

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

DATE: Monday, March 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 located at 101 Twin Dolphin Drive, 1st Floor Conference Room, Redwood City, CA 94065 and by teleconference pursuant to California Assembly Bill 2449 and the Ralph M. Brown Act, CA Gov't Code, Section 54950, et seq. **Members of the First 5 San Mateo County Commission are expected to attend the meeting in person.** For information on exceptions allowed by law please reach out to counsel for First 5, Candice Costa, at ccosta@smcgov.org. For information regarding how to participate in the meeting, either in person or remotely, please refer to the instructions at the end of the agenda.

AGENDA		
Call to Order and Preliminary Business		
1	Roll Call	4:00 PM
2	Public Comment	
3	Action to Set Agenda for March 23, 2026, Meeting and Approve Consent Agenda Items <i>(This item is to set the final consent and regular agenda and for the approval of the items listed on the consent agenda. All items on the consent agenda are approved by one action.)</i>	
4	Commission Announcements	4:05 PM

5	Storytelling: First 5 Work/Impact: Nancy Magee, Former San Mateo County Superintendent of Schools and First 5 San Mateo County Commissioner	4:10 PM
Action Items		
6	Approval of Amendment to the Contract Agreement with Reyes Training and Consultation LLC for the F5SMC Children and Youth Behavioral Health Initiative Round 2 Grant: Child-Parent Psychotherapy Learning Collaborative to increase the total amount of the agreement by \$34,500.00 for a new total obligation not to exceed \$124,500.00 and to extend the term from April 25, 2024 through December 31, 2026 Shared by Kitty Lopez, Executive Director, First 5 San Mateo County (See Attachment 6)	4:25 PM
Discussion Items		
7	Presentation: First 5 San Mateo County 2026 – 2029 Communications Plan Shared by Michelle Blakely, Deputy Director, First 5 San Mateo County (See Attachment 7)	4:30 PM
8	Report of the First 5 San Mateo County Staff Team Shared by Kitty Lopez, Executive Director, First 5 San Mateo County (See Attachment 8)	4:50 PM
9	Adjournment	6:00 PM

Public Participation: The March 23, 2026, First 5 San Mateo County Commission meeting may be accessed through Zoom link at the top of this agenda. The March 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, 1st Floor Conference Room, Redwood City, CA 94065.**

*Written public comments may be emailed to ecruz@smcgov.org, and such written comments should indicate the specific agenda item on which you are commenting.

*Spoken public comments will be accepted during the meeting in person or remotely through Zoom at the option of the speaker. Public comments via Zoom will be taken first, followed by speakers in person.

***Please see instructions for written and spoken public comments at the end of this agenda.**

ADA Requests

Individuals who require special assistance or a disability related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the meeting, should contact Myra Cruz, Operations Coordinator, as early as possible but no later than 10 a.m. on Friday, March 20, 2026, at ecruz@smcgov.org. Notification in advance of the meeting will enable the County to make reasonable arrangements to ensure accessibility to this meeting, the materials related to it, and your ability to comment

***Instructions for Public Comment During Hybrid Meetings**

During hybrid meetings of the First 5 San Mateo County Commission, members of the public may address the Members of the First 5 San Mateo County Commission as follows:

***Written Comments:**

Written public comments may be emailed in advance of the meeting. Please read the following instructions carefully:

1. Your written comment should be emailed to ecruz@smcgov.org.
2. Your email should include the specific agenda item on which you are commenting or note that your comment concerns an item that is not on the agenda or is on the consent agenda.
3. Members of the public are limited to one comment per agenda item.
4. The length of the emailed comment should be commensurate with the two minutes customarily allowed for verbal comments, which is approximately 250-300 words.
5. If your emailed comment is received by 5:00 p.m. on Friday, March 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, March 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 read aloud 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 March 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 application 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 when 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

March 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.

- 3.1 Approval of the February 23, 2026 Commission Meeting Minutes
(See Attachment 3.1)

First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
FEBRUARY 23, 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, Marco Chavez, Colleen Chawla,
Sylvia Espinoza, Jackie Speier
Adele Ryono (YC)

Absent: Claire Cunningham, Naveen Mahmood, Hanish Rathod,
Nkia Richardson, Rikhav Shah (YC)

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

County Attorney: Candice Costa

Commission Vice Chair Boragno called the meeting order at 4:10 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 February 23, 2026, Meeting and Approve Consent Agenda Items:

MOTION: CHAWLA / SECOND: SPEIER
AYES: BORAGNO, CHAVEZ, CHAWLA, ESPINOZA, SPEIER
NOES: NONE
ABSTAIN: NONE

Motion approved.

Public Comments: None

4. **Commission Announcements:**

- Welcomed newly appointed San Mateo County Superintendent of Schools, Marco Chávez. Chavez briefly shared his experience working in public education.
- Youth Commissioner Adele Ryono shared that the Youth Commission is hosting a series of intergenerational read-aloud events focused on early literacy and connection between older adults and young children. The first event will take place on March 22 at the Half Moon Bay Library, featuring fairy tale–themed activities, food, games, and conversation starters for families and older adults. A second event will be held at the North Fair Oaks Library. Promotional flyers will be shared with commissioners and partners to help spread the word and encourage community participation. First 5 San Mateo County is one of the sponsors of these events.

Commission asked questions and made comments.

Public Comments: None

5. **Storytelling: First 5 Work/Impact: Nancy Magee, San Mateo County Superintendent of Schools and First 5 San Mateo County Commissioner**

This agenda item has been moved to next month’s Commission meeting as Nancy Magee was not available.

6. **Approval of First 5 San Mateo County Revised Budget FY 25-26**

F5SMC’s Executive Director, Kitty Lopez, shared the revised FY2025–2026 budget and walked through the memo, noting that the Finance Committee did not have an opportunity to review the revised budget. KL also provided background information, a summary of the FY2025–2026 budget, key highlights, and the fiscal impact outlined in the memo.

Commissioners and staff discussed the ongoing decline in tobacco tax revenues under California Proposition 10, which is expected to reduce reserves over time. Commissioner Speier noted the importance of having a broader conversation about how to maximize the impact of remaining funds for young children in the County. Commissioner Speier suggested reviewing whether some funded activities may overlap with funding from SMC and raised the idea of exploring other priorities, such as addressing the large number of children eligible for subsidized child care who do not currently receive it.

Staff responded that all First 5 expenditures must align with the Commission’s approved and adopted Strategic Plan of 2025-2030, and noted that current contracts are three-year agreements in place through 2028. While contracts typically include termination clauses similar to county templates, staff explained that current funding commitments reflect the priorities identified during the strategic planning process which took place 2024-2025. A new planning process or revised planning process will occur before the next Strategic Plan period 2029- 2030, at which time the Commission and community will reassess priorities

and the best use of funds. Staff also clarified that the Commission's funding comes from Proposition 10 tobacco tax revenues, not from the county general fund. In the history of First 5, no contract has ever been cancelled or changed prematurely before the contract end date.

Commissioner Speier requested a copy of one of the grantee's contracts and staff will provide a list of contracts.

MOTION: ESPINOZA / SECOND: BORAGNO
AYES: BORAGNO, CHAVEZ, CHAWLA, ESPINOZA, SPEIER
NOES: NONE
ABSTAIN: NONE

Public Comments: none

7. 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 \$4,865,474M

Commissioner Boragno shared that on the agenda that correct amount is \$4,865,474 not \$4,865,575. The correct amount is reflected in the memo.

Mai Le, F5SMC's Community Health Planner, explained the amendment areas of work for this amount.

MOTION: SPEIER / SECOND: CHAWLA
AYES: BORAGNO, CHAVEZ, CHAWLA, ESPINOZA, SPEIER
NOES: NONE
ABSTAIN: NONE

Motion approved.

Public Comments: None

8. 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:

- Build Up is hosting a second tree planting at a local preschool program.
- Play and Learn Groups were launched and are now held weekly at the San Bruno, North Fair Oaks, Serramonte, and Pacifica libraries.
- Community of Practice stakeholder sessions which will be held on January 13th and February 10th with Jenifer Clark and the consultant team at Sellers, Dorsey and Associates as facilitators.

- First 5 Association highlights a research showing universal child care could add \$23 billion to California's economy.
- Communications Plan will be presented at the March Commission meeting.

Commissioner Speier highlighted the high cost of childcare and the need for improved access and information for families in San Mateo County. The county is currently developing an RFP to create an online portal that would allow families to search for child care providers by ZIP code, including centers and licensed family childcare homes, with information on costs and available openings. The goal is to reduce the burden on families who often apply to multiple providers in hopes of securing a slot.

Commissioner Speier also shared plans for a two-year pilot of the Tri-Share Child Care Program, a model used in several states in which the cost of childcare is split among the county, participating employers, and families, each paying one-third. The pilot aims to make child care more affordable for working families. It was noted that the cost of childcare in the county currently exceeds the annual tuition at many public universities.

Public Comments: None

9. Adjournment at 4:55 pm.

DATE: March 23, 2026
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Amendment to the Contract Agreement with Reyes Training and Consultation LLC for the F5SMC Children and Youth Behavioral Health Initiative Round 2 Grant: Child-Parent Psychotherapy Learning Collaborative to increase the total amount of the agreement by \$34,500.00 for a new total obligation not to exceed \$124,500.00 and to extend the term from April 25, 2024 through December 31, 2026

ACTION REQUESTED

Approval of Amendment to the Contract Agreement with Reyes Training and Consultation LLC for the F5SMC Children and Youth Behavioral Health Initiative (CYBHI) Round 2 Grant: Child-Parent Psychotherapy Learning Collaborative to increase the total amount of the agreement by \$34,500.00 for a new total obligation not to exceed \$124,500.00 and to extend the term from April 25, 2024, through December 31, 2026.

BACKGROUND

The State of California Department of Health Care Services' (DHCS) launched the Children and Youth Behavioral Health Initiative (CYBHI) grant to support the mental health and wellness of children, youth, and young adults. In the Spring of 2023, F5SMC applied for a CYBHI Round 2: Trauma-Informed Programs and Practices grant in partnership with colleagues from SMC Behavioral Health and Recovery Services. F5SMC was notified in December 2023 that the proposal was funded in full in the amount of \$750,000 to support training two cohorts totaling up to 50 mental health clinicians in the practice of child-parent psychotherapy (CPP) over the two-year grant term.

In April 2024, F5SMC contracted with Reyes Training and Consultation LLC as a sole source for the CPP training component. Dr. Vilma Reyes is a certified CPP trainer with UCSF Child Trauma Research Project, where the model originated and the only entity that offers CPP training.

After enrolling and beginning two CPP cohorts with over 40 trainees total, F5SMC staff and consultants realized that there was interest in adding an additional CPP cohort. With approval for a budget revision and no-cost extension through December 31, 2026 from the State, the third cohort was recruited and training began in March 2025. In total, 61 clinicians enrolled in CPP training through this avenue.

The proposed amendment adds in the remaining amount of \$34,500 already approved through a budget revision by DHCS and its contractor, CIBHS, (California Institute of Behavioral Health Solutions) to cover the additional amount needed to complete three CPP training cohorts. Approving the amendment for Reyes Training and Consultation LLC will bring the contract into alignment with the approval from the State.

KEY SERVICES TO BE PERFORMED

The amended scope and budget for this project include all services and training components for the original two CPP cohorts as originally budgeted. The amended amount will cover the full 18-month training for a third CPP training cohort of up to 20 mental health clinicians, including a three-day core CPP didactic training, two 2-day intensive CPP competency building sessions, 18 months of twice monthly consultation call groups, and monthly supervisor consultation calls for 18 months.

FISCAL IMPACT

The funding for the previous contract as well as the proposed amendment for Reyes Training and Consultation LLC for the F5SMC CYBHI Round 2 Grant: CPP Learning Collaborative totaling \$124,500.00 is covered in full by a grant from the California Department of Health Care Services through a Child and Youth Behavioral Health Initiative grant.

RECOMMENDATION

Approval of amendment to the Contract Agreement with Reyes Training and Consultation LLC for the F5SMC Children and Youth Behavioral Health Initiative (CYBHI) Round 2 Grant: Child-Parent Psychotherapy Learning Collaborative to increase the total amount of the agreement by \$34,500.00 for a new total obligation not to exceed \$124,500.00 and to extend the term from April 25, 2024 through December 31, 2026



Reyes Training and Consultation LLC

F5SMC CYBHI Round 2 Grant:

CPP Learning Collaborative Revised Scope and Budget

Revised Contract Term: April 25, 2024 to December 31, 2026

UCSF Trainer Category	Day Rate	Consultation with Prep Time Hourly Rate*
Ph.D. or Psy.D trainer	\$3,000	\$375

CPP Learning Collaborative Training Elements

Training Element	Description	Rate	Quantity for 2 cohorts	Original Total Cost	Revised Additional Amount	Revised Total Cost
1. Learning Session 1	3-day Core CPP Didactic Training	Day rate x 3 (days) for each cohort	6 days	\$18,000	\$9,000	\$27,000
2. Learning Session 2	2-day Intensive CPP Competency Building Session held approximately 6 months after Learning Session 1	Day rate x 2 (days) for each cohort	4 days	\$12,000	\$6,000	\$18,000
3. Learning Session 3	2-day Intensive CPP Competency Building Session held approximately 12 months after Learning Session 1	Day rate x 2 (days) for each cohort	4 days	\$12,000	\$6,000	\$18,000
4. Consultation Call Group	<ul style="list-style-type: none"> 18 months of calls, with two calls per month for a total of 36 calls Estimates 25 people per call group or less 	Hourly rate x 36 (calls) per cohort	72 hours	\$27,000	\$12,750	\$39,750

5. Supervisor Call	Monthly calls for CPP supervisors in addition to their participation on consultation calls. This call focuses on CPP-related supervision (18 1-hour long calls).	Hourly rate x 18 (calls) per cohort	36 hours of calls (less if 2 nd cohort joins 1 st group)	\$13,500	\$750	\$14,250
6. Evaluation Support and TA	Technical assistance and guidance on CPP Evaluation and CYBHI requirements	Hourly rate x 20 hours	20 hours	\$7,500	0	\$7,500
Total Cost				\$90,000	\$34,500	\$124,500



2026–2029 Communications Plan

March 2026



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Introduction

First 5 San Mateo County (F5SMC) works to ensure that all children from birth through age five have the foundation they need to thrive. Its mission is to promote positive outcomes for young children through strategic investments, community leadership, and effective partnerships. Guided by a vision of success for every child, communications plays a critical role in advancing F5SMC's mission by connecting families to resources and elevating community voice. Together, these efforts aim to strengthen public support for the importance of early childhood investments in San Mateo County.

The 2026-2029 Communications Plan outlines a coordinated approach to messaging, outreach, storytelling, and engagement that supports F5SMC's evolving role as a strategic financial investor, community partner, and systems leader. This plan aligns communications priorities with the organization's 2025-2030 Strategic Plan and reflects the changing needs of families, partners, and stakeholders across San Mateo County.

San Mateo County & Families

San Mateo County has a highly educated population (54.9% has Bachelor's Degree or higher) with a median family income of \$160,733.¹ It is home to over 47,000 children aged five and under.² White children, under the age of 17, are the largest population in the county at 35.3%, followed by Latinx (31.4%) and Asian American (22.7%). Other ethnic populations include: Multiracial (7.1%), African American (1.8%), and Pacific Islander (1.4%).³

Through intentional focus on social determinants of health, F5SMC seeks to address health inequities that disproportionately impact children of color and children from low-income families in San Mateo

¹ US Census Bureau. QuickFacts San Mateo County, California. Retrieved from <https://www.census.gov/quickfacts/sanmateocountycalifornia>

² California Child Care Resource & Referral Network. (2021). The 2021 California Child Care Portfolio: Child Care Supply, Demand, and Cost. Retrieved from https://rrnetwork.org/assets/general-files/San-Mateo_2023-01-25-044007_aknz.pdf

³ Kidsdata. (2020). Child Population, by Race/Ethnicity in California. Kidsdata.org. Retrieved from <https://www.kidsdata.org/topic/33/child-population-race/Pie#fmt=144&loc=4&tf=141&ch=7,11,70,10,72,9,73&pdist=73>



County, limiting their ability to fully thrive knowing that 3,000 children ages 0-5 that are living in poverty in San Mateo County, a county which has ranked third in the state for median income.⁴⁵

Background & Context

First 5 San Mateo County's 2020-2023 Communications Plan established a strong foundation for brand consistency, partner engagement, and community awareness. Since then, the early childhood landscape has shifted. Families continue to navigate complex systems of care and education, community needs have evolved, and digital engagement has expanded as a primary way people access information and services.

At the same time, F5SMC's role within the early childhood ecosystem has grown. The organization has expanded its leadership in cross-sector collaboration, policy engagement, and systems changes, requiring a more integrated strategic communications approach. The 2026-2029 Communications Plan builds on lessons learned from the previous plan while responding to new opportunities and challenges identified through the 2025-2030 Strategic Plan.

This updated communications framework recognizes that effective communications are not only about awareness, but also about advancing equity, supporting family leadership, and strengthening coordination across systems that serve young children.

Alignment with 2025–2030 Strategic Plan

The communications plan is grounded in the vision and priorities outlined in the strategic plan, which emphasizes equitable access to services, strong and supported families, and coordinated systems that promote children's healthy development and learning.

Communications strategies will reinforce the strategic plan's goals by:

- Promoting environments where children and families feel safe, supported, and connected
- Increasing visibility of high-quality early learning, health, and family support services
- Elevating the importance of early childhood in public dialogue and policy decisions
- Amplifying the voices and experiences of families and community partners

This plan outlines a coordinated approach to how communications initiatives will be designed, implemented, and assessed from 2026 to 2029 to advance F5SMC's strategic goals and strengthen its role within the community.

⁴ World Health Organization. (2018). Social Determinants of Health. World Health Organization. https://www.who.int/social_determinants/en/

⁵ San Mateo County. (2023-2027). San Mateo County Comprehensive Prevention Plan: A Strategy to Leverage Federal Funding Through the Family First Prevention Services Act. San Mateo County.

Communications Planning Process

The communications planning process was led by VIVA Social Impact Partners and carried out through a structured discovery and planning phase designed to align communications efforts with the agency’s strategic goals, as outlined in the 2025-2030 Strategic Plan. This approach ensured that insights from prior planning processes were leveraged efficiently while creating a clear, actionable foundation for future communications work.

As part of the discovery phase, VIVA conducted a comprehensive review of F5SMC’s 2025-2030 Strategic Plan, strategic planning inputs, stakeholder findings, and recent procurements to identify intersections and opportunities for communications. This was complemented by a detailed analysis of F5SMC’s digital communications, including website and social media performance, to assess opportunities for improvement.

Discovery and planning activities included:

- Ongoing planning and collaboration with F5SMC’s core communications team
- Review of the 2025-2030 Strategic Plan, relevant communications materials, plans, and policies
- Audit of website, social media platforms, and digital content
- Landscape review and benchmarking analysis



Findings

VIVA engaged with both Spanish-speaking and English-speaking parents and caregivers, in addition to sending out a family survey, a commissioner survey, and a community partner survey. These efforts informed the community engagement portion of the communications plan, in which the groups above all shared insights based on their knowledge of the early childhood landscape, the existing communications efforts undertaken by F5SMC and other community partners, as well as their direct work with community stakeholders, children, and families.

English & Spanish Focus Groups

Findings from both the English and Spanish language focus groups revealed that parents are seeking practical, culturally relevant guidance delivered simply, visually, and through trusted community channels. Across both groups, families consistently expressed a need for information on child development, access to developmental supports, school readiness resources, and local activities. Spanish-speaking participants emphasized the importance of accessible, linguistically appropriate resources that reflect their cultural context, while English-speaking participants highlighted interest in workforce support, parenting resources, and affordable or free family events. Participants also noted that how information is delivered matters as much as what is shared, with a strong preference for easy-to-understand content.



Family Survey Findings

Family survey results indicated that while awareness of F5SMC remains relatively limited, parents are actively seeking practical, local resources and guidance, something F5SMC can provide. Recognition of the F5SMC name is stronger than understanding its mission or services, suggesting an opportunity to clarify messaging and strengthen the organization's brand positioning — specifically, that F5SMC invests in service providers rather than delivering services directly to families. From a communications perspective, families report that they rely on trusted individuals and online searches more than official websites. Overall, these findings underscore the importance of delivering clear, relevant information that helps families navigate local support and services for young children.

Commissioner Engagement Findings

Through survey feedback, commissioners identified key areas of interest they hope to include in communications priorities, such as basic needs and stability (housing, food security, child care), child and

family well-being (mental and behavioral health, immunizations), and early identification and developmental supports. Commissioners are looking for concise, accessible resources that will allow them to act as informed ambassadors for early childhood development, such as issue-focused one-pagers and regular updates that provide context on policy developments and local initiatives. These insights highlight the need for communications that balance strategic policy framing with clear, actionable information.

Community Partner Survey Feedback

Survey outreach helped community partners emphasize that families are most often seeking support related to high-quality child care, developmental screenings, early intervention, financial stability, and mental health resources. Partners noted that trusted relationships and direct, relationship-based communication, such as in-person outreach, are more effective than traditional communication channels. They also expressed a need for clear, shareable materials, coordinated messaging across organizations, and data-driven stories that demonstrate impact. Partners highlighted opportunities for F5SMC to strengthen alignment around policy priorities, support campaigns and funding opportunities, and build partner capacity as trusted messengers within the early childhood ecosystem.

Landscape Scan and Audit

VIVA also conducted a landscape scan and communications audit to understand the broader First 5 and early childhood communications environment locally, regionally, and statewide. This analysis examined how organizations communicate about early childhood issues, with attention to messaging strategies, technologies used, and engagement with similar target audiences. Findings from the landscape scan informed recommendations on positioning, content focus, and communications tactics, helping ensure that F5SMC's communications reflect best practices while remaining distinct, relevant, and responsive to community needs.

Planning discussions also emphasized maintaining strong brand consistency, leveraging F5SMC's history and data to reinforce credibility, and prioritizing curated partner content over large-scale awareness campaigns. This included the importance of communications that focus on reinforcing sustained investment in early childhood systems while positioning F5SMC as both a connector and a trusted leader in the field.



Key Takeaways

Social Media Landscape

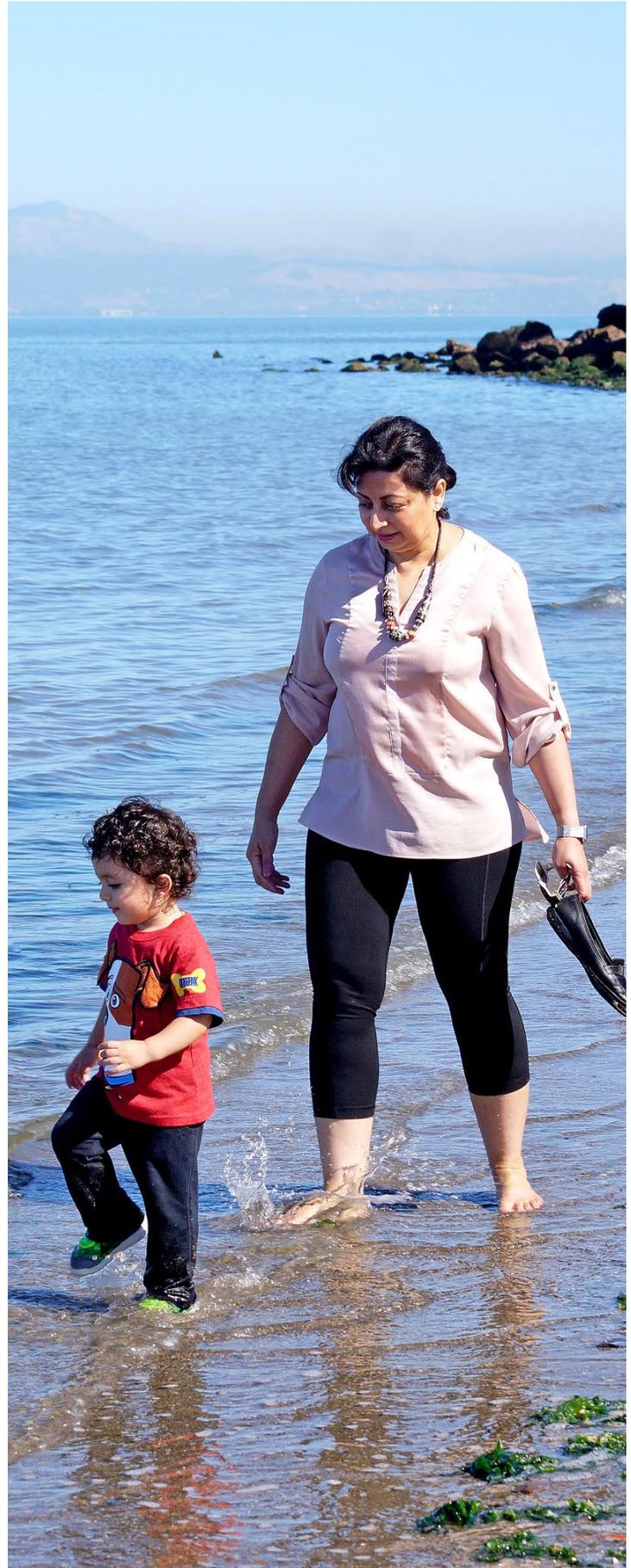
- Social media visibility and audience reach are growing, signaling that F5SMC’s awareness is increasing
- Content is resonating with audiences, creating momentum for deeper engagement
- Each platform continues to serve a different strategic role. Instagram supports relationship building and interactions, while Facebook expands F5SMC’s reach and awareness
- Opportunities exist to strengthen calls to action and guide audiences from awareness to action, particularly driving traffic to priority resources on F5SMC’s website
- Continued investment in strategic content and paid amplification can help sustain growth and reach priority audiences

Website Landscape

- Website traffic is increasing, with strong returning visitors suggesting trust and familiarity with F5SMC
- Direct visits and partner referrals demonstrate collaborative visibility
- While awareness and visits are growing, there is an opportunity to improve engagement depth and help users more easily find relevant resources
- Streamlining the site navigation and clarifying pathways can strengthen the website’s role as a central hub for resources

Strategic Plan Alignment

- Communications has the opportunity to elevate systems-level impact alongside programs and services, helping position F5SMC as a leader in early childhood advocacy
- Messaging can shift toward more emotionally resonant storytelling that highlights both family impact and broader community outcomes
- Balancing family-facing narratives with stakeholder-focused messaging will strengthen F5SMC’s credibility, visibility, and influence



- Tone and positioning should reflect confidence and leadership, acting as a connector across systems
- Expanding multilingual, culturally responsive outreach will strengthen equity-centered engagement and broaden community reach

Landscape Analysis

- Regional collaboration and aligned campaigns present opportunities to increase visibility and collective impact across counties
- Equity messaging is strongest when concrete and practical, meaning the use of clear, plain language and directly showing who benefits
- Recurring content themes or series can help audiences better understand services, build familiarity, and strengthen engagement over time
- Strengthening consistent storytelling and campaign structure can improve audience recall and reinforce First 5's identity



Guiding Principles

The following guiding principles emerged from the communications planning process and will inform the development, implementation, and evaluation of communications across initiatives.

- **Center families and community experience.** Communications will prioritize accessible, culturally responsive, and multilingual approaches that reflect families' lived experiences and make resources easy to understand and utilize.
- **Lead with impact and shared purpose.** Messaging will connect programs to broader early childhood systems change, helping audiences understand why investing in young children benefits the entire San Mateo County community.
- **Leverage communications as a connector across partners and initiatives.** Efforts should align messaging and campaigns across programs and collaborators to amplify collective impact and strengthen shared advocacy.
- **Move from awareness to action.** Content will be designed not only to inform, but to guide families, partners, and stakeholders toward clear next steps, resources, and opportunities for deeper engagement.
- **Position F5SMC as a trusted early childhood voice.** Thought leadership, transparent impact reporting, and consistent messaging will reinforce credibility with families, partners, decision-makers, and the broader community.
- **Plan with intention and flexibility.** Communications will remain responsive to emerging policy priorities and community needs while maintaining alignment with the 2025-2030 Strategic Plan.



2026–2029 Communications Goals

1. Families with young children view First 5 San Mateo County as a trusted and accessible source of information, resources, and support that helps them nurture their children’s health and development.
2. Families and community partners understand and value the importance of early childhood development and the role First 5 San Mateo County plays in creating safe, healthy environments for young children.
3. Community partners and stakeholders recognize First 5 San Mateo County’s investments, partnerships, and impact in expanding access to high-quality early care/education, health services, and family resources.
4. The broader San Mateo County community understands the importance of investing in young children and families for the county’s collective well-being, and supports policies and funding that advance positive early childhood outcomes.

Communications & Advocacy Priorities

Priority efforts include integrated storytelling and coordinated messaging across key initiatives such as Big Feelings, Early Brain Development campaign, Oral Health, and Baby Bonus. Opportunities exist to strengthen alignment across related programs, including Early Childhood Mental Health initiatives and Ripple Effect, workforce development, Quality Counts, Build Up, and Help Me Grow San Mateo County. This also considers elevating emerging themes like trauma-informed and resilience-focused messaging.

Communications will also leverage existing partnerships and collaborative platforms, including the child care blueprint workgroup, shared prosperity messaging, and the Child Abuse Prevention Council, to co-create messaging, expand reach, and reinforce a unified early childhood narrative across San Mateo County.



Priority Audiences & Key Messages

Parents and Caregivers of Children Ages 0-5

SUMMARY

Families and caregivers play a crucial role in shaping their child's future. The earliest years build the foundation for lifelong health, learning, and well-being. Parents and caregivers know their child best, and every family deserves access to trusted information and resources that fit their unique needs. F5SMC connects families with programs and community supports that help young children thrive, while also uplifting parent voices to help shape services and systems that better serve children and families across the county.

KEY MESSAGES

- Strong starts matter. The earliest years of your child's life play an essential role in shaping their brain development, health, and emotional well-being.
- Support for your family. Parenting comes with both joys and challenges, and F5SMC is here to help connect your family to trusted resources, services, and community support, enabling children to thrive and caregivers to feel supported.
- You know your child best. You are your child's most important teacher and advocate, and you play a key role in guiding their development and ensuring they receive the care and support they need to reach their full potential.

Community Partners

SUMMARY

Community partners are essential to building a strong early childhood system and supporting young children and families across San Mateo County. Trusted relationships with families are at the core of effective services, and collaboration helps expand access to high-quality learning, health, and family supports. F5SMC values partnership, shared learning, and coordinated efforts that amplify impact. By working together to align strategies, share stories, and advocate for effective policies, we can improve outcomes for young children and the families who care for them.

KEY MESSAGES

- Partners in early childhood. We play a vital role in supporting young children and their families by building strong foundations during the earliest years of life.
- Relationships drive impact. Trusted relationships strengthen engagement, improve access to resources, and create more meaningful supports for children and caregivers.
- Working better, together. Coordinating efforts, sharing knowledge, and creating collaborative solutions help close service gaps and ensure families experience a seamless system of support.
- Shared voice, shared impact. When we align messaging, priorities, and advocacy efforts, we can amplify community voices and create greater impact for young children and their families.

Key Stakeholders

SUMMARY

Strong communities begin with healthy children and supported families, particularly during the earliest years of life. F5SMC invests in programs, partnerships, and systems that improve outcomes for children ages 0-5 while strengthening support for parents and caregivers. Early childhood investments drive long-term community well-being, economic stability, and equity. Through leadership and informed decision-making, stakeholders play a critical role in advancing policies and systems that create lasting benefits for young children, families, and the broader San Mateo County community.

KEY MESSAGES

- Early years matter most. Investments in the prenatal to five-year-old period yield the greatest returns by strengthening school readiness, long-term health, and economic stability for children, families, and communities.
- Smart public investments. Strategic funding in early childhood programs and family supports can prevent costly interventions later and promote lifelong success.
- Systems that work. Integrated systems that align health, early learning, and family supports improve access, reduce disparities, and assist in equitable outcomes for the community.
- Leadership shapes outcomes. Importance of leaders to set priorities, mobilize resources, and drive policies that create lasting, positive change for young children and their families in San Mateo County.

General Public

SUMMARY

When young children and families have the support they need, the entire San Mateo County community benefits. F5SMC partners with families and local organizations to strengthen early childhood systems so children can grow up in safe, healthy, and nurturing environments. Investing in young children contributes to stronger schools, a healthier workforce, and a more resilient community. Together, we can help ensure every child has the opportunity for a strong start and a bright future.

KEY MESSAGES

- Strong families mean strong communities. When families have the support they need to raise healthy, resilient children, neighborhoods and communities thrive.
- Early childhood benefits everyone. Investing in young children's health, learning, and well-being strengthens our workforce, reduces future social costs, and builds a more prosperous and equitable community for everyone.
- Shared future for San Mateo County. By supporting young children and families today, we are shaping a healthier, more vibrant future where every child can succeed, and the entire county can flourish.

2026–2029 Communications Strategies & Activities

Strategy 1: Make it easier for families to access and understand resources through First 5 San Mateo County’s website and digital channels.

ACTIVITIES

1A Website Content Architecture and Resource Organization

Update website structure and content to prioritize family pathways, making it easier for parents and caregivers to find age-specific guidance, services, and developmental supports.

1B Social Media as a Resource Gateway

Use social media platforms to share bite-sized guidance, visuals, and videos that direct families to trusted information and resources on the First 5 San Mateo County website.

1C Family Resource Updates and Timely Information

Regularly refresh digital content to reflect new programs, services, and community resources relevant to families with young children, such as local family-friendly events and policies to advocate for.

Strategy 2: Build shared understanding of why early childhood matters and why investing in young children, families, and the ECE workforce benefits the San Mateo County community.

ACTIVITIES

2A Public Awareness Campaigns

Implement targeted communications campaigns, such as the Early Childhood Brain Development campaign, aligned with strategic priorities, key moments, and policy opportunities.

2B Media & Thought Leadership

Pitch stories, op-eds, and expert perspectives that position First 5 San Mateo County as a trusted early childhood voice in the community.

Strategy 3: Equip community partners with shared messages and communications tools to amplify collective impact and advance coordinated advocacy across systems.

ACTIVITIES

3A Partner Communications Toolkit

Develop and update shared messaging, templates, and assets for partners and stakeholders.

3B Partner Amplification

Coordinate cross-promotion and message alignment with funded partners and collaborators (e.g., Baby Bonus).

Strategy 4: Elevate lived experiences in communications to inform decisions, shape policies, and build early childhood systems that reflect community needs.

ACTIVITIES

4A Policy Messaging & Materials

Develop clear, accessible communications that support early childhood policy and systems change priorities.

4B Stakeholder and Decision-Maker Outreach

Create targeted communications for policymakers, funders, and systems leaders.

4C Story Bank & Story Collection

Create a centralized system for collecting, organizing, and sharing stories from partners and families.

4D Rapid Response Communications

Deploy timely messaging in response to policy developments, legislation, or emerging community needs.

Sequencing

IMMEDIATE PRIORITIES

Because families, parents, and caregivers of young children are a high-priority audience, the immediate focus starts with Strategy 1, making it easier for them to access and understand resources through F5SMC's website and digital channels. At the same time, we will coordinate and cross-promote message alignment with funded partners (e.g., Baby Bonus), and develop clear, accessible communications that advance early childhood policy and systems change priorities for key stakeholders.

- 1A Website Content Architecture & Resource Organization
- 1B Social Media as a Resource Gateway
- 1C Family Resource Updates & Timely Information
- 3B Partner Amplification
- 4A Policy Messaging & Materials

LONG-TERM PRIORITIES

Once immediate priorities are established, the long-term focus will shift to expanding awareness, influence, and alignment. This includes launching a public awareness campaign on early childhood brain development, strengthening media outreach, and



thought leadership. The formation of a story bank, deepening stakeholder engagement, and building a rapid response communications capacity will ensure that timely messaging around emerging policy developments is at the forefront of communications.

- 2A Public Awareness Campaigns
- 2B Media & Thought Leadership
- 3A Partner Communications Toolkit
- 4B Stakeholder & Decision-Maker Outreach
- 4C Story Bank & Story Collection
- 4D Rapid Response Communications

Evaluation & Metrics

Strategy 1. Make it easier for families to access and understand resources through First 5 San Mateo County’s website and digital channels.

Evaluation will focus on improving accessibility, navigation, and how families engage with F5SMC’s digital resources.

- Number of visitors to the website (total, new, and returning)
- Average time spent on the resources page
- Increased visits to non-English pages
- Mobile traffic vs. desktop traffic

Strategy 2. Build shared understanding of why early childhood matters and why investing in young children, families, and the ECE workforce benefits the San Mateo County community.

Evaluation will focus on awareness-building, content performance, and audience engagement.

- Social saves and shares (compared, YOY, QOQ)
- Email open rate increase
- Number of visitors to the website (total, new, and returning)



Strategy 3. Equip community partners with shared messages and communications tools to amplify collective impact and advance coordinated advocacy across systems.

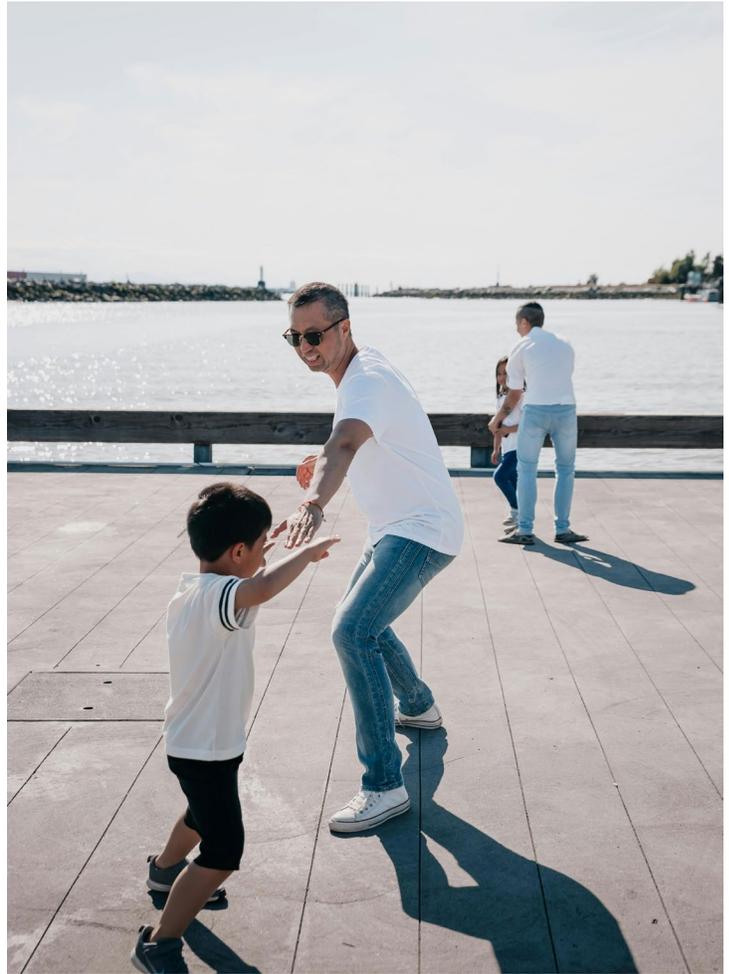
Evaluation will focus on partner participation and message amplification across networks

- Number of partners using toolkit templates
- Partner reposts (measured quarterly)
- Social saves and shares (partner amplification)

Strategy 4. Elevate family voice and lived experience in communications to inform decisions, shape policies, and build early childhood systems that reflect community needs.

Evaluation will focus on storytelling reach, resonance, and community engagement content.

- Social saves and shares (compared to YOY/ QOQ)
- Email open rate increase
- Average time spent on the resources page



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

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

QUALITY CARE AND EDUCATION

Child Care Partnership Council (CCPC)

On March 16, The Child Care Partnership Council (CCPC) met for their General bi-monthly meeting welcoming appointed Superintendent of Schools Marco Chavez as Co- Chair of CCPC with Board of Supervisor, Jackie Speier. The agenda included: presentations by Early Childhood Pathways to Success (ECEPTS) - a successful workforce paid Apprenticeship Program active in San Mateo County; a presentation of the IZZI Head Start/Early Head Start Community Needs Assessment Update and vote on the FY 2025-2026 childcare supply & demand zip core priorities. The CCPC subcommittees met prior to the general meeting: Quality & Access finalized a SMC definition of Quality in Early Learning Settings and the Leadership and Impact committee met to draft legislative priorities for this legislative & budget session. F5SMC's Deputy Director, Michelle Blakely, sits on the Leadership & Impact committee.

Early Learning Job & Resource Fair

Supported by San Mateo County Office of Education, SMC Measure K funds and Silicon Valley Community Foundation (SVCF), a first annual job & resource fair solely for early learning professionals will be held on March 21st from 9 am – 12 noon at 101 Twin Dolphin Drive, Redwood City. See *Attachment 8.1* for further details and to register.

HEALTHY CHILDREN

Child-Parent Psychotherapy Training

In February the second cohort of Child-Parent Psychotherapy (CPP) clinical trainees completed their final in-person learning session required for certification. The clinicians will continue to meet twice monthly with trainer Dr. Vilma Reyes from UCSF Child Trauma Research Program for six more months before the training is complete. The three CPP cohorts in training are supported by a Child and Youth Behavioral Health Initiative grant through Department of Health Care Services (DHCS).

Ripple Effect Leadership Convening

On March 12, Dr. Chandra Ghosh Ippen led a virtual Ripple Effect for Leaders session with a focus on practices in early childhood education settings or other direct child-serving environments. Attendees shared ideas or questions about three topics: Welcoming and Onboarding Families, Moments of Separation (drop offs, staff changes), and Tracking a Child's Reminder. Future sessions will offer opportunities to go deeper with other sectors to think through how best to promote safety and connection for children who have experienced trauma.

POLICY & ADVOCACY UPDATES

First 5 San Mateo County supports the following bills that will be recommended by the First 5 Association with the guidance from the Association's Policy Committee:

- [ACR 120](#) (Avila Farias): **Positive Parenting Awareness Month:** This measure would designate January 2026 as Positive Parenting Awareness Month in California.
- [AB 2092](#) (Bonta): **Early Childhood Integrated Data System** Creates a statewide data system under DSS to link data across programs serving children birth to age five, establishes an Interagency Task Force to oversee development, and requires data-sharing agreements with specified state entities.
- [AB 1996](#) (Bonta): **California Child Poverty Reduction Advisory Council** Establishes an 18-member advisory council within CalHHS, co-chaired by the CalHHS Secretary and DSS Director, to evaluate policies affecting child poverty and well-being and report to the Legislature, with an initial report due July 1, 2027.
- [AB 1981](#) (Aguiar-Curry): **Subsidized Childcare: Reimbursement Rate Reporting** If new childcare reimbursement rates are not in effect by July 1, 2025, requires the Department of Social Services to annually report its rate transition timeline to the Chairperson of the Joint Legislative Budget Committee, starting no later than January 31, 2027.
- [SB 902](#) (Grayson): **Childcare: Electronic Signatures** Authorizes electronic signatures under the Uniform Electronic Transactions Act (UETA) to satisfy signature requirements under the Child Care and Development Services Act.

Choose Children Candidate Forum

On March 10, SVCF, The Children’s Partnership, and the First 5 Association co-hosted the first gubernatorial Choose Children Candidate Forum to hear from those running to be California’s next governor their agenda focused on young children, their families, and their caregivers. The Forum was hosted in East Palo Alto at EPA Center and featured discussion with Betty Yee and Tony Thurmond. F5SMC staff members Michelle Blakely and Emily Roberts attended.

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

First 5 Association Calls on State Lawmakers to Protect Infant and Early Childhood Mental Health Services

On March 4, 2026, the First 5 Association of California issued a press release urging the California Legislature to protect mental health services for infants and young children following a major overhaul of the state’s behavioral health funding system. (See *Attachment 8.2*)

COMMUNITY AND STATEWIDE EVENTS & UPDATES

Board of Supervisors Honors Nancy Magee Upon Retirement as County Superintendent of Schools

On March 10, 2026, the San Mateo County Board of Supervisors honored former San Mateo County Superintendent of Schools Nancy Magee for her 31 years of service in public education by proclaiming the day as Nancy Magee Day. Magee served on several Commissions and Boards including First 5 San Mateo County Commission, the Housing Endowment and Regional Trust of San Mateo County (HEART), the Home for All San Mateo County steering committee, and the San Mateo County Child Care Partnership Council and chaired, Coalition for Safe Schools and Communities. Her leadership was instrumental in role in advancing The Big Lift. (See *Attachment 8.3*)

Intergenerational Story Time

On March 22, 2026, at 10:30 a.m., the San Mateo Youth Commission, in collaboration with San Mateo County Libraries, First 5 San Mateo County, and the San Mateo County Commission on Aging, will host an “**Intergenerational Story Time**” event to bring different generations in our

community together. Older adults and families with young children are invited to attend. The event will feature cultural celebrations, free books and brunch, and a variety of fun, literature-themed activities. It will take place at North Fair Oaks Library (2510 Middlefield Rd, Redwood City). (See Attachment 8.4)

Inaugural Community of Practice for Family Support Professionals

In partnership with Sellers, Dorsey & Associates, F5SMC is proud to announce that its inaugural Community of Practice (CoP) for Family Support Professionals will be held virtually from 2:00-3:30pm on March 24th. The goals of this CoP series include:

- Strengthening Connection & Support Among Professionals
- Fostering Cross-Sector Collaboration
- Advancing Whole-Family, Equitable Outcomes
- Concrete Problem Solving & Resource Sharing

Sellers Dorsey will be facilitating Community of Practice (CoP) meetings every other month, alternating between virtual and in-person formats. Direct service providers who work with young children and their families are invited to participate in kicking off the new program. Sessions will be interactive, collaborative, and focused on practical support for providers. For more information or to receive a registration link, please contact Olivia Brown from Sellers Dorsey (obrown@sellersdorsey.com) or Jenifer Clark from F5SMC (jdclark@smcgov.org). We hope to see you there!

BUILD UP GREEN SPACES (BUGS) CLIMATE SUMMIT

On March 17, Build Up SMC hosted an Early Childhood Climate Action Summit on the heels of launching BUGS, a new program focused on climate resilience in early care and learning environments. The centerpiece is the nation's first county-level Climate Action Plan specifically designed for childcare facilities — being unveiled at this summit.



Click to see [SMC Early Childhood Climate Action Plan](#). The event brought together leaders from early childhood education, sustainability, public health, and local government around a core premise: young children are disproportionately vulnerable to climate change yet are largely absent from climate planning conversations.

Key programming included

- Breakfast and a keynote by Dr. Lisa Patel (Stanford School of Medicine), a national leader on climate and children's health
- A multi-sector panel moderated by JP Renaud (Executive Director, Canopy) on cross-sector climate resilience

The summit highlighted how climate change impacts children and childcare settings; the reframe of childcare facilities as frontline infrastructure for climate resiliency and charted pathways for cross-sector partnerships and action. F5 staff members Kitty Lopez and Michelle Blakely were among the speakers, while fellow staff Myra Cruz, Emily Roberts, and Mai Le also attended. First 5 hosted a resource table as well.

COMMUNICATIONS**First 5 SMC Communications Firm**

The First 5 SMC communications firm, Viva Social Impact Partners, announced that it will be dissolving its communications and marketing division. As a result, the firm will only be able to continue working with First 5 SMC through June 30, 2026, and only on activities outlined in the current contract including the 2026 – 2029 Communications Plan which will be presented at the March 23 Commission meeting. The First 5 communications team are currently reassessing and developing a plan for future communications and marketing support.

Social Media and Analytics Reports (See Attachment 8.5)



Early Learning Job & Resource Fair

Saturday, March 21st
9:00am - 12:00pm

This fair welcomes individuals interested or currently working with children and families.

For **ALL** San Mateo County Early Learning Professionals



CONNECT WITH:

- Programs with open job positions
 - On-the-spot interviews
- Community Resources
- Cohort Opportunities



LEARN ABOUT:

- Child Development Permit Navigation
- Digital Literacy Workshop
 - (English & Spanish)
- Drop In Resume Support
- Stipends & Grants



REGISTER: bit.ly/eceresourcefair



Location:
101 Twin Dolphin Dr.
Redwood City, CA, 94065





FOR IMMEDIATE RELEASE

Contact: Courtney Armstrong

courtney@first5association.org

First 5 Association Calls on State Lawmakers to Protect Infant and Early Childhood Mental Health Services

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 urging the California Legislature to protect mental health services for infants and young children following a major overhaul of the state's behavioral health funding system.

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

“A major transition in state mental health funding could jeopardize critical programs that identify and treat mental health challenges for our youngest children. Without action by lawmakers, families across California will lose access to services that cannot be replaced. We're asking lawmakers to approve a one-time \$20 million investment to bridge this funding gap, and to make permanent fixes that ensure children ages zero to five have a dedicated funding stream when it comes to prevention services.

“The early years of a child's life are the most critical time for brain and behavioral development, and California families deserve timely access to the high-quality, culturally relevant services that support it. First 5s are in every California community and have the community knowledge and proven infrastructure to deliver these services to the families who need them most. We look forward to working with state legislators to protect these critical mental health services for California’s youngest children and to utilize the trusted implementation expertise of the First 5 network.”

Background: In 2004, California voters passed the Mental Health Services Act (MHSA), funded by a 1% tax on incomes over \$1 million. This investment provided counties with resources for both mental health prevention and early intervention programs. In 2024, voters passed the Behavioral Health Services Act (BHSA), which moved mental health prevention funding to a new state-level Population-Based Prevention Fund. Administered by the California Department of Public Health, the Population-Based Prevention Fund is intended to support community-based programs that stop mental health problems before they start.

Unfortunately, the Fund's rules don't explicitly allow county First 5s to apply for grants, leaving children ages zero to five without these needed resources. With county First 5 revenues in decline, infant and early childhood mental health services face a convergence of funding losses. The First 5 Association of California has asked the legislature for a one-time \$20 million investment specifically for children ages zero to five, a permanent funding stream within the state fund for that age group, and explicit eligibility for First 5 commissions to apply for the prevention grants.

###

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.



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County Executive's Office

Board of Supervisors Honors Nancy Magee Upon Retirement as County Superintendent of Schools

March 10, 2026

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Redwood City – The Board of Supervisors [proclaimed today as Nancy Magee Day](#) in San Mateo County to honor her 31 years in public education as she retires from her role as County Superintendent of Schools.

Magee was first elected superintendent in 2018 and led the [San Mateo County Office of Education](#) with a focus on early learning, environmental education and student safety and wellbeing.

“If there is a message Nancy Magee has given to the students of San Mateo County, it is, ‘Yes, you can,’” said Supervisor Jackie Speier, who sponsored the proclamation with Supervisor Lisa Gauthier. “She has always exhibited a can-do attitude.”

Magee appeared via Zoom, thanking supervisors for the recognition and, characteristically, highlighted the collaboration that helped move initiatives forward.

“I think it’s a great example of what San Mateo County can accomplish when we all work together,” Magee said.

Gauthier, who was unable to attend the meeting, shared a statement about Magee’s legacy. “Nancy Magee’s impact lives on through the people she served – in students who felt seen, families who felt supported and educators who felt trusted and empowered to do their best work,” Gauthier said.

Board President Noelia Corzo added, “Nancy is the kind of leader who creates more seats at the table, opens doors for others, and models collaboration and humility every step of the way. Her impact on educators and students alike will be felt for years to come.”



San Mateo County Supervisors proclaimed today 'Nancy Magee Day' in honor of the former superintendent of the San Mateo County Office of Education. From left, Supervisor Ray Mueller, Board President Noelia Corzo, and Supervisors Jackie Speier and David Canepa.

Magee chaired San Mateo County's [Coalition for Safe Schools and Communities](#), helping develop emergency response protocols, a suicide prevention toolkit, and a student threat assessment protocol now used across the county's 23 school districts.

"Nancy's dedication to making our schools safer is and was unwavering. And we can say without fear of contradiction that there are 70 headlines in San Mateo County that didn't happen because we had those protocols," Speier said.

During the COVID-19 pandemic, Magee supported school districts as they transitioned to distance learning and later returned to in-person instruction. For this work, she received the Pillar of the County Award from the San Mateo County School Boards Association and was named Superintendent of the Year by the Association of California School Administrators (Region 5).

She and her staff have also been instrumental in advancing [The Big Lift](#), a countywide third-grade literacy initiative prioritizing early literacy to improve academic and lifelong outcomes.

Supervisors praised Magee’s collaborative leadership style and long-standing partnerships with school districts and county agencies.

“Superintendents throughout the region always described you as collaborative and accessible,” Supervisor David Canepa said. “Your hard work is not forgotten, and it is deeply respected.”

Supervisor Ray Mueller praised Magee’s consistent focus on students. “Your unwavering commitment to put children first — and their education first — will be sorely missed,” he said.

Magee earned a master’s degree in Library and Information Science from San José State University and a bachelor’s degree in English from San Diego State University. Magee spent more than 20 years working in classrooms before moving into district and county leadership roles, including associate superintendent of student services at the County Office of Education.

She also helped advance the United for Youth Vision 2030 Blueprint, a countywide initiative developed with Behavioral Health and Recovery Services to expand youth mental health supports. Magee also served on several local boards and initiatives, including the First 5 San Mateo County Commission, the Housing Endowment and Regional Trust of San Mateo County (HEART), the Home for All San Mateo County steering committee, and the San Mateo County Child Care Partnership Council.

She also promoted environmental education and climate literacy in schools. In 2021, the County Office secured a \$6 million grant from the California Legislature to develop climate change and environmental justice curriculum. The effort received several recognitions, including the 2020 Sustainable San Mateo Sustainability Champion Award.

In 2025, the San Mateo County Office of Education was named Medium County Office of the Year by the California County Superintendents.

Magee is the mother of two adult sons, Travis and Noah, and grandmother to Avery and Emmy. The proclamation was approved 4-0, with Gauthier absent.

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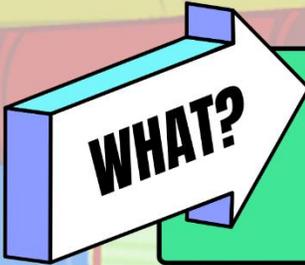
INTERGENERATIONAL **STORY TIME**



CALLING ALL OLDER ADULTS + FAMILIES WITH YOUNG CHILDREN!



**MARCH 22, 10:30 AM
NORTH FAIR OAKS LIBRARY
2510 Middlefield Rd, Redwood City**



CELEBRATING CULTURES
free books + brunch
fun literature-themed activities
connecting generations in our community

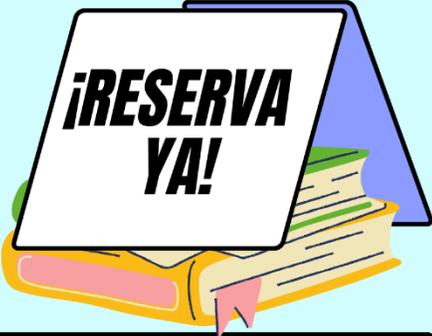
MADE POSSIBLE BY:
SAN MATEO COUNTY (SMC) LIBRARIES
FIRST5 SMC,
THE SMC YOUTH COMMISSION,
AND THE SMC COMMISSION ON AGING



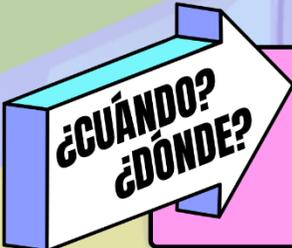
San Mateo County Libraries



INTERGENERACIONAL ✨ HORA DEL CUENTO



**¡ATENCIÓN, PERSONAS MAYORES
Y FAMILIAS CON NIÑOS
PEQUEÑOS!**



**22 DE MARZO, 10:30 AM
BIBLIOTECA NORTH FAIR OAKS
2510 Middlefield Rd, Redwood City**



CELEBRANDO CULTURAS
libros gratis + brunch
actividades divertidas relacionadas con la literatura
Conectando generaciones en nuestra comunidad

HECHO POSIBLE GRACIAS A: BIBLIOTECAS DEL
CONDADO DE SAN MATEO (SMC),
FIRST5 SMC,
LA COMISIÓN JUVENIL DE SMC
Y LA COMISIÓN SOBRE EL ENVEJECIMIENTO DE SMC



San Mateo
County
Libraries





REPORT FOR FEB 1, 2026 - FEB 28, 2026
FIRST 5 SAN MATEO COUNTY

FEBRUARY 2026 ANALYTICS OVERVIEW

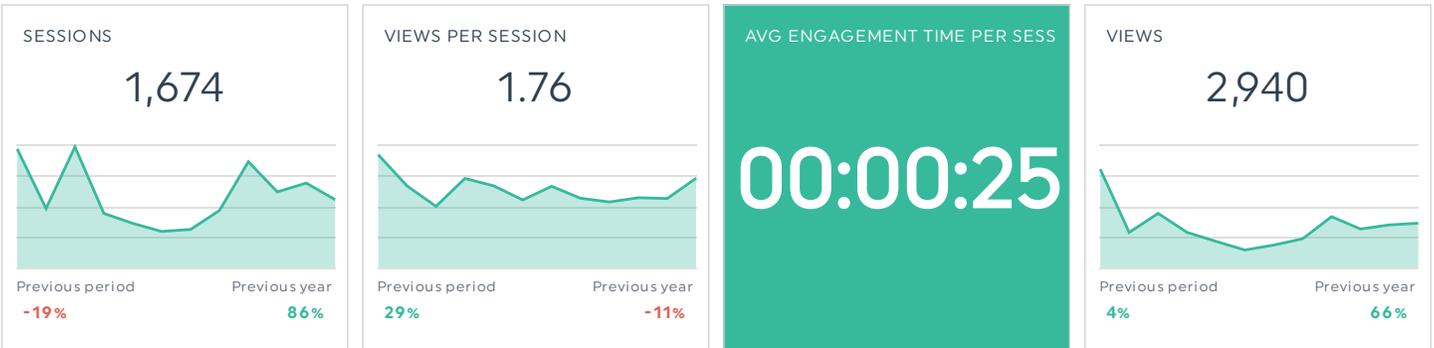
In February, First 5 San Mateo County's website traffic dipped 19% from January but remained 86% higher than last February, with 1,674 sessions and 2,940 total views. Visitors spent more time on the site, with average engagement time rising to 25 seconds, up from 18 seconds in January, and views per session improving to 1.76. The homepage led with 575 views, followed by Baby Bonus with 111 views, the Spanish "Protective Factors" blog with 95 views, and Resources with 75 views.

Social media engagement strengthened across platforms. On Facebook, the engagement rate held steady at 29.6%. Instagram saw a notable jump, with the engagement rate rising to 4.34% and impressions up 32% from January. Cultural and community-focused content performed especially well, with posts about Black History Month, Lunar New Year, and resources for immigrant families generating the highest engagement on both Instagram and LinkedIn.

Keep prioritizing:

- Timely, culturally relevant content tied to community events and awareness months
- Resources for vulnerable and historically underserved families
- Regular series like #F5SMCTriviaWednesday and #F5SMCResourceFriday across all platforms

WEBSITE ANALYTICS

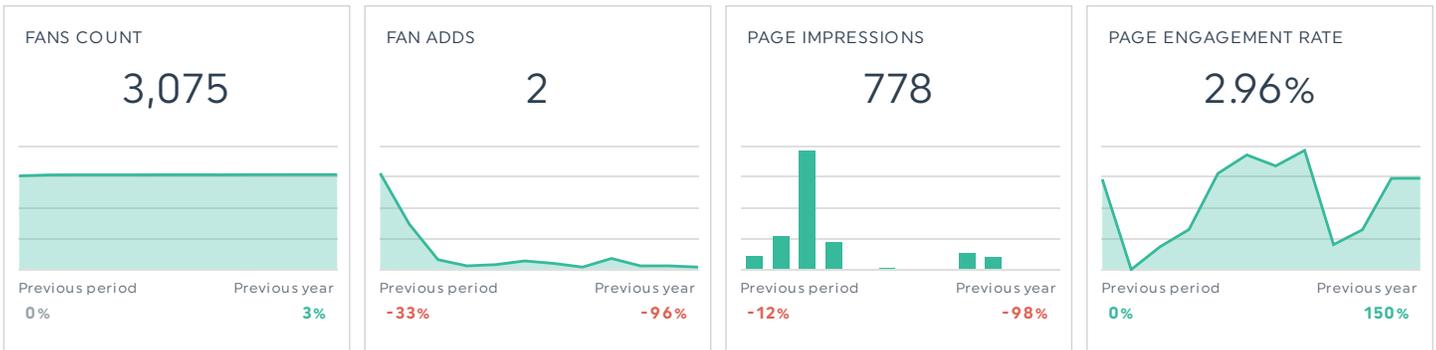


TOP VIEWS BY PAGE

Page Address	Views
/	575
/baby-bonus/	111
/es/Los-5-factores-de-protección-por-los-que-importan-los-primeros-cinco-años/	95
/resources/	75
/who-we-are/	53
/kit-for-new-parents-2/	50
/big-feelings/	49
/staff/	47
/news-updates/	42
/for-parents-families/	42
/contact/	41
/commission/	40
/list-of-support-services/	36
/funding-opportunities/	33
/supporting-smc-families/	26
/our-work/	26
/news-updates/7/	23

EVENT COUNT		TOP TRAFFIC SOURCES	
Event Name	Event Count ▾	Session Default Channel Grouping	Sessions ▾
● page_view	2,940	● Direct	1,066
● user_engagement	1,738	● Organic Search	516
● session_start	1,649	● Referral	49
● first_visit	1,346	● Unassigned	23
● scroll	767	● Organic Social	19
● click	135		
● file_download	104		
● view_search_results	13		
● video_progress	4		
● video_start	3		

FACEBOOK INSIGHTS



TOP POSTS BY ENGAGEMENT TYPE (WITH IMAGE)

Post With Image	Post Comments	Post Shares	Total Reactions
<p>Celebrate Black History Month with your little ones at San Mateo County Libraries! Grammy-nominated musician Andre Thierry and his Accordion Soul Music is bringing the joy of Zydeco music to libraries across the county. Your kids</p>	0	0	3
<p>Happy Lunar New Year! Today we welcome the Year of the Horse and celebrate new beginnings. If you're looking for a way to celebrate with your little ones, mark your calendars for Redwood City's 15th Annual Lunar New Year Celebration</p>	0	0	2
<p>Question: When should your child have their first dental visit? Answer: By their first birthday or when their first tooth appears. Early dental visits help prevent cavities and get your little one comfortable with the dentist. Health Plan of San Mateo Dental</p>	0	0	2
<p>Question: It's #F5SMCTriviaWednesday! When should you start talking, reading, and singing to your baby? Answer: From birth! Your baby's brain is developing from day one, and these everyday moments create important brain connections. Narrate what</p>	0	0	1
<p>Young children are absorbing everything happening around them right now, even when we hope they don't fully understand. Children as young as three months old can sense when their parents are upset or anxious. Between ages two</p>	0	0	1
<p>Breastfeeding can be hard. Latching struggles, supply worries, and pain are common challenges. @Nursing Mothers Counsel offers free support by phone, text, email, or video chat. Their highly trained volunteer counselors are</p>	0	0	1

TOP POSTS BY ENGAGEMENT

Post	
Once Upon a Time is a free intergenerational storytime ...	8
Celebrate Black History Month with your little ones at Sa...	5
Immigrant families in our community are facing fear an...	4
How much should young kids move each day? According ...	2
When should your child have their first dental visit? Answ...	2
Happy Lunar New Year! Today we welcome the Year of t...	2
It's #F5SMCTriviaWednesday! When should you start talki...	2
Breastfeeding can be hard. Latching struggles, supply wo...	1
Young children are absorbing everything happening aro...	1
Need nutrition support during pregnancy, breastfeeding,...	1

TOP POSTS BY IMPRESSIONS

Post	Post Impressions
Happy Lunar New Year! Today we welcome th...	104
Celebrate Black History Month with your little...	82
Once Upon a Time is a free intergenerational ...	74
Immigrant families in our community are fac...	63
It's #F5SMCTriviaWednesday! When should you...	57
When should your child have their first dental...	53
Need nutrition support during pregnancy, bre...	37
February is National Children's Dental Health ...	33
Celebrate Black History Month with your fami...	32
Young children are absorbing everything hap...	30

INSTAGRAM INSIGHTS

FOLLOWERS

1,722



Previous period: 0%
Previous year: 8%

LIKES

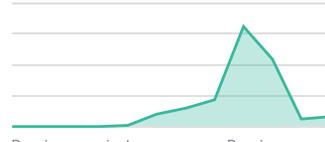
49



Previous period: 123%
Previous year: -36%

IMPRESSIONS

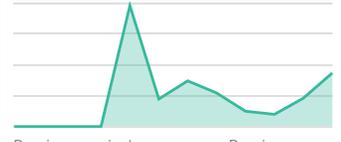
1,613



Previous period: 32%
Previous year: 100%

ENGAGEMENT RATE

4.34%



Previous period: 89%
Previous year: 100%

ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes	Comments	Engagement
Celebrate Black History Month with your little ones at @smclibraries! Grammy-nominated musician @soulboxing is bringing the joy of Zydeco music to libraries across the county. Your kids will dance, sing, and learn about the rich Creole culture of Southwest Louisiana. Plus, @soul4kidz is	12	0	16
Celebrate Black History Month with your family this Saturday, February 21 at Daly City's 34th Annual Black History Month Celebration at the Pacelli Event Center. This is a wonderful opportunity to celebrate Black culture and history while enjoying a fun day with your little ones.	6	0	6
Happy Lunar New Year! Today we welcome the Year of the Horse and celebrate new beginnings. If you're looking for a way to celebrate with your little ones, mark your calendars for Redwood City's 15th Annual Lunar New Year Celebration on Saturday, February 28. Families can enjoy lion dancers,	5	0	7
Immigrant families in our community are facing fear and uncertainty right now. Early childhood educators can be a source of safety and support. @kidspartnership's "How to Create Safe Spaces in Early Care & Education for Children in Immigrant Families" is a toolkit that helps ECE providers	5	0	5
February is National Children's Dental Health Month! Oral health affects more than just teeth. When children have tooth pain or decay, it impacts their ability to play, focus in school, sleep, and eat. The good news? Taking care of baby teeth is simpler than you think. From their first tooth to	4	0	5
How much should young kids move each day? According to @ameracadpeds, infants need at least 30 minutes of "tummy time" and kids aged 3-5 need at least 3 hours of physical activity per day. And the good news? They're built for it! Running, jumping, dancing, climbing — it all counts. Movement	3	0	3

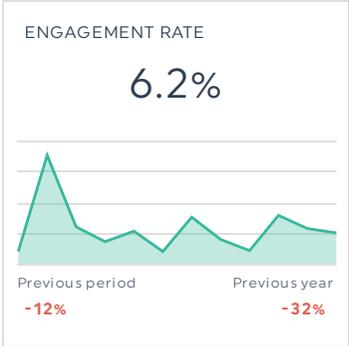
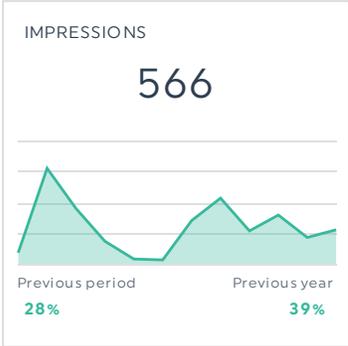
FACEBOOK AND INSTAGRAM ADS



TOP CAMPAIGN BY CLICKS (ALL)
There is no data for this period

ENGAGEMENT BY AD
There is no data for this period

LINKEDIN INSIGHTS



TOP POSTS BY ENGAGEMENT RATE

Post with image	Engagement Rate ▾	Likes	Clicks
 <p>Immigrant families in our community are facing fear and uncertainty right now. Early childhood educators can be a source of safety and support. @[The Children's Partnership \ (TCP)\](urn:li:organization:71046)'s "How to Create Safe Spaces in Early Care & Education for Children in Immigrant Families" is a toolkit that helps ECE providers respond to immigration</p>	5.9%	6	8
 <p>This Black History Month, we're shining a light on the need for equitable early learning opportunities for families in our community. Neighborhoods of color often have fewer quality early learning options. First 5 San Mateo County is working to support culturally affirming programs that help Black children feel proud of their heritage and thrive in their</p>	3.7%	0	1
 <p>At First 5 San Mateo County, we work every day to ensure that all children ages 0-5 have access to quality early learning and care. Right now, that work has never been more critical. A recent @[KQED](urn:li:organization:12359) investigation examines how immigration enforcement is disrupting child care across California. Child care centers are losing staff who</p>	3.5%	2	2

