMMISSION MEETING MINUTES**  
**JANUARY 26, 2026**

**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, Hanish Rathod, Jackie Speier

Absent: Naveen Mahmood, Nkia Richardson, Nancy Magee,  
Adele Ryono (YC), Rikhav Shah (YC)

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

County Attorney: Candice Costa

Commission Chair Cunningham called the meeting order at 4:00 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.

**2. Public Comments: None**

**3. Action to Set Agenda for January 26, 2026, Meeting and Approve Consent Agenda Items:**

MOTION: BORAGNO / SECOND: ESPINOZA  
AYES: BORAGNO, CHAWLA, CUNNINGHAM, ESPINOZA, RATHOD  
NOES: NONE  
ABSTAIN: NONE

Motion approved.

Public Comments: None

4. **Commission Announcements:** None

5. **Storytelling: First 5 Work/Impact:**

Kitty Lopez, F5SMC's Executive Director, provided a brief background about the presenter, Lisa Chamberlain, former Professor of Pediatrics, Associate Chair, Policy and Community Engagement Director, Office of Child Health Equity, Stanford University School of Medicine. Lopez shared that Chamberlain will be leaving next week to begin her new role as Chair of Pediatrics and Director of the Steele Children's Research Center in Arizona. Lopez invited Chamberlain to present on the work they have accomplished collectively as partners serving children and families, including the Baby Bonus Program.

Lisa Chamberlain shared that she started working at Stanford in 1996 and reflected on what she learned through her residency and in caring for families over time. She noted that Stanford is mission-driven and emphasized her commitment to building long-term relationships with families. She highlighted that early childhood is highly sensitive to context, presenting both opportunities and challenges.

She explained that early priorities included improving access to care and addressing childhood obesity, at a time when Healthy Kids coverage was not yet available and broader system issues limited access. Efforts included environmental changes such as removing vending machines. During the recession, families faced unemployment and food insecurity, which further shaped the work. She shared stories from families and described the creation of a library program to promote literacy and support environmental change.

Chamberlain noted that current challenges center on meeting families' basic needs, including cribs and car seats, as well as income offsets for essentials such as diapers and formula. She described the Baby Bonus Program, combined with community health workers, as a strategy to better align systems and connect families to resources in San Mateo County. She added that the program is currently being evaluated and emphasized that as challenges evolve, systems must also evolve to meet families' changing needs.

Comments asked questions and made comments.

Public Comments:

- Mai Le, F5SMC's Community Planner, thanked Lisa for her leadership and partnership over the past two years on the Baby Bonus Program initiative, highlighting her steady commitment, clear vision, and integrity in guiding the launch of the community-based research study. Le noted that Lisa successfully navigated an ambitious timeline through strong cross-sector collaboration, brought clarity and strength to the work, and will remain connected to the project as she moves to her next role.

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

Chair Commissioner Cunningham shared the hiring process for First 5 San Mateo County's next Executive Director following Kitty Lopez's announced retirement. An Ad Hoc Committee will be formed to work with SMC Human Resources on recruiting, interviewing, and hiring of the next Executive Director; the committee will dissolve once its work is complete. The final hiring decision—including a likely final interview—will come before the full Commission for action.

Up to four Commissioners may serve on the Ad Hoc Committee. The Ad Hoc Committee may also include an Executive Director from another First 5 county, and a county executive office's representative.

A six- to eight-week recruitment timeline is anticipated, following a similar process used in the previous Executive Director search.

Chair Cunningham requested approval of the formation of Ad Hoc Committee.

MOTION: ESPINOZA / SECOND: RATHOD  
 AYES: BORAGNO, CHAWLA, CUNNINGHAM, ESPINOZA, RATHOD  
 NOES: NONE  
 ABSTAIN: NONE

Motion approved.

Public Comments: None

Commissioners Boragno, Espinoza, Chawla and Cunningham volunteered to be on the Ad Hoc Committee and Chair Cunningham appointed them to the committee.

**7. Presentation: Choose Children Campaign**

Kitty Lopez provided a brief background of the presenter and introduced, Avo Makdessian, Executive Director, First 5 Association of California. Makdessian highlighted the following:

- First 5 Association goals, membership benefits, and ways they work such as policy research and development, government affairs and advocacy, and strategic communications.
- Choose Children, a statewide campaign ensuring California's next governor prioritizes young children and families. It is led by the First 5 Association of California, Silicon Valley Community Foundation, The Children's Partnership, and the LA Partnership for Early Childhood Investment.

- Current context data such as California has the 4<sup>th</sup> largest economy in the world, yet our children’s health and well-being do not match our economic output; Nearly 19% of California children live in poverty – fourth worst in the nation; 60% of California children babies are not getting all their recommended well-child visits, and for African American babies, that number rises to 75 percent; 17 % of early educators make less than a living wage.
- Strategies:
  - compile research, community needs, and voter polling
  - direct candidate engagement, host events and forums
  - Media: place the early childhood issue in the context of governor’s race
  - Develop a consensus policy agenda
  - Track and influence outcomes
- Policy Platform
- Polling results, survey methodology and key findings

Commission asked questions and made comments.

Public Comments: None

The PowerPoint Presentation can be found on the F5SMC’s website, [January 26, 2026 Commission Meeting Presentations.](#)

#### **8. Presentation: 2026 Impacts on Medi-Cal and CalFresh**

Claire Cunningham, Agency Director, San Mateo County Human Services Agency and Commission Chair, First 5 San Mateo County Commission shared H.R. (House of Representatives) 1 that was passed into law on July 4, 2025. It enacted provisions that limit eligibility and access to critical safety net programs. It also penalizes the states that administer these programs and shifts administrative costs from the federal government to state and counties. Commissioner Cunningham shared the Safety Net impacts of this and highlighted the following:

- Approximately 34,800 SMC residents are on CalFresh and approximately 155,000 residents are on Medi-Cal.
- Changes to eligibility timeline
- Overview H.R. 1 changes to CalFresh such as some CalFresh recipients will get less money for food; more CalFresh recipients will need to work to keep their benefits, many lawfully present immigrants will no longer qualify for CalFresh.
- H.R. 1 eliminated certain categories of qualified immigrants such as asylees, refugees, parolees, etc., so they can no longer receive CalFresh. This change would impact 1,000 county residents starting April 1, 2026.

- Unless exempted, CalFresh recipients must meet the federal ABAWD rule – work, volunteer, or attend school 20 hours/week to keep benefits. 13,700 SMC residents will be affected starting June 1, 2026.
- Reinstates the Medi-Cal asset test to consider resources, including property and other assets, when determining Medi-Cal eligibility for applicants or members whose eligibility is not based on modified adjusted gross income financial methods which impact state budget.
- Medi-Cal eligibility will be limited to U.S. citizens, lawful permanent residents after a 5-year waiting period and specified Cuban and Haitian nationals. Estimated to potentially impact 24,700 individuals in the County who would lose their eligibility starting October 1, 2026.
- Some Medi-Cal members will stop getting full-scope dental services starting July 1, 2026.
- H.R.1 changes eligibility verification requirements for the Medi-Cal expansion population from annually to every six months
- Beginning in 2027, H.R. 1 would reduce retroactive coverage to one month prior to application for individuals age 19-64 under the ACA expansion and to two months for the traditional Medi-Cal population.

Commission asked questions and made comments.

Public Comments: None

The PowerPoint Presentation can be found on the F5SMC's website, [January 26, 2026 Commission Meeting Presentations](#).

## **9. Presentation: Communications Survey Findings**

Iris Elent, Director, Strategic Planning & Community Engagement, VIVA Social Impact Partners, shared community engagement updates and highlighted the following:

- Community engagement activities between November 2025 to January 2026 includes two family focus groups via zoom in both English and Spanish; family survey; Commissioner survey and community partner survey.
- Key takeaways such as parents and caregivers know the name First 5, but not the full role or value; Families look to trusted people and everyday channels for information; Families want practical, local and actional supports; Commissioners look to F5SMC to translate policy into impact; Community partner organizations see F5SMC as the connector between families, partners and systems.
- Key learnings from focus groups, family survey, commissioner survey and community partner survey

- Next steps include
  - Incorporate community engagement findings into draft 2026 - 2030 Communications Plan
  - Review Communications Plan with F5SMC, end of February
  - Share final 2026-2030 Communications Plan with the Commission on March meeting

Commission asked questions and made comments.

Public Comments: None

The PowerPoint Presentation can be found on the F5SMC's website, [January 26, 2026 Commission Meeting Presentations](#).

#### **10. 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:

- Received a notification from Peninsula Health Care District 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.
- Launched the First 5 SMC's Early Childhood Mental Health Network.
- F5SMC's supporting the three legislative priorities that First 5 Association is seeking to advance.
- Advocacy Day is on April 14, 2026, and any Commissioner is welcome to join.
- Ripple Effect "Taster" for Leaders and The Ripple Effect: Two Day workshop

Public Comments: None

#### **11. Committee Updates**

The Committee written report is included in the packet.

**Early Childhood Evaluation Advisory Committee** – Commissioner Chawla, Committee Chair reported that the Committee met on January 12, 2026, and shared that the EVALCORP team presented findings from the partner mapping survey. The group discussed the distinction between connection, partnership, and collaboration, and emphasized the importance of deepening connections to foster stronger partnerships and collaborative efforts. Several next steps were identified, including sharing survey results with participants to inform potential new programming, exploring voluntary brown bag or networking events for grantees, and identifying concrete systems-level supports such as

shared referral protocols and shared data systems. The next meeting is scheduled for March 16.

**12. Adjournment at 5:32 pm.**

**DATE:** February 23, 2026  
**TO:** First 5 San Mateo County Commission  
**FROM:** Kitty Lopez, Executive Director  
**RE:** Approval of First 5 San Mateo County's FY 2025-26 Revised Budget and the Use of Ending Fund Balance (Ending Reserves\*) to Fund FY 2025-26 Revised Budget

## ACTION REQUESTED

Approval of First 5 San Mateo County's FY 2025-26 Revised Budget and the Use of Ending Fund Balance (Ending Reserves\*) to Fund FY 2025-26 Revised Budget.

### 1. BACKGROUND

- Commission approved FY 25-26 Adopted Budget at its May 26, 2025 Commission Meeting while SPIP FY 25-28 contracting was ongoing.
- Commission approved F5SMC's financial audit report for the year ending 6.30.2025 at its October 27, 2025 after the FY 24-25 Year-End Closing financial information became available.
- Due to the timing issues above, FY2025-26 Revised Budget in February 2026 is necessary to update contract obligations (encumbrances) in the county accounting system for FY 2025-26 Revised Budget execution.

### 2. FY 2025-26 REVISED BUDGET SUMMARY

Please read this Revised Budget memo in conjunction with FY 2025-26 Revised Budget presented in **Attachments 6A, 6B, and 6C** (Schedule 1 and Schedule 2). F5SMC's FY 2025-26 Revised Budget with the summary of budget changes as follows:

	FY25-26 Adopted Budget	FY25-26 Revised Budget	Increase / (Decrease) \$	Increase / (Decrease) %	Notes
Beginning Fund Balance (Beginning Reserves*)	11,969,912	13,395,495	1,425,583	12%	Adjusted Beginning Fund Balance as per audit report 6.30.2025
Total Revenues	7,589,088	7,557,253	(31,835)	-1%	Higher Other Grant Revenues (non Baby Bonus) offset lower Tobacco Tax Revenues and Baby Bonus Program Revenues
<b>Total Available Fund</b> (Total Sources*)	19,559,000	20,952,748	1,393,748	7%	Net effects of higher adjusted Beginning Fund Balance and lower Total Revenues
Total Appropriation (Net Appropriations*)	8,521,502	8,493,454	(162,389)	-2%	Higher Other Grant (non Baby Bonus) executions offset lower Baby Bonus Program execution.
Ending Fund Balance (Ending Reserves*)	11,037,498	12,459,294	1,421,797	13%	Net effects of higher adjusted Beginning Fund Balance and higher Other Grants Revenue (non Baby Bonus) offset lower execution in the Baby Bonus program.
Total Requirements*(Net Appropriations*+Ending Reserves*)	19,559,000	20,952,748	1,393,748	7%	Net effects of higher Other Grant (non Baby Bonus) executions offset lower Baby Bonus Program execution.

Surplus / (Deficit) (Total Revenues – Net Appropriations*)	(932,414)	(936,201)	(3,786)	-1%	
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*Total Sources\*, Net Appropriations\*, Reserves\*, Total Requirements\* are budget terminologies used by the County of San Mateo. Since March 2018, F5SMC has applied budget terminologies used by the County to the F5SMC Budget*

### 3. FY 2025-26 REVISED BUDGET KEY HIGHLIGHTS

- Adjusted Beginning Fund Balance as per the F5SMC's audit report for the year ending 6.30.2025.
- 3% projected Interest earning rate on the Beginning Fund Balance of FY 2025-26 Revised Budget.
- 10% declining rate in Tobacco Tax Revenue projections released by First 5 California on January 23, 2026, from previous projected declining rate of 6% of Tobacco Tax Revenue projections. Major contributions to the lower projections are the dual negative impacts of the Flavor Ban on Tobacco products and a lower San Mateo County actual birth rate (noted in bullet #4 of the Glossary /References section below)
- 50% of fiscal revenues are from Other Grant Revenues (non Baby Bonus) and Baby Bonus Program Revenue
- 2 strategic plan implementation plans are being executed simultaneously: (1) the first year of the new funding cycle of the new Strategic Plan Implementation Plan SPIP FY 2025-28, and (2) continuation implementation of 4 agreements belonging to previous Strategic Plan Implementation Plan SPIP FY 2023-25.
- \$1,588 M Other Grant Revenue (Behavior Health & Recovery Services MHSA grant and Sequoia Healthcare District Special Needs and TRISI grant fundings) are utilized in FY 25-26 Revised Budget as leverage funding to 14 agreements in the SPIP FY 25-28 contracting; these Other Grant executions are in alignment with F5SMC 's new strategic plan implementation SPIP FY 25-28 and funding spending are based on these Other Grant terms and ending dates.
- \$150K SPIP FY 23-25 Carry Over is requested in addition to previous approved \$650K SPIP FY 23-25 Carry Over in the FY 25-26 Adopted Budget, bringing the total SPIP FY 23-25 Carry Over to \$800K. Major reasons for this request are:
- Revised Budget for the Baby Bonus program reflects the slower pace of hiring of Community Health Workers (CHWs) into the program.
- Continue current shared cost allocation to Program Appropriations with the following rates:
  - ✓ 100% Program and Evaluation Staff's Salaries and Benefits.
  - ✓ 27% Shared Admin Staff time; and
  - ✓ 50% of Shared Operating Budget

### 4. FISCAL IMPACTS

FY 2025-26 Revised Budget changes result in a net Total Budget Deficit of \$936,201; this represents a higher Budget Deficit by \$3,786 or 1% lower than the Budget Deficit in the FY 2025-26 Adopted Budget of \$932,414. Major contributions to the Budget Deficit amount are associated with higher Beginning Fund Balance, higher Other Grant Revenues offset with lower Tobacco Tax Revenues. Therefore, we will draw and encumber a total of \$936,201 from the Ending Reserves\* to support the implementation of the new strategic plan FY 2025-28, and to leverage additional funding sources.

The net change of Ending Fund Balance (Ending Reserves\*) will be a decrease by (\$936,201) as a result of the budget adjustments in Total Revenues and Total Appropriations in the FY 2025-26 Revised Budget.

The Administrative Cost Rate is projected 10%, which is below 15% of the proposed approved Administrative Cost Policy for the FY 2025-26. F5SMC has implemented Administrative Cost rate of 15% since 2020.

**ACTION REQUESTED**

Approval of First 5 San Mateo County's FY 2025-26 Revised Budget and the Use of Ending Fund Balance (Ending Reserves\*) in the amount of \$936,201 to Fund FY 2025-26 Revised Budget.

FY 2025-26 REVISED BUDGET NARRATIVES are presented in Attachments 6A, 6B, and 6C (Schedule 1 and Schedule 2).

**BEGINNING FUND BALANCE** (Beginning Reserves\*)

- Beginning Fund Balance (Beginning Reserves\*) produces a net increase of \$1,425,583 or 12% increase as it is adjusted to Audited Ending Fund Balance of F5SMC Audit Report for the year ending 6.30.2025, page 39.

**TOTAL REVENUES**

	ORG/ACCT #	FY25-26 Adopted Budget	FY25-26 Revised Budget	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (%)	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (%)	Notes to FY2025-26 Revised Budget
<b>BEGINNING FUND BALANCE (Beginning Reserves*)</b>		<b>11,889,912</b>	<b>13,395,495</b>	<b>1,425,583</b>	<b>12%</b>	Adjusted to Ending Fund Balance of F5SMC Audit Report for the year ending 6.30.2025, page 39
<b>A. Interest Revenue</b>	19510-1521	240,000	401,865	161,865	67%	3.00% Interest earning rate
<b>B. Tobacco Tax Revenue</b>		<b>3,774,088</b>	<b>3,412,448</b>	<b>(361,642)</b>	<b>-10%</b>	
Tobacco Tax Revenue Fiscal Year Allocations	19510-1861	3,774,088	3,412,448	-361,642	-10%	update with Tobacco Tax Revenue Projections January 23, 2026
<b>C1. Other Grant Revenues - Non Baby Bonus Program</b>		<b>1,690,000</b>	<b>2,489,597</b>	<b>909,597</b>	<b>58%</b>	
F5 San Benito IMPACT LEGACY Grant FY25-26	19510-2643		324,605	324,605		New grant award
F5 San Benito IMPACT HUB TA FY25-26	19510-2643		48,206	48,206		New grant award
County of San Mateo BHRIS - Mental Health Services MHEA #4 FY 25-26	19510-2643	1,000,000	900,000	(100,000)	-10%	
Peninsula Healthcare District - Help Me Grow SMC CY 2025	19510-2643	60,000	60,000	0	0%	
Sequoia Healthcare District - Special Needs Grant FY25-26	19510-2643		373,400	373,400		New grant award
Sequoia Healthcare District - Mental Health Grant FY25-26	19510-2643		315,900	315,900		New grant award
Children and Youth Behavior Health Initiatives - Round 2	19510-2643	500,000	447,486	(52,514)	-11%	
<b>C2. Other Grant - Baby Bonus Program</b>		<b>2,015,000</b>	<b>1,272,273</b>	<b>-742,727</b>	<b>-37%</b>	The pace of enrollment has changed
SMC Health, Family Health Services - Baby Bonus Dividend Program**	19510-2647	182,700	182,700	0	0%	WOC Community Health Planner
Health Plan of San Mateo - Baby Bonus Program	19510-2647	1,240,000	202,033	(1,037,967)	-84%	
County CEO - Measure K - Baby Bonus Program	19510-2647		134,340	134,340		
Silicon Valley Community F. - CZI - Baby Bonus Program	19510-2647	300,000	320,200	20,200	7%	
Sobrato Family Foundation - Baby Bonus Program	19510-2647	180,000	140,000	(40,000)	-22%	
Jackie Speier Foundation - Baby Bonus Program	19510-2647		0	0		New grant award. Received \$350K grant funding.
Sequoia Healthcare District - Baby Bonus Program	19510-2647		243,000	243,000		New grant award
Peninsula Healthcare District - Baby Bonus Program	19510-2647	112,300	50,000	(62,300)	-55%	
Wellness Grant			1,072	1,072		
<b>TOTAL REVENUES</b>		<b>7,689,088</b>	<b>7,667,263</b>	<b>(31,835)</b>	<b>-1%</b>	
<b>TOTAL AVAILABLE FUNDS (TOTAL SOURCE \$)</b>		<b>18,669,000</b>	<b>20,862,748</b>	<b>1,393,748</b>	<b>7%</b>	Major contributions to 7% net increase in Total Available Fund are attributable to higher adjusted Beginning Fund Balance and Other Grant fundings offset with lower Tobacco Tax Revenue projections

Total Revenues produce a net decrease of (\$31,835) or 1% decrease.

- \$161,865 Interest Revenue increase or 67% increase due to higher interest revenue on higher adjusted Beginning Fund Balance.
- (\$361,642) Tobacco Tax Revenue decrease or 10% decrease per the new Tobacco Tax Revenue projections, released by First 5 California on January 23, 2026, as the result of dual negative impacts from the Flavor Ban on tobacco products and downward trend of actual birthrate in San Mateo County.
- \$909,597 Other Grant Revenues (Non Baby Bonus Program) increases or 58% increase as agency won various new grant awards including MSHA grant, Sequoia Healthcare District

Special Needs and TRISI grants, First 5 San Benito Impact Hub and Impact Legacy grants, in conjunction with First 5 CA.

- (\$742,727) decrease or 37% decrease in the Baby Bonus Program implementation as the pace of hiring of Community Health Care Workers has been slower. .

**TOTAL AVAILABLE FUND (Total Sources\*)**

Total Available Funds (Total Sources\*) produce a net increase of \$1,393,676 or 7% increase.

- Major contributions to 7% net increase in Total Available Fund are attributable to higher adjusted Beginning Fund Balance, higher Other Grant Revenues- Non Baby Bonus Program offset with the decreases in Tobacco Tax Revenues and the Other Grant Revenue- Baby Bonus Program.

**APPROPRIATIONS**

**A. PROGRAM APPROPRIATIONS**

Total Program Appropriations produce a net decrease of (\$162,389) or 1% decrease.

**D1. Strategic Plan Investment - SPIP FY 2025-28; FY 25-26 Revised Appropriations Noted Below**

	ORG/ACCT#	FY25-26 Adopted Budget	FY25-26 Revised Budget	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (\$)	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (%)	Notes to FY2025-26 Revised Budget
<b>APPROPRIATIONS</b>						
<b>PROGRAM APPROPRIATIONS</b>						
<b>D1. Strategic Plan Investment - SPIP FY 25-28 - Primary Domains</b>		2,600,000	1,841,968	(758,032)	-29%	\$1,588 M Other Grant Revenue (MHSA grant and SHD Special Needs and TRISI grant fundings) are utilized in FY 25-26 Revised Budget as leverage funding to 14 agreements of the SPIP FY 25-28 contracting
Resilient Family	19540-6125	746,000	366,766	(379,214)	-51%	
Healthy Children	19540-6156	670,000	858,081	188,081	28%	
Quality Care and Education	19540-6263	600,000	267,000	(333,000)	-56%	
Grant Management and Other Evaluation Projects	19540-6265	98,000	90,101	(7,899)	-8%	
Policy Advocacy, Communications & Systems Change	19540-6814	486,000	260,000	(226,000)	-47%	

FY 25-26 Revised Appropriations for the SPIP FY 2025-28 produce a net decrease (\$758,032) or 29% decrease.

- (\$379,214) decrease in Resilient Family
- \$188,081 increase in Healthy Children.
- (\$333,000) decrease in Quality Care and Education.
- (7,899) decrease in Evaluation
- (\$226,000) decrease in Policy, Advocacy, Communication, and System Changes PAC and Emerging Projects.

Major contributions to this decrease are:

- Agency utilizes \$1.588 M leverage fundings (from MHSA grant and SHD Special Needs and TRISI grants) in 14 contracts of SPIP FY 2025-28 in F5SMC FY 25-26 Revised Budget;

- b) SPIP FY 2025-28 funding is anticipated to increase spending in the second and third years of funding cycle as the MHSA grant ends 6.30.2026.

**D2. Strategic Plan Investment - SPIP FY 2023-25 Carry-Over**

	ORG/ACCT#	FY25-26 Adopted Budget	FY25-26 Revised Budget	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (\$)	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (%)	Notes to FY2025-26 Revised Budget
<b>APPROPRIATIONS</b>						
<b>PROGRAM APPROPRIATIONS</b>						
<b>D2. Strategic Plan Investment - SPIP FY 23-25 Carry Over</b>		<b>325,000</b>	<b>800,000</b>	<b>475,000</b>	<b>146%</b>	Requested additional \$150K SPIP FY 23-25 Carry Over combined with previous approved \$650K in the FY 25-26 Adopted Budget, brings total SPIP FY 23-25 Carry Over to \$800K
Healthy Children	19540-6156		188,456	188,456		These agreements / amendments ended 10.31.2025
Quality Care and Education	19540-6263		346,624	346,624		These agreements / amendments ended 10.31.2025
Grant Management and Other Evaluation Projects	19540-6265		33,544	33,544		These agreements / amendments ended 10.31.2025
Healthy Children	19540-6156	150,000	100,000	(50,000)	-33%	
Grant Management and Other Evaluation Projects	19540-6265		25,000	25,000		
Policy Advocacy, Communications & Systems Change	19540-6814	115,000	100,000	(15,000)	-13%	
Emerging Projects	19540-6814	60,000	6,376	(53,624)	-89%	

FY 25-26 Revised Appropriations for the SPIP FY 2023-25 Carry Over produce a net increase of \$475,000 or 146% increase due to the followings:

- Requested additional \$150K SPIP FY 23-25 Carry Over in addition to previous approved \$650K in the FY 25-26 Adopted Budget, brings total SPIP FY 23-25 Carry Over to \$800K.
  - (1) To fulfill \$569K obligations of 4 agreements and amendments of the previous strategic plan SPIP FY2023-25, which were unknown at the time of the FY 25-26 Budget was adopted in May 2025; these agreements ended 10.31.2025.
    - ✓ \$188,456 in AbilityPath Amendment ended 9.30.2025
    - ✓ \$346,624 San Mateo Office of Education EQIP Amendment ended 9.30.2025
    - ✓ \$33,544 EvalCorp and Susan Wolfe agreements ended 10.31.2025
  - (2) To continue implementing \$231K SPIP FY 23-25 Carry Over for potential emerging projects and or joint funding opportunities (i.e Child Care Blue Print project) in coordination with 3-year time frame of SPIP FY 2025-28. Any underspending funds of SPIP FY 2023-25 Carry Over will be returned to Fund Balance by 6.30.2028.
    - ✓ (50,000) decrease in SPIP FY 2023-25 Carry Over – Healthy Children.
    - ✓ \$25,000 increase in in SPIP FY 2023-25 Carry Over – Grant Management and Evaluation.
    - ✓ (\$15,000) decrease in SPIP FY 2023-25 Carry Over – Policy, Advocacy, Communications, and Systems Changes.
    - ✓ (\$53,624) decrease in SPIP FY 2023-25 Carry Over – Emerging Projects.

**E1. Other Grants Appropriations (non Baby Bonus Program):**

Other Grant Appropriations (non Baby Bonus Program) produce a net increase of \$947,710 or 68% increase. Major contributions to this net increase are additional new grant awards:

- \$261,605 increase in F5 San Benito Impact Legacy new grant award.
- \$48,206 increase in F5 San Benito Impact Hub new grant award.
- \$3,000 increase in Peninsula Healthcare District Calendar Year 2025 grant
- \$336,600 increase in Sequoia Healthcare District – Integrated System of Children with Special Needs new grant award.
- \$298,300 increase in in Sequoia Healthcare District – Early Childhood Mental Health Initiatives new grant award.

	ORG/ACCT#	FY25-26 Adopted Budget	FY25-26 Revised Budget	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (\$)	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (%)	Notes to FY2025-26 Revised Budget
<b>APPROPRIATIONS</b>						
<b>PROGRAM APPROPRIATIONS</b>						
<b>E1. Other Grant Appropriations - Non Baby Bonus Program</b>		<b>1,400,000</b>	<b>2,347,710</b>	<b>\$947,710</b>	<b>68%</b>	Various new Other Grant award executions (non-Baby Bonus)
F5 San Benito IMPACT LEGACY Grant FY25-26	19540-6126		261,605	261,605		
F5 San Benito IMPACT HUB TA FY23-25	19540-6126		48,206	48,206		
County of San Mateo BHRS - Mental Health Services MHSA #4 FY25-26	19540-6141	900,000	900,000	0	0%	execution of \$1 M MHSA grant ending 6.30.2026.
Peninsula Healthcare District - Help Me Grow SMC CY2025	19540-6161	50,000	53,000	3,000	6%	
Sequoia Healthcare District - Special Needs FY25-26	19540-6131		336,600	336,600		
Sequoia Healthcare District - Mental Health Grant FY25-26	19540-6131		298,300	298,300		
Children and Youth Behavior Health Initiatives - Round 2	19540-6161	450,000	450,000	0	0%	

**E2. Other Grants Appropriations – Baby Bonus Program**

	ORG/ACCT#	FY25-26 Adopted Budget	FY25-26 Revised Budget	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (\$)	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (%)	Notes to FY2025-26 Revised Budget
<b>E2. Other Grant Appropriations - Baby Bonus Program</b>		<b>2,015,000</b>	<b>1,272,273</b>	<b>-\$77,067</b>	<b>-44%</b>	The pace of enrollment has changed.
SMC Health, Family Health Services - Baby Bonus Dividend Program**	Salaries & Benefits	182,700	182,700	0	0%	Community Health Planner - WOC position
Health Plan of San Mateo - Baby Bonus Program	6135 / 6264 / 6266	1,240,000	202,033	(1,037,967)	-84%	
County CEO - Measure K - Baby Bonus Program	6135 / 6264 / 6266		134,340			
Silicon Valley Community F. - CZI - Baby Bonus Program	6135 / 6264 / 6266	300,000	320,200	20,200	7%	Grant term ends 6.30.2026
Sobrato Family Foundation - Baby Bonus Program	6135 / 6264 / 6266	180,000	140,000	(40,000)	-22%	
Jackie Speier Foundation - Baby Bonus Program	6135 / 6264 / 6266					
Sequoia HealthCare District - Baby Bonus Program	6135 / 6264 / 6266		243,000	243,000		Grant term ends 6.30.2026
Peninsula Healthcare District - Baby Bonus Program	6135 / 6264 / 6266	112,300	50,000	(62,300)	-55%	

Other Grants – Baby Bonus Program produce a net decrease of (\$877,067) or 44% decrease. Major contributions to this net decrease are due to the slower enrollment pace and hiring of Community Health Workers..

- (\$1,037,967) decrease Health Plan of San Mateo – Baby Bonus Program
- \$20,200 increase in Silicon Valley Community Foundation - CZI – Baby Bonus Program

- (\$40,000) decrease in Sobrato Family Foundation – Baby Bonus Program
- \$243,000 increase in Sequoia Healthcare District - Baby Bonus Program
- (\$62,300) decrease in Peninsula Healthcare District – Baby Bonus Program

**F. Program Operations Appropriations**

	ORG/ACCT#	FY25-26 Adopted Budget	FY25-26 Revised Budget	FY25-26 Revised Budget (-/-) vs. FY25-26 Adopted Budget (\$)	FY25-26 Revised Budget (-/-) vs. FY25-26 Adopted Budget (%)	Notes to FY2025-26 Revised Budget
<b>F. Program Operations</b>		1,340,226	1,390,226	50,000	4%	
Program Shared Operating Budget		210,050	210,050	0	0%	
Program Staff S&B & Shared Admin Staff Time		916,830	968,830	50,000	5%	Excluding WOC - Community Health Planner position for the Baby Bonus Program
Evaluation Staff S&B		213,346	213,346	0	0%	
<b>Total Program Appropriations (D1+D2+D3+E1+E2+F)</b>		<b>7,680,226</b>	<b>7,652,177</b>	<b>-162,389</b>	<b>-1%</b>	Major contributions to 1% net decrease in Total Program Appropriations are associated with the increases in MHSA grant execution offset with lower Baby Bonus Program due to enrollment pace has changed.
<b>ADMIN APPROPRIATIONS</b>						
G. Admin Shared Operating Budget		210,050	210,050	0	0%	
H. Admin Staff S&B		631,226	631,226	0	0%	
<b>Total Administrative Appropriations</b>		<b>841,276</b>	<b>841,276</b>	<b>0</b>	<b>0%</b>	
Administrative Cost Rate %		10%	10%			
<b>TOTAL APPROPRIATIONS (NET APPROPRIATIONS*)</b>		<b>8,521,502</b>	<b>8,493,454</b>	<b>-28,049</b>	<b>-1%</b>	Major contributions to 1% net decrease in Total Program Appropriations are associated with the increases in MHSA grant execution offset with lower Baby Bonus Program due to enrollment pace has changed.
<b>ENDING FUND BALANCE (ENDING RESERVES*)</b>		<b>11,037,498</b>	<b>12,459,294</b>	<b>1,421,797</b>	<b>13%</b>	Major contributions to 13% net increase in Ending Fund Balance are associated with Beginning Fund Balance Adjustment, MHSA grant execution offset with lower Baby Bonus Program execution.

Program Operations Appropriations produce a net increase of \$50,000 or 4% increase in anticipation of vacant position hiring.

**G. Administrative Operations Appropriations:**

Administrative Operations Appropriations is budgeted net neutral.

**H. FY 2025-26 Revised Operating Budget (Schedule 1)**

FY 2025-26 Revised Operating Budget is budgeted net neutral.

**I. FY 2025-26 Revised Budget Salaries and Benefits (Schedule 2)**

FY 2025-26 Revised Budget Salaries & Benefits produce net increases \$50,000 or 3% increase in anticipation of filling of existing vacant position. .

**J. TOTAL APPROPRIATIONS**

Total Appropriations (Net Appropriations\*) produce a net decrease of (\$162,389) or 2% decrease.

Major contributions to 1% net decrease in Total Appropriations are associated with the increase appropriations in SPIP FY 2023-25 Carry Over and Other Grants – non Baby Bonus Program

offset with the decreases in the Other Grant – Baby Bonus Program due to slower enrollment rate.

**K. ENDING FUND BALANCE**

Ending Fund Balance (Ending Reserves\*) produce a net increase of \$1,421,797 or 13% decrease.

Major contributions to 13% net increase in Ending Fund Balance are associated with adjusted Beginning Fund Balance, higher Other Grant Revenues offset with lower Tobacco Tax Revenues and slower execution of the Baby Bonus Program.

**L. GLOSSARY / REFERENCES**

1. Per the County Budget Act (Government Code §§ 29000-29144, 30200 and 53065), the County Manager's Office and the County Controller's Office have requested F5SMC to include the language of the use of Fund Balance (Reserves\*) in its Budget memo to the Commission.
2. Since its inception, F5SMC has used different terminologies in its audit reports, budget documents, and Long-Term Financial Plan than those used by the County of San Mateo. The rationales are for (1) comparable terminologies used across F5SMC's audit reports, budget documents, and Long-Term Financial Plan; (2) for the usefulness of the public; and (3) for consistent language used by First 5 California and by other First 5 Commissions throughout the State. Since March 2018, F5SMC added budgetary terminologies used by the County to F5SMC Budget.
3. F5SMC has two main revenue streams: (a) monthly Tobacco Tax Revenue disbursements based on actual birth rate in each county; and (b) Other Grant Revenues are acquired from F5 California, Other F5 Commissions, and or other funders through competitive grant applications.
4. Tobacco Tax Revenue projections are based on estimated Proposition 10 tax revenue, Proposition 56 backfill, estimated interest earned by the account, less adjustments for California Department of Tax and Fee Administration's administrative costs and statewide assessments.

F5CA released annual Tobacco Tax Revenue Projections by county each fiscal year based on projected birth rate of each county. When the published birth rate data becomes available, State Finance Department will update Tobacco Tax Revenue Projections based on the actual birth rate of each county. The data can be found on Department of Finance's website at the following link: [P\\_CY\\_Births\\_Report.xlsx \(live.com\)](#).

5. F5SMC is a Non-General Fund Department or Zero Net County Cost Department of County of San Mateo, F5SMC funding sources is Tobacco Tax Revenue disbursed by the State of California; therefore, the San Mateo County's Reserves Policy is not applicable to F5SMC.

*Per County Recommended Budget Instructions and Guide FY 2025-27, page 14, non-general fund department can retain 100% of fund balances unless there is agreement to do otherwise.*

## FIRST 5 SAN MATEO COUNTY

## FY 2025-26 REVISED BUDGET SUMMARY

	FY25-26 Adopted Budget	FY25-26 Revised Budget	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (\$)	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (%)
<b>BEGINNING FUND BALANCE (Beginning Reserves*)</b>	<b>11,969,912</b>	<b>13,395,495</b>	<b>1,425,583</b>	<b>12%</b>
<b>A. Interest Revenue</b>	<b>240,000</b>	<b>401,865</b>	<b>161,865</b>	<b>67%</b>
<b>B. Tobacco Tax Revenue</b>	<b>3,774,088</b>	<b>3,412,446</b>	<b>-361,642</b>	<b>-10%</b>
Tobacco Tax Revenue Fiscal Year Allocations	3,774,088	3,412,446	-361,642	-10%
<b>C1. Other Grant Revenues - Non Baby Bonus Program</b>	<b>1,560,000</b>	<b>2,469,597</b>	<b>909,597</b>	<b>58%</b>
<b>C2. Other Grant Revenues- Baby Bonus Program</b>	<b>2,015,000</b>	<b>1,272,273</b>	<b>-742,727</b>	<b>-37%</b>
<b>TOTAL REVENUES</b>	<b>7,589,088</b>	<b>7,557,253</b>	<b>-31,835</b>	<b>-1%</b>
<b>TOTAL AVAILABLE FUND (Total Sources*)</b>	<b>19,559,000</b>	<b>20,952,748</b>	<b>1,393,748</b>	<b>7%</b>
<b>PROGRAM APPROPRIATIONS</b>				
<b>D1. Strategic Plan Investment - SPIP FY 25-28</b>	<b>2,600,000</b>	<b>1,841,968</b>	<b>-758,032</b>	<b>-29%</b>
Resilient Family	746,000	366,786	-379,214	-51%
Healthy Children	670,000	858,081	188,081	28%
Quality Care and Education	600,000	267,000	-333,000	-56%
Grant Management and Other Evaluation Projects	98,000	90,101	-7,899	-8%
Policy Advocacy, Communications & Systems Change	486,000	260,000	-226,000	-47%
<b>D2. Strategic Plan Investment - SPIP FY 23-25 Carry Over</b>	<b>325,000</b>	<b>800,000</b>	<b>475,000</b>	<b>146%</b>
Community Investments (RF, HC, QC & E)	150,000	635,080	485,080	323%
Evaluation	0	58,544	58,544	
Policy Advocacy, Communications & Systems Change	175,000	106,376	(68,624)	-39%
<b>E1. Other Grant Appropriations - Non Baby Bonus Program</b>	<b>1,400,000</b>	<b>2,347,710</b>	<b>947,710</b>	<b>68%</b>
<b>E2. Other Grant Appropriations - Baby Bonus Program</b>	<b>2,015,000</b>	<b>1,272,273</b>	<b>-877,067</b>	<b>-44%</b>
<b>F. Program Operations</b>	<b>1,340,226</b>	<b>1,390,226</b>	<b>50,000</b>	<b>4%</b>
Program Shared Operating Budget	210,050	210,050	0	0%
Program Staff S&B & Shared Admin Staff Time	916,830	966,830	50,000	5%
Evaluation Staff S&B	213,346	213,346	0	0%
<b>Total Program Appropriations (D1+D2+D3+E1+E2+F)</b>	<b>7,680,226</b>	<b>7,652,177</b>	<b>-162,389</b>	<b>-2%</b>
<b>ADMIN APPROPRIATIONS</b>				
<b>G. Admin Shared Operating Budget</b>	<b>210,050</b>	<b>210,050</b>	<b>0</b>	<b>0%</b>
<b>H. Admin Staff S&amp;B</b>	<b>631,226</b>	<b>631,226</b>	<b>0</b>	<b>0%</b>
<b>Total Admin Appropriations (G+H)</b>	<b>841,276</b>	<b>841,276</b>	<b>0</b>	<b>0%</b>
<b>TOTAL APPROPRIATIONS (Net Appropriations*)</b>	<b>8,521,502</b>	<b>8,493,454</b>	<b>-162,389</b>	<b>-2%</b>
Surplus / (Deficit) (Total Revenues - Total Appropriations)	-932,414	-936,201	130,554	1%
<b>ENDING FUND BALANCE</b>	<b>11,037,498</b>	<b>12,459,294</b>	<b>1,421,797</b>	<b>13%</b>
<b>Total S&amp;B</b>	<b>1,761,402</b>	<b>1,811,402</b>	<b>50,000</b>	<b>3%</b>

FIRST 5 SAN MATEO COUNTY

FY 2025-26 REVISED BUDGET DETAILS

	ORG/ACCT#	FY25-26 Adopted Budget	FY25-26 Revised Budget	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (\$)	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (%)	Notes to FY2025-26 Revised Budget
<b>BEGINNING FUND BALANCE (Beginning Reserves*)</b>		<b>11,969,912</b>	<b>13,395,495</b>	<b>1,425,583</b>	<b>12%</b>	Adjusted to Ending Fund Balance of F5SMC Audit Report for the year ending 6.30.2025, page 39
<b>A. Interest Revenue</b>	19510-1521	240,000	401,865	161,865	67%	3.00% Interest earning rate
<b>B. Tobacco Tax Revenue</b>		<b>3,774,088</b>	<b>3,412,446</b>	<b>(361,642)</b>	<b>-10%</b>	
Tobacco Tax Revenue Fiscal Year Allocations	19510-1861	3,774,088	3,412,446	(361,642)	-10%	update with Tobacco Tax Revenue Projections January 23, 2026
<b>C1. Other Grant Revenues - Non Baby Bonus Program</b>		<b>1,560,000</b>	<b>2,469,597</b>	<b>909,597</b>	<b>58%</b>	
F5 San Benito IMPACT LEGACY Grant FY25-26	19510-2643		324,605	324,605		New grant award
F5 San Benito IMPACT HUB TA FY25-26	19510-2643		48,206	48,206		New grant award
County of San Mateo BHRS - Mental Health Services MHA #4 FY25-26	19510-2643	1,000,000	900,000	(100,000)	-10%	
Peninsula Healthcare District - Help Me Grow SMC CY2025	19510-2643	60,000	60,000	0	0%	
Sequoia Healthcare District - Special Needs Grant FY25-28	19510-2643		373,400	373,400		New grant award
Sequoia Healthcare District - Mental Health Grant FY25-28	19510-2643		315,900	315,900		New grant award
Children and Youth Behavior Health Initiatives - Round 2	19510-2643	500,000	447,486	(52,514)	-11%	
<b>C2. Other Grant - Baby Bonus Program</b>		<b>2,015,000</b>	<b>1,272,273</b>	<b>(742,727)</b>	<b>-37%</b>	The pace of enrollement has changed
SMC Health, Family Health Services - Baby Bonus Dividend Program**	19510-2647	182,700	182,700	0	0%	WOC Community Health Planner
Health Plan of San Mateo - Baby Bonus Program	19510-2647	1,240,000	202,033	(1,037,967)	-84%	
County CEO - Measure K - Baby Bonus Program	19510-2647		134,340	134,340		
Silicon Valley Community F. - CZI - Baby Bonus Program	19510-2647	300,000	320,200	20,200	7%	
Sobrato Family Foundation - Baby Bonus Program	19510-2647	180,000	140,000	(40,000)	-22%	
Jackie Speier Foudnation - Baby Bonus Program	19510-2647			0		New grant award. Received \$350K grant funding.
Sequoia Healthcare District - Baby Bonus Program	19510-2647		243,000	243,000		New grant award
Peninsula Healthcare Distric - Baby Bonus Program	19510-2647	112,300	50,000	(62,300)	-55%	
			1,072	1,072		
<b>TOTAL REVENUES</b>		<b>7,589,088</b>	<b>7,557,253</b>	<b>(31,835)</b>	<b>-1%</b>	
<b>TOTAL AVAILABLE FUNDS SOURCES*) (TOTAL)</b>		<b>19,559,000</b>	<b>20,952,748</b>	<b>1,393,748</b>	<b>7%</b>	Major contributions to 7% net increase in Total Available Fund are attributable to higher adjusted Beginning Fund Balance and Other Grant fundings offset with lower Tobacco Tax Revenue projections
<b>APPROPRIATIONS</b>						
<b>PROGRAM APPROPRIATIONS</b>						
<b>D1. Strategic Plan Investment - SPIP FY 25-28 - Primary Domains</b>		<b>2,600,000</b>	<b>1,841,968</b>	<b>(758,032)</b>	<b>-29%</b>	\$1,588 M leverage funding from MHA grant and SHD grants are utilized in 14 agreements of the SPIP FY 25-28 contracting
Resilent Family	19540-6125	746,000	366,786	(379,214)	-51%	
Healthy Children	19540-6156	670,000	858,081	188,081	28%	
Quality Care and Education	19540-6263	600,000	267,000	(333,000)	-56%	
Grant Management and Other Evaluation Projects	19540-6265	98,000	90,101	(7,899)	-8%	
Policy Advocacy, Communications & Systems Change	19540-6814	486,000	260,000	(226,000)	-47%	
<b>D2. Strategic Plan Investment - SPIP FY 23-25 Carry Over</b>		<b>325,000</b>	<b>800,000</b>	<b>475,000</b>	<b>146%</b>	Requested additional \$150K SPIP FY 23-25 Carry Over in addition to previous approved \$650K in the FY 25-26 Adopted Budget, brings total SPIP FY 23-25 Carry Over to \$800K
Healthy Children	19540-6156		188,456	188,456		These agreements / amendments ended 10.31.2025
Quality Care and Education	19540-6263		346,624	346,624		These agreements / amendments ended 10.31.2025
Grant Management and Other Evaluation Projects	19540-6265		33,544	33,544		These agreements / amendments ended 10.31.2025
Healthy Children	19540-6156	150,000	100,000	(50,000)	-33%	
Grant Management and Other Evaluation Projects	19540-6265		25,000	25,000		
Policy Advocacy, Communications & Systems Change	19540-6814	115,000	100,000	(15,000)	-13%	
Emerging Projects	19540-6814	60,000	6,376	(53,624)	-89%	Attachment 6C

	ORG/ACCT#	FY25-26 Adopted Budget	FY25-26 Revised Budget	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (\$)	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (%)	Notes to FY2025-26 Revised Budget
<b>E1. Other Grant Appropriations - Non Baby Bonus Program</b>		<b>1,400,000</b>	<b>2,347,710</b>	<b>947,710</b>	<b>68%</b>	Various new Other Grant award executions (non-Baby Bonus)
F5 San Benito IMPACT LEGACY Grant FY25-26	19540-6126		261,605	261,605		
F5 San Benito IMPACT HUB TA FY23-25	19540-6126		48,206	48,206		
County of San Mateo BHRS - Mental Health Services MHSA #4 FY25-26	19540-6141	900,000	900,000	0	0%	execution of \$1 M MHSA grant, which will end 6.30.2026.
Peninsula Healthcare District - Help Me Grow SMC CY2025	19540-6161	50,000	53,000	3,000	6%	
Sequoia Healthcare District - Special Needs FY25-28	19540-6131		336,600	336,600		
Sequoia Healthcare District - Mental Health Grant FY25-28	19540-6131		298,300	298,300		
Children and Youth Behavior Health Initiatives - Round 2	19540-6161	450,000	450,000	0	0%	
<b>E2. Other Grant Appropriations - Baby Bonus Program</b>		<b>2,015,000</b>	<b>1,272,273</b>	<b>(877,067)</b>	<b>-44%</b>	The pace of enrollment has changed.
SMC Health, Family Health Services - Baby Bonus Dividend Program**	Salaries & Benefits	182,700	182,700	0	0%	Community Health Planner - WOC position
Health Plan of San Mateo - Baby Bonus Program	6135 / 6264 / 6266	1,240,000	202,033	(1,037,967)	-84%	
County CEO - Measure K - Baby Bonus Program	6135 / 6264 / 6266		134,340			
Silicon Valley Community F. - CZI - Baby Bonus Program	6135 / 6264 / 6266	300,000	320,200	20,200	7%	Grant term ends 6.30.2026
Sobrato Family Foundation - Baby Bonus Program	6135 / 6264 / 6266	180,000	140,000	(40,000)	-22%	
Jackie Speier Foundation - Baby Bonus Program	6135 / 6264 / 6266					
Sequoia HealthCare District - Baby Bonus Program	6135 / 6264 / 6266		243,000	243,000		Grant term ends 6.30.2026
Peninsula Healthcare District - Baby Bonus Program	6135 / 6264 / 6266	112,300	50,000	(62,300)	-55%	
<b>F. Program Operations</b>		<b>1,340,226</b>	<b>1,390,226</b>	<b>50,000</b>	<b>4%</b>	
Program Shared Operating Budget		210,050	210,050	0	0%	
Program Staff S&B & Shared Admin Staff Time		916,830	966,830	50,000	5%	Excluding WOC - Community Health Planner position for the Baby Bonus Program
Evaluation Staff S&B		213,346	213,346	0	0%	
<b>Total Program Appropriations (D1+D2+D3+E1+E2+F)</b>		<b>7,680,226</b>	<b>7,652,177</b>	<b>-162,389</b>	<b>-2%</b>	Major contributions to 2% net decrease in Total Program Appropriations are associated with the increases in MHSA grant execution offset with lower Baby Bonus Program due to enrollment pace has changed.
<b>ADMIN APPROPRIATIONS</b>						
G. Admin Shared Operating Budget		210,050	210,050	0	0%	
H. Admin Staff S&B		631,226	631,226	0	0%	
<b>Total Administrative Appropriations</b>		<b>841,276</b>	<b>841,276</b>	<b>0</b>	<b>0%</b>	
<b>Administrative Cost Rate %</b>		<b>10%</b>	<b>10%</b>			
<b>TOTAL APPROPRIATIONS (NET APPROPRIATIONS*)</b>		<b>8,521,502</b>	<b>8,493,454</b>	<b>-162,389</b>	<b>-2%</b>	Major contributions to 2% net decrease in Total Program Appropriations are associated with the increases in MHSA grant execution offset with lower Baby Bonus Program due to enrollment pace has changed.
<b>ENDING FUND BALANCE (ENDING RESERVES*)</b>		<b>11,037,498</b>	<b>12,459,294</b>	<b>1,556,137</b>	<b>13%</b>	Major contributions to 13% net increase in Ending Fund Balance are associated with Beginning Fund Balance Adjustment, MHSA grant execution offset with lower Baby Bonus Program execution.

**Color Coding**

- Shared Budget/Shared Cost
- Revenue ; Fund Balance
- Appropriations
- Salaries & Benefits


Schedule 1- FY 2025-26 REVISED OPERATING BUDGET

Attachment 6C

	ORG / ACCT#	FY25-26 Budget	FY25-26 Revised Budget	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (\$)	FY25-26 Revised Budget (+/-) vs. FY25-26 Adopted Budget (%)	Notes to FY2025-26 Budget
<b>I. Services and Supplies</b>						
Outside Printing & Copy Svc	19510-5191	1,000	1,000	0	0%	
General Office Supplies	19510-5193	8,000	7,000	(1,500)	-19%	
Photocopy Lease & Usage	19510-5196	5,000	3,500	(1,000)	-20%	
Direct Communication Expenses	19510-5132	1,671	1,671	0	0%	
Computer Supplies	19510-5211	10,000	10,000	0	0%	New laptop replacements
Software License /Maintenance Expenses	19510-5215	1,090	1,090	0	0%	Slit to ISD account 6752 with budget of \$6,782 Update with services charge FY25-26 tab
County Memberships - (e.g. F5 Assn Dues)	19510-5331	33,200	33,200	0	0%	F5CA Association membership due increase
Auto Allowance	19510-5712	11,000	11,000	0	0%	
Meetings & Conference Expense	19510-5721	8,000	8,000	0	0%	
Commissioners Meetings & Conference Exp	19510-5723	5,000	5,000	0	0%	
Other Business Travel Expense	19510-5724	8,000	8,000	0	0%	
Dept. Employee Training Expense	19510-5731	5,327	5,327	0	0%	
Wellness grant	19510-5856	0	1,072	1,072		
Other Professional Services	19510-5858	28,500	27,428	(1,072)	-4%	County Controller Office Service agreements
<b>Sub Total - Services &amp; Supplies</b>		<b>125,788</b>	<b>123,288</b>	<b>(2,500)</b>	<b>-2%</b>	
<b>II. Other Charges</b>						
Telephone Service Charges	19510-6712	434	434	0	0%	
Automation Services - ISD	19510-6713	36,664	36,664	0	0%	Slit to ISD accounts 6752,6754,6758,6763,6770
Annual Facilities Lease	19510-6716	80,000	80,000	0	0%	Rent Amendment
General Liability Insurance	19510-6725	22,059	22,059	0	0%	
Official Bond Insurance	19510-6727	298	298	0	0%	
Human Resources Services	19510-6733	264	264	0	0%	
Countywide Security Services	19510-6738	756	756	0	0%	
All Other Service Charges	19510-6739	60,210	60,210	0	0%	
Card Key Services	19510-6751	962	962	0	0%	
ISD Prvd Software Lic/Maint	19510-6752	6,789	6,789	0	0%	
Data Backup & Recovery Subsc	19510-6754	636	946	310	49%	
Desktop Support Subscription	19510-6758	8,150	8,150	0	0%	
Virtual Private Network Subs	19510-6763	303	332	29	10%	
Virtual Server Subscription	19510-6770	3,602	3,948	346	10%	
A-87 Expense	19510-6821	73,185	75,000	1,815	2%	
<b>Sub Total - Other Charges</b>		<b>294,312</b>	<b>296,812</b>	<b>2,500</b>	<b>1%</b>	Increase in county service costs
<b>Total Operating Budget</b>		<b>420,100</b>	<b>420,100</b>	<b>-</b>	<b>0%</b>	
<b>Program Shared Operating Budget</b>		<b>210,050</b>	<b>210,050</b>	<b>-</b>	<b>0%</b>	Allocation rate 50% to Program
<b>Admin Shared Operating Budget</b>		<b>210,050</b>	<b>210,050</b>	<b>-</b>	<b>0%</b>	Allocation rate 50% to Admin

**Schedule 2 - FY 2025-26 REVISED SALARIES & BENEFITS BUDGET**

**Attachment 6C**

Program Staff & Shared Admin Staff		916,830	966,830	50,000	5%	27% Admin staff time allocated to Program; hiring the vacant position.
Evaluation Staff		213,346	213,346	0	0%	
Admin Staff		631,226	631,226	0	0%	
<b>F5SMC Salaries and Benefits</b>		<b>\$ 1,761,402</b>	<b>\$ 1,811,402</b>	<b>\$ 50,000</b>	<b>3%</b>	Including 5% COLA and 19% Healthcare cost increases
<b>Baby Bonus Dividend Program - WOC</b>		<b>\$ 182,700</b>	<b>\$ 182,700</b>	<b>5,497</b>	<b>3%</b>	

**Color Coding**

- Shared Budget/Shared Cost
- Revenue ; Fund Balance
- Appropriations
- Salaries & Benefits


**DATE:** February 23, 2026  
**TO:** First 5 San Mateo County Commission  
**FROM:** Kitty Lopez, Executive Director  
**RE:** Approval of Amendment of Agreement with FII-National dba UpTogether for Baby Bonus Pilot Program for an increase of \$65,999; total amount of contract from \$4,799,475M to \$4,865,474M

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### **ACTION REQUESTED**

Approval of Amendment of Agreement with FII-National dba UpTogether for Baby Bonus Pilot Program for an increase of \$65,999; total amount of contract from \$4,799,475M to \$4,865,474M. Contractual Term effective January 1, 2025 through December 31, 2029.

### **BACKGROUND**

The Baby Bonus Project is a pilot program that will provide a cash gift and coordinated services to parents enrolled in Medi-Cal in San Mateo County for the first three years of their child's life. The cash gift component, to which this contract pertains, is a \$300 monthly unconditional cash transfer starting at birth and continuing for 36 months for each family. Our program has funding for 400 participants.

There are two enrollment pathways into Baby Bonus, one through Stanford research coordinators, and one through Health Plan of San Mateo (HPSM) health promotion outreach. At the initial development of UpTogether's contract, these pathways were not fully planned out yet. As further planning took place it became clear UpTogether would need to develop and maintain two separate enrollment funds, which expands the original scope of work and costs.

In addition, Commissioner/Supervisor Jackie . Speier has requested that UpTogether conduct additional analyses that will allow the county and its partners to further learn how families are choosing to use Baby Bonus funds and what their spending priorities are to better understand the impact of the Baby Bonus Program. While national and international studies have shown that people spend guaranteed income on basic needs, this analysis can provide further confirmation at a local level.

### **RECOMMENDATION FOR ADDITIONAL FUNDING**

The amended budget for this project reflects two additional areas of work over the five-year term of the agreement. See attached amended 5-year budget and amended scope of work.

<b>Amended areas of work (1/1/2025-12/31/29)</b>	<b>Cost</b>
Development, maintenance, and reporting on secondary enrollment fund	<b>\$38,099</b>
Bi-annual reports (9 reports total) of the percentage of virtual/physical card expenditures since program launch within the categories of: food/grocery, clothing, general retail, cash withdrawal, card to bank transfer, transportation, healthcare,	<b>\$27,900</b>

education, and other. Data will be aggregated, with no individualized or identified data shared.	
<b>Total amendment requested</b>	<b>\$65,999</b>

**FISCAL IMPACT**

This amendment will increase the agreement amount by \$65,999 for a total amount of \$4,799,475M to \$4,865,474M.

- Funding for program implementation, including the \$38,099 for the secondary enrollment portal, has been secured through grants from HPSM, County of San Mateo Board of Supervisors, Sobrato Philanthropies, Chan Zuckerberg Initiative, Jackie Speier Foundation, Sequoia Health Care District, and Peninsula Health Care District. F5SMC has also contributed Strategic Plan Implementation Plan funding.
- \$27,900 for additional spending analysis reports was approved by the Board of Supervisors on February 10, 2026

**RECOMMENDATION**

Approval of Amendment of Agreement with FII-National dba UpTogether for Baby Bonus Pilot Program for an increase of \$65,999; total amount of contract from \$4,799,475M to \$4,865,474M. Contractual Term effective January 1, 2025 through December 31, 2029.

**INDEPENDENT CONTRACTOR**  
**FII National dba UpTogether**  
**(Baby Bonus Guaranteed Income Payment Vendor)**

**Description of Services to be Performed by the Contractor**

The Contractor will perform the scope of work for **February 18, 2025 through December 31, 2029** as following. See **Attachment A** for Detailed Scope of Work.

**Project Management & Staffing**

1. Provide a designated staff member as primary contact with F5SMC
2. Participate in regular meetings with F5SMC and its implementation partners to discuss program status and to make necessary adjustments.
3. Maintain adequate staffing to meet program and participant needs and disburse payments timely.

**Monthly Cash Transfers**

1. Disburse cash transfers in the amount of \$300 per month (“payments”) for 36 months to up to 400 Baby Bonus participants (“participants”) recruited and enrolled on a rolling basis by Baby Bonus enrollment partners
2. ***Create two separate Funds with distinct recruitment, enrollment, and evaluation processes to align with program design.***
3. Securely receive and maintain payment funds provided by the County under this Agreement.

**Customer Service and Technical Support**

1. Provide written and visual materials in English and Spanish to assist participants through the onboarding and funding process.

2. Ensure participants can access UpTogether's Support Center for technical assistance, provide resources as required, and resolve and/or escalate issues as appropriate.
3. Design and provide clear written procedures to address stolen, lost, or missing (cards) payments.

#### External Communications

1. Work with F5SMC and its partners to uplift participant stories with a strengths-based approach
2. Work collaboratively with F5SMC and its designated communication firm to highlight the efforts of the project and its impact.
3. Communicate publicly about the Baby Bonus Program in a manner consistent with F5SMC branding/style guidelines.

#### Evaluation and Reporting

1. Distribute surveys and incentive payments to a subset of participants throughout the program.
2. Provide monthly, quarterly and/or annual reports including program information that may include of number of enrolled participants, funds expended, funds remaining, summary of support center interactions, and aggregated card usage activities.
3. Submit quarterly invoices through F5SMC's grants management system (Persimmony) Invoices will include a breakdown of expenses aligned with the budget and substantiated through a participant payment report from UpTogether CONNECT platform that includes the UpTogether Participant unique user identification (UUID) and payment amount, date, payment status, and payment method. See **Attachment B** for Numbers Served to be reported.
4. ***Provide reports of the percentage of virtual/physical card expenditures among members who are not part of the Randomized Controlled Trial (up to 100 members) since program launch within the categories of: food/grocery, clothing, general retail, cash withdrawal, card to bank transfer, transportation, healthcare, education, and other. Data will be aggregated, with no individualized or identified data shared. UpTogether will share reports biannually from 2026 to 2029, with a final report in 2030.***
5. Share participant key impact metrics and anonymized and aggregated data with F5SMC. UpTogether will provide F5SMC with a summary report, on an agreed-upon schedule, containing the anonymized and aggregated data related to Baby Bonus Participants, that can include demographic characteristics, survey responses and involvement in UpTogether Connect. UpTogether will also provide quarterly updates in Persimmony on the metrics as outlined in UpTogether

Numbers Served attachment. Personal identifiable information (PII) of Participants will not be included in the aggregated data provided. However, PII may have to be disclosed in the event of a financial audit or in response to a valid order of a court or authorized government agency relating to direct payments to participants,

- a. In the event of a financial audit or court order related to participant payment data, any PII, individual-level data or data sets that includes direct identifiers must be password protected and
  - i. shared via secure electronic transfer solutions such as: Secure File Transfer Protocol (SFTP), SSL and TLS encryption protocols if uploading via a weblink, or uploaded to a cloud-based file storage service secured by 128 bit or higher AES encryption. A direct VPN connection to secure application or storage destinations may also be used. If these solutions are not available, certified mail, return receipt requested, for sensitive data and Registered mail for very sensitive data is advised. Password credentials may not be shared in the same message as PII.
  - ii. stored with encryption, under physical security, and accessible to a limited and named number of authorized individuals.
  - iii. F5SMC staff are expected to follow best practice procedures such as never leaving their workstation unattended and logging out before leaving the office. Portable and mobile devices such as laptops and tablets will not be left unattended unless they are locked or powered off and placed in a locked storage such a filing cabinet, office or safe. Storage media should not be removed from F5SMC physical location. Physical copies of data are not permitted without an amendment to this agreement
  - iv. Upon termination or expiration of this agreement, unless otherwise stated, the acceptable methods for the disposal or "scrubbing" of sensitive or proprietary data, including all copies, are:
    1. Physical destruction by a method approved by UpTogether.
    2. All originals and copies returned to UpTogether, if so requested by UpTogether.
    3. Erasure using a recommended "secure erasure" product.
    4. Paper print-out of data must be confetti shredded upon disposal.



## San Mateo County Baby Bonus Pilot Program Budget Narrative

UpTogether and the San Mateo County Baby Bonus partners started enrollment for the Pilot Program in March 2025. Before launch, it was determined in partnership with First 5 San Mateo County and Health Plan of San Mateo that the Program design should evolve to include two separate Funds with distinct recruitment, enrollment, and evaluation processes.

### Wages include

- Partnership and Fund Delivery staff who will manage our work with F5SMC and its partners to design, develop, implement, oversee, and report on the San Mateo County Baby Bonus Program. These staff will participate in regular meetings with F5SMC and other program partners.
- Engineering staff who maintain our UpTogether Connect software and functionality. Members of the Baby Bonus Program will enroll on UpTogether Connect to receive recurring payments.
- Support staff who will provide technical assistance to prospective members during enrollment and throughout the Program implementation.
- Analytics staff who will collaborate as needed with the Stanford researchers to ensure the successful implementation of the RCT and lead the survey learning for the non-RCT cohort. This includes providing input on the evaluation design, collaborating with F5SMC and partners to develop metrics to be tracked, providing project management, supporting survey administration/communications as needed, and participating in the final evaluation report. Analytics staff will also gather and analyze verification forms, member profiles, member spending data for those that are not in the RCT and use their UpTogether card for purchases and relevant survey data.
- Compliance staff who will ensure mission, value, legal, and fiscal compliance of all contracts related to the program and the program itself, as well as contract monitoring and financial reporting.
- Membership and Communications staff who will lead our multi-faceted approach to connecting with members throughout the program, ensuring that all communications sent to participants are engaging and accessible.
- Accounting staff who will manage, reconcile, and report on organizational and program-specific revenue and expenses.

It is the practice of UpTogether to only charge the employer portion of employee-related taxes in benefits to government agency projects.

Consultants include translation of all Baby Bonus Program materials into Spanish. Merchant fees are UpTogether's payment processor (USIO) costs to deposit San Mateo County Baby

Bonus guaranteed income payments into member USIO accounts. UpTogether Connect functionality and security services are the direct costs associated with the San Mateo County Baby Bonus Pilot Program and include a vast array of online services that support this Program on UpTogether Connect, such as web hosting, data storage, internet security software, and member communications software. Indirect costs are the expenses that support UpTogether but are not directly tied to a specific project and are calculated at 6% of the wages and benefits, merchant and UpTogether Connect functionality and security services costs.



**FII-National DBA UpTogether**  
San Mateo Baby Bonus

<b>EXPENSES</b>	<b>Jan-Jun 2025</b>	<b>Jul 2025 - Jun 2026</b>	<b>Jul 2026 - Jun 2027</b>	<b>Jul 2027 - Jun 2028</b>	<b>Jul 2028 - Jun 2029</b>	<b>Jul 2029 - Jun 2030</b>	<b>TOTALS</b>
<b>Direct Guaranteed Income Payment Costs</b>							
Total Direct Member Guaranteed Income Payments	\$29,800	\$562,200	\$1,347,250	\$1,415,400	\$882,850	\$97,500	\$4,335,000
<b>Direct Project Implementation Costs</b>							
- Wages	\$47,674	\$96,257	\$53,204	\$46,036	\$66,255	\$45,696	\$355,122
- Benefits	\$3,647	\$7,364	\$4,070	\$3,522	\$5,069	\$3,496	\$27,167
- Consultants	\$252	\$498	\$0	\$0	\$0	\$0	\$750
- Single audit	\$0	\$0	\$0	\$0	\$0	\$0	\$0
- Travel	\$420	\$0	\$0	\$0	\$0	\$0	\$420
- Merchant Fees	\$30	\$562	\$1,347	\$1,415	\$883	\$98	\$4,335
- UpTogether Connect functionality and security services	\$2,119	\$14,443	\$34,611	\$36,362	\$22,681	\$2,505	\$112,720
<i>Subtotal Direct Project Implementation Cost</i>	<i>\$54,142</i>	<i>\$119,124</i>	<i>\$93,232</i>	<i>\$87,335</i>	<i>\$94,887</i>	<i>\$51,794</i>	<i>\$500,514</i>
<b>Subtotal Direct Project Cost</b>	<b>\$83,942</b>	<b>\$681,324</b>	<b>\$1,440,482</b>	<b>\$1,502,735</b>	<b>\$977,737</b>	<b>\$149,294</b>	<b>\$4,835,514</b>
- Indirect Costs	\$3,208	\$7,118	\$5,594	\$5,240	\$5,693	\$3,108	\$29,961
<b>Total Cost</b>	<b>\$87,720</b>	<b>\$688,442</b>	<b>\$1,446,076</b>	<b>\$1,507,975</b>	<b>\$983,431</b>	<b>\$152,402</b>	<b>\$4,865,474</b>

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

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**STRATEGIC INVESTMENT FOCUS AREAS – UPDATE**

**QUALITY CARE AND EDUCATION**

**Build Up San Mateo County**

In continued support of climate action in San Mateo County, Build up SMC is hosting a second tree planting at a local preschool program. All are welcome! Build Up Green Spaces at IZZI- Roots for the Future is at North Fair Oaks 3502 Middlefield Rd • Menlo Park, CA 94025 at 9:30am on February 28. Be a volunteer or stop by to say hello. See attached flyer to sign-up. (See *Attachment 8.1*)

**Children’s Collective**

On February 9, the first Children’s Collective meeting of 2026 was held to ask for input on the structural components of the Child Care Blueprint implementation. Presentations on the Child Care Blueprint are planned for the Council of Cities, Progress Seminar, Redwood City Together and Peninsula Family Services. A presentation to the F5SMC Commission is scheduled for the March 23<sup>rd</sup> Commission meeting.

**San Mateo County Family Child Care Organization-SMCFCCO March Meet Up**

On March 10th, SMCFCCO is hosting for providers and advocates a convening to connect with the Child Care Law (CCLC) Center and learn more about family childcare housing rights. CCLA will cover SB 234, the Keeping Kids Close to Home Act, which provides the core housing-rights protection for family child care providers across California. See attachment for registration and link to Keeping Kids Close to Home Act - SB234 (See *Attachment 8.2*)

**HEALTHY CHILDREN**

**Play and Learn Groups Launch**

February marked the launch of three new weekly Play and Learn Developmental Playgroups in libraries across the county. Play and Learn is an extension of our Help Me Grow San Mateo County initiative operated by AbilityPath and is a free, drop-in group for families with young children. Play and Learn groups are now held at the San Bruno, North Fair Oaks, Serramonte, and Pacifica libraries each week, and will be launching in April in East Palo Alto. The groups have been very popular with families so far, with the first session at San Bruno Library this month drawing over 50 people (caregivers and children included). Please see the attached flyers for more information: (See *Attachment 8.3*)

**SMC Early Childhood Mental Health Network**

January 2026 marked 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. You can subscribe to the Network by sending an email to the group ([san-mateo-county-ecmh-network+subscribe@googlegroups.com](mailto:san-mateo-county-ecmh-network+subscribe@googlegroups.com)), which will return an automated message with a link to confirm your subscription.

### **Help Me Grow National Webinar**

Help Me Grow San Mateo County Healthcare Provider and Community Outreach Manager Martha Carcamo was a featured presenter on the HMG National Webinar: Closing the Feedback Loop: Enhancing Communication with Providers on Thursday February 12. The session drew approximately 75 participants from across the country who benefited from her experience and guidance on the topic. Congratulations to Martha and the HMG San Mateo County team on being recognized for their work in this space!

## **RESILIENT FAMILIES**

### **Enhancing Online Resource Hubs:**

Jenifer Clark and the consultant team from Sellers, Dorsey & Associates have held informational interviews with representatives from three different online resource hubs available to families and service providers in San Mateo County: Bay Area 211, One Degree, and our Human Service Agency's SMC Connect. The information gleaned will be used to partner with these sites to enhance their online interfaces with an eye towards improving the detail, accuracy, and utility of information about resources for children ages 0-5, their families and service providers, and expectant parents. All of the organizations were receptive to participating in the project, and we are looking forward to building on these existing resources.

### **Friday CAFÉ Advisory Council:**

The Advisory Council (affectionately known as "the BEANS") for the Friday CAFÉ program met on February 10<sup>th</sup>, with Jenifer Clark in attendance. This group of committed SMC Family and Community Engagement professionals provides guidance and program development support for CAFÉs, focusing on expanding program reach and deepening its impact. Topics discussed included aspects of recent CAFÉs that successfully met desired outcomes and program planning for the next fiscal year.

### **Community of Practice Stakeholder Co-development Sessions:**

On January 13<sup>th</sup> and February 10<sup>th</sup>, Jenifer Clark and the consultant team at Sellers, Dorsey & Associates held two of three planned Stakeholder Co-development Sessions for our new Cross-Sector Community of Practice initiative. The planned initiative is designed to support service providers who work to identify family needs and connect

families with resources to meet those needs. We aim to foster communication and connection across organizations and service sectors, share workable solutions to system navigation challenges, and elevate systemic issues to leaders who have the power to shift the conditions that hold inefficiencies and inequities in place. These sessions were attended by representatives from County departments and community organizations whose providers are likely to attend the CoPs, including 4Cs, AbilityPath, ALAS, Puente de la Costa Sur, SMC Health System home visiting programs, HPSM Baby Bonus Care Coordinators, SMC Office of Education, and Redwood City School District. The final Stakeholder Co-development Session is scheduled for Wednesday, February 18<sup>th</sup> at 9am. Please see the attached flyer or email Jenifer Clark at [jdclark@smcgov.org](mailto:jdclark@smcgov.org) for additional information if you are interested in attending or learning more about this initiative. (See *Attachment 8.4*)

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## FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

### **First 5 Association Highlights Research Showing Universal Child Care Could Add \$23 Billion to California's Economy**

On February 5, 2026, First 5 Association of California sent out a press release highlighting a research paper conducted by Stanford that universal child care would add \$23 billion to California's GDP. And a related UC Irvine–UC Berkeley study estimates that lack of licensed care for young children costs the state up to \$53 billion annually. (See *Attachment 8.5*)

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## COMMUNITY AND STATEWIDE EVENTS & UPDATES

### **Nancy Magee to Retire as San Mateo County Superintendent After Strong Legacy of Impact Leadership**

On February 3, 2026, the San Mateo County Office of Education sent out a press release on the retirement of San Mateo County Superintendent of Schools, Nancy Magee, effective February 19, 2026. Nancy Magee served on several regional boards and committees including the First 5 San Mateo County Commission. (See *Attachment 8.6*)

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## COMMUNICATIONS

### **Communications Plan Update**

F5SMC's Communications Team is currently reviewing the Communications Plan developed by VIVA Social Impact Partners based on their community engagement efforts. The final Communications Plan will be presented at the March Commission meeting.

### **Social Media and Analytics Reports (See *Attachment 8.7*)**

BUILD UP GREEN SPACES AT IZZI  
**Roots for the future**

ATTACHMENT 8.1



# PRESCHOOL TREE PLANTING

NORTH FAIR OAKS

3502 MIDDLEFIELD RD • MENLO PARK, CA 94025

SATURDAY  
**FEB 28**  
9:30 AM

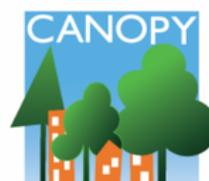


**IZZI AT** ○ ○ ○ ○  
**FAIR OAKS PRESCHOOL**



- All ages welcome
- Closed-toe shoes & clothes you can get dirty recommended
- Click [link](#) or scan QR code to volunteer
- Questions? Contact Arlene: [arlene@canopy.org](mailto:arlene@canopy.org) or call (650) 314-9586
- *Ceremonial tree planting honoring Supervisor Lisa Gauthier (District 4)*

**SIGN UP FORM**



SUPPORTED BY MEASURE K  
**LOCALFUNDS  
LOCALNEEDS**  
[WWW.SMCGOV.ORG](http://WWW.SMCGOV.ORG)



# SAN MATEO COUNTY FAMILY CHILDCARE ORGANIZATION

## FAMILY CHILD CARE MEET UP

EMPOWERING PROVIDERS,  
ADVOCATING FOR CHANGE AND  
ENRICHING FUTURES



March 10, 2026



6:30pm-8pm Zoom



[tinyurl.com/FCCHome26](https://tinyurl.com/FCCHome26)



CHILD CARE  
LAW CENTER

Keeping Kids Close to  
Home Act - SB234



English  
Spanish  
Cantonese

Join us this month to connect with the Child Care Law Center and learn more about family child care housing rights. We will cover SB 234, the Keeping Kids Close to Home Act, which provides the core housing-rights protections for family child care providers across California.

This meeting is open to FCC providers,  
community organizations and local officials.



# SAN MATEO COUNTY FAMILY CHILDCARE ORGANIZATION

## REUNIÓN DE CUIDADO INFANTIL FAMILIAR

EMPODERAR A LOS PROVEEDORES,  
ABOGAR POR EL CAMBIO Y  
ENRIQUECER EL FUTURO



10 de Marzo de 2026



6:30pm-8pm Zoom



[tinyurl.com/FCCHome26](https://tinyurl.com/FCCHome26)



CHILD CARE  
LAW CENTER

Ley Para Mantener a Los  
Niños Cerca Del Hogar -  
SB234



Inglés  
Español  
Cantonés

Acompáñenos este mes para conectar con el Centro Legal de Cuidado Infantil y aprender más sobre los derechos de vivienda en centros de cuidado infantil familiar. Hablaremos sobre la SB 234, la Ley para Mantener a los Niños Cerca de Casa, que proporciona las principales protecciones del derecho a la vivienda para los proveedores de cuidado infantil familiar en California.

Esta reunión está abierta a proveedores de FCC,  
organizaciones comunitarias y funcionarios locales.



NAFCC



Affiliate

# SAN MATEO COUNTY FAMILY CHILDCARE ORGANIZATION

## 家庭育兒聚會

▶▶▶ 賦能服務提供者，倡導變革，豐富未來 ◀◀◀



2026年3月10日



下午6:30-8:00 Zoom會議



[tinyurl.com/FCCHome26](https://tinyurl.com/FCCHome26)



CHILD CARE  
LAW CENTER

《讓孩子待在家附近的  
法案》——SB234



本月，歡迎您加入我們，與兒童保育法律中心交流，以了解更多關於家庭兒童保育住房權利的資訊。我們將重點介紹SB 234法案——《保障兒童居家安全法案》，該法案為加州各地的家庭兒童保育服務提供者提供了核心的住房權利保障。

英語  
西班牙語  
粵語



本次會議開放給聯邦通訊委員會（FCC）成員機構、社區組織和地方官員。



# Play & Learn with Help Me Grow

**Free, Fun-Filled Developmental Play Group for Families with Children Ages 0-5**

		
<b>MONDAYS</b>	<b>11:00AM</b>	<b>SAN BRUNO PUBLIC LIBRARY</b> 701 ANGUS AVE W., SAN BRUNO
<b>STARTING APRIL 7 TUESDAYS</b>	<b>10:30AM</b>	<b>EAST PALO ALTO LIBRARY</b> 2415 UNIVERSITY AVENUE, EAST PALO ALTO
<b>WEDNESDAYS</b>	<b>10:30AM</b>	<b>NORTH FAIR OAKS LIBRARY</b> 2510 MIDDLEFIELD ROAD, REDWOOD CITY
<b>FRIDAYS</b>	<b>10:30AM</b>	<b>SERRAMONTE LIBRARY</b> 40 WEMBLEY DR. DALY CITY
<b>FRIDAYS</b>	<b>10:30AM</b>	<b>PACIFICA SHARP PARK LIBRARY</b> 104 HILTON WAY, PACIFICA

*Join us every week to sing, play and engage in fun activities that supports your child's early learning and development.*

*Through play, children learn essential skills while having fun!*



**NO REGISTRATION NEEDED,  
JUST DROP BY AND JOIN THE FUN!**

**FOR MORE INFORMATION,  
CALL OR TEXT (650) 762-6930**



# Play & Learn con Help Me Grow

**Grupo de Actividades Divertidas Para Familias con Niños de 0 a 5 años**

		
<b>LUNES</b>	<b>11:00AM</b>	<b>BIBLIOTECA PÚBLICA SAN BRUNO</b> 701 ANGUS AVE W., SAN BRUNO
<b>A PARTIR DEL 7 DE ABRIL MARTES</b>	<b>10:30AM</b>	<b>BIBLIOTECA DE EAST PALO ALTO</b> 2415 UNIVERSITY AVENUE, EAST PALO ALTO
<b>MIÉRCOLES</b>	<b>10:30AM</b>	<b>BIBLIOTECA NORTH FAIR OAKS</b> 2510 MIDDLEFIELD ROAD, REDWOOD CITY
<b>VIERNES</b>	<b>10:30AM</b>	<b>BIBLIOTECA SERRAMONTE</b> 40 WEMBLEY DR. DALY CITY
<b>VIERNES</b>	<b>10:30AM</b>	<b>BIBLIOTECA PACIFICA SHARP PARK</b> 104 HILTON WAY, PACÍFICA

*Únase con nosotros cada semana para cantar, jugar y participar en actividades divertidas que apoyan el aprendizaje y el desarrollo temprano de su hijo.*

*¡A través del juego, los niños aprenden habilidades esenciales mientras se divierten!*



**¡GRATIS!  
¡NO ES NECESARIO REGISTRARSE. SIMPLEMENTE VENGA Y ÚNASE A LA DIVERSIÓN!**

**PARA MÁS INFORMACIÓN, LLAME O ENVÍE UN MENSAJE DE TEXTO AL (650) 762-6930**

# Support Success for Every Child

Join a New **Community of Practice** for Family Support and Engagement Professionals

Coming Spring 2026 to San Mateo County!

## What is a Community of Practice (CoP)?

A CoP is a space where a group of professionals who share similar interests come together to learn, share, and grow. This CoP will be dedicated to the direct service professionals of child- and family-serving organizations in San Mateo County. If you want to...

- Expand your knowledge
  - Feel more connected to peers from various sectors
  - Benefit from concrete supports
- ...this group is for you!



## Benefits:

- **Strengthen cross-sector connections** with other professionals serving families with young children
- **Collaborate and troubleshoot** challenging cases through case conferences
- **Create and share best practices** for supporting families
- **Influence systems change** through feedback for County leadership on policy and process issues
- **Learn from experts** through featured guest speakers
- **Shape equitable outcomes** for families by sharing your voice
- **Network** and hear from guest speakers on topics of interest to the community
- **Plus:** Snacks and giveaways at every meeting!

Sponsored by



## Details:

- Every other month, 90 minutes
- Format: Rotating virtual and in-person sessions
- Questions? Email Olivia Brown at [OBrown@sellersdorsey.com](mailto:OBrown@sellersdorsey.com)
- Interested? Scan the QR Code to Sign Up for more information!





FOR IMMEDIATE RELEASE

Contact: Courtney Armstrong

[courtney@first5association.org](mailto:courtney@first5association.org)

## First 5 Association Highlights Research Showing Universal Child Care Could Add \$23 Billion to California's Economy

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, is highlighting new research from California's leading universities demonstrating the urgent need, benefits, and feasibility of greater public investment in child care.

A new [Stanford research paper](#) estimates that universal child care would enable over 100,000 mothers to enter the workforce, adding \$23 billion to California's GDP—more than covering the cost of universal child care. A [companion study](#) from UC Irvine and UC Berkeley found that 600,000 children under age 3 lack access to licensed care, costing the state up to \$53 billion in annual economic losses.

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

“California's child care crisis is choking off opportunities for families and undermining our economic potential. Beyond the well-documented benefits to young children, this new research confirms that investing in child care delivers significant gains for both California families and our economy. Like San Francisco Mayor Lurie's [recent child care proposal](#), public policies are slowly catching up to academic research and families' lived experiences. California's young children deserve more bold action from state and local leaders. We intend to work with both Governor Newsom and the next governor to make child care and early childhood systems a greater investment priority.”

###

### **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](http://www.first5association.org).



**SAN MATEO  
COUNTY  
OFFICE OF  
EDUCATION**

**Excellence and Equity in Education**

Nancy Magee  
County Superintendent of Schools

## **FOR IMMEDIATE RELEASE**

**Date:** February 3, 2026  
**Number:** 1  
**Contact:** Ian Bain,  
[ibain@smcoe.org](mailto:ibain@smcoe.org),  
(650) 802-5559

# **Nancy Magee to Retire as San Mateo County Superintendent After Strong Legacy of Impactful Leadership**

Redwood City, CA — San Mateo County Superintendent of Schools Nancy Magee announced she will retire effective February 19, 2026. The San Mateo County Board of Education will discuss the appointment of an interim superintendent at its February 18th meeting.

“It has been an incredible honor to serve the students and families of San Mateo County,” said Magee. “I am extremely proud of our students and our schools, and grateful to our community partners. Together with the employees of the County Office, we have worked hard to ensure that every child, regardless of background, has access to the educational opportunities they deserve, especially students with disabilities and those from historically marginalized communities.”

First elected in 2018, and re-elected in 2022, Superintendent Magee has a strong record of accomplishments that have improved the lives of children and families in San Mateo County. She has strengthened the knowledge, skills, and resources across the 23 school districts to ensure safe and supportive schools under the umbrella of the [San Mateo County Coalition for Safe Schools and Communities](#). She has been a driving force behind the [United for Youth Vision 2030 Blueprint](#), working with the County’s Behavioral Health and Recovery Services (BHRS), in pursuit of a countywide roadmap for aligning youth mental health support and services.

Magee is passionate about early learning and has been instrumental in advancing the countywide third-grade literacy initiative, The Big Lift, noting that prioritizing early literacy is one of the most effective strategies to improve academic and lifelong outcomes.

She has a long record of accomplishments, including leading the County Office through the COVID-19 pandemic, supporting the transition to distance learning and back to in-person learning as safe conditions allowed. For her leadership throughout the pandemic, the San Mateo County School Boards Association recognized her with the Pillar of the County award, and the Association of California School Administrators (Region 5) named her Superintendent of the Year.

Magee has served on several regional boards and committees, including the First 5 San Mateo County Commission, the Housing Endowment and Regional Trust (HEART) of San Mateo County, and The Big Lift leadership team. She is the chair of the Coalition for Safe Schools and Communities and co-chairs the San Mateo County Child Care Partnership Council.

Magee has led the County Office to become a statewide leader in empowering students to understand and tackle climate change and create more sustainable communities. Under her leadership, the County Office of Education has earned widespread recognition including the 2020 Sustainable San Mateo Sustainability Champion Award and a CA Green Ribbon Schools Gold Achiever award, the only county office of education to earn that recognition.

Working closely with environmental education leader Ten Strands, the County Office of Education secured a \$6 million grant from the legislature in 2021 to develop climate change and environmental justice curriculum for every grade in California's K-12 schools being released in July 2025, [Seeds to Solutions](#).

In 2025, the County Office was named "Medium County Office of the Year," by California County Superintendents. The County Office received this award for its statewide leadership in behavioral health, environmental literacy, and school safety. Those who nominated the County Office for this award specifically called out the exceptional leadership of Superintendent Magee in each of these areas.

Magee will be awarded the "Golden Oak" Award at the 17th District PTA [Founders Day Luncheon](#) on February 24th. The following day, she will receive The Tom Mohr "Champion of Education" Award from Chamber San Mateo County at [its annual luncheon](#).

"It has been an honor to collaborate and learn from such an innovative and impactful leader," said Hugo Torres, President of the San Mateo County Board of Education. "I wish Nancy the best and will work closely with her to ensure a smooth transition."

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#### About the County Office of Education

The [San Mateo County Office of Education](#) is committed to ensuring that every child, regardless of background, receives excellence and equity in education. The County Office of Education supports 84,000 students across 23 local school districts by providing services that can be done more efficiently and economically at the county level. These include instructional and technical support, instruction for students with significant disabilities and those in the juvenile court system, and development of the education workforce. A leader in environmental literacy, the County Office of Education delivers innovative, high-impact lessons that empower students to address real-world sustainability challenges. Through the Coalition for Safe Schools and Communities, which reflects a broad collaboration of community partners, the County Office of Education provides safe and supportive school services that benefit students, families, and the broader community.



REPORT FOR JAN 1, 2026 - JAN 31, 2026  
**FIRST 5 SAN MATEO COUNTY**

JANUARY 2026 ANALYTICS OVERVIEW

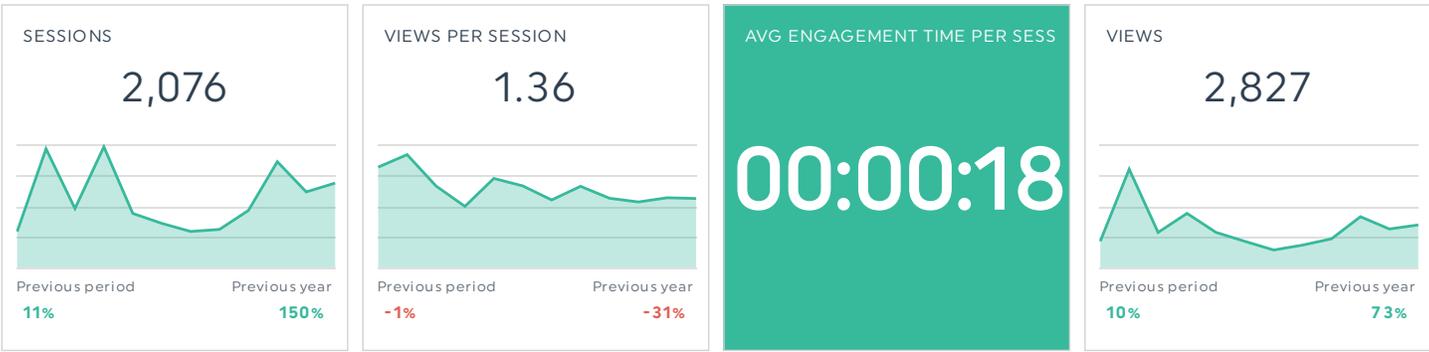
In January, First 5 San Mateo County's website traffic grew 11% from December and 150% compared to last January, with 2,076 sessions and 2,827 total views. The homepage led with 583 views, followed by Big Feelings with 209 views, Baby Bonus with 130 views, and Resources with 97 views.

Social media engagement remained strong through organic content. On Facebook, the engagement rate rose to 2.95% even though overall reach dropped. Instagram showed a similar trend with a 2.3% engagement rate. Posts about building healthy routines, reading together, and Let's Read San Mateo County were most popular on Instagram, each getting 4-5 interactions.

Keep prioritizing:

- o Educational content about parenting resources and child development
- o Regular series like #F5SMCTriviaWednesday and #F5SMCResourceFriday across all platforms
- o Content that connects families to specific local resources and programs

**WEBSITE ANALYTICS**



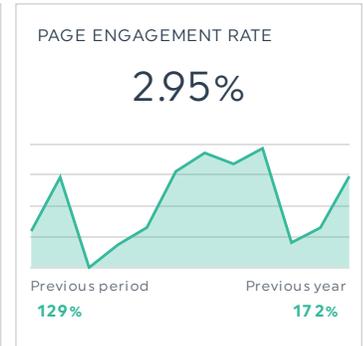
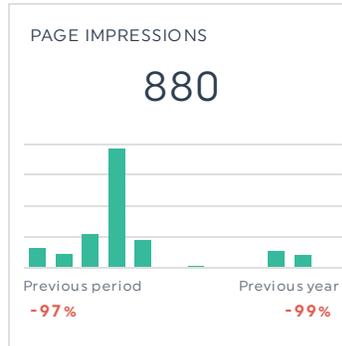
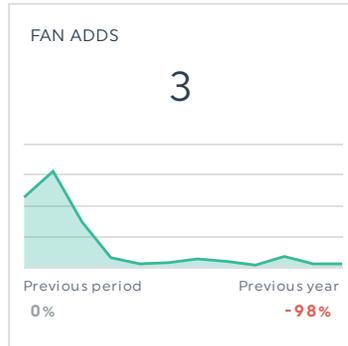
TOP VIEWS BY PAGE

Page Address	Views
/	583
/big-feelings/	209
/baby-bonus/	130
/resources/	97
/es/	88
/staff/	74
/who-we-are/	59
/es/Los-5-factores-de-protección-por-los-que-importan-los-primeros-cinco-años/	56
/funding-opportunities/	54
/commission/	54
/baby-bonus-parent-guide/	49
/contact/	40
/list-of-support-services/	39
/for-parents-families/	39
/our-work/	38
/kit-for-new-parents-2/	34
/commissioners/	27

EVENT COUNT	
Event Name	Event Count
page_view	2,827
session_start	2,077
first_visit	1,743
user_engagement	1,136
scroll	554
click	115
file_download	75
view_search_results	15
video_progress	1
video_start	1

TOP TRAFFIC SOURCES	
Session Default Channel Grouping	Sessions
Direct	1,434
Organic Search	543
Referral	74
Organic Social	18
Unassigned	6

## FACEBOOK INSIGHTS



### TOP POSTS BY ENGAGEMENT TYPE (WITH IMAGE)

Post With Image	Post Comments	Post Shares	Total Reactions
<p>The new year is a great time to build healthy routines with your family. First 5 San Mateo County connects families to resources that support healthy habits, like signing up for free monthly books through Dolly Parton's Imagination Library, <a href="#">first5smc.org</a></p>	0	0	2
<p>Reading together is one of the best routines you can build with your child. This #F5SMCResourceFriday, we're spotlighting Let's Read San Mateo County, a website designed to support young readers and their families. You'll find practical tips for <a href="#">letsreadsmc.org</a></p>	0	1	2
<p>It's #F5SMCTriviaWednesday! What matters most when it comes to young children and screens? Answer: Quality over quantity! Choose high-quality content and prioritize healthy activities like sleep, play, and reading. For young children, <a href="#">first5smc.org</a></p>	0	1	1
<p>Building healthy routines starts with understanding your child's development. This #F5SMCResourceFriday, we're highlighting the @First 5 California Parents Guide, an online resource packed with information on developmental milestones, <a href="#">first5smc.org</a></p>	0	0	1
<p>Transitions can bring up big feelings for young children, whether it's starting a new routine, adjusting after the holidays, or simply moving from one activity to another. Big Feelings, created by First 5 San Mateo County, offers tools and <a href="#">first5smc.org</a></p>	0	1	1
<p>It's #F5SMCTriviaWednesday! What important nutrient helps toddlers grow, have energy to play and learn, and fight off illness? Answer: Iron! You can find iron in whole grain breads, cereals with added iron, leafy green vegetables, beans, tofu, <a href="#">first5smc.org</a></p>	0	1	1

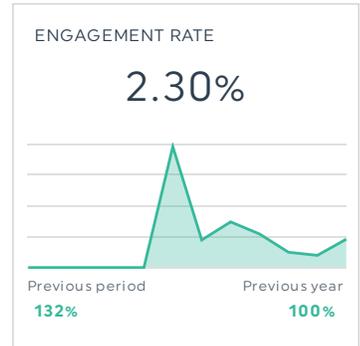
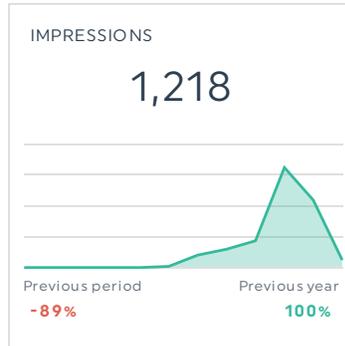
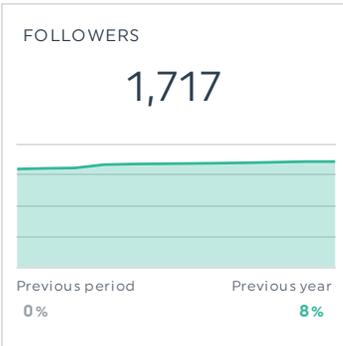
### TOP POSTS BY ENGAGEMENT

Post	Engagement
● Reading together is one of the best routines you can bui...	5
● Transitions can bring up big feelings for young children, ...	5
● The new year is a great time to build healthy routines wit...	4
● It's #F5SMCTriviaWednesday! What important nutrient h...	3
● Building healthy routines starts with understanding your ...	2
● It's #F5SMCTriviaWednesday! What matters most when it ...	2

### TOP POSTS BY IMPRESSIONS

Post	Post Impressions
● Transitions can bring up big feelings for you...	80
● Reading together is one of the best routines y...	74
● It's #F5SMCTriviaWednesday! What matters m...	62
● The new year is a great time to build healthy r...	60
● Building healthy routines starts with understa...	47
● It's #F5SMCTriviaWednesday! What important ...	46

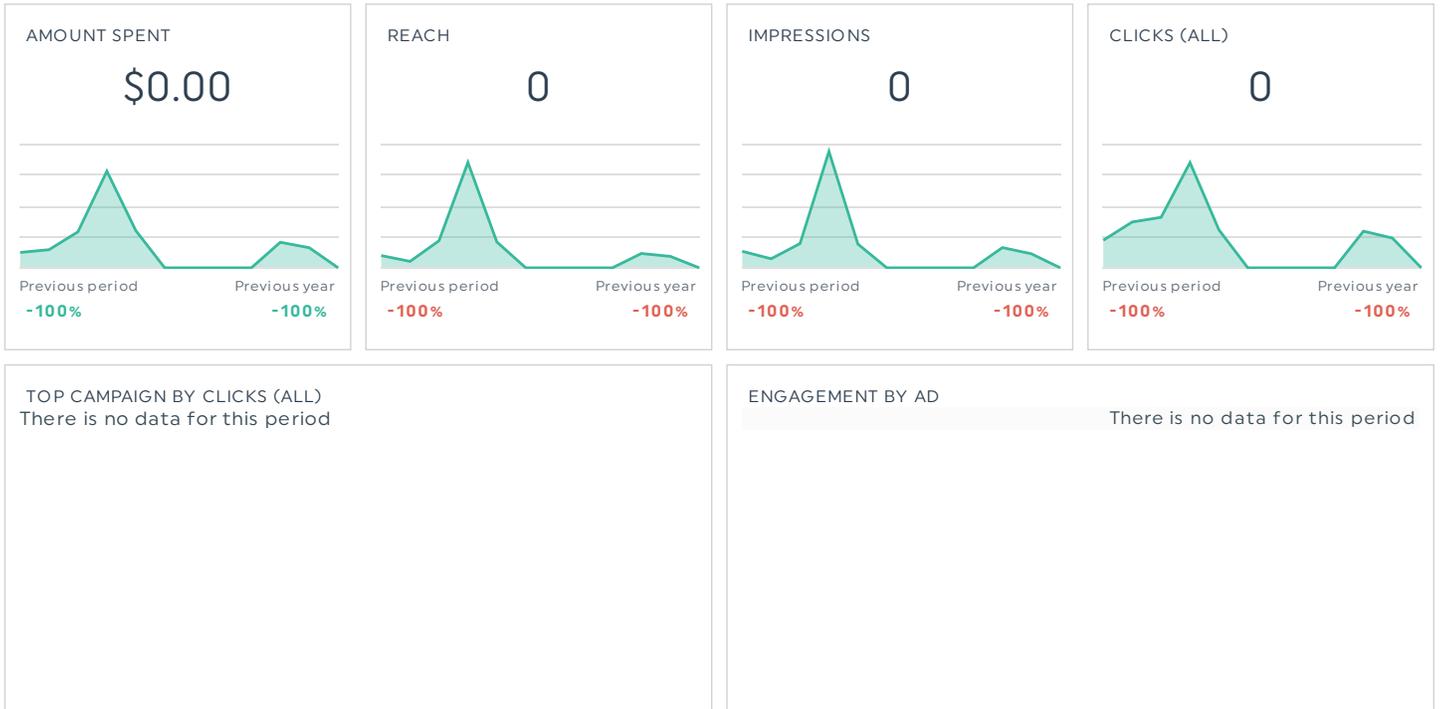
## INSTAGRAM INSIGHTS



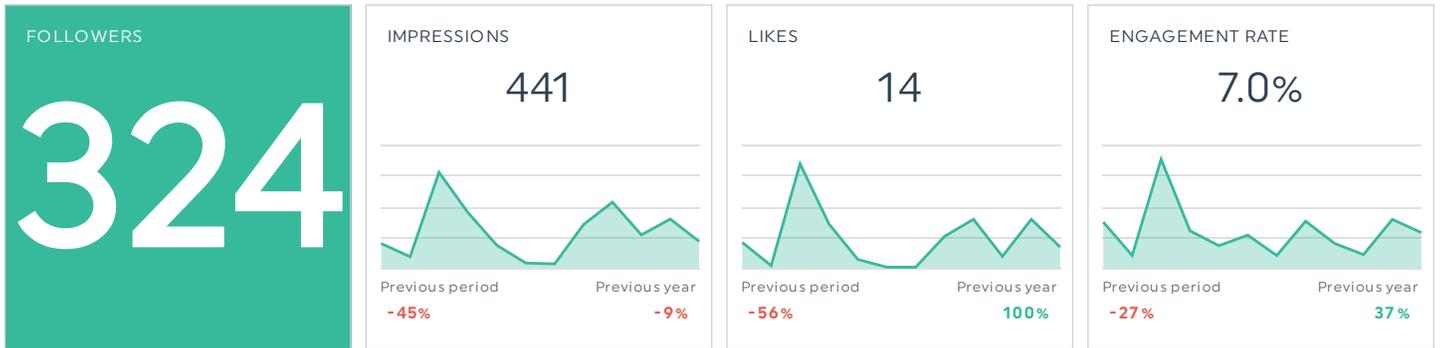
### ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes	Comments	Engagement
The new year is a great time to build healthy routines with your family. First 5 San Mateo County connects families to resources that support healthy habits, like signing up for free monthly books through Dolly Parton's @imaginationlibrary, understanding your health coverage options, accessing...	8	0	8
It's #F5SMCTriviaWednesday! What matters most when it comes to young children and screens? Answer: Quality over quantity! Choose high-quality content and prioritize healthy activities like sleep, play, and reading. For young children, the American Academy of Pediatrics recommends...	3	0	3
Transitions can bring up big feelings for young children, whether it's starting a new routine, adjusting after the holidays, or simply moving from one activity to another. Big Feelings, created by First 5 San Mateo County, offers tools and resources to help parents support children through...	3	0	3
It's #F5SMCTriviaWednesday! What important nutrient helps toddlers grow, have energy to play and learn, and fight off illness? Answer: Iron! You can find iron in whole grain breads, cereals with added iron, leafy green vegetables, beans, tofu, meat, fish, and poultry. Building healthy eating habits early...	3	0	3
Reading together is one of the best routines you can build with your child. This #F5SMCResourceFriday, we're spotlighting Let's Read San Mateo County, a website designed to support young readers and their families. You'll find practical tips for reading with your child at...	3	0	5
Building healthy routines starts with understanding your child's development. This #F5SMCResourceFriday, we're highlighting the @first5california Parents Guide, an online resource packed with information on developmental milestones, health, nutrition, and tips to help your child...	2	0	2

FACEBOOK AND INSTAGRAM ADS



LINKEDIN INSIGHTS



TOP POSTS BY ENGAGEMENT RATE

Post with image



For providers working with young children and families in San Mateo County: we're building a community of practice around early childhood mental health. The San Mateo County Early Childhood Mental Health Network is hosting two new series designed for early educators, social workers, home visitors, health care providers, and anyone supporting families with

Engagement Rate ▾	Likes	Clicks
7.0%	8	9

