



Open House 2026

110	Tickets "sold" on Eventbrite	Closed the pre-registration option on Friday
69	Total Eventbrite Attendees	- New Families - Alumni families - Current families
11	Total community partners	8 providers 1 Pancake vendor (All Five family!) 2 visiting orgs (PAJMZ, Canopy)
44	Unregistered guests	5 families interested in enrollment (pre-registered guests were not polled)
113	Total guests	



Sponsored by
FIRST 5
 SAN MATEO COUNTY

Sponsorship supported paying teachers overtime for their help with the event (including leading guided tours of our site!) and paying an All Five family to bring their snack cart!

1

More photos on Instagram!



2



Communications Consultation Services

Funding Recommendation

July 27, 2026

1



Intent of Funding

- Implement 2026-2029 Communications Plan, in alignment with F5SMC 2025–2030 Strategic Plan
- Increase broad public awareness of F5SMC's role and impact and promote the importance of early childhood development
- Promote specific campaigns and initiatives, such as children's oral health and Baby Bonus Program
- Update communication policies, processes, and outreach methods to keep up with evolving technology and needs/preferences of target audiences

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Background

- At the July 28, 2025 Commission Meeting, the Commission approved an award of \$450,000 to VIVA Social Impact Partners for Communications Consultation Services
- In Spring 2026, VIVA informed F5SMC of their plan to close the communications arm of their business and terminate the contract on June 30, 2026.
- From Aug. 2025-June 2026, VIVA successfully developed the F5SMC 2026-2029 Communications Plan, along with other work.
- VIVA and F5SMC staff have worked to ensure a smooth transfer of information and accounts.
- This contract will build upon the work started in the initial contract, not duplicate it

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Procurement Process

- Six proposals received through OpenGov
- Review Panel included representatives of F5SMC, local government agencies, and other First 5 entities with experiencing managing communications
- Proposals scored using a standard rubric
- No appeals received by deadline



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Funding Recommendation

Available Funding: **\$330,000**

Funding Term: **August 1, 2026-June 30, 2028**

Funding Recommendation:

Award for \$330,000 to **S. Groner Associates (SGA)**

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**Building communities
through marketing.**



6



Stephen Groner
Project Director



Ly Nguyen
Creative Director



Michelle Dissel
Project Manager



Nanami Yoshimura
Media Manager



Claudia Vasquez
Project Coordinator



Katie Gala
Sr. Graphic Designer



Pablo Fonseca
Sr. Video Producer



Peter Kent
Website Designer



Tim Sams
Sr. Project Associate



Angelica Garcia
Outreach Coordinator

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First Time Parents Awareness Campaign



8



Children Fitness Promotion Campaign



9

Early Autism Detection Campaign



10

Press Pause Go Play Campaign



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Thank you!

First5SanMateo.org

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Medi-Cal Plan Revenue Growth Contract

