



FIRST 5 MARIN

Learn. Grow. Thrive.

April 21, 2021 COMMISSION MEETING

Zoom Meeting*

5:30 to 7:30 pm

I. CALL TO ORDER (5:30)

II. MINUTES OF LAST MEETING (5:35) - Action

Meeting date: March 17, 2021

III. COMMISSIONER COMMENTS (5:40)

IV. PUBLIC COMMENTS (5:55)

V. EXECUTIVE DIRECTOR/STAFF REPORT (6:00)

VI. COMMISSION DISCUSSION (6:10)

* Monthly Commissioner Focus: *Kari Beuerman, Commission Chair*

* [First 5 California 2019-2020 Annual Report](#) – *Pegah Faed Action*

* Presentation of First 5 Marin's New Logo + Update on New Website

* Legislative Report – *Michelle Fadelli Discussion*

* Strategic Plan Consultant RFP – *Pegah Faed Action*

VII. FINAL COMMENTS (7:20)

* Other Business

* Commission Directives/Next Steps for Staff

VIII. ADJOURNMENT (7:30)

Next Meeting: May 19, 2021 - 5:30 pm (on Zoom)

***Members of the public: please contact michelle@first5marin.org for the Zoom link**



Copies of documents used in this meeting are available in accessible formats upon written request.

The agenda is available on the Internet at <http://www.marincfc.org>

In accordance with the Americans with Disabilities Act, if you need special assistance (i.e. auxiliary aids or services) in order to participate in this public meeting, please contact First 5 Marin by calling (415) 257-8555 or email mcfc@marincfc.org at least five (5) business days prior to the meeting.



DRAFT

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**Meeting Minutes –
March 17, 2021**

I. CALL TO ORDER

Commissioner Chair Kari Beuerman called the online meeting to order at 5:35 p.m.

Commissioners participating online:

Kari Beuerman - Chair
David Bonfilio
Dr. Itoco Garcia
Lisa Leavitt MD
Lucia Martel-Dow – Vice Chair
Maria Niggle
Supervisor Dennis Rodoni
Kristen Seatavakin

Commissioner/s Excused

Gabrielle Auguste – *vice chair*

Staff participating online:

Pegah Faed – executive director
Michelle Fadelli, Manager of Public Policy and Communications

Guests participating online:

Lael Lambert, Marin County Health and Human Services

II. MEETING MINUTES

Commissioner Beuerman asked if there were changes, additions or corrections to the commission minutes for the last meeting on February 17, 2021.

Motion/Second: Rodoni/Niggle

The minutes of February 17, 2021 were unanimously approved.

III. COMMISSIONER COMMENTS

Commissioner Bonfilio reported sending an email to the Corte Madera City Council about a housing ordinance to ban smoking in multi-unit dwellings, addressing First 5's anti-smoking origins and equity issues.

Commissioner Rodoni reported that \$16 million was available for rental assistance, and more money is expected. He also reported that at the next board meeting (March 24th), the Supervisors will be asked to approve participation in the Marin Community Foundation’s “universal basic income” demonstration project, with a \$400,000 contribution for the two-year project.

Commissioner Beurman reported that the CalWORKs team at Marin County Health and Human Services will be distributing \$600 EBT cards in “stimulus” money and an additional \$600 for the Franchise Tax Board.

Commissioner Garcia sent a support letter to the Planning Commission about more Pre-K space for Horizon Schools; these will be state-of-the-art facilities. He also reported that Marin County Health and Human Services is co-investing in building development, for office space in Marin City... There is a school-based clinician for PreK-to-8 grades. The (Marin City-Sausalito School) District is partnering with Stanford and UCSF on early literacy, to identify 4 and 5 year olds with dyslexia, using a screener and diagnostic tools... Community care licensing made a site visit regarding Pre-K and preschool licensing. At least 65 spaces are needed, and maybe infant care. 44% of the K-8 families surveyed want Pre-K; the need is great. Question for the Commission: what might we do to expand Pre-K countywide? He also mentioned a meeting of 12 partners, including Head Start, CAM, Horizon Community School, talking about partnership with Buttonwillow School District, which is committed to Pre-K to 8 programs.

Commissioner Leavitt said there was medical provider training at the Spahr Center on LGBTQ and HIV issues. She also reported that the Marin Organizing Committee (MOC) had a meeting with Mary Jane Burke about housing, and a later meeting about mental health. She is also working with Pegah Faed, executive director of First 5 Marin, and Susanne Kreuzer, manager of Help Me Grow Marin, on home visiting. She also said the drive-thru vaccinations clinics at the Health Hubs were going well.

Commissioner Niggle talked about the need for expanded summer learning. The Pre-K experience was interrupted during COVID, and there have been some missed opportunities with the Pre-K to kindergarten transition. Not all districts are aligned on best practices.

- **Pegah** said she has had a call with Rosa Gonzalez about a proposal for the San Rafael City Schools.
- **Dave asked whether Summer Bridge has stopped.** (There has been limited activity. San Geronimo is doing a program.)
- **Itoco said Marin City will have a program, for July only, with up to 60 kids from the “Unified” school only.**
- **Pegah** said we can reach out to each school district about Summer Bridge. (Maria said that Marin Promise Partnership is looking and identifying gaps.) Itoco said he can email other Superintendents

Commissioner Martel-Dow said Canal Alliance has been connecting people to information about vaccinations helping those having trouble scheduling appointments. She is also busy as a new board member for San Rafael City Schools.

IV. PUBLIC COMMENT

Lael Lambert, Family Health Program, Marin County Health and Human Services

V. EXECUTIVE DIRECTOR'S REPORT

In addition to the written report from Executive Director Pegah Faed:

Michelle Fadelli reported that First 5 Marin has received numerous emails from child care providers thanking the Commission for the COVID relief grants. She also announced that the Marin Child Care Commission has scheduled a child care forum on March 23 at 6 pm. Also, Commissioner Maria Niggle had a “Marin Voice” opinion editorial published in support of the March 25th forum on data about Marin County children (“If We Want to Help Every Child Reach Their Full Potential, We have Work to Do”).

Susanne Kreuzer reported that Help Me Grow Marin launched on February 25th, with a Marin Communications Forum with over 100 attendees. Maritza Barahona participated in a Spanish-language radio show to explain the Help Me Grow program. They have received good feedback about the website. She also reported participating in national meetings related to strategic planning. They have also developed collateral materials to promote Help Me Grow—a tri-fold for families in English and Spanish, and a large two-sided postcard for partners to distribute; they are finalizing materials for healthcare providers.

- **Commissioner Bonfilio** offered his congratulations on the kickoff. He said that this has been a long time coming; former commissioner Dr. Alicia Suski supported this work almost 15 years ago.

Executive Director Pegah Faed reported that the regional First 5 executive directors are partnering with the Blue Shield Foundation, Genentech and Futures Without Violence on the “All in 4 Kids” program; they are writing RFPs. For budget planning, she has been talking with Commissioner Bonfilio and former executive director Amy Reisch. She will bring a draft budget to the Finance Committee in April and to the Commissioner in May, with final approval in June. She also mentioned working with our consultant Luminare on transitioning the evaluation function; meetings are scheduled over the next three months. She also noted that the First 5 Association has begun their strategic planning process. (Maria asked about consultants, and mentioned “Engage R+D” (www.engagerd.com))

VI. COMMISSION DISCUSSION

- A. Commissioner Focus** – Commissioner Maria Niggle agreed to be the first to offer an extended self-introduction; this will be continued each month.

Maria is the director of early childhood collaboratives with Marin Promise Partnership. They are focused on “collective impact.” They look at education data to see what can be learned and what to focus on next. They develop strategies for systems change, with a focus on low-income children of color.

She was hired to start the kindergarten readiness team in West Marin. One concern is the “ranch families” and the lack of infant-toddler care. There is a need for quality improvements in the early childhood education workforce; many professional development investments have been lost. Local programs are trying to “make magic happen” without the resources. She noted that the communities are unique; Tomales is different than Point Reyes.

What could or should preschool look like? We need a “Shoreline Unified Preschool” at all schools. There is an achievement gap, significant community need, and special

education needs. Transportation is also an issue, with children needing to take a bus to Sonoma or Terra Linda. Maria also noted that Bodega Bay is in Sonoma, but part of the Shoreline School District.

For best practices, there should be a cabinet position in the District for early childhood education, sitting alongside principals and co-directors. Teacher benefits, including healthcare, retirement and union benefits, are needed to elevate positions to professional status. We need very specific solutions for this specific region.

*Lucia said Maria is hitting all the boxes—congratulations!

*Lisa asked about a fiscal strategies consultant, saying it's important to know how to pull down dollars for successful sustainability.

*Susanne asked about Lake County, with the school as a hub. There was also a mention of Tulare County, with migrant education dollars. (Michelle Fadelli suggested that Congressman Huffman might be able to help.)

*Itoco mentioned Buttonwillow, where Pre-K programs at K-8 schools allowed early intervention at the preschool level. Over the long-term, there are huge cost savings to districts.

- B. Communications Plan** – Michelle Fadelli, Manager of Policy and Communications, presented her communications plan for 2021. This plan is designed to support First 5 Marin's efforts to help every child learn, grow and thrive—and the priority results described in our Strategic Plan.

The goals of the Communications Plan include: promoting First 5 California goals; promoting First 5 Marin's commission priorities, projects and funded programs; addressing needs that are specific to Marin County; addressing issues of race, equity, diversity and inclusion (REDI); supporting the launch and expansion of the new "Help Me Grow Marin" program; and expanding Spanish language outreach.

The audience for First 5 Marin is everyone who cares for kids—from commissioners and elected officials, to non-profits and community service providers, teachers and child care providers, to healthcare providers, to funding partners and policy issue partners—and to parents and families.

Michelle described a wide variety of tools used for outreach and communications, including: the website; news releases, opinion editorials and letters to the editor; social media and email messaging; commissioner, staff and executive director outreach; policy reports; the annual policy breakfast; paid advertising; and Zoom presentations.

Michelle also outlined her workplan for the year, with topical themes for each month based on national awareness days and other calendar priorities.

Michelle also reviewed plans for the Marin Communications Forum, including monthly topics including: child abuse prevention; COVID stress and mental health; immigrant rights and justice; ages and stages; school readiness; emergency preparedness; the Race Counts report, climate change; and hunger and nutrition.

*Lucia asked about Spanish language resources. She said that Canal Alliance struggles.

*Pegah said we may be able to get intern support, and there are bilingual services available at Dominican University.

*Kari asked about two-way communication, and whether we hear from the community. (Pegah mentioned the development of list serves with a dedicated audience, and using other platforms to reach people.)

*Lucia mentioned public engagement, and the need to respond to comments. Pegah said we need to engage the prenatal-to-five community.

- C. Strategic Planning Consultant** – Executive Director Pegah Faed presented her plan to

issue an RFP for a consultant to manage the strategic planning process over the next year, at a rate of not-to-exceed \$150,000. The consultant would be responsible for an extensive community and stakeholder engagement process and three documents: development of a three or five-year strategic plan, an implementation plan and an evaluation framework.

Pegah intends to issue the RFP by early April, with a response date in mid-May and selections by mid-June. The successful consultant would start work in July.

*Itoco said that the price seemed expensive. He would like to see a draft RFP. (Pegah said she would have it drafted by the April meeting, to be posted the day after the commission meeting).

*Dave asked to confirm that our current evaluation consultant stops this year. (Yes, end of June 2021.) He said he would prefer a five-year plan, with the understanding there may need to be changes in year 4-5. (Pegah said it could be an eight-year plan, going out to the year 2030, with adjustment at year 4-5).

*Itoco said we should ask for 3-5 year goals. For the dollar amount, he would prefer a 5-8 year plan.

*Pegah said she will have the draft RFP prepared two weeks before the commission meeting.

The motion was made to approve the development of an RFP for strategic planning consulting at a rate not-to-exceed \$150,000, with the development of a 5-8 year plan; the RFP is to be approved in advance by the commission (at the April 2021 meeting).

Motion/Second: Garcia/Bonfilio

The motion to approve an RFP for a strategic planning consultant at a rate not-to-exceed \$150,000 was unanimously approved.

*Itoco asked for the current Strategic Plan and the Communications Plan to be sent to the commissioners.

VII. ADJOURNMENT – Commissioner Beuerman adjourned the meeting at 7:25 p.m.

NEXT SCHEDULED COMMISSION MEETING:

April 21, 2021

5:30 p.m. to 7:30 p.m.

Online



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Executive Director's Report

April 2021

Public Policy and Communications

Daily Emails – Michelle continues to produce daily emails with content for at-home learning for young children— stories, songs, games, indoor/outdoor activities, fitness, and nutrition etc. [If you know someone who would like receive these emails, please send a name and email address to Michelle@First5Marin.org.]

Facebook – Michelle continues sharing news and information on our First 5 Marin page on Facebook, most recently for the Week of the Young Child. She's also promoting the "Help Me Grow Marin" page; posting events on the "Marin Communications Forum" page; and sharing Latino and immigration news + health info on "Voces de Marin" and "Marin Health Policy Partnership" pages. When content is appropriate and available, she is also posting on: "Making Ends Meet in Marin," "Marin HEAL" (Healthy Eating, Active Living), "Healthy Kids from Day 1," and the "Marin Breastfeeding Coalition."

First 5 Marin Website and Logo – The new logo for First 5 Marin, designed by our consultant Howry, has been completed and is being presented at the April Commission meeting. The "wireframes" for the new website (which will highlight commission meetings and events and feature the new Help Me Grow Marin program, the Marin Communications Forum, and the California Parent Guide from First 5 California) have been completed, providing the basic structure for all the new content. Michelle is drafting the content for all the website pages, and is working with the consultant to finalize the website for review by the commissioners. An update on the website will also be presented at the April meeting.

Marin Communications Forum – The Forum is continuing online, and we continue scheduling topics for 2021. The most recent forum was:

- **March 25, 2021: Children Now: CA County Scorecard of Children's Well-Being**
Staff from Children Now presented the Marin County datapoints from their new statewide report. Commissioner Maria Niggle also presented detailed education data and information from Marin Promise Partnership, and Lael Lambert from Marin County Health and Human Services presented health information.

Upcoming forums include:

- **April 22, 2021: Child Abuse Prevention** – We worked with Marin County Children and Family Services and the Child Abuse Prevention Council of Marin (CAPC) to plan this forum for Child Abuse Prevention Month. Both organizations will make presentations, and the forum will feature keynote speaker Anthony Trucks, a former foster child who is

now a motivational speaker. 10 am to noon. Email Michelle@First5Marin.org to register.

- **May 2021:** COVID Stress and **Adverse Childhood Experiences** (tentative, for Mental Health Awareness Month) – Michelle is working with Brian Robinson from Marin County Mental Health to plan an agenda about the impact of COVID stress on mental health for children and families. (Tentatively, May 20th from 10 am to noon.) NOTE: we are looking for a diverse set of speakers to talk about mental health issues and resilience; if you have suggestions, please contact Michelle@First5Marin.org.
- **June 2021: Immigrant Rights and Justice** – Michelle is working with Commissioner Lucia Martel-Dow to plan an agenda on “Immigrant Rights and Justice” in Marin—the new focus of the former “public charge” workgroup.
- **September 2021: Emergency Preparedness** (tentative; working with the Marin County Office of Emergency Services)
- **Climate Change: Community Issues for Marin County** – date TBD
- **Race Counts Marin** – Michelle is working with the Advancement Project to present the most recent data for Marin County. Date TBD.

Newsletter – Michelle continues to produce a monthly newsletter to announce our events and programs. The April edition was emailed out this week. (If you have child/family news to share, please email Michelle.)

Opinion Editorials – Michelle drafted an opinion editorial for Child Abuse Prevention Month, to support the Marin Communications Forum on April 22nd. The Marin Voice, by Bree Marchman from Marin Children and Family Services, will be in print on Thursday, April 15th. The article can be found [here](#).

Summer Learning Backpacks – As approved by the Commission, Michelle continues working with Office Depot to procure 1,100 drawstring backpacks and all the home-learning items (crayons, paper, scissors etc.) that will be included. We are partnering with the Marin County Free Library on this project; they will include three bilingual books in each backpack, and they will also handle distribution this summer.



- **Outreach & Engagement:**
 - Maritza and Susanne have been asked to speak at a few events. Maritza will be participating in 2 Spanish speaking events. The first speaking engagement will be on Wednesday, March 10 with the Multicultural Center of Marin. She will be on the Radio and Facebook. The second event is scheduled in April 2021 with the Next Generation Scholars. She will be speaking to a parent’s group. Susanne will be speaking at the Children and Family Services staff meeting in March 2021 and

has been asked to join a steering committee to develop a Systematic Improvement Plan for Golden Gate Regional Center's Early Start Program on Social and Emotional Development. This is a mandate put out by Department of Developmental Services for California. It has been rolled out in Cohorts.

- Maritza and Susanne continue to participate in state, national and local meetings and webinars focusing on current issues and partnerships to support family and children. The National HMG office has been having input sessions on the strategic plan. Information that has been presented can be found on the National HMG website
- **Strategy Planning:**
 - Pegah, Michelle, Susanne and Maritza continue the conversation and the development of a work plan with Jill Casey for the Help Me Grow Marin.
 - HMG Leadership team met on April 14th to discuss structure and roles moving forward to advance the strategic direction for the work.
 - Three workgroups were proposed: Data, Outreach, and Service Delivery
 - Leadership Team members will be weighing in on the proposed structure through a survey.
- **Data Related Work:**
 - Pegah, Susanne and Maritza had a zoom conference with Liz Cowley from UniteUs. Another call is set up with the Kaiser Representative, and the above individuals for later in April 2021.

Other Activities:

- **Budget Planning:** In preparation for the FY 21-22 budget approval, Pegah is working through drafting a budget for the finance committee to review in April. The updated draft will be presented for entire Commission review, with final approval in June 2021.
- **Evaluation Transition Team:** The First 5 Marin Evaluation Transition Team consisting of representation from Luminare group, First 5 Marin staff (Pegah Faed & Michelle Fadelli), and Commissioners (Dave Bonfilio, Lucia Martel-Dow, Kari Beuerman) met at the end of March for the first of three meetings to begin framing the evaluation framework for the Commission.



FIRST 5 MARIN

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First 5 Marin – Legislative Summary

April 2021

Bill Number / Summary				
ASSEMBLY BILLS	Amended Date	Current Status	First 5 Marin Position	Notes
<p>AB 32 (Aguiar-Curry) – Tele-Health Extends telehealth flexibilities in place during the COVID-19 pandemic.</p> <p>This bill would require healthcare services provided by an enrolled clinic through “telehealth” to be reimbursed by Medi-Cal. The bill would also prohibit the State Department of Health Care Services from restricting clinics from providing telehealth services.</p>				<p>First 5 Association supports</p>
<p>AB 47 (Reyes) – Immigration Support Services Coordinated immigrations support services</p> <p>This bill would require the State Department of Social Services to establish a grant program in coordination with one or more qualified nonprofit social service agencies to provide multi-tiered and coordinated immigration support services in California to undocumented and mixed-status families who reside in the state and were separated by the federal government.</p>				<p>First 5 Association supports</p>
<p>AB 92 (Reyes) – Preschool and Child Care Feed Preschool and child care and development services: Family Fees</p> <p>This bill would require family fees to not exceed 1% of the family’s monthly income. The bill would require the lead agency to convene a workgroup of parents, childcare providers, and lead agency staff to develop an equitable fee schedule.</p> <p>The bill would additionally exempt families with an adjusted monthly family</p>				<p>First 5 Association supports</p>

<p>income below 75% of the state median family income from family fees and would waive family fees for all families until October 31, 2022. The bill would prohibit the reduction in family fees from being absorbed by direct service contractors or family childcare providers and would also prohibit the number of childcare vouchers from being reduced on account of the reduction in family fees.</p>				
<p>AB 123 (Gonzalez) – Paid Family Leave Paid Family Leave: weekly benefit amount</p> <p>This bill would revise the formula for determining benefits available pursuant to the family temporary disability insurance program, for periods of disability commencing after January 1, 2022 (by redefining the weekly benefit amount to be equal to 90% of the wages paid to an individual for employment by employers during the quarter of the individual’s disability base period in which these wages were highest, divided by 13, but not exceeding the maximum workers’ compensation temporary disability indemnity weekly benefit amount established by the Department of Industrial Relations).</p>				<p>First 5 Association supports</p>
<p>AB 221 (Santiago) – Emergency Food Assistance Emergency food assistance</p> <p>This bill would require the Department of Social Services to provide a food assistance benefit to low-income California residents and to contract with specified entities, including a Feeding America partner state organization, to issue this benefit in the form of a one-time use, prepaid card preloaded with \$600 for use at retailers that sell groceries.</p> <p>The bill would provide that a person is eligible for this benefit if they are an adult who self-attests to eligibility for at least one of three prescribed benefits, including the Federal Emergency Food Assistance Program, and that this benefit is a disaster benefit rather than a public social service.</p> <p>The bill would require the department, in consultation with a workgroup, to conduct a study to provide recommendations and solutions to a permanent food assistance program for low-income California residents experiencing food insecurity, to complete that study by January 1, 2023, and to submit a copy of that study to the Legislature.</p>				<p>First 5 Association supports</p>
<p>AB 401 (Santiago) – EDD: Language Translation Employment Development Department: language translation</p> <p>This bill would require all standard information employee pamphlets provided by the Employment Development Department concerning unemployment and disability insurance programs to be printed in English and the 30 top written languages other than English used by California residents with limited</p>				<p>First 5 Association supports</p>

<p>English proficiency. The bill would also require the department, commencing July 1, 2022, to provide translation by qualified human translators between English and the languages described above for all benefits programs administered by the department, vital documents and notices, and any other communications to a claimant.</p>				
<p>AB 935 (Maienshein) – Tele-Health: Mental Health Consultations Telehealth consults for mental health</p> <p>This bill would require health care service plans and health insurers, by July 1, 2022, to provide access to a telehealth consultation program that meets specified criteria and provides providers who treat children and pregnant and certain postpartum persons with access to a mental health consultation program, as specified. The bill would require health care service plans and insurers to communicate information relating to the telehealth program at least twice a year in writing.</p>				<p>First 5 Association supports</p>

	Amended Date	Current Status	First 5 Marin Position	Notes
<p>SENATE BILLS</p> <p>SB 65 (Skinner) – Maternal Care Maternal care and services</p> <p>This bill establishes the California Pregnancy-Associated Review Committee within the California Department of Public Health to continuously engage in the comprehensive, regular, and uniform review and reporting of maternal deaths throughout the state. Requires local public health agencies that participate in the Fetal and Infant Mortality Review process to investigate, track, and review at least 1% of the county’s cases of term infants who were stillborn, early neonatal death, or post-neonatal death, and to establish a committee for fetal and infant mortality reviews. Requires the Office of Statewide Health Planning and Development to establish a program to contract with programs that train certified nurse-midwives and programs that train licensed midwives to increase the number of students receiving quality education and training as a certified nurse-midwife or a licensed midwife. Extends postpartum Medi-Cal coverage from 60 days to one year. Requires Medi-Cal coverage for doulas.</p>				<p>First 5 Association supports</p>
<p>SB 246 (Levy) – Child Care Stabilization Child Care Stabilization Formula</p> <p>This bill requires the California Department of Social Services (CDSS) to establish a single reimbursement rate for early learning and childcare programs, including variation for regional costs and quality adjustment factors.</p>				<p>First 5 Association supports</p>
<p>SB 316 (Eggman) – Federal Health Centers/FQHCS & Rural Clinics Federally qualified health centers and rural health clinics</p> <p>This bill would require a federally qualified health center (FQHC) and a rural health center (RHC) to receive Medi-Cal reimbursement for two visits taking place on the same day at a single location when the patient suffers illness or injury requiring additional diagnosis or treatment after the first visit, or when the patient has a medical visit and another health visit with a mental health or dental provider. Would require, by July 1, 2022, the Department of Health Care Services (DHCS), to submit a state plan amendment, as specified.</p>				<p>First 5 Association supports</p>

<p>SB 395 (Caballero) – Vape Tax E-Cigarette Tax</p> <p>Senate Bill 395 enacts the Healthy Outcomes and Prevention Education Act, which imposes the California Electronic Cigarette Excise Tax on the sale of electronic cigarettes, and creates the Health Careers Opportunity Grant Fund under Proposition 56: California Electronic Cigarette Excise Tax.</p> <p>SB 395 imposes a tax on retailers equal to 12.5% of the gross receipts from the sale of e-cigarettes, using the same definition from Proposition 56. The measure directs revenues in specified percentages to the following programs:</p> <ul style="list-style-type: none"> • 26% to Proposition 99 • 15% for Proposition 10 • 59% for Proposition 56, out of which an unspecified percentage attributable to SB 395's tax is allocated to the Health Careers Opportunity Grant Program, under the current allocation to UC to increase the number of primary care and emergency physicians trained in California. 				<p>First 5 Association supports</p>
<p>SB 464 (Hurtado) – Food Assistance Food For All: California Food Assistance Program Eligibility Expansion</p> <p>This bill makes noncitizens eligible for the California Food Assistance Program (CFAP) if the noncitizens satisfy all eligibility criteria for participation in CalFresh except any requirements related to immigration status.</p>				<p>First 5 Association supports</p>
<p>SB 691 (Rubio) – EITC Benefits Expands EITC benefits</p> <p>This bill would, for taxable years beginning on or after January 1, 2021, allow an additional earned income tax credit to eligible individuals with no dependents whose earned income is too high for the taxpayer to receive the federal earned income tax credit. The additional earned income tax credit is in a specified amount, multiplied by the earned income tax credit adjustment factor, and phases out as the income of the eligible individual increases beyond a specified amount.</p> <p>The bill would also increase the earned income tax credit available to eligible individuals who are not eligible for the federal earned income tax credit because they are 18 to 24 years of age, 65 years of age or older, or because they file using a federal individual taxpayer identification number.</p> <p>This bill would expand the definition of “qualified taxpayer” to also include an eligible individual who has a qualified child and has zero or negative earned income, as defined, for the taxable year. The bill would exclude from that definition an individual who has disqualified income in excess of \$3,400.</p>				<p>First 5 Association supports</p>

<i>If you would like updates or additional information, contact Michelle Fadelli, Policy and Communications Manager at First 5 Marin at 415-257-8555 ext. 103 or email Michelle@first5marin.org.</i>				



FIRST 5 MARIN

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First 5 Marin:
2022-2030 Strategic Plan Consultant
Request for Proposals (RFP)

Release Date: May 3, 2021

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I. TIMELINE FOR SELECTION PROCESS

ACTIVITY	DATE
RFP Released	May 3, 2021
Intent to Apply Due	May 10, 2021
Proposal Due	May 28, 2021
Interviews	Week of June 7, 2021
Contractor Selected	June 11, 2021
Board of Commissioners Approval	June 16, 2021
Anticipated Contract Start Date	July 15, 2021

In order to respond to this Request for Proposals (RFP), all applicants must submit an Intent to Apply email to pegah@first5marin.org by no later than 5 p.m. PT on May 10th, 2021. The email should include the following information:

- Name of Organization
- Name, email and phone number of Contact Person
- Note stating the Organization’s intention to apply for First 5 Marin’s Strategic Plan Consultant RFP

Submitting an intent to apply does not bind you to complete the application process but it is a required step in the application process. The proposer must submit all required documents via email no later than 5 p.m. PT on May 28th, 2021. It is the proposer’s responsibility to verify submission prior to the deadline. First 5 Marin will not be responsible for any technical problems or submission failure. **Failure to submit ALL required documents by 5 p.m. PT may constitute an incomplete proposal and may be grounds for disqualification.**

Questions and requests for additional information must be submitted in writing to:

Pegah Faed, DrPH, MPH
Executive Director, First 5 Marin
pegah@first5marin.org

All questions and requests for additional information regarding this RFP must be received in writing by First 5 Marin via email before May 7th, 2021. Responses will be posted on the First 5 Marin website the following week. First 5 Marin reserves the sole right to determine the timing and content of the responses to all questions and requests for additional information. First 5 Marin may respond to individual inquires and then post replies to all questions by the posting date.

II. BACKGROUND

First 5 Marin –

In 1998, California votes passed Proposition 10, which levied a 50-cent per pack tax on all tobacco products. The resulting tax revenues were earmarked for the creation of a comprehensive system of information and services to advance early childhood development and school readiness within each county in California. In Marin County, the First 5 Marin Commission was formed as a public entity to

develop and oversee various early childhood initiatives and to manage the funding from Proposition 10.

First 5 Marin FY 2017-2022 Strategic Plan -

In 2016, the Commission adopted the 2017-2022 Strategic Plan which continues to build of years of work to build infrastructures to support systems and policy change. The current strategic plan also maintains a continued focus on achieving school readiness and health outcomes for children prenatal to age 5 and their families, while meeting the mounting need for policy leadership and county-wide partnerships that improve opportunities and reduce inequities for all young children in Marin. Our plan builds on lessons learned over the years, including the importance of strengthening community partnerships and increasing awareness that all Marin benefits with investments in all children.

The Commission has strategically focused its leadership and resources to build and support institutional and grassroots policy and advocacy infrastructures that will:

- Created a sustainable community culture that puts children at the center of our agenda
- Build public will to support and sustain health and school readiness outcomes.
- Promote shared responsibility for achieving outcomes across systems, institutions and individuals.
- Increase resource leveraging, coordination and integration among systems, organizations and institutions.
- Respond to change in the environment that impact equity for children and families.

Priority Results and Outcomes				
Through this focus, the Commission's is committed to achieving the following Priority Results and Outcomes for all children in Marin:				
IMPACT	MARIN VALUES AND INVESTS IN ALL CHILDREN			
RESULTS	Public policies support all children	Children have optimal health and wellbeing	Children are ready for school	Families and caregivers have access to information and support
OUTCOMES	<p>Public policies promote the optimal social/emotional development and school readiness of all children.</p> <p>Public policies support the development of quality early education and child-ready school environments that promote success in life.</p> <p>Public policies promote the optimal health, safety and wellbeing of all children</p> <p>Public policies and partnerships increase equity of opportunity for all children.</p>	<p>Children have access to affordable comprehensive health insurance.</p> <p>Children have access to preventive oral health, mental health and specialty medical services.</p>	<p>Children have access to quality early education opportunities.</p> <p>Children with social/emotional issues and special needs are identified early and receive support.</p> <p>Schools are prepared for children and linked with the community.</p>	<p>Families and caregivers have access to information and support to protect and promote the health, safety and wellbeing of their children.</p> <p>Families and caregivers have access to information, quality early education opportunities, and support to protect and promote the social/emotional development and school readiness of their children.</p>

For more information about First 5 Marin’s 2017-2022 strategic plan, access the document [here](#).

III. PROJECT OVERVIEW

First 5 Marin is currently in the 5th and final year of implementing the FY 2017-2022 Strategic Plan. First 5 Marin is seeking a consultant to work with and support staff in the review, reflection and refinement of the current strategic plan. The development of the next strategic plan is grounded in the learnings over the last 20 years, as well as input from key stakeholders and the community.

The proposed Strategic Plan process is anticipated to encompass three major phases:

- Review how our strategies have been and are being implemented to achieve our targeted outcomes and the resulting learnings
- Reflect on how changes in the landscape and our own implementation experience can inform our approach to achieving our targeted outcomes
- Refine our strategies to incorporate learnings from our own experience in policy and systems change work and our assessment of strategic opportunities to achieve our targeted outcomes, as well as align with the strategic direction of other key organizations and entities in the County.

IV. SCOPE OF WORK

First 5 Marin is seeking technical assistance and consulting support to execute the 2022-2030 Strategic Planning process. The specific scope of work will be refined during the contract negotiation process, following the selection of the most qualified proposal team, and will include, but is not limited to, the following major work components consistent with the phases outlined below.

- **Process Design and Project Management** – The selected contractor should propose a Strategic Planning process and project management framework to ensure deliverables and timeline are met. An important component of the process design will be the Board engagement strategy, as well as the community engagement strategy. The selected consultant will be requested to provide recommendations on how best to engage the First 5 Marin Board of Commissioners, as well as the Community throughout the Strategic Plan Process.
- **Drafting 2022-2030 Strategic Plan:**
 - *Review Phase*- During the Review phase, the selected consultant will develop a framework to capture learnings from staff, partners, and community members. This phase will include the review of key documents identified by First 5 Marin, including

other local and relevant strategic plans. Key questions to be answered during this phase of the process include:

1. What progress have we made during the last strategic plan and what have we learned about how we do our work and the outcomes we are working to achieve?
 2. What has changed in the landscape in the last 5 years that impacts how we achieve our targeted outcomes?
 3. What have we learned about First 5 Marin’s capacity to do this work?
- *Reflect Phase* – This phase of work is intended to provide a structured process for analyzing the information generated during the review phase. A key focus will be assessing to what degree the current strategies support achievement of our desired outcomes and what needs to be refined further or added to maximize our impact. Examples of questions to be answered during the reflect phase include:
 1. How do learnings from our progress inform how we approach our future work?
 2. How do changes in the landscape create new and/or unanticipated opportunities to advance our targeted outcomes?
 - *Refine Phase*- The final phase will be to finalize a document that captures First 5 Marin’s strategic direction from 2022-2030. The plan document should be accessible to diverse set of stakeholders and clearly communicate our strategic approach. Examples of questions to be answered during the refine phase include:
 1. How should we prioritize our strategies based on the review and reflections?
 2. How do we need to approach our work differently based on this review and reflection?
 - **Drafting Complementary Implementation Plan:** Once the 2022-2030 strategic plan has been approved by the Board of Commissioners in February 2022, the selected consultant will operationalize the strategies in a high level implementation plan. Applicants are encouraged to make recommendations in their applications about what should be included in this implementation plan.
 - **Drafting Complementary Evaluation Framework:** The selected contractor will also be responsible for developing a complementary evaluation framework to support the learning cycle for First 5 Marin during the 8 year strategic plan.

V. ELIGIBILITY

Proposals will be considered from public and private entities and/or collaboratives consisting of a lead public or private entity and one or more subcontractors.

1. The proposer must have an established staff presence and office in California.
2. The proposer must have the capacity to work in Marin County.

VI. DESIRED QUALIFICATIONS

Proposers must have the experience, knowledge, skill and time necessary to execute a successful strategic plan development effort, which includes development of an evaluation framework and implementation plan.

These qualifications include:

EXPERIENCE

- Experience working with organizations similar in size and structure to First 5 Marin (e.g. other First 5 Commissions or similar public organizations with commissions or politically appoint boards) on strategic planning efforts;
- Strong history of working on large scale initiatives involving community and/or policy and systems change efforts;
- Demonstrated success in facilitating and building consensus among a leadership team and governance body;
- Experience with drafting, revising, implementing and monitoring strategic plans and effectively communicating the plans;
- Experience working with key informants such as funders, policy and decision makers and agency and community leaders;
- Experience working with marginalized communities;
- Experience analyzing and synthesizing complex information to inform leadership and policy maker decision-making.

KNOWLEDGE

- Understanding the issues facing First 5 Marin and First 5 Commissions across the State as they relate to First 5 Marin;
- General understanding of issues facing young children and families in California and Marin County
- Understanding of organizational development, organizational change management, including the ability to assess organizational challenges and develop strategies to strengthen organizational capacity, if necessary.

SKILLS

- Ability to produce high quality deliverables that are clear, concise and effectively communicate key messages;
- Ability to communicate complex issues, stimulate creative thinking and negotiate differences to resolve conflict;
- Strong written and oral communication skills; ability to synthesize information from multiple sources and form recommendations;
- Ability to galvanize individuals, groups and communities, with a variety of interests to build consensus around a shared vision;
- Ability to initiate and facilitate conversations with key informants, lead and facilitate public hearings and mediate public forums, if necessary;
- Ability to be accessible and flexible in accordance with product timelines and activities;

- Strong management and team building skills;
- Bilingual or multi-lingual staff

AVAILABILITY

In order to be considered, proposers must demonstrate that they have the capacity to dedicated the management resources and staff to support the project and the deadlines required, including completion of the planning process by June 2022.

VII. TERMS OF THE PROJECT

The Commission expects to enter into a 12 month contract with the selected consultant/organization. The contract may be eligible for renewal at the end of the contract period. This is expected to be a fixed-fee deliverables-based contract for a total not to exceed of \$150,000. Once negotiated, payments will be based on a fixed price that is not subject to any adjustment by reason of costs experienced by the contractor in the performance of the contract.

The selected consultant will be paid upon on completion of each deliverable by First 5 Marin. The selected consultant may be asked to revise draft deliverables and payment will be linked to submission of final deliverables subject to First 5 Marin approval. Travel costs will be negotiated with First 5 Marin upon selection of the finalist.

The project period is expected to start on or about July 15, 2021 and is expected to last no more than 12 months, with the possibility of extension to support ongoing evaluation. Board approval of the proposed updated Strategic Plan is scheduled for February 2022, and the final months of the contract term have been reserved to prepare an implementation plan and finalize other related documents.

VIII. SELECTION PROCESS AND REVIEW CRITERIA

First 5 Marin will review the proposers based on a two phase approach and review process detailed below. Proposal must score satisfactorily in each level of review, as applicable.

PHASE 1

Level 1: Internal Review:

First 5 Marin will evaluate all proposals for completeness and minimum requirements. Basic requirements include: timely receipt of proposal, submission of all required attachments, and adherence to eligibility requirements. Proposal with omissions of any required documentation are subject to disqualification.

Level 2: Review of Qualifications:

Proposers that pass Level 1 review will proceed to Level 2 review. Reviewers made up of First 5 Marin staff will review and score proposals based on qualifications.

- Level 2 Review Criteria: The review of Qualifications will be based on the following criteria and maximum points assigned out of a total of 100 points:
 - *Statement of Qualifications:* *maximum of 35 points*

This review will consider the qualifications of the proposed to conduct strategic planning efforts and the degree to which the qualifications demonstrate the experience, knowledge, and skills of the proposer as defined in Section VI above.

- *Resumes of Key Staff:* *maximum of 35 points*

This assessment will consider the qualifications of the proposed individuals to conduct strategic planning efforts and the degree to which the qualifications of the key personnel demonstrate the experience, knowledge and skills of the proposer as defined in Section VI above.

- *Availability of Key Staff:* *maximum of 15 points*

The proposal should demonstrate the availability of key staff to support project requirements and to meet the timeline identified in this RFP. This includes availability of staff to manage the project and meet required deadlines.

- *Work Samples:* *maximum of 15 points*

Proposers are requested to submit two samples of already completed work products that effectively demonstrate the quality of their work and applicability to proposed scope of services. The review will consider the written and visual quality of the work samples submitted.

PHASE 2

Level 3: Interview:

Proposers that score highly in Level 2 will be invited to interview. Only key personnel on the proposed RFP can participate in the interview. Tentative interview dates are included in *Section I: Timeline for Selection Process* and are subject to change at First 5 Marin’s sole discretion. Interviews will be held via Zoom.

The highest scoring proposer from the interview process will be awarded the contract and recommended to First 5 Marin’s Board of Commissioners for award of the contract.

Reference Checks (Optional)

Reference checks may be completed. Information obtained through reference checks will complement the results from the interviews and may affect the selection of the proposer. First 5 Marin must be able to contact 2 references provided by the proposer. If 2 references cannot be reached, First 5 Marin may deem the proposer ineligible for this opportunity.

Award and declination notifications are anticipated to be sent out to proposers in Late June 2021.

IX. REQUIRED DOCUMENTS

The documents listed in this section are required to respond to this RFP.

Omission of any document/form may constitute an incomplete proposal and may be grounds for disqualification.

1. **Application:** In order to respond to this RFP, proposers must complete the attached application (Appendix A) form and submit all required documents specified below through email.
2. **Statement of Qualifications:** Please provide the requested information in one separate document and submit via email. There is an eight page maximum for this portion of your

application. The narrative must be 12 point font, double spaced. Applicants are asked to submit a narrative describing their experience conducted strategic planning for an organization similar to First 5 Marin. The narrative should demonstrate the experience, knowledge, and skills the proposer will bring to the project, specifically identifying the experience, knowledge and skills requested in Section VI above. A successful application will provide a general description of the approach the consultant and their team will use to complete the work outlined in Section III of this RFP. This description should explain how the proposer will leverage their experience in working on strategic planning projects and their knowledge and/or experience working with First 5 Marin and/or similar organizations. Qualifications should directly related and support successful completion of the Scope of Work as outlined in Section IV.

3. **Project Organization & Resume(s):** Please provide the following requested information as one document and attached it in your email:
 - a. Organization Chart for the project team (1 page max)
 - b. Description of the roles of the project team members and the availability of key staff to support project requirements and to meet the timeline identified in this RFP (1 page max)
 - c. Resume(s) for the key staff leading, managing, or participating on the project (3-4 page max per resume). Resumes should only be provided for staff that are anticipated to have a significant role of the project.
4. **Work Samples:** Two samples of proposer's completed work products that are most applicable to the work the consultant will be undertaking in this project and that best demonstrates the proposer's competency in their declared area of expertise or knowledge domain.
5. **Scope of Work:** Describe the objectives, activities and related deliverables. The final Scope of Work will be negotiated with First 5 Marin upon selection of the finalist. Proposers must use the template provided in Appendix B.
6. **Fixed-Fee Budget:** Using Appendix C: Provide the proposed fee for each proposed deliverable outlined in your scope of work.
7. **Budget Narrative:** In the Budget Narrative, explain the included costs over the 12 month period for this proposed project. This includes the estimated hours by staff, including rate of pay, associated with the completion of proposed deliverables. First 5 Marin intends to enter into a fixed-fee deliverables based contract for a not to exceed amount of \$150,000.
8. **References:** Provide name, title, address, and telephone number of two references for clients for whom similar services have been provided.

Appendix A: Application

Appendix B: Scope of Work

<p>Objectives</p> <p>Include who, what, when, where, how and how much for each objective.</p>	<p>Activities and Subtasks</p> <p>Indicate the activities and subtasks leading to the fulfillment of the objective. Include benchmarks or milestones in chronological order. Include the appropriate quantity or frequency of the associated activities or subtasks.</p>	<p>Staff Assignment</p> <p>Indicate staff, consultants, or subcontractors responsible for the respective activity or subtask.</p>	<p>Timeline</p> <p>Indicate start and end period.</p>	<p>Deliverables</p> <p>Indicate Date Due</p>

Appendix C: Budget Template

Agency Name: _____

Project Name: _____

Month/Period	Task #	Task Description	Deliverable	Payment Amount	Task total
		MAJOR TASK FROM SCOPE OF WORK			\$ -
		ADD SUB-TASK DESCRIPTION	ADD ROWS AS NEEDED		
		CURRENT YEAR TOTAL		\$ -	\$ -

OTHER DIRECT COSTS		
(if applicable)		
E.g. Travel	\$	-
E.g. Parking	\$	-
E.g. Printing	\$	-
	\$	-
TOTAL	\$	-

TOTAL TASKS/DELIVERABLES	\$	-
TOTAL OTHER DIRECT COSTS	\$	-
TOTAL COST (All Tasks)	\$	-

*Note: Proposers may choose to recreate this template in EXCEL.