

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

DATE: Monday, July 27, 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 Saadian at csaadian@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 July 27, 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: All Five Shared by Lena Pressesky, Development Director and Omi Lindsey, Executive Director	4:10 PM
6	Storytelling and Recognition: First 5 Work/Impact and Kitty Lopez, Executive Director, Retirement Shared by Michelle Blakely, Deputy Director, First 5 San Mateo County	4:30 PM
Action Items		
7	Recommendation by F5SMC Staff and Proposal Review Panel to Commission for Approval of Award Totaling Up to \$330,000 to S. Groner Associates for Communications Consultation Services with a Proposed Term of August 1, 2026, to June 30, 2028, and Direction to Staff to Conduct Contract Negotiations and Contract Execution Regarding Same Shared by Kitty Lopez, Executive Director, First 5 San Mateo County <i>(See Attachment 6)</i>	4:40PM
8	Approval of Amendment to the Contract Agreement with Sarah Dobkin LCSW for the First 5 San Mateo County Children and Youth Behavioral Health Initiative Round 2 Grant: Infant and Early Childhood Mental Health Network Manager to increase the total amount by \$40,000 for a new total obligation not to exceed \$168,250 and to extend the term from July 1, 2024 through June 30, 2027. Shared by Kitty Lopez, Executive Director, First 5 San Mateo County <i>(See Attachment 7)</i>	4:50 PM
9	Approval of an Amendment of Agreement with San Mateo County Office of Education for Quality Supports in Early Learning Settings-F5CA IMPACT Legacy for an increased amount of \$261,604.80 total not to exceed \$523,209.60 and IMPACT Hub for an increased amount of \$48, 205.56 not to exceed \$96,411.12 and extend the terms from July 1, 2025 through June 30, 2027. Shared by Kitty Lopez, Executive Director or Michelle Blakely, Deputy Director, First 5 San Mateo County <i>(See Attachment 8)</i>	5:00 PM
10	Approval of Medi-Cal Plan Revenue Growth Contract by Authorizing the Executive Director to negotiate, execute, and amend an agreement between First 5 SMC and Sellers Dorsey to design, seek state and federal approval for, and implement a Managed Care Incentive Payment Program under a performance-based, no-risk fee structure in which First 5 SMC pays a performance fee only if program successfully generates net revenue Shared by Kitty Lopez, Executive Director, First 5 San Mateo County <i>(See Attachment 10)</i>	5:10 PM

11	Appointment of Michelle Blakely, Deputy Director, to Interim Executive Director, upon retirement of Kitty Lopez, current Executive Director, on August 28, 2026 Shared by First 5 San Mateo County Commission Chair, Claire Cunningham	5:25 PM
Informational Items		
12	Report of the First 5 San Mateo County Staff Team Shared by Kitty Lopez, Executive Director, First 5 San Mateo County <i>(See Attachment 12)</i>	5:30 PM
13	Adjournment	6:00 PM

Public Participation: The July 27, 2026, First 5 San Mateo County Commission meeting may be accessed through Zoom link at the top of this agenda. The July 27, 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 Michelle Blakely, Deputy Director, as early as possible but no later than 10 a.m. on Thursday, July 24, 2026, at mblakely@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 mblakely@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 Thursday, July 24, 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 Thursday, July 24, 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 July 27, 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

July 27, 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 June 22, 2026 Commission Meeting Minutes
(See Attachment 3.1)

First 5 San Mateo County (F5SMC)
COMMISSION MEETING MINUTES
June 22, 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, Claire Cunningham,
Colleen Chawla, Sylvia Espinoza, Naveen Mahmood,
Nkia Richardson, Hanish Rathod

Adele Ryono (YC)

Absent: Jackie Speier
Rikhav Shah (YC)

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

County Attorney: Candice Saadian

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 June 22, 2026, Meeting and Approve Consent Agenda Items:

MOTION: BORAGNO / SECOND: CHAVEZ

AYES: BORAGNO, CHAVEZ, CUNNINGHAM, CHAWLA, ESPINOZA, MAHMOOD,
RICHARDSON, RATHOD
RYONO (YC)

NOES: NONE

ABSTAIN: NONE

Motion approved.

Public Comments: None

4. Commission Announcements: None

5. Storytelling: First 5 Work/Impact: Shared by Commissioner Marco Chavez

Commissioner Chavez thanked the group for the opportunity to present and shared an overview of the San Mateo County Office of Education's (SMCOE) ongoing commitment to early learning. Drawing on 12 years of service with SMCOE, he noted that early learning has remained a consistent priority under county leadership and highlighted The Big Lift as a longstanding multi-agency effort supporting school readiness for young children and families. Commissioner Chavez reported that, over the past four years, SMCOE has intentionally aligned its early learning and elementary education efforts to support smoother transitions for children and families, resulting in stronger cross-department collaboration and the establishment of the Preschool through Third Grade (P–3) Department. He also highlighted the Anne Campbell Center's inclusive preschool program as an example of the county's child-centered approach, where children with and without disabilities learn together in an inclusive setting. In addition, he recognized the value of collaboration through this group and the Child Care Partnership Council in improving coordination, access, and affordability across early learning systems. He noted that the Early Learning and Communications teams developed family-friendly videos to help families better understand available early learning options and resources. The video which can be found in this link: [Universal Pre-K Overview](#)

Public Comments: None

6. Presentation: Presentation and Approval of F5SMC Long Term Financial Plan (LTFP) from FY 2025 – 2030 (FY 25/26 Update)

Kitty Lopez, Executive Director of First 5 San Mateo County, shared that the details of the presentation is included in the packet and highlighted the following:

- Finance Committee met on June 8, 2026, reviewed the LTFP, and endorsed its approval.
- Background on the current funding status of all First 5 County Commissions, including their long-term commitment to the community, Proposition 10 requirements to maintain long-term financial plans and appropriate fund balances, the continued decline in fund balances as counties use reserves to meet community needs and sustain services, reduced funding levels in many counties, and ongoing efforts to identify additional revenue sources beyond Tobacco Tax funds to support continued community investment.
- Key messages:
 - LTFP financial information continues to change and evolve.
 - Commission reviews and approves LTFP every fiscal year.

- Implement Strategic Plan Implementation Plan FY 2025 – 2030 and implement other grants and Baby Bonus Program in the 5-year financial planning.
- Key take aways:
 - Two main revenue sources: F5CA Tobacco Tax Revenue & other grant revenues
 - Other grant investments in complement to F5SMC Strategic Plan.
 - Noted average administrative cost rate of 13%, projected FY 2029–30 ending fund balance of \$2.614 million after pension liabilities and operating reserves, continued use of reserves for strategic investments and funding efforts, and expectation that appropriations will align with revenues beginning in FY 2030.
- FY 2025–30 Long-Term Financial Plan, including five-year aggregate total revenues and appropriations, investment appropriations, and program appropriations.

MOTION: RATHOD / SECOND: MAHMOOD

AYES: BORAGNO, CHAVEZ, CUNNINGHAM, CHAWLA, ESPINOZA, MAHMOOD, RICHARDSON, RATHOD, RYONO (YC)

NOES: NONE

ABSTAIN: NONE

Public Comments: None

The PowerPoint Presentation can be found on the F5SMC's website, [June 22, 2026 Commission Meeting Presentations.](#)

7. Approval of Amendment to the Contract Agreement with Adage Consultancy Group for TRISI- Facilitation of County Leadership Group and Resource Hub Design to increase the total amount of the agreement by \$99,500.00 for a new total obligation not to exceed \$149,500.00 and to extend the term from August 1, 2025 through June 30, 2028

Kitty Lopez provided background information on this agenda item and Emily Roberts, F5SMC's Strategic Initiatives Project Manager, answered questions from the Commission.

MOTION: CHAVEZ / SECOND: BORAGNO

AYES: BORAGNO, CHAVEZ, CUNNINGHAM, CHAWLA, ESPINOZA, MAHMOOD, RICHARDSON, RATHOD, RYONO (YC)

NOES: NONE

ABSTAIN: NONE

Public comments: none

The PowerPoint Presentation can be found on the F5SMC's website, [June 22, 2026 Commission Meeting Presentations.](#)

8. Presentation: Annual Review of the First 5 San Mateo County Strategic Plan: Conduct a public hearing to receive a staff presentation and public comment regarding the annual review of the Commission's Strategic Plan, including progress toward strategic goals, implementation priorities, outcomes, and potential amendments or direction for Fiscal Year 2026–27.

Michelle Blakely, F5SMC's Deputy Director, presented the 2025 – 2030 Strategic Plan Annual Review and highlighted the following:

- 2025 – 2030 Strategic Plan is included in the packet.
- Community investments including \$7.8 million local Proposition 10 funding for FY 2025 – 2028, other grant revenue on average of \$1.5 million in addition to \$1.2 million restricted for Baby Bonus Program.
- Strategic Plan and Strategic Plan Implementation Plan (SPIP) focus areas and SPIP strategies.
- Grantees and consulting partners including two lead agencies with sub-contractors.
- Grant revenue and partners.
- Will continue partnering with funded partners and the Commission in our roles as strategic investors, systems leaders, community partners, and connectors across the community.
- Reviewed upcoming priorities, including continued grantee presentations, additional grant revenue opportunities such as the First 5 California IMPACT FY 2026–27 grant, the Child Care Blueprint joint funding contribution, execution of managed health care plan MOUs, implementation of the communications plan, and release of oral health systems funding.
- Strategic Plan is reviewed annually and the SPIP is updated to reflect F5SMC's work.

Kitty Lopez acknowledged the quote by former Commissioner Nancy Magee, "San Mateo County: Where everyone belongs and children lead the way" in the presentation. Commission asked questions.

Commissioner Cunningham opened the public hearing and closed the public hearing.

Public Comments: None

The PowerPoint Presentation can be found on the F5SMC's website, [June 22, 2026 Commission Meeting Presentations.](#)

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

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

- SMC Board of Supervisors approving \$10 million allocation to support two child care programs: a one-stop child care navigation portal and a Tri-Share program.
- First 5 San Mateo County entered into a \$2,000 contract with the Immigration Institute of the Bay Area, funded through June 30, 2026 with MHSA funds, to provide up to 12 legal consultations for families with young children, including support for a recent in-person event co-hosted with the Daly City Partnership.
- Submitted letter of support for bills supported by F5SMC.
- First 5 Association co-sponsoring a bill focused on ending child poverty.

Commission asked questions regarding submitted bills.

Public Comment: None

10. Committee Updates

Finance and Administration Committee Meeting: Commissioner Boragno shared that the Committee met on June 8, 2026, and reviewed the LTFP that was presented today.

Public Comments: None

11. Adjournment The meeting was adjourned at 4:48 pm

DATE: July 27, 2026
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Recommendation by F5SMC Staff and Proposal Review Panel to Commission for Approval of Award totaling up to \$330,000 to S. Groner Associates for Communications Consultation Services with Proposed Terms of August 1, 2026, to June 30, 2028, and direction to Staff to Conduct Contract Negotiations and Contract Execution Regarding Same.

ACTION REQUESTED

Approval of Award totaling up to \$330,000 to S. Groner Associates for Communications Consultation Services with Proposed Terms of August 1, 2025, to June 30, 2028, and direction to Staff to Conduct Contract Negotiations and Contract Execution Regarding Same.

BACKGROUND

F5SMC 2025-2030 Strategic Plan and Implementation Plan

At its December 2024 and January 2025 meetings, the Commission adopted the 2025-2030 Strategic Plan and approved the Long-Term Financial Plan (LTFP) and the Strategic Plan Implementation Plan (SPIP). At the same time the Commission authorized staff to conduct the procurement processes associated with all investment strategies within the SPIP. The LTFP involves two funding phases: Phase One is a three-year period from July 1, 2025 to June 30, 2028, and Phase Two is a two-year period from July 1, 2028 to June 30, 2030. The following funding recommendation applies to Phase One, under the strategy of Policy, Advocacy and Community Education.

Initial Award of Communications Consultation Services

At the July 28, 2025 Commission Meeting, the Commission approved an award of \$450,000 to VIVA Social Impact Partners for Communication Consultation Services. The terms of this contract extended to June 30, 2028. In the spring of 2026, VIVA informed F5SMC of their plan to close the communications arm of their business and terminate the contract on June 30, 2026, due to some unforeseen changes in VIVA's business operations. During the time of their contract, VIVA successfully conducted an audit of F5SMC communications strategies and assets, collected stakeholder input, developed a 2026-2029 Communications Plan, planned newsletter and social media content with staff, and generated analytic reports. VIVA and F5SMC staff have worked to ensure a smooth transfer of information and accounts.

2026-2029 Communications Plan

First 5 San Mateo County's Communications Plan, presented at the April 27, 2026 Commission Meeting, aligns with the agency's 2025–2030 Strategic Plan. (See Attachment 7.1: First 5 San Mateo County Communications Plan). It outlines the agency's goals and strategies for improving family access to resources and supports, promoting the importance of early childhood development, enhancing tools and processes for collaboration with local and state partners, and increasing awareness of F5SMC's role and impact among diverse stakeholders. The intent of this current award is to implement this current plan, not to replicate the planning work performed by VIVA in FY 2025-26.

Communications Consultation Services Request for Statement of Qualifications (RFSQ)

To implement the Communications Plan strategies upon termination of the VIVA contract, F5SMC released a new Communications Consultation Services RFSQ on May 27, 2026 via the OpenGov Procurement Portal. The request sought qualified contractors to review the existing Strategic Communications Plan and Implementation Plan and help F5SMC in the development, implementation, and evaluation of communication activities in service of children 0-5 and their families in San Mateo County.

F5SMC received six (6) submissions by the deadline of June 17, 2026. The Review Panel, composed of 2 F5SMC staff and 3 external reviewers, met on June 24, 2026, to review and discuss the proposals. The Panel selected **S. Groner Associates (SGA)** for the award.

RECOMMENDATION FOR FUNDING

The table below summarizes the funding recommendation for SGA. See Attachment 7.2 for proposed Scope of Work.

Key Services	Funding Recommendation
• Conduct website audit, refresh, and maintenance as needed • Develop and manage comprehensive social media strategy • Develop and implement key campaigns as identified by F5SMC, including message testing, multilingual creative production, paid media, and performance evaluation. • Develop a comprehensive partner toolkit and messaging coordination processes • Develop content support for Baby Bonus, oral health, and other funded initiatives • Develop targeted communications for policymakers, funders, and systems leaders, including policy briefs, impact reports, and presentation materials.	\$330,000

• Collect and share impact stories from families and partners • Provide ongoing reporting including monthly analytics reports and quarterly strategy reviews	
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CONSIDERATIONS:

- Contract Negotiations:
F5SMC reserves the right to negotiate specific elements of the recommended proposals as a part of the contract negotiations process. Therefore, the funding term, target population, and key service strategies, are all subject to minimal refinement as necessary. F5SMC staff will update the Commission with any changes identified through this process. This minimal refinement does not change the overall allocation and Commission approved funding amount.
- Appeals Process: Appeals for this RFSQ process were due by July 9, 2026. No appeals were brought forward. .

FISCAL IMPACT

The recommended agreement for \$330,000 for Communication Consultation Services to SGA is in accordance with the approved funding allocations of the SPIP and the LTFFP.

RECOMMENDATION

Recommendation by F5SMC Staff and Proposal Review Panel to Commission for Approval of Award totaling up to \$330,000 to S. Groner Associates for Communications Consultation Services with Proposed Terms of August 1, 2025, to June 30, 2028, and direction to Staff to Conduct Contract Negotiations and Contract Execution Regarding Same.



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

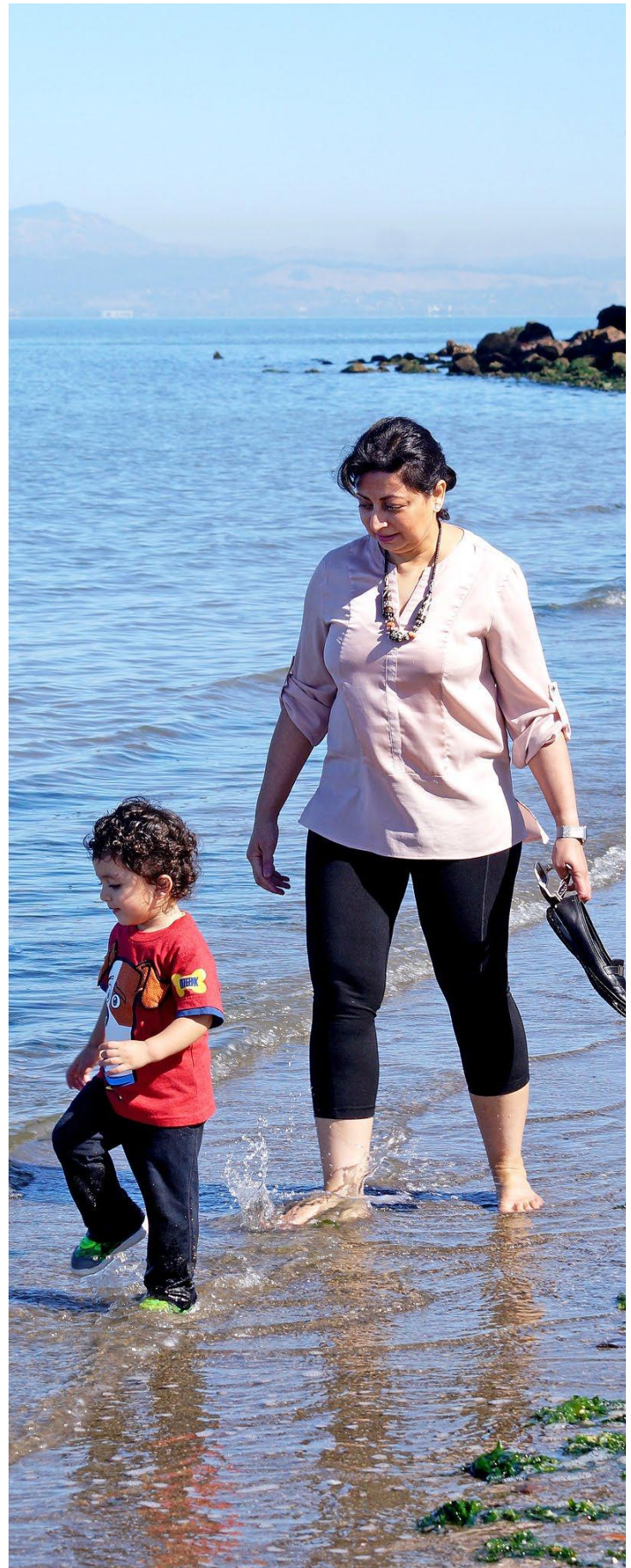
- Social media visibility and audience reach are growing, signaling that F5SMC's awareness is increasing
- Content is resonating with audiences, creating momentum for deeper engagement
- Each platform continues to serve a different strategic role. Instagram supports relationship building and interactions, 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





F5SMC Communications Consultation Services — Scope of Work Overview

SGA will serve as F5SMC's dedicated communications implementation partner, working in close collaboration with the F5SMC communications team to bring the 2026-2029 Strategic Communications Plan to life. All work will be conducted continuously throughout each contract year, grounded in F5SMC's mission, responsive to its community, and measured against the plan's defined outcomes.

STRATEGY 1: CONNECTING FAMILIES TO RESOURCES

Families with young children need clear, accessible pathways to F5SMC's resources and support. SGA will make those pathways easier to find and use across every digital channel.

- 1A. Website Content Architecture and Resource Organization: Audit, redesign, and maintain F5SMC's WordPress website to prioritize family pathways, improve usability and ADA accessibility, and integrate Spanish and Chinese language resource pages.
- 1B. Social Media as a Resource Gateway: Develop and manage a multilingual, platform-specific social media strategy with monthly content calendars, paid media, and ongoing performance tracking.
- 1C. Family Resource Updates and Timely Information: Maintain a rolling editorial calendar and proactive content refresh cycle to keep F5SMC's digital presence accurate, current, and community-relevant.

STRATEGY 2: BUILDING PUBLIC UNDERSTANDING AND WILL

Building public and political will for early childhood investment requires sustained, coordinated storytelling across multiple channels and audiences.

- 2A. Public Awareness Campaigns: Develop and implement the Early Brain Development campaign and additional campaigns as identified, including message testing, multilingual creative production, paid media, and performance evaluation.
- 2B. Media and Thought Leadership: Pursue a proactive media relations strategy positioning F5SMC leadership and Commissioners as trusted early childhood voices through press pitches, op-eds, and earned media.

STRATEGY 3: EQUIPPING PARTNERS TO AMPLIFY COLLECTIVE IMPACT

F5SMC's funded partners are among its most powerful messengers. SGA will build the tools and infrastructure that make it easy for partners to communicate consistently and amplify F5SMC's work.

- 3A. Partner Communications Toolkit: Develop a comprehensive multilingual toolkit of key messages, social media templates, graphics, fact sheets, and brand guidelines for funded partners, with an annual update.
- 3B. Partner Amplification: Establish partner coordination processes, develop multilingual content support for Baby Bonus and other funded initiatives, and align messaging across the partner network.

STRATEGY 4: ELEVATING LIVED EXPERIENCES TO INFORM DECISIONS AND SHAPE POLICY

The right people need the right information at the right moment. SGA will build the communications infrastructure that gives F5SMC a confident, credible voice in policy and advocacy settings.

- 4A. Policy Messaging and Materials: Develop a policy communications calendar, core messaging framework, one-pagers, fact sheets, and Commissioner briefing materials for advocacy settings.
- 4B. Stakeholder and Decision-Maker Outreach: Develop targeted communications for policymakers, funders, and systems leaders, including policy briefs, impact reports, and presentation materials.



- 4C. Story Bank and Story Collection: Build a living, searchable library of impact stories from families and partners, deployable across social media, policy materials, and partner communications.
- 4D. Rapid Response Communications: Develop a rapid response protocol and pre-approved message library, enabling F5SMC to communicate quickly and confidently when policy developments require an immediate voice.

ONGOING: REPORTING, ANALYTICS, AND PROGRAM MANAGEMENT

SGA will maintain rigorous project management and transparent reporting throughout the contract period, including monthly analytics reports, quarterly strategy reviews, and real-time budget and deliverable tracking through Asana, Intervals, and Google Workspace.

DATE: July 27, 2026
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of Amendment to the Contract Agreement with Sarah Dobkin LCSW for the First 5 San Mateo County Children and Youth Behavioral Health Initiative Round 2 Grant: Infant and Early Childhood Mental Health Network Manager to increase the total amount by \$40,000 for a new total obligation not to exceed \$168,250 and to extend the term from July 1, 2024 through June 30, 2027

ACTION REQUESTED

Approval of Amendment to the Contract Agreement with Sarah Dobkin LCSW for the First 5 San Mateo County Children and Youth Behavioral Health Initiative Round 2 Grant: Infant and Early Childhood Mental Health Manager to increase the total amount by \$40,000 for a new total obligation not to exceed \$168,250 and to extend the term from July 1, 2024 through June 30, 2027.

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 a multi-faceted project that included training cohorts of clinicians in the practice of Child-Parent Psychotherapy (CPP), hosting Ripple Effect trainings, and launching an Infant and Early Childhood Mental Health Network.

In July of 2024, F5SMC contracted with Sarah Dobkin LCSW to lead several functions to launch and sustain the IECMH Network and to support the various components of the grant, including (1) serving as the operational point person for the Network; (2) developing a plan to outreach to the broader community of child and family serving providers to garner interest in the Network; (3) creating materials and establishing infrastructure for the Network; and (4) organizing various Network activities.

In May 2026, First 5 SMC was notified by DHCS and their third-party administrator of the opportunity to apply for a No-Cost Extension for the CYBHI Round 2 grant, slated to end on June 30, 2026. On June 26, First 5 SMC was notified that the request for an extension was approved and the contract was executed on June 30, 2026. A significant ongoing component of the work in the final year of this grant will be the expansion and sustainability planning for the Network.

The proposed amendment adds in the remaining amount of \$40,000 to the contract with Sarah Dobkin LCSW. This budget revision has already been approved by DHCS contractor, CIBHS, to cover the additional amount needed for FY 2026-27 to administer several key activities of the

grant and to lead and facilitate the ongoing activities of the SMC Early Childhood Mental Health Network. The details of the scope of work and budget can be found in Attachment 8.1.

KEY SERVICES TO BE PERFORMED

The amended scope and budget for this project includes the activities covered by this role in the first two years of the grant. The amended amount will cover consultant time to complete the grant activities for the IECMH Network Manager for the final 12 months of the grant term, as well as costs for the IECMH Content Expert, guest speaker/ presenter honoraria, network materials and technology support for the Network.

FISCAL IMPACT

The funding for the previous contract as well as the proposed amendment for Sarah Dobkin LCSW for the F5SMC CYBHI Round 2 Grant: IECMH Network Manager totaling \$168,250.00 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 Sarah Dobkin LCSW for the First 5 San Mateo County Children and Youth Behavioral Health Initiative Round 2 Grant: Infant and Early Childhood Mental Health Manager to increase the total amount by \$40,000 for a new total obligation not to exceed \$168,250 and to extend the term from July 1, 2024 through June 30, 2027.

Sarah Dobkin LCSW

Amended Contract Term: July 1, 2024 – June 30, 2027

Amended Contract Amount: \$168, 250

Attachment 8.1

Activity	Original Hours (until June 2026)	Estimated Cost	Amended Activities	Additional Hours for 2026-2027	Estimated Costs @ \$125/hour for hourly work
Grant Administration: Attend mandatory monthly CYBHI Learning Collaboratives and liaise with grant administrators in collaboration with First 5 Staff (about 5 hours per month)	120	\$15,000	No Change	0	0
Evaluation: With First 5 Staff and Network Facilitator/Content Expert, support evaluation efforts as required by CYBHI grant and First 5 (approximately 4 hours per month)	100	\$12,500	Remaining budget still available from original contract; supplement for additional hours per month in 2026-27	8	\$1,000
Communications Materials Development: Collaborate with First 5 Staff and Content Expert/Network Facilitator to develop communications materials for network activities including general messaging and website content	36	\$4,500	additional 15 hours for network materials development	15	\$1,875
Work Plan Development: In coordination with First 5 Staff and Content Expert/Network Facilitator, develop plan to outreach to broader community of child and family serving providers to garner interest in the Network.	46	\$5,750	additional 15 hours for network sustainability development	15	\$1,875
Network Recruitment/Maintenance: Work with First 5 Staff and Content Expert/Network Facilitator to implement the work plan; building and strengthening connections to community and creating and maintaining membership in the network (approximately 11 hours per month)	270	\$33,750	additional 2 hours per month for network recruitment/maintenance	24	\$3,000
Network Facilitation: With First 5 Staff, Network Facilitator/Content Expert, and Network Training Facilitator, organize, market, and facilitate specific events such as network gatherings, trainings, peer support, consultation groups, and learning communities (approximately 12 hours/month)	290	\$36,250	Remaining budget still available from original contract; supplement for additional hours per month in 2026-27	23	\$2,900
Coordination: Attend coordination meetings with First 5 Staff, Network Facilitator/Content Expert and Network Training Facilitator (approximately 1.5 hours/week)	144	\$18,000	additional 3 hours per month	36	\$4,500
Travel: Travel to and from on-site meetings and trainings	20	\$2,500	additional 6 hours- 3 in-person events	6	\$750
			<u>Honoraria for Guest Speakers:</u> As part of the network activities, Guest speakers to include I/ECMH Professionals and Parents. Costs include coordination and prep time (\$200/hour/person)	43	\$8,600
			<u>Network Materials:</u> Cost for recruitment supplies, network publicity, and printed materials for in-person events		\$2,000
			<u>Technology Materials Cost:</u> MightyNetworks subscription (\$1,000 /yr for 2 years)		\$2,000
			Subcontractor: Kristin Reinsberg, Content Expert -10 in-person hrs @ \$250 +45 virtual hrs @ \$200		\$11,500
Totals	1,026	\$128,250			\$40,000

DATE: July 27, 2026
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Approval of an Amendment of Agreement with San Mateo County Office of Education for Quality Supports in Early Learning Settings-F5CA IMPACT Legacy for an increased amount of \$261,604.80 total not to exceed \$523,209.60 and IMPACT Hub for an increased amount of \$48, 205.56 not to exceed \$96,411.12 and extend the terms from July 1, 2025 through June 30, 2027.

ACTION REQUESTED

Approval of an Amendment of Agreement with San Mateo County Office of Education for Quality Supports in Early Learning Settings-F5CA IMPACT Legacy for an increased amount of \$261,604.80 total not to exceed \$523,209.60 and IMPACT Hub for an increased amount of \$48, 205.56 not to exceed \$96,411.12 and extend the terms from July 1, 2025 through June 30, 2027.

BACKGROUND

Through the lead agency San Mateo County Office of Education (SMCOE) and subcontractor 4Cs(Child Care Coordinating Council), F5CA IMPACT legacy and F5CA IMPACT Hub funding supports a combination of direct workforce services and data system enhancements including Quality Counts SMC and the San Mateo County Early Learning and Care Career Development Initiative Stipend Program. IMPACT efforts targets Family Child Care (FCC) home-based providers, early educators, and caregivers of children ages 0–5 in settings not funded by California state grants or contracts. This initiative prioritizes infants and toddlers, FCC providers, alternative early learning & care settings, multilingual learners, and children with special needs.

IMPACT focuses on three core approaches:

- (A) Expanding access to quality care for priority children and educators by promoting nurturing adult-child interactions, supporting social-emotional development, reducing suspension and expulsion, addressing challenging behaviors, mitigating adverse childhood experiences (ACEs), and implementing anti-bias and anti-racism practices.
- (B) Strengthening culturally responsive family engagement by building provider capacity to authentically partner with families and elevating the value of family engagement.
- (C) Supporting multilingual learners by improving culturally and linguistically responsive caregiving and instructional practices for children ages 0–5.

In the past year, IMPACT supported 68 FCC home-based programs, 19 center-based programs, and 296 early care and education providers.

KEY SERVICES PERFORMED AND BUDGET

See Attachments 9.1 and 9.2.

Activities	Funding FY 26-27
- Collaborate with F5SMC and partners to strengthen early learning quality, policy, and resources. - Support quality improvement through coaching, professional development, stipends, and incentives. - Implement F5CA IMPACT, the IMPACT Regional Hub, and Quality Counts initiatives. - Lead local San Mateo County Quality Improvement System implementation and participate in Region IV efforts, including First 5 IMPACT training and technical assistance. - Fund quality improvement activities such as coaching, grants to participating programs, professional development, coursework incentives, and stipends for FCC providers. - Provide coaching and technical assistance to childcare centers and FCC homes.	\$261,604.80
Maintain and enhance the Vertical Change/Subvertical database; Quality Improvement Incentives	\$48,205.56

CONSIDERATIONS

- F5CA IMPACT funding requires a 1:3 local match.
- F5CA IMPACT & IMPACT Hub funding sunsets in June 30, 2027. F5's and COE's statewide recommend continued funding beyond next year.
- F5SMC retains a percentage of F5CA IMPACT funding for F5SMC staff to support implementation.
- F5 San Benito is regional fiscal administrator for F5CA IMPACT Legacy and IMPACT hub.

FISCAL IMPACT

The amendment budget allocation is a grant from F5CA IMPACT Legacy and F5CA IMPACT Hub.

RECOMMENDATION

Approval of an Amendment of Agreement with San Mateo County Office of Education for Quality Supports in Early Learning Settings-F5CA IMPACT Legacy for an increased amount of \$261,604.80 total not to exceed \$523,209.60 and IMPACT Hub for an increased amount of \$48, 205.56 not to exceed \$96,411.12 and extend the terms from July 1, 2025 through June 30, 2027.

F5CA IMPACT LEGACY FY 26-27 SOW Activities and Budget

Grantee provides Oversight quality improvement activities, including coaching, quality improvement, grants disbursement, professional development opportunities, and stipends for Family Child Care Centers. Oversees sub-contract grant to Childcare Coordinating Council of San Mateo County (4C's) who provides coaching technical assistance to and incentives Family Child Care Center's/Homes . Services include: •Promoting nurturing adult-child interactions (i.e. Quality Counts) •Supporting children's social and emotional well-being Reduce suspension and expulsion practices •Best practices for behaviors that are challenging to adults •Anti-bias and anti-racism Training•Mitigate Adverse Childhood Experiences (ACEs)•Build ELC provider capacity to authentically engage parents and families•Promoting the value and impact of family engagement•Improve caregiving and instructional methodologies that promote culturally and linguistically appropriate and successful practices for caregivers and families of MLL children aged 0 to 5•Quality improvements stipends and incentives for participating programs and •SMC Quality CountsRegional Hub activities

Budget Category	
Direct Costs	
Quality Improvement: SMCOE- Personnel and Benefits	\$ 36,887.00
Quality Imprvement 4Cs Subcontractor : Coaching and Stipends	\$ 150,003.00
Instructional Materials	\$ 3,000.00
Incentives: Grants, Stipends/Coursework, Stipends Traning	\$ 66,170.00
Evaluation	
Data collection and reporting	
Other	
Total Direct Costs	\$ 256,060.00
INDIRECT COSTS	
Administrative Personnel (not to exceed 15% of direct costs)	\$ 5,544.55
Total Indirect Costs	\$ 5,544.55
Total Amount	\$ 261,604.55
Match amount	\$ 1,265,000.00

F5CA IMPACT HUB_QUALITY COUNTS BUDGET



F5CA IMPACT HUB

July 1, 2026-June 30, 2027

Date(s) of Activity	Activity Name/ Description	Category	Amount
07/01/2026 - 06/30/2027	Subvertical Invoice: Recurring Subscription: Annual user Account, Dedicated support: Premium Support Billable, Software Configuration Development: Custom Software: Development; Maintenance and Support for Vertical	Data System	☒ 20,000.00
04/01/2026 - 06/30/2026	Subcontractor Indirect Cost	Quality Improvement Capacity Building	☒ 2,780.00
	Quality Improvement grants and incentives to Quality Improvement (QI) participating programs	Quality Improvement Capacity Building	☒ \$ 25,425.56
		<choose category>	☐
		<choose category>	☐ -
		<choose category>	☐ -
		\$	48,205.56
*Travel reimbursement requests require Form STD.262 A, State of CA Expense form for reimbursing qualifying travel within CA State Travel Rates. If lodging exceeds state of CA travel rates, an "Excess Lodging Form" is required to be submitted and approved to First5CA			

DATE: July 27, 2026

TO: First 5 San Mateo County Commission

FROM: Kitty Lopez, Executive Director

RE: Authorize the Executive Director to negotiate, execute, and amend an agreement between First 5 San Mateo County and Sellers Dorsey to design, seek state and federal approval for, and implement a Managed Care Quality Incentive Payment Program under a performance-based, no-risk fee structure in which First 5 SMC pays a performance fee only if the program successfully generates net revenue

ACTION REQUESTED

Authorize the Executive Director to negotiate, execute, and amend an agreement between First 5 SMC and Sellers Dorsey to design, seek state and federal approval for, and implement a Managed Care Quality Payment Program under a performance-based, no-risk fee structure in which First 5 SMC pays a performance fee only if the program successfully generates revenue.

BACKGROUND / PROGRESS TO DATE

- At the May 18, 2026 Commission Meeting, Executive Director Kitty Lopez shared that First 5 SMC is currently exploring an agreement with Sellers Dorsey to support sustainable and compliant Medi-Cal revenue growth in areas aligned with critical maternal and child health and quality outcomes.
- First 5 SMC has joined a pilot cohort of eight First 5 Commissions across the state interested in generating this new federal revenue for First 5's through the development of an innovative Medi-Cal Managed Care Incentive Payment Program (IPP). This pilot cohort was formed after the First 5 State Association of California approached select Commissions with an opportunity to leverage First 5 funding to generate new federal matching revenue for work that First 5 Commissions are already involved in (e.g. Help Me Grow) that can help local Medi-Cal Managed Care Organizations meet critical maternal and child health and quality outcomes, such as prevention services, child vaccinations, wellness check-ups, and developmental screenings. **(See Attachment 10.1)**
- The State First 5 Association, who has worked with Sellers Dorsey on a number of Medi-Cal-related projects, has endorsed the firm as uniquely positioned to design and help First 5 SMC implement this new program under a no-risk fee structure that could help achieve greater financial stability for programs that the Commission has already prioritized and funded, and to deepen our investment in improving health outcomes for children and families in San Mateo County.
- Since the May 18, 2026 Commission Meeting, the staff team (Kitty Lopez, Michelle Blakeley, Emily Roberts), Commissioner/Health Chief Colleen Chawla, and County Counsel Candice Saadian have had eight additional meetings with Sellers Dorsey to collaborate and plan this project

- Additional steps will include developing contractual agreements with the State Department of Health Care Services (DHCS) and with Local Medi-Cal Managed Care Plans (MCPs), Health Plan of San Mateo County and Kaiser. Subsequent agreements/contracts above the Commission-approved signing authority of the Executive Director would be brought back to the Commission for approval.

FISCAL IMPACT

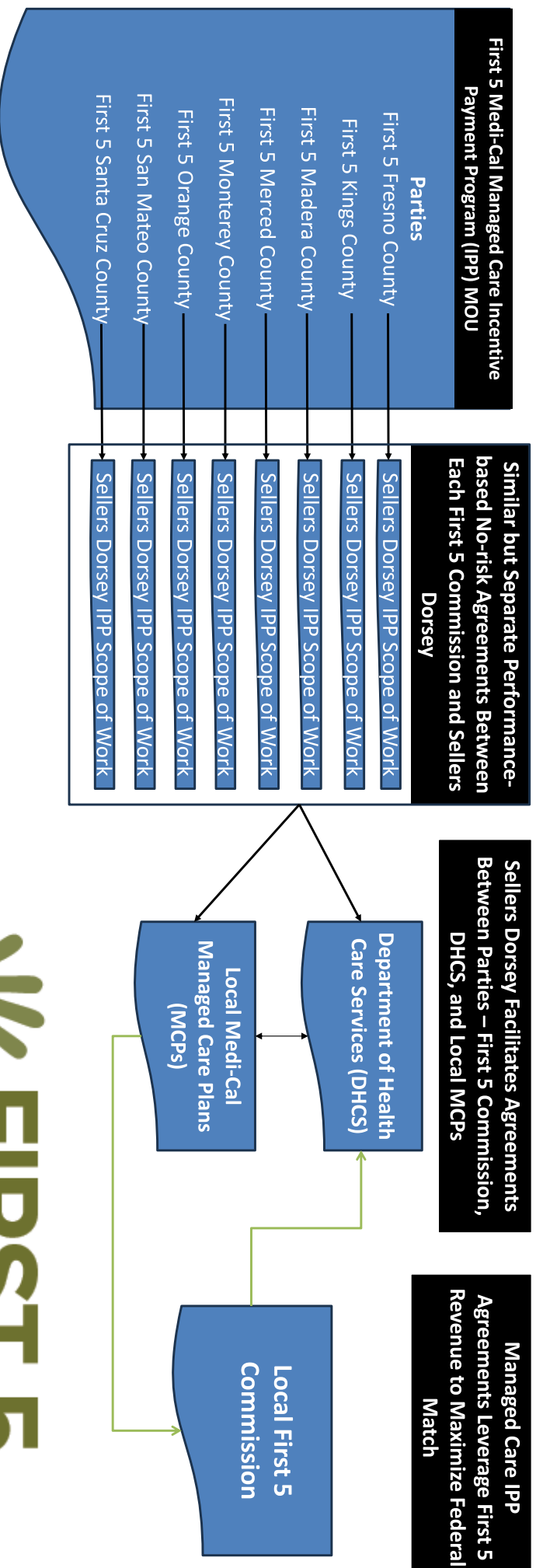
The agreement with Sellers Dorsey includes a 5.0% management fee on total program payments generated for First 5 San Mateo County as a result of Sellers Dorsey's work on the successful implementation of the IPP. The amount of revenue generated for First 5 SMC is not yet known, as this is part of the process and decision-making that will be undertaken once First 5 SMC is in contract with Sellers Dorsey.

First 5 SMC has been assured that management of the initial administrative tasks of the project is attainable with current staffing levels.

RECOMMENDATION

Authorize the Executive Director to negotiate, execute, and amend an agreement between First 5 SMC and Sellers Dorsey to design, seek state and federal approval for, and implement a Managed Care Quality Incentive Payment Program under a performance-based, no-risk fee structure in which First 5 SMC pays a performance fee only if the program successfully generates revenue.

Medi-Cal Plan Revenue Growth Contract



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

OVERVIEW

STRATEGIC INVESTMENT FOCUS AREAS – UPDATE

QUALITY CARE AND EDUCATION

F5CA Media Roundup

[The 74: As Costs Rise, Families With Young Children Are Feeling the Strain](#)

As cited in this article, “44% of families with infants and toddlers reported challenges paying for basics such as food “and housing in 2025, according to a [report](#) by the nonprofit Zero to Three, which compiled RAPID data from families with children under age 3. That represents the highest rate in the prior five years of survey data, including in 2020 when 42% of families reported the same difficulties” (Tate Sullivan, 07/21/26). See Attachment 12.1. SMC childcare and early education advocates support a mixed delivery system that supports all family’s needs and preferences.

HEALTHY CHILDREN

Immigration Information for Childcare Providers

First 5 SMC partnered with Faith In Action Bay Area and Child Care Coordinating Council of SMC (4Cs) to distribute immigration-related resources to nearly 800 childcare providers in June. The mailers included an informational letter along with bundles of orange cards with information about the Immigration Rapid Response Hotline to distribute to staff and families. This collaborative effort was made possible in part by F5SMC’s Mental Health Services Act (MHSA) grant and through the great collaboration and generosity of our partners at FIABA and 4Cs.

Children and Youth Behavioral Health Initiative Grant Extension

DHCS and their third-party administrator for their Children and Youth Behavioral Health Initiative Grants, Heluna Health, approved a no cost extension for First 5 SMC the last week of June. This extension allows F5SMC up to June 30, 2027 to expend the remainder of the \$750,000 Round 2 grant. The grant has funded several significant and integral components of F5SMC’s infant and early childhood mental health work, including Child Parent Psychotherapy training for clinicians, The Ripple Effect offerings provided by Dr. Chandra Ghosh Ippen, and the launch of the SMC ECMH Network.

Child Parent Psychotherapy Training

The final in-person, two-day CPP training for the third of three cohorts of local mental health clinicians was held on June 13 and 14 at SMCOE. This training is one of the required components that clinicians need to complete in order to finish their training and become rostered as a CPP clinician. This final cohort will continue attending consultation calls for the next six months as another requirement of their 18-month training period.

RESILIENT FAMILIES

F5SMC Early Childhood Mental Health Grantee Sustainability Learning Community

On June 17 and July 21, First 5 San Mateo County hosted the second and third sessions of five of a learning community for F5SMC grantees who provide early childhood mental health

services. The series is designed to provide ECMH providers with information and technical assistance about other potential sustainable funding streams that can be used to support ECMH or ECMH-adjacent activities. The learning community is expected to run from June through October and includes presentations and expertise from the First 5 Center for Children's Policy, Health Plan of San Mateo, Behavioral Health and Recovery Services, and San Mateo County Office of Education. The series is partially funded with Mental Health Services Act (MHSA) dollars.

July 28th: Upcoming Community of Practice for Family Support & Engagement Professionals

Our next Community of Practice topic is "Rooted in Trust: Supporting Families through Immigration Fears" and features guest speaker Rubie Macaraeg-Moliga Puletasi from the San Mateo County Office of Education. The session will be interactive, collaborative, and focused on practical support for providers. Goals of the CoP series include: • Strengthening Connection & Support Among Professionals • Fostering Cross-Sector Collaboration • Advancing Whole-Family, Equitable Outcomes • Concrete Problem Solving & Resource Sharing.

Direct service providers who work to support young children and their families across all service sectors are invited to attend. The session will be held virtually on July 28th from 2-3:30pm. For more information or to receive a registration link, please contact Olivia Brown from Sellers Dorsey & Associates (obrown@sellersdorsey.com). We hope to see you there!

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

First 5 California Names Anthony Pane Acting Executive Director

A Press Release on June 23, 2026- The California Children and Families Commission (First 5 California) has named Chief Counsel Anthony Pane as Acting Executive Director. See Attachment 12.2.

COMMUNITY AND STATEWIDE EVENTS & UPDATES

August 21st: Upcoming in-person Friday C.A.F.É. for Family Support & Engagement Professionals

Mark your calendars for the new year of Friday C.A.F.És. The year kicks off on August 21st at an in-person C.A.F.É. with Conversation Catalyst Alejandro Vilchez (location TBD), and continues monthly with a mix of virtual and in-person sessions. The Friday C.A.F.É. provides a space for family support professionals to refresh and recharge in community with like-minded peers. For more information or to receive a registration link, please contact Soodie Ansari at the San Mateo County Office of Education (sansari@smcoe.org). We hope to see you there!

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zero2eight NEWS

As Costs Rise, Families With Young Children Are Feeling the Strain

Prices are up in America. For nearly half of families with young children, it's becoming untenable.



Getty Images

By Emily Tate Sullivan | July 21, 2026

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Families across America, particularly those with young children, are struggling this summer.

With costs up, many are facing financial hardship at a level even greater than what was seen at the onset of the pandemic. That economic strain is taking a toll on the emotional well-being of children and their caregivers.

That's according to numerous recent surveys that have asked families how they are faring.

"It's really clear that it's a really difficult time to be a parent in America right now," said Keri Rodrigues, president of the National Parents Union. "I feel like we're being squeezed in so many different ways."

The administration's approach to tariffs has forced up the price of many basic goods and services, she noted. The conflict in Iran has caused oil prices to spike. And federal legislation — namely H.R. 1, known as the "One Big Beautiful Bill" — has led to the beginning of a pullback of social safety net programs such as SNAP and Medicaid.

As a result, Americans are dealing with soaring gas prices, increased grocery costs, higher utility bills, and untenable healthcare premiums that have prompted some to "roll the dice" and go uninsured, Rodrigues explained. On top of all of those ballooning expenses, parents must also weather the costs of childcare; extracurricular activities for the kids; and food, clothing and medical care for their dependents.

"All of these things compound and create this context of misery that we're all feeling pretty acutely this summer," said Rodrigues, whose organization recently released the results of a survey of parents of more than 1,500 K-12 public school students.

Among parents of children in kindergarten through fifth grade, NPU found that about two-thirds of respondents expressed that they think the economic conditions in the country are getting worse, with an overwhelming majority saying that the costs of housing, basic goods, healthcare, childcare and extracurricular activities were each "somewhat" or a "very big" problem right now. Three in four parents of kids in grades K-5 said inflation had changed their summer plans. Trips have been canceled or dialed back. Summer activities, such as camp, have had to be reconsidered.



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Magda Zalewska, a mother of three children under age 6 in Romeoville, Illinois, is one of the parents feeling immense financial pressure this year. She wants to sign up her two older children — ages 4 and 5 — for soccer, but it's not something she can afford. Trips to the grocery store and fueling up her car are crushing her right now, she said. She has no money in a savings account in case of emergency; she's always hoping her air conditioner doesn't go out, that her car keeps running.

"I'm already working from sun up to sun down," said Zalewska, who works as an early intervention therapist. "I'm already stretched so thin, and it's frustrating because you want to give your kids this life but you can't keep up with expenses."

Her compensation, even as it has gone up, never seems to keep pace with inflation, she added.

"Everything is going up in price," she said. "I keep climbing the ladder, climbing the ladder, [but] I'm always at this paycheck-to-paycheck scenario, no matter how far I advance in my career."

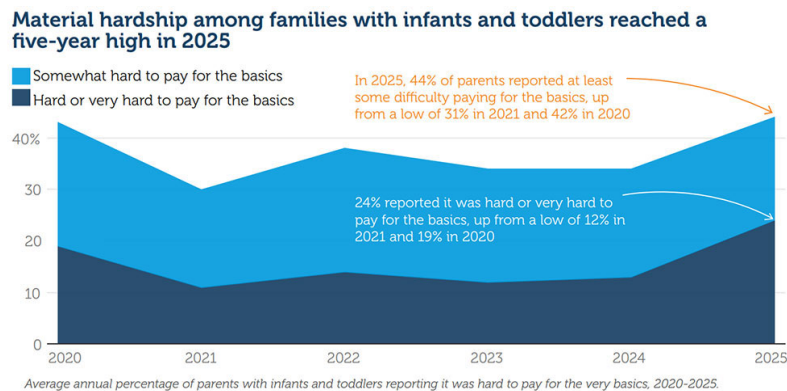
Zalewska has benefited from financial assistance over the years, from WIC, SNAP and Medicaid, but she said she lost Medicaid coverage recently and has been told she's going to lose her SNAP benefits as well. Already, she said, she can't remember the last time she ate fresh fruit. When SNAP is gone, she said, "It won't be produce I'm not eating, it's going to be meals I'm skipping." (She focuses on making sure her three children have enough to eat before she feeds herself.)

"How am I supposed to pour into their cups when my cup is not filling?" she asked. "The support is being taken from our fingertips. It's just all gone."

Zalewska takes some comfort in the knowledge that she's not alone. She notices a "uniform struggle" in the families she works with. "If it's not financial, it's overall stress and mental well-being. Most families are burnt out."

Her point is reflected in data from Stanford's RAPID Survey Project, which has been gathering information monthly from parents and childcare providers for over six years. Indeed, 44% of families with infants and toddlers reported challenges paying for basics such as food and housing in 2025, according to a report by the nonprofit Zero to Three, which compiled RAPID data from families with children under age 3. That represents the highest rate in the prior five years of survey data, including

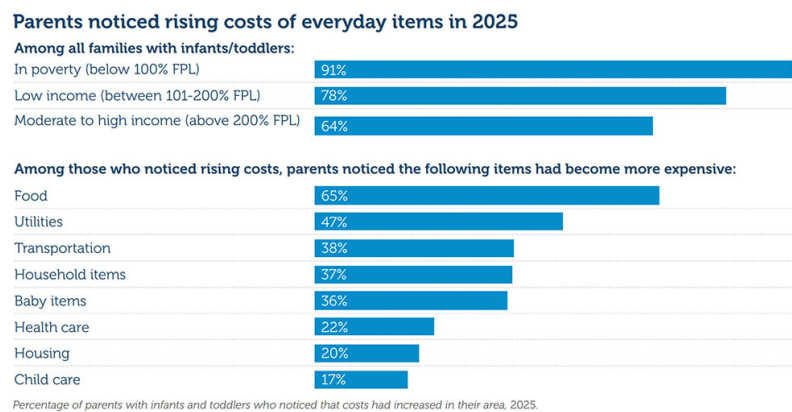
in 2020 when 42% of families reported the same difficulties.



In 2025, 44% of families with infants and toddlers struggled to afford basics such as food and housing — higher than the 42% of families who said the same in 2020. (Zero to Three)

By the end of 2025, families’ financial hardship seemed to peak, said Samantha Melvin, director of policy research at Zero to Three and author of the report.

“Their struggles really grew throughout the course of 2025,” she said. “We can’t say discretely that one thing changed, but there is this kind of cascading, consistent onslaught of uncertainty and distress.”



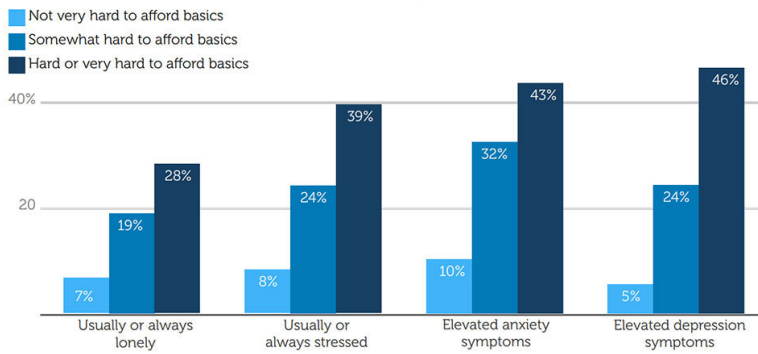
Families in poverty and with low incomes are noticing the rising costs of everyday goods and services more than those who earn a moderate to high income. (Zero to Three)

Families specifically mentioned the heavy burdens of affording food, housing and utilities, she said. Economic pressure often affected emotional and mental well-being, with parents reporting increases in anxiety, depression, stress and loneliness over the course of the year.

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Parent emotional distress increased with greater material hardship



Average indicators of parent well-being among parents with infants and toddlers by level of reported material hardship, 2025.

Parents and caregivers who find it very hard to afford basics are more likely to experience stress, anxiety and depression. (Zero to Three)

Those stressors affect not just adults, but entire families, Melvin noted.

“If you’re afraid of paying for rent, putting food on the table, it may impact how you’re interacting with your baby or [how] your baby is perceiving that stress,” she said. “It can have long-term consequences and harm for babies to be living in this constant place of uncertainty and deprivation, unstable and inconsistent relationships.”

Related

How Early Stress Shapes the Developing Brain

Often, people will respond to moments of hardship by noting that children are resilient. And they are, Melvin agreed.

“Families and the relationships are what creates that resilience,” she clarified. “Babies are resilient because of their parents.”

So when parents are taking on extra jobs to cover expenses, waiting in line at a Medicaid or SNAP office to access benefits they are eligible for, or visiting food banks to make sure their kids can eat dinner, that inherently pulls them away from quality time with their children. “How do relationships get formed?” Melvin asked. “It’s with that time.”

This resonates for Zalewska. She’s been taking on more and more work to help her family’s finances. She estimates that she works about 65 hours a week.

“I barely see my kids,” she said. “I’m missing all their milestones.”

Her current circumstances have left her in “fight or flight mode,” she said. Her nervous system is “haywire.”

“I’m exhausted,” she said. “I feel it in the bones of my body.”

Clara Busse, a mom in Philadelphia with an infant and a 3-year-old, doesn’t worry so much about meeting her basic needs, but she and her husband have to make some sacrifices to afford the annual cost of their childcare, which is around \$35,000 for her two children, she said.

“Every friend I have with young children is facing the same challenges,” Busse said. “We need policies that make sense for young families. It’s really basic stuff. People are really frustrated.”

These issues are not likely to improve in the near term, with major cuts to SNAP and Medicaid looming in early 2027. Rodrigues and Melvin both emphasized the need for policies that support families, rather than ones that continue to take programs away and make life with young children less affordable.

“Families are having such a hard time,” Melvin said. “They shouldn’t have to be working so hard, but the way they keep showing up for their babies — we need our policymakers and elected officials to be showing up for them.”

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Emily Tate Sullivan is a contract early care and education correspondent at The 74.



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FOR IMMEDIATE RELEASE

Contact: Jorge De La Cruz
(916) 599-0046

First 5 California Names Anthony Pane Acting Executive Director

(SACRAMENTO, CA – June 23, 2026) — The California Children and Families Commission (First 5 California) has named Chief Counsel Anthony Pane as Acting Executive Director.

Mr. Pane has overseen the day-to-day operations of First 5 California since Executive Director Jackie Wong began leave on April 28, 2026. He has provided steady, mission-driven leadership, ensuring continuity of the organization's work and continued progress toward First 5 California's vision that California's children receive the best possible start in life and thrive.

As Acting Executive Director, Mr. Pane will lead the organization's operations and advance First 5 California's audacious goal that all children prenatal to age five have the safe, stable, nurturing relationships and environments necessary to achieve healthy development.

The Commission is grateful for Mr. Pane's leadership and commitment to First 5 California's mission, and for the steadfast work of the organization's senior leadership team on behalf of California's children and families.

Media Contact

Members of the press may contact Jorge De La Cruz for more information at jdelacruz@ccfc.ca.gov.

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ABOUT FIRST 5 CALIFORNIA

First 5 California was established in 1998 when voters passed Proposition 10, which taxes tobacco products to fund services for children ages 0 to 5 and their families. First 5 California programs and resources support parents, caregivers, and teachers in giving California's children the best possible start in life. For more information, visit www.ccfc.ca.gov.