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Public Meeting of The Board of Directors

**Thursday, June 22, 2023, 6:30 PM
1819 Trousdale Dr., Burlingame
(Classroom)**

Agenda

1. Call to Order and Roll Call

2. Public Comment on Non-Agenda Items

At this time, any person in the audience may speak on any items not on the agenda and any other matter within the jurisdiction of the District. Speakers are customarily limited to three minutes. If you cannot attend the meeting, but would like to offer comments, please email your comments to Voula.theodoropoulos@peninsulahealthcaredistrict.org or visit our website <https://www.peninsulahealthcaredistrict.org/public-comment-form>, and your comments will be read into the record.

3. Report Out From Closed Session: 5/25/2023 and 6/22/2023: Chair Cappel

4. Consent Calendar: ACTION

- a. Board Meeting Minutes – May 25, 2023 **Pg. 1-10**
- b. Checking Account Transactions – May 2023 **Pg. 11-13**
- c. Treasurer’s Report – May 2023 **Pg. 14**
- d. Audit Engagement Letter for FY’ 23 **Pg. 15-24**
- e. Approval to Renew the Voler Strategic Advisors Communications Contract for 2-years **Pg. 25-77**
- f. Approval of Resolution 2023-05 Authorizing Chief Executive Officer to Execute Documents **Pg. 78-79**
Relating to 1764 Marco Polo Way

5. Old Business:

- a. **Strategic Plan Update:** Eric Ryan, Mission Met, and CEO Pulido **Pg. 80-83**

6. New Business: ACTION

- a. **Year-End Communications Report:** Perla Rodriguez, CEO Voler and Stephanie Arevalo **Pg. 84-86**
Rodriguez, Director of Business Operations
- b. **PHCD Insurance Policies: Renewals, Coverages, and Costs for July 1, 2023, through** **Pg. 87-89**



June 30, 2024: Paula Anderson, Commercial Lines Manager from Risk Strategies

- c. Approval of allcove™ San Mateo Youth Drop-In Center Issuance Fee to City of San Mateo for Cost of Permits for Tenant Improvements at the 2600 S. El Camino Real, San Mateo Location:** Eddie Flores, Director of Youth Behavioral Health Programs **Pg. 90-92**
- d. Approval of Director of Strategic Initiatives Position in FY' 24:** CEO Pulido **Pg. 93-95**
- e. Vote for CSDA Candidate (Seat C):** Vice Chair Pagliaro **Pg. 96-97**
- f. Proposal to Cancel July 27th Regular Board Meeting:** Chair Cappel

7. Reports:

a. Board Standing Committees:

Strategic Direction Oversight - Next Meeting July 5, 2023

Finance - Next Meeting July 12, 2023

Community Health Investment - Next Meeting August 7, 2023

b. Board Chair and Director Reports

c. Staff Reports

Pg. 98-128

8. Correspondence and Media:

a. 5/23 Thank You Letter from Caminar

Pg. 129

b. 6/5, 6/16, 6/23, 6/28, 6/30, 7/1, 7/3, and 7/6 PHCD Ad in the Daily Journal

Pg. 130

9. Adjourn:

Any writings or documents provided to a majority of the Board of Directors regarding any item on this agenda will be made available for public inspection at the District office, 1819 Trowsdale, Burlingame during normal business hours. Please call 650-697-6900 to arrange an appointment.



BOARD OF DIRECTORS MEETING MINUTES 6:30 pm Thursday, May 25, 2023 1819 Trousdale Dr. Burlingame, Ca 94010 (Classroom)		
<u>Directors Present</u> Chair Cappel Vice-Chair Pagliaro Secretary Zell Director Sanchez	<u>Directors Absent</u> Director Navarro (Zoom)	<u>Also, Present</u> Legal Counsel Mark Hudak Tracey Fecher, Sonrisas CEO Dr. Bonnie Jue, Sonrisas CED Richard So, ED Hep B Free
<p>1. Call to Order and Roll Call: Chair Cappel called the meeting to order at 6:02 pm. Roll call attendance was taken. A quorum was present.</p> <p>2. Public Comment/Non-Agenda Items: No Public comments were offered.</p> <p>3. Report out from Closed Session: 4/25/2023 & 5/4/2023: Chair Cappel</p> <p>Chair Cappel stated that the Board held discussions regarding the PWC project during the closed session meetings held on 4/25/2023 and 5/4/2023.</p> <p>4. Consent Calendar: ACTION</p> <ul style="list-style-type: none"> a. Board Meeting Minutes –April 13, 2023, & April 25, 2023 b. Strategic Direction Oversight Committee Minutes – April 3, 2023 c. Finance Committee Minutes – March 7, 2023 d. Checking Account Transactions – April 2023 e. Treasurer’s Report – April 2023 f. Annual Review of Pay Scale <p>Motion to Approve the Consent Calendar as Presented Motion: By Director Sanchez; Seconded By Vice-Chair Pagliaro Vote: Ayes – Cappel, Pagliaro, Zell, Navarro, Sanchez Noes - 0 Abstain - 0 Motion Passed: - 5/0/0</p> <p>5. Old Business: ACTION</p> <ul style="list-style-type: none"> a. 1764 Marco Polo Way: Chair Cappel and Secretary Zell <ul style="list-style-type: none"> 1) Purchase Agreement 2) Lease Agreement <p>Motion to approve the purchase of 1764 Marco Polo Way on the terms and conditions set forth in the agreement in the Board packet and authorize CEO Pulido to sign the agreement on behalf of the District.</p>		



Motion: By Director Zell; Seconded By Vice-Chair Pagliaro

Vote: Ayes – Cappel, Pagliaro, Zell, Navarro, Sanchez

Noes - 0

Abstain - 0

Motion Passed: - 5/0/0

6. New Business: ACTION

a. Sonrisas Proposal for Upcoming Three-Year Grant Term: Tracey Carrillo Fecher, CEO

Sonrisas **CEO Tracey Carrillo Fecher** presented on the FY24-FY26 Partnership Proposal, Oral Health Care Safety Net Services.

Presentation Highlights

Programmatic Impact:

The achievements accomplished from July 2020 through March 2023 have been positively impactful to the reputation of SDH as a quality provider, to its fundraising ability, and, more importantly, to the hundreds of PHCD uninsured and Medicaid residents who received a total of 10,275 patient care visits during that period. Examples of accomplishments include:

- Finalized a contract with San Mateo Medical Center to treat their FQHC patients at a \$290/visit rate, almost double the Medicaid fee-for-service average reimbursement per visit.
- Weathered the significant challenges the pandemic brought to dentistry, receiving federal grants and Paycheck Protection Program loans that were forgiven.
- Built out the remaining operatories in the San Mateo clinic with funding from Stanford Hospital, the Irwin Foundation, and the Health Plan of San Mateo. These operatories increased the visit capacity at that center by 30%.
- Increased the number of screenings year over year.
- Launched a three-year strategic plan with sustainable growth and community engagement as focus areas
- Ended the last three fiscal years (FY21, FY22, and FY23) with net positive income after multiple years of negative net income.

Fundraising beyond PHCD's funding:

<u>SDH NON PHCD FUNDING</u>	<u>FY19</u>	<u>FY23 (Projected)</u>
Individual Donations & Events	\$104,000	\$290,000
Non-PHCD Grants	\$341,000	\$1,300,000

SDH has removed barriers for thousands to get treated and provides oral health education to all ages in the community which contributes to the prevention of untreated oral health issues and addresses overall health. The SDH team has demonstrated responsible leadership by setting strategies and measuring impact. They have complied with all covenants of the recent funding agreement and have used PHCD's funding wisely for the betterment of their constituent's health.



Summary of the proposal: FY24 to FY26 PHCD and Sonrisas Partnership

<u>Program Area Number</u>	<u>Served Annually</u>	<u>Funding Allocation</u>
Medi-Cal Care Visits	3,600	\$720,000
School Screenings	300-400	\$34,500
Senior Patients	50-100	\$10,000
Expanding Community Outreach	5 New Partners	\$35,500
PHCD Annual Funding Total:		\$800,000
PHCD FY24-26 Funding Total:		\$2,400,000

Q & A with Tracey Carrillo Fecher and Sonrisas Community Engagement Director Bonnie Jue

Does Sonrisas Dental Health assist their patients in arranging visits with medical professionals if any underlying medical conditions are suspected based on their oral health evaluation? Sonrisas Dental Health has a strong referral system that enables them to link adults and children who may have potential health concerns with local medical professionals in the community, such as the Health Plan of San Mateo and San Mateo Medical Center.

How many days a week are the Sonrisas facilities open? The San Mateo clinic operates for six days, while the Half Moon Bay clinic is open for five days per week.

Given that the organization serves a vulnerable community that typically works during the day, have there been any discussions about expanding the days or hours of operation? The organization has taken steps to address this by providing a dentist and hygienist on Saturdays for the Health Plan of San Mateo Medi-Cal patients. Additionally, there is an opportunity to consider having the facility open on Sundays.

What percentage of the total visits of the organization is represented by the 3,600 visits at the San Mateo Clinic? The 3,600 visits represent about 25% of the organization's total visits.

Of all the visits to the San Mateo Clinic, what percentage can be attributed to residents of the District?

More than half of the total visits to the San Mateo Clinic are by residents of the District.

What methods does Sonrisas use to locate and assess seniors' eligibility for community-based dental care and patient navigation assistance? Typically, individuals who are 65 years of age or older are considered eligible. Community members can get in touch through various channels, including phone calls, the SDH website, and referrals from community partners such as Self Help for the Elderly in San Mateo.

How many Federally Qualified Health Centers are there in San Mateo County?

There are four Federally Qualified Health Centers (FQHC) in the county, Ravenswood Family Health Network, San Mateo Medical Center, North East Medical Services, and Gardner Health Services.



Does Sonrisas have a contractual relationship with Trousdale?

The organization has been collaborating with Trousdale for many years and they have been a wonderful partner.

Director Zell commented that he is interested in having a contract that would allow Sonrisas to provide residents with at least two appointments per year.

Requested Board Action:

Extend the current funding agreement for three (3) additional years to ensure the most vulnerable continue to receive services, to provide funding stability to allow SDH management focus on community outreach, program development, and becoming an FQHC model for a total of \$800,000/year and \$2.4M over the three years.

Motion to approve Sonrisas Proposal for Upcoming Three-Year Grant Term extending funding agreement for three (3) additional years, \$800,000/year and \$2.4M over the three years

Motion: By Director Zell; Seconded By Director Sanchez

Vote: Ayes – Cappel, Pagliaro, Zell, Navarro, Sanchez

Noes - 0

Abstain - 0

Motion Passed: - 5/0/0

b. Revised Hep B Free Funding Request: Richard So, Executive Director

Changes to Original Budget and Deliverables:

Given the impact of COVID on community-based programs, the Community Screening Program was delayed and not able to launch until this year. As a result, the budget and some deliverables were modified. The most significant changes are that the public awareness the campaign will no longer use Sam Trans as a medium and instead will use digital media ads to collect more accurate data and reduce costs. The Data Baseline Creation has also been removed due to redundancy as the cost has been integrated into the other programmatic elements.

Revised Program Summary:

The program maintains its key elements:

1. Launch a public awareness campaign using mediums such as Digital and Ethnic Media
2. Launch a PHCD Business Initiative targeted at Asian-centric businesses
3. Offer a vaccine program in partnership with retail pharmacies
4. Expand physician education opportunities

Funding Distribution:

<u>Component</u>	<u>Proposed Annual Budget</u>	<u>Original Annual Budget</u>
Awareness	\$55,000	\$48,547
Business Initiative	\$73,700	\$63,700
Vaccination	\$11,000	\$10,000



Physician Education	\$11,000	\$10,000
Data Baseline	Built into each invoice	\$5,000
Fiscal Sponsor Fees	Built into each invoice	\$13,732
Total:	\$150,700	\$151,048

Requested Board Action:

Strategic Direction Oversight Committee recommends the Board approve the modifications to Hepatitis B Community Screening Program and its annual contract for \$150,700.

Motion to approve the modifications to Hepatitis B Community Screening Program and its annual contract for \$150,700

Motion: By Director Zell ; Seconded by Vice-Chair Pagliaro

Vote: Ayes – Cappel, Pagliaro, Zell, Navarro, Sanchez

Noes - 0

Abstain - 0

Motion Passed: - 5/0/0

c. FY 23-24 Drivers & Assumptions for the FY'23-'24 Budget: Director Zell & CFO Yee

CFO Yee highlighted some key items in the budget:

- The PHCD Program Support budget, amounting to \$4.3M, covers both approved funding and program subsidies.
- Out of this budget, \$2.8M has been allocated for the launch of the new allcove™ Teen Mental Health Center.
- Capital Expenditure \$680K (Furniture costs, Tenant Improvements, IT Equipment)
- Health and Fitness Center will begin accepting insurance membership programs OptumRX and American Specialty Health. These two programs are designed to offer reduced membership rates to members of Medicare, UnitedHealthcare Kaiser, Anthem BlueCross/BlueShield, and Medicaid. The programs are predicted to boost membership from the current 178 to a forecasted 250.

Vice-Chair Pagliaro stated that it was his understanding that there were additional carriers beyond the two carriers that were mentioned.

FCD Marheineke clarified that OptumRX and American Specialty Health are the program names but within each program, they serve different insurance carriers.

Chair Cappel asked **CFO Yee** what the expected tax revenue is for the upcoming year.

CFO Yee answered that tax revenues were budgeted at \$8.5M, slightly exceeding the projected \$8.4M for FY 22-23.

Chair Cappel asked about the \$84,625 for billables that appear under the allcove™ Teen Mental Health Center Proposed Budget FY'24.



CFO Yee answered that this was the number provided by Caminar estimating the Medi-Cal billables for mental health services.

Chair Cappel asked if the numbers provided by Caminar were the appropriate reimbursements per Medi-Cal visit.

Director Zell commented that the Finance Committee has been engaging in conversations regarding the figures presented by Caminar, and they plan to conduct a comprehensive review of them.

DYBH Flores added that the figures provided by Caminar were preliminary and that they had conducted their own research. Additionally, they have been in contact with Behavioral Health and Recovery Services of San Mateo and Kaiser to update the numbers to reflect the latest information.

Vice-Chair Pagliaro inquired about the expected timeline for hiring the Clinical Leader for the allcove™ center and if their salary would be covered by the program.

DYBH Flores stated that the hiring process has already commenced and that the salaries of the Program Director, Youth Outreach Specialist, and Clinical Lead would be paid through the allcove™ program.

Motion to approve the FY '23-'24 Budget as presented

Motion: By Vice-Chair Pagliaro; Seconded by Director Zell

Vote: Ayes – Cappel, Pagliaro, Zell, Navarro, Sanchez

Noes - 0

Abstain - 0

Motion Passed: - 5/0/0

d. Approval of allcove™ San Mateo Youth Drop-In Center Issuance Fee to City of San Mateo for cost of permits for tenant improvements at 2600 S. El Camino Real, San Mateo location: Eddie Flores, Director YBHS

Chair Cappel stated that item (6D) has been pulled from the agenda.

7. Reports:

a. Board Standing Committees:

Strategic Direction Oversight – May 3, 2023

Chair Cappel stated that the Strategic Direction Oversight Committee held a meeting in May to review the status of the PWC Community Hub. They're anticipating the presentation of the Hub Project Progress Report, which will provide details such as the potential services that will be offered, the square footage required to deliver these services, and a business proforma report.

Finance – May 17, 2023



Director Zell reported that the Finance Committee worked on the FY 23-24 Budget. The committee is currently considering paying off some of the loan owed on The Trousdale while also deciding on whether to acquire earthquake insurance. Additionally, they are revisiting the agreement with CalPERS.

Community Health Investment- Next meeting August 7, 2023

b. Board Chair and Director Reports

Chair Cappel stated that he did not have a report.

Vice-Chair Pagliaro updated the Board on the litigation regarding the Trousdale and informed them that there will be an inspection next week, which he will be attending. He is working with **Counsel Hudak** to produce court documents, as ordered by the judge.

Director Zell stated that he had a meeting in San Francisco with the Pomeroy Pool management, who shared how they run their facility in a way that allows for profitability. At the last meeting when the issue of reopening the Mickelson pool was raised, **Cheryl Fama** received news from the CEO of Sutter Health Mills-Peninsula Medical Center, **Janet Wagner**, that Sutter had committed to opening the pool. After inviting the **CEO of Warm Water Wellness, Lindsey Raike**, to discuss the matter, Sutter attempted to pitch the idea of going to the YMCA in Redwood City and using their facility. Now there are concerns regarding when the pool will open, with indications that it may take an estimated time of up to 3 years. **Director Zell** wrote a letter to the new Sutter **CEO, Warner L. Thomas**, that was signed by almost every elected official in the County. The letter conveyed the community's wishes for a change in policy with Sutter and a clear timeline for the opening of the pool. In addition, the letter shared the sentiment of the Board that a non-profit organization such as Sutter should not be shutting down community programs, such as Senior Focus and the warm water pool, that serve a vulnerable community simply as a cost-cutting measure. He has read comments from the new Sutter CEO, which led him to believe that Sutter is committed to improving community relations. He is seeking a definite and clear answer on the expected date for the pool reopening. In the case the pool cannot be opened soon, they are hoping for a detailed explanation that can address and clarify any concerns and help them understand the factors contributing to the delay of the pool opening. **Director Zell** requested **Chair Cappel** extend an invitation to the Legislative Affairs Representative at Sutter for the upcoming meeting. He would like Sutter to give a presentation to obtain a definitive date or timeline for the pool's reopening.

c. Staff Reports

FCD Marheineke stated that with the approved budget in place, they have already received contracts from OptumRX and American Specialty Health. These contracts are currently being reviewed by **CEO Pulido** and **Counsel Hudak**. She hopes to have them signed soon and begin training in June.

Chair Cappel asked **FCD Marheineke**, what the process would be for a person from UnitedHealthcare, for example, to become a member of the gym.



FCD Marheineke responded that the identification of eligible individuals can be done through a portal or by contacting their insurance provider. Once the benefits are confirmed, a member number will be provided, which can be used to access the facility.

Vice-Chair Pagliaro asked if someone could come in and use the facility on their first visit.

FCD Marheineke responded that one of the programs requires them to provide a free trial visit.

Chair Cappel asked whether an individual could qualify for membership if they were enrolled under the umbrella of either of the two contracted programs and how many visits would be necessary for the Health and Fitness Center to receive reimbursement.

FCD Marheineke answered that if someone is insured under either OptumRX or American Specialty Health, they qualify as a member and the Health and Fitness Center will be reimbursed after one visit each month. She also stated that May is Mental Health Awareness Month and Stroke Awareness Month. As part of the month's activities, they will be inviting a speaker who participated last year to share her story with the Health and Fitness Center about being a stroke survivor.

DOBO Arevalo Rodriguez: stated that in honor of Stroke Awareness Month, The Trousdale will host an event featuring leading experts from Mills-Peninsula Hospital's Mobile Stroke Unit on Wednesday, May 31st. They are hoping that this event will attract new leads and increase awareness about the signs and symptoms of stroke, while empowering individuals to take proactive steps toward prevention. She highlighted items from her staff report including that there were 103 leads in April compared to 93 leads in March. Overall lead generation continued to increase in the last month, driven by a large boost in leads from paid social media advertisements. Paid social media advertisements accounted for 73% of leads in April, up from 44% of leads in March. In the past month, three new residents have moved into Trousdale, while no one has moved out. She has recently updated the facility's brochure, which will be included in the next board packet. The Trousdale has recently initiated the practice of monitoring the timeline of their leads, from the moment they receive them to the point when the individual relocates to the facility. Sylvia Chu, the Executive Director of the Trousdale, noted that in the month of April, two leads were successfully converted into residents within the first two weeks of receiving the leads. This week, they commenced the second phase of the print advertising campaign that was approved in March. The new ad will appear in both the San Mateo Daily Journal and the Palo Alto Daily Post.

Director Zell asked **DOBO Arevalo Rodriguez** where most of the leads were coming from.

DOBO Arevalo Rodriguez answered that the majority of leads are coming from paid social media ads through Google and Facebook.

YOS Almes stated that one of her main priorities is recruiting new members for the youth advisory group. She has been attending events such as the StarVista Youth Mental Health Matters walk, in the hopes of attracting new members. The event held on Sunday, May 21st went smoothly with a healthy turnout, enabling her to effectively distribute flyers.



The YAG program extended the application deadline from May 14 to June 11th, giving potential applicants more time to submit their applications. Prior to the deadline extension, the program had received 10 applications. However, with the extra time, they have been able to increase the number of applicants to 13. Another top priority is to increase the male representation in the YAG, which she is optimistic to accomplish with the addition of five new male applicants.

Director Zell inquired about the age range of the YAG members.

YOS Almes responded that the age group is between 14 and 25 years old.

Director Zell asked if she has reached out to the College of San Mateo and attempted to make connections through health classes at local high schools, in her recruitment efforts.

YOS Almes answered that she has been in touch with nearby community colleges, but she has found more success in connecting with local high schools through her network of counselors, newsletters, and email campaigns.

Director Zell commented that one of the topics that came up during the Finance Committee Meetings is the idea of using community networks to leverage resources, such as the District Direct Programs with local high schools. He mentioned that the District has previously held Mental Health Wellness Club meetings at the San Mateo facility for several local schools. He also suggested reaching out to the school counselors to spread awareness about the District's initiative.

DOBO Arevalo Rodriguez commented that **YOS Almes** has been capturing "YAG Spotlights" during her meetings. **DOBO Arevalo Rodriguez** has been incorporating these snapshots of the team's activities and comments from its members into the District's social media outlets and newsletters in hopes of attracting new members.

DYBH Flores stated that he wanted to speak on a few points that were not included in his report since they are still a work in progress. One of his primary focuses is to secure funding for the allcove™ center, which he has begun to address through the strong connections he established with the Mental Health Services Act (MHSA) of the county. Getting on their committee was a priority for him, and thanks to the relationships he has built there, the District has been invited to submit a proposal for funding under their Prevention and Early Intervention Program. The District is expected to receive a response within the next several weeks. While this proposal is for one-time funding, Stanford is collaborating with the State Mental Health Commission on a multi-county initiative, with funding vetted in Sacramento by the Mental Health Services Oversight & Accountability Commission. The MHSA has conveyed to **DYBH Flores** that the District could also be considered for this funding. He also provided an update regarding his recent conversations with the Sand Hill Foundation. They are interested in relocating their Mental Health Focus and Strategic Plan to San Mateo County and expressed eagerness to attend the allcove™ San Mateo ribbon cutting in the fall. Additionally, they have shown preliminary interest in funding allcove™ San Mateo. He plans to continue engaging in conversation with them about their interest in supporting the program.

CFO Yee stated that the majority of her attention has been dedicated to completing the FY' 23-24



budget. There has been a significant amount of effort involved in assembling it, particularly with allcove's™ imminent launch and collaboration with Caminar. Even though Caminar's budget figures have shown notable improvement from their previous state, there is still more work that needs to be accomplished. She has also begun working on insurance renewals that she will be presenting soon.

CEO Pulido stated that the Caminar agreement remains a top priority for the organization, and assured the Board that they will continue to work on the contract until it addresses all concerns before bringing it to the board for action. She shared that **DYBH Flores** and **YOS Almes** gave her a detailed tour of the allcove™ center, showcasing its design and layout vision. She dedicated time to preparing for the Strategic Direction Committee meeting as the Community Engagement Director position is vacant and provided support to **CFO Yee** in preparation for the Finance Committee. The team continues to have productive meetings regarding the Strategic Plan, working together to outline objectives, tasks, and quantifiable results. She recently had a chance to catch up with **John Ralls**, the District's legal counsel, and was briefed on the current legal proceedings involving Trousdale. Lastly, she shared that she had a meeting with **Rob Bartoli**, the Executive Officer from LAFCO, who shared a letter with her from the League of Women Voters in California that was sent to LAFCO in January. The letter requested a municipal evaluation of the District, expressing their concern about the performance of The Trousdale in relation to the amount of funds invested in it. They raised concerns about PWC and suggested that the focus should not only be on senior services. Rob Bartoli clarified that the Board had evaluated the letter and its appeal for a District review in March and decided that they would not undertake a review this year. He recommended that once she is settled into her new role and a comprehensive Strategic Plan is established that outlines the District's plans for the future and its approach toward PWC, they can present an organizational update to their board.

8. Correspondence and Media :

- a. 5/5 Abilitypath Thank You Letter
- b. 5/16 Louise Rogers COVID Update
- c. 5/17 Warm Water Wellness Inc. Combined Letter to Warner Thomas

9. Adjourn: Chair Cappel adjourned the meeting at 8:28 pm.

Written by: Voula Theodoropoulos

Approved by: _____

Lawrence W. Cappel, Board Chair

**Peninsula Health Care District
Checking Transactions
May-23**

Date	Description	Deposit	Withdraw
Admin			
5/1/2023	CalPERS Pension		91.33
5/1/2023	SC Property Management		30,215.00
5/1/2023	EDD		2,861.27
5/2/2023	CalPERS Pension		7,650.62
5/4/2023	Stephanie Arevalo		481.67
5/5/2023	Avelar		6,396.25
5/5/2023	Millbrae Lock		212.00
5/5/2023	Streamline		300.00
5/8/2023	CalPERS Pension		160.17
5/8/2023	FSA Payment		15.00
5/10/2023	Paychex		390.02
5/11/2023	County of San Mateo, CA	9,017.59	
5/11/2023	California Public Employees Retirement		17,019.05
5/12/2023	Lawrence Cappel		1,000.00
5/12/2023	Frank Pagliaro		1,000.00
5/12/2023	Hanson Bridgett LLP		78.00
5/12/2023	Western Allied Mechanical, Inc.		576.00
5/12/2023	PURCOR Pest Solutions		95.00
5/12/2023	Voler Strategic Advisors Inc.		8,280.20
5/12/2023	Risk Strategies Co.		577.00
5/12/2023	Comcast		508.08
5/12/2023	Recology		82.04
5/12/2023	City of Burlingame Water Dept		108.16
5/12/2023	Stavroula Theodoropoulos		196.57
5/12/2023	PG&E		474.42
5/12/2023	Precision Digital Networks		4,303.00
5/12/2023	Peninsula Volunteers, Inc		3,760.00
5/12/2023	Eddie Flores		80.96
5/12/2023	Allied Administrators for Delta Dental		844.02
5/12/2023	Iron Mountain		624.94
5/12/2023	KBA Document Solutions, LLC		172.02
5/12/2023	Zone 4 Construction Inc.		46,829.74
5/12/2023	Paychex		85.00
5/12/2023	Fund TRF from Admin to PWC		100,000.00
5/12/2023	Paychex Payroll 5/15/23		28,010.39
5/15/2023	Workers Compensation Insurance Payroll		205.84
5/15/2023	Payroll Taxes 5/15/23		14,699.69
5/17/2023	CalPERS Pension		7,698.71
5/18/2023	FSA Payment		578.00
5/18/2023	Cardmember Service		2,550.92
5/19/2023	Millbrae Chamber of Commerce		500.00
5/19/2023	City of Millbrae Recreation Dept		500.00
5/19/2023	San Mateo Daily Journal		950.00
5/22/2023	Paychex		120.00
5/22/2023	Heritage Bank		187.27
5/23/2023	Anna Naufahu	150.00	
5/30/2023	Paychex Payroll 5/31/23		31,340.67
5/31/2023	J & E Pro Cleaning and Handy Services		660.00
5/31/2023	U. S. Bank Equipment Finance		272.09
5/31/2023	San Bruno Park School District		4,952.97
5/31/2023	Ana Pulido		59.04
5/31/2023	Precision Digital Networks		158.95
5/31/2023	FSA Payment		100.00

Date	Description	Deposit	Withdraw
5/31/2023	Interest	739.43	
5/31/2023	Workers Compensation Insurance Payroll		201.87
5/31/2023	Payroll Taxes 5/31/23		15,342.88
		9,907.02	344,556.82
Health Fitness			
5/5/2023	Streamline		50.00
5/10/2023	Mindbody Merchant Processing		408.98
5/12/2023	Recology		88.54
5/12/2023	City of Burlingame Water Dept		207.11
5/12/2023	Joan Sanchez		320.00
5/12/2023	PG&E		863.84
5/12/2023	U. S. Bank Equipment Finance		77.40
5/18/2023	Cardmember Service		937.94
5/31/2023	J & E Pro Cleaning and Handy Services		1,150.00
5/31/2023	Interest	22.36	
5/31/2023	Health and Fitness Member Deposit May 2023	13,094.98	
		13,117.34	4,103.81
Leasing			
5/5/2023	Ralph Barsi		2,000.00
5/5/2023	Recology		354.17
5/12/2023	AWC		1,095.00
5/12/2023	Western Allied Mechanical, Inc.		10,255.25
5/12/2023	City of Burlingame Water Dept		84.03
5/12/2023	Bleyle Elevator, Inc		95.00
5/12/2023	City of Burlingame Water Dept		239.53
5/12/2023	City of Burlingame Water Dept		408.15
5/12/2023	Recology		570.55
5/12/2023	City of Burlingame Water Dept		630.68
5/12/2023	PG&E		2,533.95
5/12/2023	PURCOR Pest Solutions		425.00
5/12/2023	Bay Alarm		542.22
5/18/2023	Cardmember Service		59.00
5/23/2023	Ability Path	6,628.00	
5/23/2023	One Life Counseling Service	1,300.00	
5/23/2023	Eugene Kita, DDS	1,563.00	
5/23/2023	Ross Williams, DDS	2,083.19	
5/23/2023	Bay Area Foot Care	3,224.00	
5/23/2023	Dr. Chan Dental	4,043.79	
5/23/2023	Preferred Prosthetics Inc.	2,797.65	
5/23/2023	Carol Tanzi & Associates	500.00	
5/23/2023	April Lee, DDS	2,719.14	
5/23/2023	Houn Young Kim, DDS	2,015.71	
5/23/2023	Zoya Galant, DDS	2,403.61	
5/23/2023	Burlingame Therapeutic Associates	2,729.90	
5/31/2023	Baca & Sons Ptg. Inc.		550.00
5/31/2023	J & E Pro Cleaning and Handy Services		1,902.08
5/31/2023	Western Allied Mechanical, Inc.		455.00
5/31/2023	Bay Alarm		455.61
5/31/2023	Ralph Barsi		2,000.00
5/31/2023	Phase-1 Environmental Services/SVEG		1,947.00
5/31/2023	Interest	261.30	
		32,269.29	26,602.22
PWC			
5/5/2023	Resilient Environment, LLC		21,440.00
5/5/2023	Streamline		25.00

Date	Description	Deposit	Withdraw
5/12/2023	Economic & Planning Systems, Inc.		43,110.00
5/12/2023	Fund TRF from Admin to PWC	100,000.00	
5/31/2023	Interest	20.18	
		100,020.18	64,575.00
Trousdale			
5/1/2023	Heartland Merchant Account		877.31
5/5/2023	Trousdale Tenant Deposit	15,000.00	
5/5/2023	Trousdale Tenant Deposit	96,752.13	
5/9/2023	Trousdale Tenant Deposit	55,587.50	
5/18/2023	Trousdale Tenant Deposit	5,000.00	
5/18/2023	Trousdale Tenant Deposit	70,939.32	
5/18/2023	Trousdale Tenant Deposit	88,521.48	
5/18/2023	Trousdale Tenant Deposit	587,008.38	
5/19/2023	Trousdale Tenant Deposit	8,259.00	
5/22/2023	Trousdale Tenant Chargeback		14,386.66
5/24/2023	Trousdale Tenant Deposit	3,850.99	
5/25/2023	Eskaton Properties Inc		956,666.22
5/30/2023	Trousdale Tenant Deposit	81,056.39	
5/31/2023	Trousdale Tenant Deposit	1,404.00	
5/31/2023	Trousdale Tenant Deposit	4,827.00	
5/31/2023	Interest	507.80	
		1,018,713.99	971,930.19

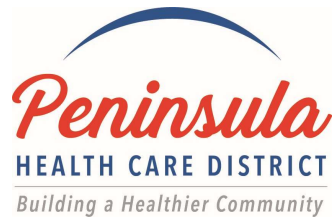
STATUS OF CURRENT YEAR TAX REVENUES

Total As Of <u>5/31/2023</u>	Estimated FY 22-23 <u>Tax Revenue</u>
<u>\$ 8,344,286</u>	<u>\$ 7,800,000</u>

Board Designated Invested Funds

			Cost Basis		Market Value
	Rate Last QTR	Fees Paid Fiscal YTD	<u>4/30/2023</u>	<u>5/31/2023</u>	<u>5/31/2023</u>
Torrey Pines - 3yr CD (mature 1/31/24)	0.450%		3,148,519	3,148,519	3,148,519
Fiduciary Trust	*	4,313	1,675,763	1,679,549	1,679,091
City National Bank	*	32,873	26,709,787	26,753,065	25,928,439
Local Agency Investment Fund	2.627%		5,845,072	5,845,072	5,845,072
San Mateo County Pool Investment	2.407%		<u>3,587,640</u>	<u>3,587,640</u>	<u>3,587,640</u>
			<u>40,966,781</u>	<u>41,013,846</u>	<u>40,188,761</u>

* Yield to maturity



DATE: June 7, 2023

TO: PHCD Board of Directors

FROM: Vickie Yee, CFO

SUBJECT: Audit Engagement Letter for Approval

JWT & Associates, LLP has submitted an engagement letter to complete the District's FY 2023 annual audit. This audit will be the second consecutive year using this firm for both Sonrisas Dental Health (SDH) and the District, therefore, familiar with both organizations.

Similar to last year, the District's audit will include SDH as a "component unit" of the District and will be included as part of our audit required under GASB #14 & #61.

JWT & Associates LLP's engagement letter is attached. The proposed total fee is \$26,500 for FY 2023, a 15% increase from last year, and is comprised of \$21,500 for PHCD and \$5,000 for SDH. For comparison, below are the fees paid for the last four years.

Fiscal Year	Audit Firm	Fee
FY 2023*	JWT & Associates, LLP	\$ 26,500
FY 2022	JWT & Associates, LLP	\$ 23,000
FY 2021	Eide Bailly, LLP	\$ 25,000
FY 2020	Eide Bailly, LLP	\$ 25,000
FY 2019	Eide Bailly, LLP	\$ 24,500
* Proposed		

The proposed fee is a competitive rate given their knowledge of public agencies and understanding of our various programs. Management recommends accepting the engagement letter as submitted.

ACTION REQUESTED -

- 1) Stay with JWT & Associates, LLP for the FY 2023 audit
- 2) Accepting the total proposed fee of \$26,500

JWT & Associates, LLP

A Certified Public Accountancy Limited Liability Partnership

1111 East Herndon Avenue, Suite 211, Fresno, California 93720
Voice: (559) 431-7708 Fax: (559) 431-7685 Email: rjctcpa@aol.com

May 31, 2023

Board of Directors
Peninsula Health Care District
Burlingame, California

We are pleased to confirm our understanding of the services we are to provide to the Peninsula Health Care District (the “District”) for the year ended June 30, 2023.

Audit Scope and Objectives

We will audit the financial statements of the District, which comprise the statement of net position as of June 30, 2023, and the related statements of revenues, expenses and changes in net position, and cash flows for the year then ended, and the disclosures which will be found within the related notes to the financial statements. Accounting standards generally accepted in the United States of America (GAAS) provide for certain required supplementary information (RSI), such as management’s discussion and analysis (MD&A), to supplement the District’s basic financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board (GASB) who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. As part of our engagement, we will apply certain limited procedures to the District’s RSI in accordance with GAAS. These limited procedures will consist of inquiries of management regarding the methods of preparing the information and comparing the information for consistency with management’s responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We will not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance. The following RSI is required by U. S. generally accepted accounting principles (GAAP) and will be subjected to certain limited procedures, but will not be audited:

Management's Discussion and Analysis

We have also been engaged to report on supplementary information other than RSI that accompanies the District's financial statements. We will subject this supplementary information to the auditing procedures applied in our audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America, and we will provide an opinion on it in relation to the financial statements as a whole in a report combined with our auditor's report on the financial statements.

Schedule of the District's Proportionate Share of the Net Pension Liability and Related Ratios

Schedule of the District' Pension Contributions

Budgetary Comparison Schedule

The objectives of our audit are to obtain reasonable assurance as to whether the financial statements as a whole are free from material misstatement, whether due to fraud or error; issue an auditor's report that includes our opinion about whether your financial statements are fairly presented, in all material respects, in conformity with GAAP; and report on the fairness of the supplementary information referred to in the second paragraph when considered in relation to the financial statements as a whole. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. Misstatements, including omissions, can arise from fraud or error and are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment of a reasonable user made based on the financial statements.

The objectives also include reporting on internal control over financial reporting and compliance with provisions of laws, regulations, contracts, and award agreements, noncompliance with which could have a material effect on the financial statements in accordance with *Government Auditing Standards*.

Auditor's Responsibilities for the Audit of the Financial Statements

We will conduct our audit in accordance with GAAS and will include tests of your accounting records and other procedures we consider necessary to enable us to express such opinions. As part of an audit in accordance with GAAS, we exercise professional judgment and maintain professional skepticism throughout the audit.

We will evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management. We will also evaluate the overall presentation of the financial statements, including the disclosures, and determine whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation. We will plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement, whether from (1) errors, (2) fraudulent financial reporting, (3) misappropriation of assets, or (4) violations of laws or governmental regulations that are attributable to the entity or to acts by management or employees acting on behalf of the entity.

Because the determination of waste and abuse is subjective, *Government Auditing Standards* do not expect auditors to perform specific procedures to detect waste or abuse in financial audits nor do they expect auditors to provide reasonable assurance of detecting waste or abuse.

Because of the inherent limitations of an audit, combined with the inherent limitations of internal control, and because we will not perform a detailed examination of all transactions, there is an unavoidable risk that some material misstatements may not be detected by us, even though the audit is properly planned and performed in accordance with GAAS. In addition, an audit is not designed to detect immaterial misstatements or violations of laws or governmental regulations that do not have a direct and material effect on the financial statements. However, we will inform the appropriate level of management of any material errors, fraudulent financial reporting, or misappropriation of assets that comes to our attention. We will also inform the appropriate level of management of any violations of laws or governmental regulations that come to our attention, unless clearly inconsequential. Our responsibility as auditors is limited to the period covered by our audit and does not extend to any later periods for which we are not engaged as auditors.

We will also conclude, based on the audit evidence obtained, whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the government's ability to continue as a going concern for a reasonable period of time.

Our procedures will include tests of documentary evidence supporting the transactions recorded in the accounts, tests of the physical existence of inventories, and direct confirmation of receivables and certain assets and liabilities by correspondence with selected customers, creditors, and financial institutions. We will also request written representations from your attorneys as part of the engagement.

We may, from time to time and depending on the circumstances, use third-party service providers in serving your account. We may share confidential information about you with these service providers but remain committed to maintaining the confidentiality and security of your information. Accordingly, we maintain internal policies, procedures, and safeguards to protect the confidentiality of your personal information. In addition, we will secure confidentiality agreements with all service providers to maintain the confidentiality of your information and we will take reasonable precautions to determine that they have appropriate procedures in place to prevent the unauthorized release of your confidential information to others. In the event that we are unable to secure an appropriate confidentiality agreement, you will be asked to provide your consent prior to the sharing of your confidential information with the third-party service provider. Furthermore, we will remain responsible for the work provided by any such third-party service providers.

Audit Procedures - Internal Control

We will obtain an understanding of the entity and its environment, including internal control relevant to the audit, sufficient to identify and assess the risks of material misstatement of the financial statements, whether due to error or fraud, and to design and perform audit procedures responsive to those risks and obtain evidence that is sufficient and appropriate to provide a basis for our opinions. Tests of controls may be performed to test the effectiveness of certain controls that we consider relevant to preventing and detecting errors and fraud that are material to the financial statements and to preventing and detecting misstatements resulting from illegal acts and other noncompliance matters that have a direct and material effect on the financial statements. Our tests, if performed, will be less in scope than would be necessary to render an opinion on internal control and, accordingly, no opinion will be expressed in our report on internal control issued pursuant to *Government Auditing Standards*. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentation, or the override of internal control. An audit is not designed to provide assurance on internal control or to identify significant deficiencies or material weaknesses. Accordingly, we will express no such opinion. However, during the audit, we will communicate to management and those charged with governance internal control related matters that are required to be communicated under AICPA professional standards and *Government Auditing Standards*.

Audit Procedures—Compliance

As part of obtaining reasonable assurance about whether the financial statements are free of material misstatement, we will perform tests of the District's compliance with provisions of applicable laws, regulations, contracts, and agreements, including grant agreements. However, the objective of those procedures will not be to provide an opinion on overall compliance, and we will not express such an opinion in our report on compliance issued pursuant to *Government Auditing Standards*.

The auditors' procedures do not include testing compliance with laws and regulations in any jurisdiction related to Medicare and Medicaid antifraud and abuse. It is the responsibility of management of the entity, with the oversight of those charged with governance, to ensure that the entity's operations are conducted in accordance with the provisions of laws and regulations, including compliance with the provision of laws and regulations that determine the reported amounts and disclosures in the entity's financial statements. Therefore, management's responsibilities for compliance with laws and regulations applicable to its operations include, but are not limited to, those related to Medicare and Medicaid antifraud and abuse statutes.

Other Services

We will also assist in preparing the financial statements and related notes of the District in conformity with accounting principles generally accepted in the United States of America based on information provided by you. These nonaudit services do not constitute an audit under *Government Auditing Standards* and such services will not be conducted in accordance with *Government Auditing Standards*.

We will perform the services in accordance with applicable professional standards. The other services are limited to the financial statement services previously defined. We, in our sole professional judgment, reserve the right to refuse to perform any procedure or take any action that could be construed as assuming management responsibilities.

Responsibilities of Management for the Financial Statements

Our audit will be conducted on the basis that you acknowledge and understand your responsibility for designing, implementing, establishing, and maintaining effective internal controls relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error, and for evaluating and monitoring ongoing activities to help ensure that appropriate goals and objectives are met; following laws and regulations; and ensuring that management and financial information is reliable and properly reported. Management is also responsible for implementing systems designed to achieve compliance with applicable laws, regulations, contracts, and grant agreements. You are also responsible for the selection and application of accounting principles, for the preparation and fair presentation of the financial statements and all accompanying information in conformity with accounting principles generally accepted in the United States of America, and for compliance with applicable laws and regulations and the provisions of contracts and grant agreements.

Management is responsible for making drafts of financial statements, all financial records, and related information available to us and for the accuracy and completeness of that information (including information from outside of the general and subsidiary ledgers). You are also responsible for providing us with (1) access to all information of which you are aware that is relevant to the preparation and fair presentation of the financial statements, such as records, documentation, identification of all related parties and all related-party relationships and transactions, and other matters; (2) additional information that we may request for the purpose of the audit; and (3) unrestricted access to persons within the entity from whom we determine it necessary to obtain audit evidence. At the conclusion of our audit, we will require certain written representations from you about the financial statements compliance with laws, regulations, contracts, and grant agreements; and other responsibilities required by GAAS and *Government Auditing Standards*.

Your responsibilities include adjusting the financial statements to correct material misstatements and confirming to us in the management representation letter that the effects of any uncorrected misstatements aggregated by us during the current engagement and pertaining to the latest period presented are immaterial, both individually and in the aggregate, to the financial statements of each opinion unit taken as a whole.

You are responsible for the design and implementation of programs and controls to prevent and detect fraud, and for informing us about all known or suspected fraud affecting the entity involving (1) management, (2) employees who have significant roles in internal control, and (3) others where the fraud could have a material effect on the financial statements. Your responsibilities include informing us of your knowledge of any allegations of fraud or suspected fraud affecting the entity received in communications from employees, former employees, grantors, regulators, or others. In addition, you are responsible for identifying and ensuring that the entity complies with applicable laws and regulations, contracts, agreements, and grants and for taking timely and appropriate steps to remedy fraud and noncompliance with provisions of laws, regulations, or contracts or grant agreements that we report.

You are responsible for the preparation of the supplementary information in conformity with accounting principles generally accepted in the United States of America. You agree to include our report on the supplementary information in any document that contains, and indicates that we have reported on, the supplementary information. You also agree to [include the audited financial statements with any presentation of the supplementary information that includes our report thereon OR make the audited financial statements readily available to users of the supplementary information no later than the date the supplementary information is issued with our report thereon]. Your responsibilities include acknowledging to us in the representation letter that (1) you are responsible for presentation of the supplementary information in accordance with GAAP; (2) you believe the supplementary information, including its form and content, is fairly presented in accordance with GAAP; (3) the methods of measurement or presentation have not changed from those used in the prior period (or, if they have changed, the reasons for such changes); and (4) you have disclosed to us any significant assumptions or interpretations underlying the measurement or presentation of the supplementary information.

Management is responsible for establishing and maintaining a process for tracking the status of audit findings and recommendations. Management is also responsible for identifying and providing report copies of previous financial audits, attestation engagements, performance audits or other studies related to the objectives discussed in the Audit Scope and Objectives section of this letter. This responsibility includes relaying to us corrective actions taken to address significant findings and recommendations resulting from those audits, attestation engagements, performance audits, or other studies. You are also responsible for providing management's views on our current findings, conclusions, and recommendations, as well as your planned corrective actions, for the report, and for the timing and format for providing that information.

You agree to assume all management responsibilities relating to the financial statements and related notes and any other nonaudit services we provide. You will be required to acknowledge in the management representation letter our assistance with preparation of the financial statements and related notes and that you have reviewed and approved the financial statements and related notes prior to their issuance and have accepted responsibility for them. Further, you agree to oversee the nonaudit services by designating an individual, preferably from senior management, with suitable skill, knowledge, or experience; evaluate the adequacy and results of those services; and accept responsibility for them.

HIPAA Business Associate Agreement

You agree that you are solely responsible for the accuracy, completeness, and reliability of all data and information you provide us for our engagement. You agree to provide any requested information on or before the date we commence performance of the services. To protect the privacy and provide for the security of any protected health information, as such is defined by the Health Insurance Portability and Accountability Act of 1996, as amended from time to time, and the regulations and policy guidances thereunder (“HIPAA”), we shall enter into a HIPAA Business Associate Agreement (BAA).

Engagement Administration, Fees, and Other

We understand that your employees will prepare all cash, accounts receivable, or other confirmations we request and will locate any documents selected by us for testing.

The audit documentation for this engagement is the property of JWT & Associates, LLP (JWT) and constitutes confidential information. However, subject to applicable laws and regulations, audit documentation and appropriate individuals will be made available upon request and in a timely manner to District authorized requesters or their designees. We will notify you of any such request. If requested, access to such audit documentation will be provided under the supervision of JWT personnel. Furthermore, upon request, we may provide copies of selected audit documentation to District authorized requesters or their designees. These requesters or their designees may intend or decide to distribute the copies or information contained therein to others, including governmental agencies.

Rick Jackson is the engagement partner and is responsible for supervising the engagement and signing the report or authorizing another individual to sign it. We expect to begin our audit upon notification of selection as auditors by the District’s Board of Directors and to issue our reports no later than November 30, 2023.

Our fee for audit services for the District will be \$21,500 plus out-of-pocket costs (such as report reproduction, word processing, postage, travel, copies, telephone, etc.) Our fee for audit services for Sonrisa Dental Health, Inc (a component unit of the District) will be \$5,000 plus out-of-pocket costs (such as report reproduction, word processing, postage, travel, copies, telephone, etc.). Our standard hourly rates vary according to the degree of responsibility involved and the experience level of the personnel assigned to your audit. Our invoices for these fees will be rendered each month as work progresses and are payable on presentation. In accordance with our firm policies, work may be suspended if your account becomes 90 days or more overdue and may not be resumed until your account is paid in full. If we elect to terminate our services for nonpayment, our engagement will be deemed to have been completed upon written notification of termination, even if we have not completed our report. You will be obligated to compensate us for all time expended and to reimburse us for all out-of-pocket costs through the date of termination. The above fee is based on anticipated cooperation from your personnel and the assumption that unexpected circumstances will not be

encountered during the audit. If significant additional time is necessary, we will discuss it with you and arrive at a new fee estimate before we incur the additional costs.

Other services required in addition to the audit of the District will be discussed with you prior to the start of any other of these services such as services required by the Peninsula Health Care District Financing Corporation and the Sonrisas Dental, Inc. and any required tax filings.

Reporting

We will issue a written report upon completion of our audit of the District's financial statements. Our report will be addressed to the Board of Directors of the District. Circumstances may arise in which our report may differ from its expected form and content based on the results of our audit. Depending on the nature of these circumstances, it may be necessary for us to modify our opinions, add a separate section, or add an emphasis-of-matter or other-matter paragraph to our auditor's report, or if necessary, withdraw from this engagement. If our opinions are other than unmodified, we will discuss the reasons with you in advance. If, for any reason, we are unable to complete the audit or are unable to form or have not formed opinions, we may decline to express opinions or withdraw from this engagement.

We will also provide a report (that does not include an opinion) on internal control related to the financial statements and compliance with the provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a material effect on the financial statements as required by *Government Auditing Standards*. The report on internal control and on compliance and other matters will state (1) that the purpose of the report is solely to describe the scope of testing of internal control and compliance, and the results of that testing, and not to provide an opinion on the effectiveness of the entity's internal control on compliance, and (2) that the report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the entity's internal control and compliance. The report will also state that the report is not suitable for any other purpose. If during our audit we become aware that the District is subject to an audit requirement that is not encompassed in the terms of this engagement, we will communicate to management and those charged with governance that an audit in accordance with U.S. generally accepted auditing standards and the standards for financial audits contained in *Government Auditing Standards* may not satisfy the relevant legal, regulatory, or contractual requirements.

We appreciate the opportunity to be of service to the District and believe this letter accurately summarizes the significant terms of our engagement. If you have any questions, please let us know. If you agree with the terms of our engagement as described in this letter, please sign the attached copy and return it to us.

Very truly yours,

JW7 & Associates, LLP

RESPONSE:

This letter correctly sets forth the understanding of the Peninsula Health Care District

Management Signature:

Title:

Dated:

Governance Signature:

Title:

Dated:



DATE: June 22, 2023

TO: PHCD Board of Directors

FROM: Ana M. Pulido, Chief Executive Officer

SUBJECT: **Voler Contract Renewal for July 2023 – June 2025**

BACKGROUND:

Voler Strategic Advisors joined PHCD August 2019 and it has been a productive partnership now for four years. Voler is paid on a monthly retainer and provides PHCD with full-service communications support on items ranging from press conferences to daily strategy discussions to create opportunities for the District. With a reputation of working with well-known agencies throughout San Mateo County, the Voler team brings a sophisticated knowledge of social media as a tool and strategy, in-house graphic design capability, video production, photography, and an external engagement team that has secured more TV, radio, and print visibility for the District. Voler has a group of talented professionals that make it truly a “one-stop-shop” that provides significant value for their fee. Voler has met their contractual commitments in a professional, timely and creative manner and has increased PHCD visibility as measured by their detailed report of activities.

CONTINUED CONTRACTUAL SCOPE OF SERVICES:

- **Social Media:** develop content, graphic design, content calendar. Monitor and track clicks, engagements, likes and other metrics to drive refinement to improve visibility and impact.
- **Video Production:** develop and produce videos that can be shared on all District platforms(Facebook, YouTube, website, Instagram, etc.).
- **Graphic Design:** assist in developing marketing collateral and printed pieces.
- **Press:** work directly with media as a point of contact to securing TV, radio, and print opportunities to showcase PHCD’s people and impact on the community’s health.
- **External Engagement:** develop and implement strategies that will keep the community informed on issues important to the district’s constituents and political leaders.
- **Crisis Management:** provide a two-pronged approach: 1) work with staff to prevent the need and 2)if an occurrence, assess facts and develop strategy that is timely and transparent.

NEW CONTRACTUAL SCOPE OF SERVICES:

- **allcove Social Media:** co-develop content, graphic design, content calendar. Monitor and track clicks, engagements, likes and other metrics to drive refinement to improve visibility and impact.
- **Newsletter:** assist in developing content that aligns with District’s programs and strategic plan and is relevant to the community.
- **Website(s) Support:** develop district’s strategy in re-designing all three websites to increase usability and relevance to the community.



For the last four years, under the direction of the former Chief Executive Officer, Voler has been used primarily to strengthen the District's brand with key San Mateo County leadership such as the San Mateo County Board of Supervisors and San Mateo County's legislative delegation. In this new cycle, the District will use their expertise to develop and implement a communications strategy that will expand our visibility and organization awareness to the community at-large. The District proposes, a two-year contract renewal which is consistent with their last approved contract.

Attached is Voler Communications Report that summarizes their work for PHCD in fulfillment of their contractual agreement over the past two years.

Action requested: Board approval to renew the Voler contract for the term August 2021 through July 2023 for 8k a month.



COMMUNICATIONS REPORT

January 1, 2022 - May 5, 2023

PREPARED BY:



WWW.VOLERSA.COM

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- COVID Campaign to Build Community Awareness and Share Vital Resources
- PHCD Marketing Campaign
- Peninsula Community Wellness (PWC)

5 Media Relations

6 Media Monitoring

7 Video Production

8 Photography

9 Social Media

- Top Monthly Posts
- PHCD Youth Advisory Group (YAG)
- Health and Mental Health Wellness

10 Graphic Design





May 22, 2023

Ana María Pulido, CEO
Peninsula Health Care District
1819 The Trousdale
Burlingame, CA 94010

Dear Ms. Pulido,

It is my pleasure to provide you with the Communications Report for the periods from January 1, 2022 to May 5, 2023. We are honored to have partnered with you and the Peninsula Health Care District on numerous initiatives that increase awareness of vital programs and resources, further strengthening trust and community engagement.

We have prepared a snapshot of communications activities by way of this high-level overview:

Major Initiatives and Activities:

- PR/communications support (i.e. consultation on sensitive issues, outreach to the press, etc.).
- Video production projects
 - Services include: Scriptwriting, onsite video shoot and voiceover recording, motion graphics, use of existing images and stock images.
- Production of social media curation for Facebook and Instagram, promoting District initiatives and important education topics, including diversity topics, COVID testing, vaccination, safety guidelines, as well as other resources available to the community for mental health and wellness.
 - Some of the social media campaigns developed:
 - COVID Safety
 - Youth Advisory Group
 - Mental Health
 - Special Projects

2066 The Alameda
San Jose, CA 95126
volersa.com

- Marketing and outreach expertise (including graphic design support).
- Crisis Management support 365 days a year – consultation & support on sensitive matters.
- 24/7 Social Media management and monitoring.
- Media monitoring of broadcast, online and print media.

As we conclude this contract period, we thank you for your continued partnership and support. We appreciate the opportunity to work with you and your team for the benefit of the communities that you serve.

Sincerely,



Perla A. Rodríguez
CEO

OUR VALUE AT-A-GLANCE

Voler Strategic Advisors has developed a unique model that enables organizations to have expertise across a variety of communications disciplines, which is impossible to be embodied in one person, 365 days a year.

- From communications strategy to crisis management to video production, writing, marketing, graphic design and social media, the Voler team is available to address your District's priorities around the clock.
- Our effective, proven model enables organizations to have the highest caliber communications professionals and support to serve their communities at a very reasonable cost, saving them thousands of dollars in benefits, retirement, and on-going investments in technology and equipment required to keep up with communications trends.



FULL-TIME PUBLIC INFORMATION OFFICER (PIO)

Voler has provided the value of a full-time Public Information Officer (PIO) valued in the Bay Area at a minimum salary of \$95,000 - \$130,000 - not including the costs of health benefits, retirement and other employee costs (which is on average 30% or more of base salary).

Our staff provides expertise and support with:

- Communications strategy
- Project management
- Media relations
- Crisis strategy and management of sensitive issues
- Research and writing
- Social media development and oversight

Estimated minimum salary with benefits: \$130,000.

VIDEO PRODUCTION TEAM WITH EXPERTISE AND STATE-OF-THE-ART VIDEO PRODUCTION EQUIPMENT & TOOLS

We produced a total of 23 projects with an ***estimated value of \$ 86,250.***

GRAPHIC DESIGN EXPERTISE

Projects that support community outreach and awareness of PHCD signature programs, COVID safety and resources, mental health & wellness, and more. Graphics include flyers, posters, postcards, and, and visuals for social media posts.

Estimated value of \$ 18,000.

Total Value provided in 15-month reporting period: \$ 234,250

Total Annual Contract Value: \$ 84,000



During this reporting period, Voler submitted PHCD's comprehensive COVID Campaign for the premier MarCom awards, and the work was recognized with for this high-caliber, community-inspired design.

Peninsula Health Care District is a recipient of the distinguished Marcom Award for Impactful Communications



Platinum Winner

Category: Digital Media | Social Media | 209c. Social Campaign

PSA Video Campaign to Increase COVID-19 Awareness and Safety in Diverse Communities

With the emergence of COVID-19, organizations have had to be at the front-line to communicate proactively and effectively with families and the community about this pandemic. Voler Strategic Advisors has worked with client partners to develop COVID education using strategic communications, including public service announcements disseminated through various channels.

The goal of this PSA COVID video campaign is to increase awareness of the virus and empower individuals and the community to prevent its spread. Voler created short videos focused on the latest guidance for prevention, testing, vaccination, and treatment.

For this campaign, we developed 4 public service announcements. The content reinforces important safety practices that our entire community, visually represented by a diversity of people from different ages, ethnicities, and experiences, could adopt to reduce risk and save lives. Messaging emphasizes everyone's contributions to keeping each other safe from COVID.

Video #1: Everyone can help in the fight against COVID. (28 seconds).

Video #2: PSA: Let's protect ourselves from COVID. Get vaccinated! (30 secs)

Video #3: Take a stand against COVID by taking actions that reduce the risk of infection. (30 seconds)

Video #4: COVID-19 Vaccines - To Stay Healthy Tomorrow (1 minute, 2 secs)

Video Links:

- Everyone can help in the fight against COVID (0:31) - <https://youtu.be/qvYBs5g3h0I>
- Let's protect ourselves from COVID (0:31) - <https://youtu.be/HybY2WAPKQg>
- Take a stand against COVID (0:31) - <https://youtu.be/yugt2P47TrQ>
- COVID-19 Vaccines - To Stay Healthy (1:02) - <https://youtu.be/1fVRVExc9P8>

Since its inception in 2004, MarCom has evolved into one of the largest, most respected creative competitions in the world. MarCom is administered by the Association of Marketing and Communication Professionals (AMCP).

SPECIAL INITIATIVES

2022-2023

COVID CAMPAIGN TO BUILD COMMUNITY AWARENESS AND SHARE VITAL RESOURCES

During this reporting period (January 2022 - May 2023), various projects provided guidance and resources to address the evolving reality of COVID.

Video Production:

Production includes **researching content, planning, scheduling sessions for filming, developing scripts, recording** on-site or via internet, **editing and post-production work** to finalize the videos.

January 2022:

- Why getting vaccinated is important to me.

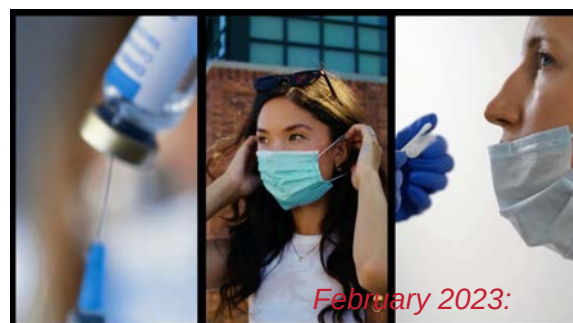
English - <https://youtu.be/WsoON-gZH7c>

Spanish - <https://youtu.be/c6jxYYgPLn4>

- COVID vaccines protect us all of us.

English - <https://youtu.be/Tn7ip6XIAXM>

Spanish - https://youtu.be/pAxt_qURSw



August 2022:

- Take a stand against COVID - <https://youtu.be/yugt2P47TrQ>
- Let's protect ourselves from COVID - <https://youtu.be/HybY2WAPKQg>
- Everyone can help in the fight against COVID - <https://youtu.be/qvYBs5g3h0l>
- COVID-19 Vaccines - To Stay Healthy - <https://youtu.be/1fVRVExc9P8>
- Coverage of PHCD Vaccine Press Conference (34:05) - <https://vimeo.com/734502820/4ae523a44b>



- PHCD Vaccination Press Conference at Chinese New Year festival - <https://vimeo.com/795712627/10ec0af07d?share=copy>

President of the Board Lawrence Cappel speaking to the audience at a Chinese New Year festival about the importance of vaccinations. Voler produced an informative video using Dr. Cappel's statement to bring attention to the issue.

SPECIAL INITIATIVES

2022-2023

COVID CAMPAIGN TO BUILD COMMUNITY AWARENESS AND SHARE VITAL RESOURCES

Media Relations:

July 2022:

Media Advisory: Bay Area Medical Community Warns of Major Increase in Hospitalization Rates and Deaths by Winter Due to COVID Variants

abc7 News coverage:

https://archive.tveyes.com/.../KGO_07-29-2022_11.08.42.mp4

NBC News Coverage:

https://www.nbcbayarea.com/news/local/bay-area-covid-19-messaging/2963182/?amp=1&fbclid=IwAR34ltb_lfk88gFxaRO4z-Guux4KCAvBdmnMYPSfINC3Jz8NuNfB5TCWi9I

November 2022:

Media Advisory: As Wave of COVID-19 Infections Increases, Vaccination Clinic to Prioritize First Responders

For Immediate Release

Media Advisory

As Wave of COVID-19 Infections Increases, Vaccination Clinic to Prioritize First Responders

Peninsula Health Care District is partnering with nonprofits to ensure San Mateo County's front-line workers are ready for the COVID-19 wave.

What: Peninsula Health Care District is partnering with local health care organizations to provide essential vaccination opportunities for first responders, educators, and the community in general. The first 50 attendees to receive the COVID-19 booster vaccination will receive a **\$25 Safeway gift card and a free turkey.**

COVID-19 updated bivalent booster vaccinations will be available for those ages 5 and older. Flu shots (regular and senior doses) will be available for those ages 3 and older.

There will be a question-and-answer session with medical professionals about the COVID-19 vaccination, boosters, and flu shots. Attend the question-and-answer session for a chance to win a \$50 gift card.

Walk-ins are welcome, or register for an appointment: www.mhealthsystem.com/STJames

When: Saturday, November 19, 2022
12 PM – 1 PM: Open to all Educators and First Responders
1 PM – 4 PM: Open to all Community members

Where: St. James AME Zion Church, 825 Monte Diablo Ave, San Mateo, CA 94401
Enter by the side street-level door.

Who: Peninsula Health Care District
Bay Area Community Health Advisory Council
Vaccinate All 58
St. James AME Zion Church
Vaccinate All 58

Note: Parents/guardians must bring a printed-out consent form to the clinic. For questions, please call Peninsula Health Care District at (650) 697-6900.

About Peninsula Health Care District: Founded in 1947, the Peninsula Health Care District serves the communities of San Bruno, Millbrae, Burlingame, Hillsborough, San Mateo, and Foster City by supporting the unique health and wellness priorities of our Peninsula communities, and safeguarding access to health services, today and in the future. PHCD fulfills its commitment to the community through oversight of District assets and infrastructure, planning for future health care needs, and investing taxpayer dollars in local health-focused organizations and programs.

For more information: <https://peninsulahealthcaredistrict.org/>

Bay Area Medical Community Warns of Major Increase in Hospitalization Rates and Deaths by Winter Due to COVID Variants

Warn that current feeling of pandemic being over is biggest threat to community

What: Press Conference

When: Thursday, July 28, 2022
11:00 am

Who: Lawrence W. Cappel, Ph.D., Chair, Peninsula Health Care District
Kim F. Rhoads, MD, MS, MPH, FACS, Associate Professor, UCSF School of Medicine
Lisa Tealer, Co-Lead, Umoja Health San Mateo County

Where: Peninsula Health Care District
1600 Trousdale Drive
Burlingame, CA

Background: As COVID cases continue to climb as a result of the BA.5 variant, Bay Area medical leaders will warn of their concern that hospitalization rates and deaths will increase dramatically by the winter.

Note: One-on-one questions will be available immediately after the press conference. Spanish interviews will also be available.

About Peninsula Health Care District: Founded in 1947, the Peninsula Health Care District serves the communities of San Bruno, Millbrae, Burlingame, Hillsborough, San Mateo, and Foster City by supporting the unique health and wellness priorities of our Peninsula communities, and safeguarding access to health services, today and in the future. PHCD fulfills its commitment to the community through oversight of District assets and infrastructure, planning for future health care needs, and investing taxpayer dollars in local health-focused organizations and programs.

For more information: <https://peninsulahealthcaredistrict.org/>

December 2022:

Media Advisory: Peninsula Health Care District Encourages San Mateo County Residents to Protect Themselves from COVID-19 and Flu Surge at Upcoming Vaccination Clinic

Peninsula Health Care District Encourages San Mateo County Residents to Protect Themselves from COVID-19 and Flu Surge at Upcoming Vaccination Clinic

What: Peninsula Health Care District is partnering with San Bruno Park School District to host a vaccination clinic to provide COVID-19 boosters and flu shots. The clinic is open to all community members. The first 50 attendees to receive the COVID-19 booster will be provided a \$25 Safeway gift card.

Walk-ups welcome, pre-registration preferred: www.mhealthsystem.com/BelleAir

Guardians and parents must bring a printed and signed consent form to the clinic.

When: Tuesday, December 13, 2022, from 3 PM - 6 PM.

Where: San Bruno Park School District Health Center, 450 3rd Avenue, San Bruno, CA 94066

Who: Peninsula Health Care District, San Bruno Park School District

Note: For questions, please call Peninsula Health Care District at (650) 697-6900.

About Peninsula Health Care District: Founded in 1947, the Peninsula Health Care District serves the communities of San Bruno, Millbrae, Burlingame, Hillsborough, San Mateo, and Foster City by supporting the unique health and wellness priorities of our Peninsula communities, and safeguarding access to health services, today and in the future. PHCD fulfills its commitment to the community through oversight of District assets and infrastructure, planning for future health care needs, and investing taxpayer dollars in local health-focused organizations and programs.

For more information: <https://peninsulahealthcaredistrict.org/>

SPECIAL INITIATIVES

COVID CAMPAIGN TO BUILD COMMUNITY AWARENESS AND SHARE VITAL RESOURCES

Social Media: Select posts to raise awareness of COVID vaccination clinics, resources and events

Peninsula Health Care District
November 18, 2022

Join us TOMORROW for our special COVID 19 and Flu Vaccinations community event

We will be offering the updated COVID bivalent booster for 5 years and older and the regular and senior Flu vaccine for 3 years and over.

The first 50 attendees to receive the COVID booster will receive a \$25 Safeway gift card and a free turkey.

Date: Saturday, November 19, 2022
Location: St. James AME Zion Church
825 Monte Diablo Avenue, San Mateo (enter by side street level door)

Times by Group:
-Educators and 1st Responders (12-1pm)
-All Community Members (1-4pm)

***Walk Ups welcome. Pre-registration encouraged!
To register for an appointment: www.mhealthsystem.com/STJames

See the flyer for more details.

This unique "block party" style vaccination event is brought to our community in partnership with the Bay Area Community Health Advisory Council, St James AME Zion Church, and the California Department of Public Health's Vaccinate All 58.

#PHCDpartnerships #PHCDcommunityHealth #BuildingAHealthierCommunity

JOIN OUR Community Gathering

11/19/22
12:00 - 1:00PM
Educators and First Responders
1:00 - 4:00PM
All Community Members

St. James AME Zion Church
825 Monte Diablo Ave, San Mateo
"Enter by side street level door"

***COVID-19**
Updated bivalent booster for 5 years and older

*** FLU SHOTS**
Regular & senior dose for 3 years and older

FIRST 50 ATTENDEES
To receive the COVID booster will receive a \$25 Safeway gift card and a free turkey.

DO YOU HAVE QUESTIONS OR CONCERNS ABOUT THE COVID VACCINATIONS, BOOSTERS AND FLU SHOTS?
Join us at St. James from 12:00 - 1:00 PM for a question & answer session with medical professionals. Once your questions are answered, head downstairs for your vaccination! Attend Risk session for a chance to win a \$50 gift card.

Questions: Peninsula Health Care District @ 650-697-6900

WALK UPS WELCOME
or register for an appointment at www.mhealthsystem.com/STJames

Peninsula Health Care District
April 13, 2022

Mark your Calendars**

In partnership with **St. James AME Zion Church** and **Bay Area Community Health Advisory Council**, Peninsula Health Care District will be offering:

COVID-19 VACCINATION CLINIC
For youth ages 5+ and booster

WHEN:
Saturday, April 30, 2022

LOCATION:
St. James AME Zion Church
825 Monte Diablo Ave, San Mateo
*Enter by side street level door

TIME: 12:00 - 4:00 pm

*Pediatric Pfizer Vaccine - ages 5 to 11 (1st & 2nd dose)
*Pfizer-BioNTech or Moderna Vaccine for 2nd boosters - ages 50+ & immunocompromised individuals ages 12+ who received a booster dose at least 4 months ago

WALK UPS WELCOME or register for an appointment at www.mhealthsystem.com/STJames

See flyer for more details.

#PHCDcommunityHealth #PHCDpartnerships #BuildingAHealthierCommunity

COVID-19 VACCINATION CLINIC
For youth ages 5+ and booster

***Pediatric Pfizer Vaccine** - ages 5 to 11 (1st & 2nd dose)
***Pfizer-BioNTech or Moderna Vaccine** for 2nd boosters - ages 50+ & immunocompromised individuals ages 12+ who received a booster dose at least 4 months ago

WHEN: Saturday, April 30, 2022
TIME: 12:00 - 4:00 pm
LOCATION: St. James AME Zion Church
825 Monte Diablo Ave, San Mateo
*Enter by side street level door

ALL ARE WELCOME

- COVID-19 vaccinations are free.
- If you happen to have insurance, please bring your insurance card with you.
- Guardians/parents: please bring printed out consent form to the clinic.

WALK UPS WELCOME
or register for an appointment at www.mhealthsystem.com/STJames

Questions: Peninsula Health Care District @ 650.697.6900

Peninsula Health Care District
October 26, 2022

Bay Area Community Health Advisory Council (BACHAC), Umoja Health Partners, the Peninsula Health Care District and UCSF present:

****The Bay Area Long COVID Town Hall****

Date: Thursday, October 27, 2022
Time: 5:00- 7:00 pm
Location: Online

Learn about the effects of long COVID on BIPOC communities:
*Symptoms & Treatment
*The Latest Data
*Access to Care
*Local/Regional Policy

To register, visit: <https://redcap.ucsf.edu/surveys/7s=y7REDPHCY4J9THN>
Spanish interpretation will be available. Habrá interpretación de español.

#PHCDcommunityHealth #PHCDpartnerships #BuildingAHealthierCommunity

BAY AREA LONG COVID TOWN HALL

THURSDAY OCTOBER 27TH 5:00PM - 7:00PM

JOIN US TO LEARN ABOUT THE EFFECTS OF LONG COVID ON BIPOC COMMUNITIES

- Symptoms & Treatment
- The Latest Data
- Access to Care
- Local/Regional Policy

KIM RHOADS, MD, MS, MPH, FACS
Associate Director for Community Engagement at UCSF Cancer Center and Founder, Umoja Health Partners

STEVEN G. DEEKS, MD
Professor of Medicine in Residence at UCSF

REGISTER AT
https://redcap.link/LongCOVIDTownHall_10.27.22
Spanish interpretation will be available. Habrá interpretación al español.

Peninsula Health Care District
August 1, 2022

Our fight against COVID continues. Let's do what we can today for a safer tomorrow

For news coverage from our recent press conference, visit: https://archive.tveyes.com/.../KGO_07-29-2022_11.08.42.mp4

**Vaccination information and appointments: <https://myturn.ca.gov/>
**California COVID-19 Hotline, offers help in over 250 languages: 1-833-422-4211 M-F 8AM-8PM, Sa-Su 8AM-5PM

#PHCDpartnerships #PHCDcommunityHealth #BuildingAHealthierCommunity #

PREPARING FOR COVID-19 IN THE WINTER
ABC7 NEWS

Peninsula Health Care District
December 13, 2022

Reminder
Join us tomorrow, December 13, at Belle Air Elementary in San Bruno and get vaccinated before the holidays.

Whether you want to make it to a holiday party or hug your older relatives, getting an updated COVID-19 and Flu vaccine is essential to defend against Omicron. Join us this Tuesday, December 13, from 3-6 pm!

Register here: www.mhealthsystem.com/BelleAir

#PHCDcommunityHealth #PHCDpartnerships #BuildingAHealthierCommunity #FluShots #VaccinationClinic Bay Area Community Health Advisory Council San Bruno Park School District

San Bruno Park School District
FLU and COVID-19 Booster Vaccination Clinic
Let's Stay Healthy!

***COVID-19 - new omicron booster for 5 years and older**
***Flu shots - regular & senior dose for 3 years and older**

WHEN: Tuesday, December 13, 2022
TIME: 3:00 - 6:00 pm
LOCATION: San Bruno Park School District Health Center
450 3rd Avenue San Bruno, Ca 94066

*** First 50 attendees to receive the COVID booster will receive a \$25 Safeway gift card**

Walk Ups Welcome...
Pre-registration preferred - www.mhealthsystem.com/BelleAir
Guardians/parents: please bring printed out consent form to the clinic and vaccination card.

Questions: Peninsula Health Care District @ 650.697.6900

Peninsula Health Care District
July 22, 2022

We are pleased to announce a partnership with researchers at UCSF, the San Mateo County Health Department (San Mateo County Health) and SF Public Health in a groundbreaking study of Long COVID. The study, "Let's Figure Out Long COVID, Tell Us Your Story Bay Area," is being sponsored by The National Institutes of Health (NIH) in an effort to learn more about the causes and prevalence of Long COVID.

Keep updated on our work in this area, including information about vaccination... See more

Partnership
with researchers at University of California, San Francisco (UCSF), the San Mateo County Health Department, and the San Francisco County Department of Health

Groundbreaking study of Long COVID: "Let's Figure Out Long COVID, Tell Us Your Story Bay Area"

To learn more, read our July 2022 e-Newsletter:




SPECIAL INITIATIVES

COVID CAMPAIGN TO BUILD COMMUNITY AWARENESS AND SHARE VITAL RESOURCES

Graphic Design:

Promotional materials to raise awareness of COVID vaccination clinics, resources and events

- Partnership with St. James AME Zion Church and Bay Area Community Health Advisory Council

<p>COVID-19 VACCINATION CLINIC <i>For youth ages 5+ and booster</i></p> <p><small>*Pediatric Pfizer Vaccine - ages 5 to 11 (1st & 2nd dose) *Pfizer-BioNTech or Moderna Vaccine for 2nd boosters - ages 50+ & immunocompromised individuals ages 12+ who received a booster dose at least 4 months ago</small></p> <p>WHEN: Saturday, April 30, 2022 TIME: 12:00 – 4:00 pm LOCATION: St. James AME Zion Church 825 Monte Diablo Ave, San Mateo *Enter by side street level door</p>	<p>CLÍNICA DE VACUNAS COVID-19 <i>Para niños mayores de 5 años y dosis de refuerzo (boosters)</i></p> <p><small>*Vacuna pediátrica de Pfizer - de 5 a 11 años (primera y segunda dosis) *Vacuna de Pfizer-BioNTech o Moderna para el segundo refuerzo - mayores de 50 años y personas inmunocomprometidas mayores de 12 años que recibieron una dosis de refuerzo hace al menos 4 meses</small></p> <p>FECHA: Sábado, 30 de Abril del 2022 HORARIO: 12:00 – 4:00 pm LUGAR: St. James AME Zion Church 825 Monte Diablo Ave, San Mateo *Entre por la puerta lateral a nivel de calle</p>	<p>KILINIKI HUHŪ MALU'I COVID 19 MA'AE FANAU TA'U 5 KI 'OLUNGA MO E HUHŪ HOANI MA'AE KAKAI LALAHĪ</p> <p><small>*Pediatric Pfizer Vaccine - ages 5 to 11 (1st & 2nd dose) *Pfizer-BioNTech or Moderna Vaccine for 2nd boosters - ages 50+ & immunocompromised individuals ages 12+ who received a booster dose at least 4 months ago</small></p> <p>WHEN: Saturday, April 30, 2022 TAIMI: 12:00 HO'ATAA - 4 EPIAFI FEITU'U: FALELOTU ST. JAMES/AME ZION 825 Monte Diablo Ave. San Mateo HU MATAPA HE TAFAPA'I TO'OMATAU 'ALU KI MUI 'O HU MEI AI</p>
<p>ALL ARE WELCOME</p> <ul style="list-style-type: none"> COVID-19 vaccinations are free. If you happen to have insurance, please bring your insurance card with you. Guardians/parents: please bring printed out consent form to the clinic. <p>WALK UPS WELCOME or register for an appointment at www.mhealthsystem.com/STJames</p> <p>Questions: Peninsula Health Care District @ 650.697.6900</p> 	<p>TODOS SON BIENVENIDOS</p> <ul style="list-style-type: none"> Las vacunas contra el COVID-19 son gratuitas. Si usted tiene seguro, por favor traiga su tarjeta de seguro con usted. Tutores/Padres: Por favor traiga impreso el formulario de consentimiento a la clínica. <p>BIENVENIDOS SIN CITA o regístrase para una cita en www.mhealthsystem.com/STJames</p> <p>Preguntas: Peninsula Health Care District @ 650.697.6900</p> 	<p>TALITALI MAFANA KOTOA 'E LAVA MAI</p> <ul style="list-style-type: none"> KOE HUHŪ MALU'I COVID 19 'OKU 'IKAI TOTONGI. KAPAU 'OKU 'IAI HA'O MALU'I MO'U LELEI (HEALTH INSURANCE) KATAKI 'OMAI HO'O KAATI. 'OKU 'IAI MO E 'UJU FOOMA FAKAMAFAI KE FAKAMOMI HINGGA AI 'A'E MATUTA TAUHI FANAU KE FAKANGOE'U A E HUHŪ MALU'I 'ENAU FANAU. <p>NGOFUA PE LAVA MAI TOKI LESISITA PEA HUHŪ PE KOE LESISITA www.mhealthsystem.com/STJames</p> <p>KA 'IAI HA FEHU'I TELEFONI KIHE OFISI PENINSULA HEALTH CARE DISTRICT 650-697-6900</p> 

- Partnership with The United Methodist Church and Bay Area Community Health Advisory Council

COVID-19 VACCINATION CLINIC
For youth ages 5+ and boosters

*Pediatric Pfizer Vaccine - ages 5 to 11 (1st & 2nd dose), 1st booster
*Pfizer-BioNTech or Moderna Vaccine for 2nd boosters - ages 50+ & immunocompromised individuals ages 12+ who received a booster dose at least 4 months ago

WHEN: Saturday, June 18, 2022
TIME: 2:00 – 4:00 pm
LOCATION: First Tongan United Methodist Church
560 El Camino Real, San Bruno, CA 94066
**Vaccination area will be in the church parking lot*

ALL ARE WELCOME

- COVID-19 vaccinations are free.
- If you happen to have insurance, please bring your insurance card with you.
- Guardians/parents: please bring printed out consent form to the clinic.

WALK UPS WELCOME
or register for an appointment at <http://www.mhealthsystem.com/FTUMC>



LUGAR: 560 El Camino Real, San Bruno, CA 94066
**El área de vacunación estará en el estacionamiento de la iglesia*

TODOS SON BIENVENIDOS

- Las vacunas contra el COVID-19 son gratuitas.
- Si usted tiene seguro, por favor traiga su tarjeta de seguro con usted.
- Tutores/Padres: Por favor traiga impreso el formulario de consentimiento a la clínica.

BIENVENIDOS SIN CITA
o regístrase para una cita en <http://www.mhealthsystem.com/FTUMC>




Graphics used in PHCD E-newsletters, Facebook, and Instagram, as well as distributed to community partners via e-mail, which were re-shared across their networks.

SPECIAL INITIATIVES

2022-2023

PHCD Marketing Campaign

Marketing Collaterals: Presentation of different marketing tools to promote PHCD signature programs and various communication channels to engage and interact with PHCD.

Flyers

Peninsula HEALTH CARE DISTRICT
Building a Healthier Community

CELEBRATING 75 YEARS OF SERVING THE COMMUNITY

Our vision is that all District residents achieve their optimal health through education, prevention and access to basic health care services including medical, behavioral and dental.

Peninsula Health and Fitness Center
A gym facility welcoming older adults that offers massage and classes on balance, yoga, and heart health.

Peninsula Wellness Community
Our 6.5 acre community under development that will provide senior housing at all levels of affordability, a medical office building, and a HUB of community health services with 2 acres of open space.

Teen Mental Health Project
The District is engaged in a multi-pronged approach to address the unprecedented mental health needs facing our youth and young adults. Recent activities include establishing our Youth Advisory Group to advise on how best to serve this population; providing access to help 24/7, 365 days a year to students, school staff, parents, and siblings through Care Solace call line; and establishing an allcove Youth Drop-In Center in San Mateo opening in summer 2023.

Sonrisas Dental Health
A non-profit dental provider serving all ages, all physical and cognitive abilities, regardless of insurance status.

Vaccination Clinics
Our vaccination campaign, carried out with community partners, to bring vital preventative vaccines to underserved and vulnerable members of our community.

www.peninsulahealthcaredistrict.org [f](https://www.facebook.com/peninsulahealthcaredistrict) [i](https://www.instagram.com/peninsulahealthcaredistrict) [@peninsulahealthcaredistrict](https://www.tiktok.com/@peninsulahealthcaredistrict)

Peninsula HEALTH CARE DISTRICT
Building a Healthier Community

73 Years of serving the communities of San Bruno, Millbrae, Hillsborough, San Mateo and Foster City

Founded in 1947, the Peninsula Health Care District addresses the unique health and wellness priorities of our Peninsula communities, and safeguards access to health services, today and in the future.

PHCD fulfills its commitment to the community by providing programs to address gaps in needed health services, supporting local health-focused organizations, planning for future healthcare needs, and oversight of District assets.

KEY PROGRAMS:

- Assisted Living/Memory Care
- Covid Campaign
- PHCD Health & Fitness Center
- Sonrisas Dental Health Center
- Teen Mental Health Center/ allcove™
- Community Partnerships
- Peninsula Wellness Community

LEARN MORE:
www.peninsulahealthcaredistrict.org
(650) 697-6900

FOLLOW US ON SOCIAL MEDIA:

[f](https://www.facebook.com/peninsulahealthcaredistrict) [i](https://www.instagram.com/peninsulahealthcaredistrict) [@peninsulahealthcaredistrict](https://www.tiktok.com/@peninsulahealthcaredistrict) [Peninsula Health Care District](https://www.youtube.com/channel/UC...)

Postcards

Peninsula HEALTH CARE DISTRICT
Building a Healthier Community

Happy Lunar New Year!
2022
Year of the Tiger

Advertisements

Peninsula HEALTH CARE DISTRICT
Building a Healthier Community

Providing programs and community benefits that improve access to care and promote healthy living

Care Solace • Parent Venture Webinars
PHCD Health & Fitness Center • Sonrisas Dental Health

WWW.PENINSULAHEALTHCAREDISTRICT.ORG

Peninsula HEALTH CARE DISTRICT
Building a Healthier Community

73 Years of serving the communities of San Bruno, Millbrae, Hillsborough, San Mateo and Foster City

Founded in 1947, the Peninsula Health Care District supports the unique health and wellness priorities of our Peninsula communities, and safeguards access to health services, today and in the future.

PHCD fulfills its commitment to the community through oversight of District assets and infrastructure, planning for future health care needs, and investing taxpayer dollars in local health-focused organizations and programs. Key programs include:

- ★ Sonrisas Dental Health
- ★ PHCD Health & Fitness Center
- ★ The Trousdale
- ★ Teen Mental Health

To learn more, visit:
peninsulahealthcaredistrict.org

Follow us:
[f](https://www.facebook.com/peninsulahealthcaredistrict) [i](https://www.instagram.com/peninsulahealthcaredistrict) [@peninsulahealthcaredistrict](https://www.tiktok.com/@peninsulahealthcaredistrict)
[Peninsula Health Care District](https://www.youtube.com/channel/UC...)

Scan Code

SPECIAL INITIATIVES

2022-2023

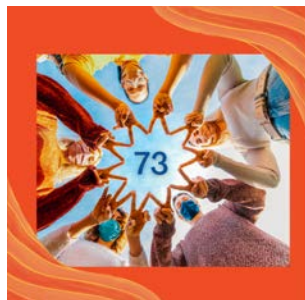
PHCD Marketing Campaign

Video Production:

To recognize the 73 years of PHCD's service in the community, a special project was undertaken to identify and highlight key milestones and developments. The video includes a compilation of information and pictures from historical archives, as well as recent photographs of various programs and developments. Key themes include: establishing the foundation, evolving to meet needs, and community partnerships.

Recognizing 73 Years of Service - <https://youtu.be/qLJsTOKodmg>

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Recognizing our
73 years of
Service
Peninsula
HEALTH CARE DISTRICT
Building a Healthier Community



Establishing our foundation

2010s
Highlights

Focused on:

- Healthy schools & kids
- Oral health
- Teen mental health
- Hep B prevention
- Assisted living
- Healthy aging

2020s
Highlights

Opened Independent Homes for People with Developmental Disabilities

F
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2020s
Highlights

Remained connected to the community during the pandemic

2020s
Highlights

Focused on responsive, proactive strategies to save lives during the pandemic

- Provided \$3 million to help County establish a 145-unit alternative housing facility currently serving COVID-positive patients.
- Established \$600K COVID Relief Fund for non-profit health and service providers.
- Partnered with Peninsula Family Service on Older Adult Resource Line
- Created an In-Home Exercise Program to encourage physical activity during stay at home orders.

2020s
Highlights

Remained connected to the community during the pandemic

Sonrisas Means Smiles.

2020s
Highlights

Youth Mental Health

The PHCD Board proudly supports and is engaged in bringing a new youth drop-in mental health center to San Mateo County.

Future Home of allcove™ - San Mateo

2500 El Camino Real
San Mateo, CA

- Posted on PHCD's website
- Shared on PHCD Facebook and Instagram

- Video in the PHCD E-Newsletter: February 2022
- Uploaded to PHCD's YouTube

SPECIAL INITIATIVES

2022-2023

PHCD Marketing Campaign

Social Media: Promoting the E-newsletter, Youtube Channel, Facebook and Instagram

Samples

Peninsula Health Care District
November 7, 2022

Be part of the Peninsula Health Care District family! Subscribe to our e-Newsletter to learn about PHCD programs, community partnerships and resources:
<https://www.peninsulahealthcaredistrict.org/sign-up-for...>

Follow us on Instagram @peninsulahealthcaredistrict!
#PHCDcommunityHealth #PHCDpartnerships #BuildingAHealthierCommunity

Subscribe to our Newsletter

Peninsula HEALTH CARE DISTRICT
Building a Healthier Community

Peninsula Health Care District
November 2, 2022

In recognition of American Diabetes Month, we invite you to visit the PHCD YouTube channel for our series on Bite-size Nutrition Tips.

- *Balance Your Eating: How to Handle Cravings
- *What are You Eating? Find Out From the Nutrition Facts Label
- *Heart Healthy Recipe... See more

SUBSCRIBE TO OUR CHANNEL

Peninsula HEALTH CARE DISTRICT
Building a Healthier Community

Peninsula Health Care District

Peninsula Health Care District
June 10, 2022

Join our PHCD family on our social media platforms! Follow, like, and share our posts with family and friends.

You can also subscribe to our e-newsletter for the latest updates, events, and community resources: [https://peninsulahealthcaredistrict.us3.list-manage.com/...](https://peninsulahealthcaredistrict.us3.list-manage.com/)

#PHCDcommunityHealth #PHCDpartnerships #BuildingAHealthierCommunity

Introducing PHCD Team Members

Peninsula Health Care District
August 19, 2022

Our team at the PHCD Health & Fitness Center places you at the center of your health and fitness goals by providing customized care and attention. Get to know our team who can support you in your health and wellness journey!

- *We offer a variety of classes for everyone from balance fitness, circuit training, to gentle stretches and yoga. We also have special classes for Seniors in Motion.
- *Gym facilities and wellness programs located in Burlingame and open to all 18 years and...

See more

Peninsula Health Care District Health & Fitness Center

MEET OUR TEAM

To learn more: phcdfitness.org

LIKE, FOLLOW & SHARE

@Peninsulahealthcaredistrict

Peninsula HEALTH CARE DISTRICT
Building a Healthier Community

Media Relations:

From the Daily Journal archives

Peninsula Health Care District names new CEO

Daily Journal staff report Mar 25, 2023

f t e s i n

The Peninsula Health Care District named Ana M. Pulido to be its new CEO, replacing the retiring Cheryl Fama.

Pulido began her public service career as the chief operations officer at One East Palo Alto, where she was instrumental in leading the mental health, behavioral health and substance abuse prevention programs.

f t e s i n



Ana Pulido

Peninsula Health Care District names new CEO

Outlet: Daily Journal

Date: Mar 25, 2023

Media Type: Newspaper

https://www.smdailyjournal.com/news/local/peninsula-health-care-district-names-new-ceo/article_5abc056e-cac5-11ed-84e3-97a1bfb0df09.html

Peninsula Health Care District selects Ana Maria Pulido as CEO

Outlet: Almanac Online, The

Date: Mar 24, 2023

Media Type: Online, consumer

<https://www.almanacnews.com/news/2023/03/24/peninsula-health-care-district-selects-ana-maria-pulido-as-ceo>

Peninsula Health Care District Announces Leadership Update**February 2023:**

Press Release: Peninsula Health Care District Announces Leadership Update.

Burlingame, CA (February 2, 2023) - In a board meeting on Thursday, January 26, 2023, Peninsula Health Care District (PHCD) Board of Directors approved the following roles during a process in pursuance with the board regulations:

- Lawrence W. Cappel, Ph.D., Chair
- Frank R. Pagliaro, Esq., Vice-Chair
- Dennis Zell, Esq., Secretary
- Vickie Yee, MBA, Treasurer

Peninsula Health Care District thanks community partners for the continued support of PHCD initiatives and the development of health-focused programs and services to help residents achieve their optimal health.

About Peninsula Health Care District: Founded in 1947, the Peninsula Health Care District serves the communities of San Bruno, Millbrae, Burlingame, Hillsborough, San Mateo, and Foster City by supporting the unique health and wellness priorities of our Peninsula communities, and safeguarding access to health services, today and in the future. PHCD fulfills its commitment to the community through oversight of District assets and infrastructure, planning for future health care needs, and investing taxpayer dollars in local health-focused organizations and programs.

For more information: <https://www.peninsulahealthcaredistrict.org/>

Photography of PHCD Staff for PHCD and PHCD Health & Fitness Center websites:*Headshots*

<https://www.peninsulahealthcaredistrict.org/our-team>

<https://www.phcdfitness.org/our-team>

SPECIAL INITIATIVES

2022-2023

PENINSULA WELLNESS COMMUNITY (PWC)

Social Media:

Inform and update the community about Peninsula Wellness Community via social media, E-newsletters and PHCD and PWC websites.

Peninsula Health Care District
November 28, 2022

Visit our new Peninsula Wellness Community (PWC) website to learn about this outward facing intergenerational mixed-use and mixed-income community focused on health, wellness and community connectivity.

www.peninsulawellnesscommunity.org

For more information about PWC and other community information and resources, subscribe to our newsletter: <https://www.peninsulahealthcaredistrict.org/sign-up-for...>

#PHCDcommunityHealth #PHCDpartnerships #BuildingAHealthierCommunity #PWC

peninsulawellnesscommunity.org

Peninsula Wellness Community

Peninsula Wellness Community
The PWC is an outward facing intergenerational mixed-use and mixed-income community focused on health, wellness and community connectivity.

Subscribe to our Newsletter

Peninsula Health Care District
February 22

We encourage you to attend the Peninsula Wellness Community Town Hall tonight from 7-8 PM at the Burlingame Recreation Center (850 Burlingame Avenue, Burlingame, CA 94010). Learn about our progress and vision for an innovative, connected aging community to its 6.5 acre reality in the heart of the District.

<https://www.peninsulawellnesscommunity.org/>

#PeninsulaWellnessCommunity #TownHall #Burlingame MidPen Housing

Peninsula Wellness Community (PWC) Meeting
Join us as we finalize our proposal!

All community members are welcome. We hope to see you there!

Wednesday, February 22, 2023
7:00-8:00pm

Light dinner served.

Burlingame Community Center
Maple Room, 2nd Floor
850 Burlingame Avenue, Burlingame, CA 94010

Please call or text Jasmine at (850) 773-9195 by February 15th to request translation services.

ABOUT PWC
PWC is an outward facing intergenerational community that is proposed to include public benefits and amenities, open space, mixed-income housing for seniors, medical offices and services, and programs promoting health, wellness, and community connectivity.

For more information about the project, please visit: www.peninsulawellnesscommunity.org

Hosted by: The Peninsula Health Care District, MidPen Housing, Generations, and PMB

Peninsula Health Care District | MidPen Housing | GENERATIONS | PMB

Peninsula Health Care District
October 10, 2022

****REMINDER: Peninsula Wellness Community (PWC) Meeting****

Next Wednesday, October 12th
Time: 6-8 pm
Location: Burlingame Community Center
Maker's Space, 1st Floor
850 Burlingame, Burlingame, CA 94010

Your opinion matters! All community members are welcome to attend.

**Spanish translation will be available.

For more information, visit: <https://peninsulawellnesscommunity.org>

#PHCDpartnerships #PHCDcommunityHealth #BuildingAHealthierCommunity

RECORDATORIO: Reunión Comunitaria sobre Peninsula Wellness Community (PWC).
Próximo miércoles 12 de octubre
Horario: 6-8 pm
Ubicación: Centro Comunitario de Burlingame
Maker's Space, primer piso
850 Burlingame, Burlingame, CA 94010
¡Su opinión importa! Todos los miembros de la comunidad son bienvenidos a asistir.
**La traducción al español estará disponible.

Para obtener más información, visite: <https://peninsulawellnesscommunity.org>

See Translation

Peninsula Wellness Community (PWC) COMMUNITY MEETING

Peninsula Wellness Community (PWC) REUNIÓN COMUNITARIA

All community members are welcome to attend. We hope to see you there!

Wednesday, October 12th
6-8pm
Peninsula Health Care District
Light dinner served

Burlingame Community Center
Maker's Space, 1st Floor

Todos los miembros de la comunidad son bienvenidos a asistir. Esperamos Verlos Allí!

Miércoles, 12 de octubre
6-8 p.m.
El Centro Comunitario de Burlingame
Maker's Space, Primer Piso.

Video Editing:

- Peninsula Wellness Community Meeting on February 22, 2023 video - <https://youtu.be/2gKPLsBRyqQ>
- Peninsula Wellness Community (PWC) Town Hall meeting on Oct. 12, 2022 - <https://youtu.be/CxGweMMJJom>

MEDIA RELATIONS

PRESS RELEASES & MEDIA ADVISORIES

2023

April

- *Media Advisory:* As Hepatitis B Health Care Providers Continue Recovering From COVID Shutdown, SF Hep B and the Peninsula Health Care District to Unveil a Grassroots Campaign to Provide Critical Access to Care: Campaign will focus on San Mateo County's Asian community through a door-to-door campaign

February

- *Press Release:* Peninsula Health Care District Announces Leadership Update

2022

December

- *Media Advisory:* Peninsula Health Care District Encourages San Mateo County Residents to Protect Themselves from COVID-19 and Flu Surge at Upcoming Vaccination Clinic
- *Press Release:* In Spirit of the Giving Season, San Mateo County Agencies Spread Holiday Cheer by Eliminating Over \$130 Million in Medical Debt - Pilot Program Initially Introduced to San Mateo County by Peninsula Health Care District
- *Press Release (Not distributed, per agency decision):* Peninsula Health Care District Awarding \$M in Grants to Support Crucial Community Services

November

- *Media Advisory:* As Wave of COVID-19 Infections Increases, Vaccination Clinic to Prioritize First Responders
- *Press Release:* Transparency Certificate of Excellence Awarded to Peninsula Health Care District

July

- *Media Advisory:* Bay Area Medical Community Warns of Major Increase in Hospitalization Rates and Deaths by Winter Due to COVID Variants

May

- *Media Advisory:* Fun Opportunity for the Community to Access Free Health and Wellness Resources in San Bruno



MEDIA MONITORING

2022-2023

SELECT NEWS COVERAGE



2023

Panel of Mental Health Experts To Address Youth Mental Health Crisis in Upcoming Webinar

Outlet: PR Newswire

Date: May 2, 2023

Media Type: Online, trade/industry

<https://www.prnewswire.com/news-releases/panel-of-mental-health-experts-to-address-youth-mental-health-crisis-in-upcoming-webinar-301813098.html>

Hep B Partnership & Campaign

Date: Apr 10, 2023. 06:30:05.000

Outlet: KQED-FM (Radio)

Media Type: Radio station

“The Peninsula healthcare District has launched a new campaign to increase awareness of hepatitis B in San Mateo County. Organizers say the virus is a particularly big problem in the asian American and Pacific Islander community you a lack of screening and vaccination.”

Sutter Health explores reopening Mickelson pool in San Mateo

Outlet: Daily Journal Online

Date: Mar 28, 2023

Media Type: Online, consumer

https://www.smdailyjournal.com/news/local/sutter-health-explores-reopening-mickelson-pool-in-san-mateo/article_abfc215e-cd1b-11ed-89cf-37606b2c21f3.html

“The announcement first came at a March 23 Peninsula Health Care District meeting from PHCD Director Dennis Zell, who shared the information with the public. PHCD provides health services and programs for residents on the Peninsula and has been previously unsuccessful in talks with Sutter Health to reopen the pool. PHCD has previously offered to fully fund all necessary repairs, remodeling and operational costs to reopen the therapy pool until a permanent replacement becomes available. Zell said Sutter plans to reopen the pool and is soliciting bids for repairs, although Sutter has not given a timetable for reopening.

“We are still trying to elicit information to make sure it is open under the same terms and conditions as before as far as what uses are allowed,” Zell said during the March 23 meeting.”

Peninsula Health Care District names new CEO

Outlet: Daily Journal

Date: Mar 25, 2023

Media Type: Newspaper

https://www.smdailyjournal.com/news/local/peninsula-health-care-district-names-new-ceo/article_5abc056e-cac5-11ed-84e3-97a1bfb0df09.html

Peninsula Health Care District selects Ana Maria Pulido as CEO

Outlet: Almanac Online, The

Date: Mar 24, 2023

Media Type: Online, consumer

<https://www.almanacnews.com/news/2023/03/24/peninsula-health-care-district-selects-ana-maria-pulido-as-ceo>

MEDIA MONITORING

2022-2023

SELECT NEWS COVERAGE

Burlingame plans for more housing

Outlet: Daily Journal

Date: Mar 14, 2023

Media Type: Newspaper

https://www.smdailyjournal.com/news/local/burlingame-plans-for-more-housing/article_75f51e10-c21e-11ed-8fff-e3df41b55ba2.html

Peninsula Health Care District's CEO Cheryl Fama to retire

Outlet: Daily Journal Online

Date: Feb 28, 2023

Media Type: Online, consumer

https://www.smdailyjournal.com/news/local/peninsula-health-care-district-s-ceo-cheryl-fama-to-retire/article_ccebfa74-b722-11ed-928b-e7ea3059bae1.html

2022

RIP Medical Debt eliminates over \$130 million in debt for San Mateo patients

Outlet: KCBS-AM

Date: Dec 22, 2022

Media Type: Radio station

https://archive.tveyes.com/18120/3435738-36157/89533f62-4467-49ff-a1a8-1edc7127f5ab/RADKCBS_12-22-2022_04.49.59.mp3

\$130M in medical debt to be eliminated for San Mateo County residents in need

Outlet: Climate Redwood City

Date: Dec 20, 2022

Media Type: Online, consumer

<https://climaterwc.com/2022/12/20/san-mateo-county-moves-to-eliminate-130m-in-medical-debt-for-residents-in-need/>

Raising a Well-Balanced Student is topic on October 26

Outlet: InMenlo

Date: Oct 24, 2022

Media Type: Online, consumer

<https://inmenlo.com/2022/10/24/raising-a-well-balanced-student-is-topic-on-october-26/>

The Stolen Year: How Covid Changed Children's Lives, and Where We Go Now is topic on October 13

Outlet: InMenlo

Date: Oct 11, 2022

Media Type: Online, consumer

<https://inmenlo.com/2022/10/11/the-stolen-year-how-covid-changed-childrens-lives-and-where-we-go-now-is-topic-on-october-13/>

MEDIA MONITORING

County supervisor urges state investigate public closure of therapy pool

Outlet: Almanac Online, The

Date: Sep 23, 2022

Media Type: Online, consumer

<https://www.almanacnews.com/news/2022/09/23/county-supervisor-urges-state-investigate-public-closure-of-therapy-pool>

Millbrae's 17th Annual Japanese Culture Festival

Outlet: Daily Journal Online

Date: Sep 18, 2022

Media Type: Online, consumer

https://www.smdailyjournal.com/calendar/millbraes-17th-annual-japanese-culture-festival/event_03f7fff6-2586-11ed-985a-73b66dce5465.html

Youth drop-in health center in the works in San Mateo

Outlet: Daily Journal Online

Date: Sep 7, 2022

Media Type: Online, consumer

https://www.smdailyjournal.com/news/local/youth-drop-in-health-center-in-the-works-in-san-mateo/article_0dd9f400-2e61-11ed-81b8-8f1c278c1e25.html

UCSF doctor explains how 'hybrid COVID immunity' could benefit start of new school year

Outlet: News Break

Date: Aug 10, 2022

Media Type: Online, consumer

<https://www.newsbreak.com/news/2698187141918-ucsf-doctor-explains-how-hybrid-covid-immunity-could-benefit-start-of-new-school-year>

Bay Area Health Leaders Call for Better COVID-19 Messaging

Outlet: KNTV-TV Online

Date: Jul 28, 2022

Media Type: Online, consumer

<https://www.nbcbayarea.com/news/local/bay-area-covid-19-messaging/2963182/>

Updated COVID Vaccine Coming in September

Outlet: KGO-TV, ABC7 News 6:00AM

Date: Jul 29, 2022

Media Type: Television station

https://archive.tveyes.com/18120/3435738-35528/2291c3a1-ca10-477a-8448-4d572fb2fabd/KGO_07-29-2022_06.05.35.mp4

Updated COVID Vaccine Coming in September

Outlet: KGO-TV, Midday Live

Date: Jul 29, 2022

Media Type: Television station

https://archive.tveyes.com/18120/3435738-35528/e4cbb3d1-def5-4726-a29b-44de15fa3835/KGO_07-29-2022_11.08.42.mp4

MEDIA MONITORING

2022-2023

New Millbrae Recreation Center Will Open its Doors on June 11

Outlet: Public Now

Date: Jun 11, 2022

Media Type: Online, consumer

<https://www.publicnow.com/view/BA06588C878B6E8F86FD9985A0B1EE924ACDC0D6>

San Bruno Wellness Fair

Outlet: Daily Journal Online

Date: May 16, 2022

Media Type: Online, consumer

https://www.smdailyjournal.com/community/san-bruno-wellness-fair/image_d210c0ca-d4f1-11ec-b70e-37846c218a60.html

Learn about QPR (Question Persuade, Refer) suicide prevention training on May 25

Outlet: InMenlo

Date: May 16, 2022

Media Type: Online, consumer

<https://inmenlo.com/2022/05/16/learn-about-qpr-question-persuade-refer-suicide-prevention-training-on-may-25/>

How to Keep the Lines of Communication Open with Your Child or Teen is topic on April 26

Outlet: InMenlo

Date: Apr 25, 2022

Media Type: Online, consumer

<https://inmenlo.com/2022/04/25/how-to-keep-the-lines-of-communication-open-with-your-child-or-teen-is-topic-on-april-26/>

Four 'difference makers' inducted into San Mateo County Women's Hall of Fame

Outlet: Climate Redwood City

Date: Apr 21, 2022

Media Type: Online, consumer

<https://climaterwc.com/2022/04/21/four-difference-makers-inducted-into-san-mateo-county-womens-hall-of-fame/>

Caminar's Speakers Series Aims to Revolutionize Behavioral Healthcare by Putting Racial Equity at the Heart of Mental Well-being

Outlet: PR Newswire

Date: Mar 24, 2022

Media Type: Online, consumer

<https://www.prnewswire.com/news-releases/caminars-speakers-series-aims-to-revolutionize-behavioral-healthcare-by-putting-racial-equity-at-the-heart-of-mental-well-being-301509344.html>

MEDIA MONITORING

2022-2023

San Mateo County calls for Mickelson pool's reopening

Outlet: Daily Journal Online

Date: Feb 23, 2022

Media Type: Online, consumer

https://www.smdailyjournal.com/news/local/san-mateo-county-calls-for-mickelson-pool-s-reopening/article_d289d492-945a-11ec-ab14-370575fcf1d9.html

Consent Reframed: Beyond the Affirmative "Yes" is Parent Education topic on February 9

Outlet: InMenlo

Date: Feb 7, 2022

Media Type: Online, consumer

<https://inmenlo.com/2022/02/07/consent-reframed-beyond-the-affirmative-yes-is-parent-education-topic-on-february-9/>

How to spark imagination with art is Parent Education topic on February 3

Outlet: InMenlo

Date: Feb 1, 2022

Media Type: Online, consumer

<https://inmenlo.com/2022/02/01/how-to-spark-imagination-with-art-is-parent-education-topic-on-february-3/>

Peninsula Health Care District invests in additional COVID-19 relief in San Mateo County

Outlet: Daily Journal Online

Date: Jan 29, 2022

Media Type: Online, consumer

https://www.smdailyjournal.com/news/local/peninsula-health-care-district-invests-in-additional-covid-19-relief-in-san-mateo-county/article_516d33d8-80bc-11ec-9c01-6ffd97379a7c.html

California counties look to replicate Santa Clara's youth mental health centers

Outlet: Mountain View Voice

Date: Jan 24, 2022

Media Type: Online, consumer

<https://www.mv-voice.com/news/2022/01/24/california-counties-look-to-replicate-santa-claras-youth-mental-health-centers>

Steps to finding the ideal college is Parent Education topic on January 26

Outlet: InMenlo

Date: Jan 24, 2022

Media Type: Online, consumer

<https://inmenlo.com/2022/01/24/steps-to-finding-the-ideal-college-is-parent-education-topic-on-january-26/>

VIDEO PRODUCTION

2022-2023

VIDEO PRODUCTION OVERVIEW

Our team of experts in the visual arts has produced multiple high-quality videos for PHCD. Production includes researching content, planning, scheduling sessions for filming, developing scripts, recording on-site or via internet, editing and post-production work to finalize the videos. Our videos go through a rigorous internal quality-control process prior to final approval. Our commitment to excellence is supported by a creative, talented and dedicated team of professionals.

Voler produces a variety of video content for PHCD, involving:

- Video messages with one or more persons on screen
- Videos with voice-over and footage we recorded with high-tech equipment (inside and outside classrooms) and possibly stock footage
- Videos with a combination of interviews and footage filmed on-site, carefully crafted to provide a dynamic and solid message, while incorporating graphics and special effects to enhance the audience interest in the content.

Video Production Projects

2023:

May

- *Cheryl Fama's Celebration recap video* (in progress)

April

- PHCD CEO Cheryl Fama's Retirement video (15:02) - <https://youtu.be/-ROuD2UIkLw>

March

- Peninsula Wellness Community Meeting on February 22, 2023 video (57:33) - <https://youtu.be/2gKPLsBRyq0>

February

- PHCD Vaccination Press Conference at Chinese New Year festival (1:04) - <https://vimeo.com/795712627/10ec0af07d?share=copy>

2022:

December

- Bite-Size Nutrition Tips: Diabetes Awareness (0:52) - <https://youtu.be/B9Cg9rWK4Jg>

November

- Recognizing Helen C. Galligan's Dedication to Service (Helen Galligan's Retirement) (7:30) - <https://youtu.be/9I9diQECyz8>

VIDEO PRODUCTION

2022-2023

October

- Peninsula Wellness Community (PWC) Town Hall meeting on Oct. 12, 2022 (40:07) - <https://youtu.be/CxGweMMJJoM>

August

- Take a stand against COVID (0:31) - <https://youtu.be/yugt2P47TrQ>
- Let's protect ourselves from COVID (0:31) - <https://youtu.be/HybY2WAPKQg>
- Everyone can help in the fight against COVID (0:31) - <https://youtu.be/qvYBs5g3h0I>
- COVID-19 Vaccines - To Stay Healthy (1:02) - <https://youtu.be/1fVRVExc9P8>
- Coverage of PHCD Vaccine Press Conference (34:05) - <https://vimeo.com/734502820/4ae523a44b>

July

- PHCD Vaccination Short video (0:28) - <https://vimeo.com/730489087/0ea869fae0?share=copy>
- PHCD Protect Ourselves video (0:29) - <https://vimeo.com/731158392/ffe2ba9e76?share=copy>
- PHCD Get Vaccinated Short video (0:28) - <https://vimeo.com/731799375/992d08c523?share=copy>

May

- Rise 2022 Women's Leadership Conference (1:01:24) - <https://youtu.be/b-tOmtLMXPw>

February

- Recognizing 73 Years of Service (2:41) - <https://youtu.be/qLJsTOKodmg>

January

- Virtual Town Hall: "I Don't Like Needles": How to Support Kids with Vaccine Anxiety (1:00:31) - https://youtu.be/a_W-4XhsCu0
- Bite-Size Nutrition Tips: Portion Power Carbohydrates (1:29) - <https://youtu.be/lmNGrAhldpQ>
- Why getting vaccinated is important (0:45) - <https://youtu.be/WsoON-gZH7c>
- Why getting vaccinated is important (0:40 - Spanish) - <https://youtu.be/c6jxYYgPLn4>
- COVID Vaccines protect us all (0:42) - <https://youtu.be/Tn7ip6XIAXM>
- COVID Vaccines protect us all (0:50 - Spanish) - https://youtu.be/pAxt_qURSw

PHOTOGRAPHY

2022-2023

To promote the PHCD team and update the website, Voler took professional headshots for all staff.



peninsulahealthcaredistrict.org



phcdfitness.org



SOCIAL MEDIA

2022-2023

SOCIAL MEDIA OVERVIEW

Social media is a very powerful way to engage with the PHCD community on a regular basis. It is a readily accessible medium to get information out immediately and cost-efficiently, and obtain instant feedback in Comments and Likes.

Every post is an opportunity to tell PHCD and our partners' story. It offers a space to showcase the community and staff in action!

Social media content for PHCD provides important updates from the district, including time-sensitive announcements, and local opportunities and resources for District families. Social media educates families about various health and safety topics, such as information about mental health and wellness, nutrition, exercise and more.



Facebook by the Numbers: January 1, 2022 to May 5, 2023

148,598

Facebook Reach

1,987

Page Visits

1,277

Facebook Followers

65

New Page Likes

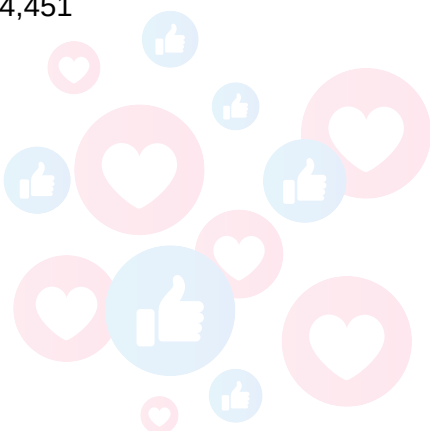
Facebook Top posts by Month:

April 2023

Topic: Parent Education Series

<https://www.facebook.com/peninsulahealthcare/district/posts/pfbid0fvrCpdqCtJt7gRgpsHntZyVwCr38SdVaz4pWLR3XTwTqUZPTCmEvM3wmrhYjyQ8HI>

Reach: 4,451



Peninsula Health Care District
April 11 at 8:00 AM · 🌐

In her forthcoming book, *The Golden Ticket: A Life in College Admissions Essays*, college admission expert Irena Smith will identify ways parents can reframe how they think about the high school years, and help their teens find joy in learning and growth.

Join us Thursday, April 13, 2023, from 5:30 - 6:30 PM for the free webinar "The Golden Ticket: A Life in College Admissions Essays" at: <https://irenasmith2023parenventure.eventbrite.com>

Parents/caregivers, educators, mental health professionals, and community members are welcome! Simultaneous Spanish interpretation will be available.

Sequoia Union High School District
Sequoia Healthcare District
The Parent Education Series

#PHCDCommunityPartnerships #BuildingAHealthierCommunity

PENINSULAHEALTHCAREDISTRICT.ORG
Peninsula Health Care District
Press Releases & News PHCD SELECTS ANA M. PULIDO AS NEXT CHIEF ... [Learn more](#)

SOCIAL MEDIA



Top posts by Month:

March 2023

Topic: National Nutrition Month

https://www.facebook.com/peninsulahealthcaredistrict/posts/pfbid021Nt1ozVL1kVXvQ569RkHP5vGFYtpgDVacA6NREgv1qgqxmTy6ZvwiGkyJy_mC8wk8l

Reach: 4,869

February 2023

Topic: E-newsletter

https://www.facebook.com/peninsulahealthcaredistrict/posts/pfbid02aWefb6vLhERWdcQ3si9qd_wfabA7iGqzC2fXcmQv6ApzCtGix8K3Kxj5wY9nCd7zil

Reach: 5,860

Peninsula Health Care District
February 7 · 🌐

We look forward to another great year of building healthy communities. In our latest newsletter, learn about:

- *Medical Debt Relief for PHCD residents
- *Peninsula Wellness Community Town Hall on February 22
- *COVID-19 and Flu Prevention Campaign at Millbrae Lunar New Year Festival
- *National Children's Dental Health Month
- *Behavioral Health Resources
- *Next Vaccination Clinic February 25

Sonrisas Dental Health Care Solace RIP Medical Debt Millbrae Cultural Committee Care Solace Bay Area Community Health Advisory Council Second Harvest of Silicon Valley St. James AME Zion Church

Read our latest newsletter and subscribe stay updated:
<https://mailchi.mp/dc6a7949dd23/febnewsletter>

#PHCDCommunityHealth #BuildingAHealthierCommunity

E-Newsletter
FEBRUARY 2023

SCAN HERE TO READ AND SUBSCRIBE

Peninsula Health Care District
March 22 · 🌐

March is #NationalNutritionMonth. Check out our YouTube channel for nutrition tips!
<https://www.youtube.com/@peninsulahealthcaredistrict9492>
#PHCDCommunityHealth #BuildingAHealthierCommunity

National Nutrition Month

Peninsula HEALTH CARE DISTRICT
Building a Healthier Community

PENINSULAHEALTHCAREDISTRICT.ORG
Peninsula Health Care District
Press Releases & NewsRIP Medical Debt Ceo Fama Announces Retirement... Learn more

January 2023

Topic: National Staying Healthy Month

<https://www.facebook.com/peninsulahealthcaredistrict/posts/pfbid07X1rc7aYrnHQdf8BEzBDJWSLSBZoqjsbWjDE5YWtunqh8o94CyZMmRPr3yKEgv1t>

Reach: 6,618

Peninsula Health Care District
January 25 · 🌐

January is #NationalStayingHealthyMonth! Use these tips to start the year off strong.
#PHCDCommunityHealth #BuildingAHealthierCommunity

National Staying Healthy Month

PENINSULAHEALTHCAREDISTRICT.ORG
Peninsula Health Care District
GrantsThe Peninsula Health Care District exists to address the health nee... Learn more

SOCIAL MEDIA

2022-2023

Top posts by Month:

December 2022

Topic: Helen Galligan service
<https://www.facebook.com/peninsulahealthcaredistrict/posts/pfbid02EG6VXQkE5X TXz5VemsPHP9C5Dh6r9wMQfZk3BGd8 3zEG7314NZekztJ88Jb9Jd85/>

Reach: 947

November 2022

Topic: Community vaccination event
<https://www.facebook.com/peninsulahealthcaredistrict/posts/pfbid0VnRcGfKWq9PD1 BKbj7LBxBdSxudHTqRgNxFjLZMYHLP9Q b2j5xihgVsv7Nmhm1Pk/>

Reach: 953

Peninsula Health Care District
 November 18, 2022

****Join us TOMORROW for our special COVID 19 and Flu Vaccinations community event****

We will be offering the updated COVID bivalent booster for 5 years and older and the regular and senior Flu vaccine for 3 years and over.

The first 50 attendees to receive the COVID booster will receive a \$25 Safeway gift card and a free turkey.

Date: Saturday, November 19, 2022
 Location: St. James AME Zion Church
 825 Monte Diablo Avenue, San Mateo (enter by side street level door)

Times by Group:
 -Educators and 1st Responders (12-1pm)
 -All Community Members (1-4pm)

****Walk Ups welcome. Pre-registration encouraged!****
 To register for an appointment: www.mhealthsystem.com/STJames
 See the flyer for more details.

This unique "block party" style vaccination event is brought to our community in partnership with the Bay Area Community Health Advisory Council, St. James Ames Zion Church, and the California Department of Public Health's Vaccinate All 58.

#PHCDpartnerships #PHCDcommunityHealth #BuildingAHealthierCommunity

JOIN OUR Community Gathering

11/19/22
 12:00 - 1:00PM
 Educators and First Responders
 1:00 - 4:00PM
 All Community Members

St. James AME Zion Church
 825 Monte Diablo Ave,
 San Mateo
 "Enter by side street level door"

***COVID-19**
 Updated bivalent booster for 5 years and older

*** FLU SHOTS**
 Regular & senior dose for 3 years and older

FIRST 50 ATTENDEES
 To receive the COVID booster will receive a \$25 Safeway gift card and a free turkey.

DO YOU HAVE QUESTIONS OR CONCERNS ABOUT THE COVID VACCINATIONS, BOOSTERS AND FLU SHOTS?
 Join us at St. James from 12:00 - 1:00 PM for a question & answer session with medical professionals. Once your questions are answered, head downstairs for your vaccination! Attend this session for a chance to win a \$50 gift card.

Questions: Peninsula Health Care District: 650-697-6900
 Questions/Forms: please bring printed out consent form to the clinic.

WALK UPS WELCOME
 or register for an appointment at: www.mhealthsystem.com/STJames



October 2022

Topic: Webinar save the date
<https://www.facebook.com/peninsulahealthcaredistrict/posts/pfbid02mb8i4dfa8bhyGpPat24GzEC JyLRcX2gb6erni6G6x3qHQz zam2br7fqNXMbc4 KeV/>

Reach: 2,099

Peninsula Health Care District
 October 14, 2022

****Save the Dates for Upcoming Webinars on The Impact of Cannabis on Youth****

Teenage marijuana use is at its highest level nationally and today's teens are more likely to use marijuana than tobacco.

This special series will focus on a variety of topics concerning young people and marijuana use. Topics include:

- October 18th - Myths and Realities of Marijuana Use
- November 1st - Physical Health Impacts
- November 17th - Legalities of Marijuana Use and What Schools Need to Know
- March 2nd - Youth Panel
- March 16th - Academics and Brain Development
- April 20th - Lessons Learned from Other Communities

To register, visit: <https://www.eventbrite.com/.../what-should-you-know-the-...>

#PHCDpartnerships #PHCDcommunityHealth #BuildingAHealthierCommunity

The Impact of Cannabis on Youth What Should You Know?

FALL SESSIONS

- October 18 | 3:30-5:00pm | Session 1 (virtual)**
 Perceptions and Myths of Cannabis Use - Jason Kimer, PhD
 It's time to dispel the myths about marijuana. Outdated and false perceptions about the drug are putting today's kids at risk.
- November 1 | 3:30-5:00pm | Session 2 (virtual)**
 Health Impacts of Cannabis Use - Eric Voth, MD, FAAP
 Marijuana use during adolescence may have a wide range of health effects on the developing body. There are short- and long-term mental and physical health effects that can be harmful, including conditions such as Cannabis-Induced Hyperemesis Syndrome.
- November 17 | 3:30-5:00pm | Session 3 (virtual)**
 Legalities of Cannabis Use in California
 Lynn Sher, MD, MPH, FAAP, Jessy Carigan, PhD, Amelia Nesh, AMFT
 This session will focus on marijuana regulatory policy, efforts to reduce harmful use of tobacco and cannabis products, and adoption of potential best practices in a school setting.

SPRING SESSIONS

- March 2 | 3:30-5:00pm | Session 4 (virtual)**
 Youth Panel - speaker to come
- March 16 | 3:30-5:00pm | Session 5 (virtual)**
 Brain Development and Academics - Deas Blumberg, PhD
 During adolescence the brain is particularly sensitive to drug exposure. Marijuana use impacts how connections are formed within the brain.
- April 20 | 3:30-5:00pm | Session 6 (virtual)**
 Lessons Learned from Other Communities - speaker to come
- May 2023 | 3:30-5:00pm | Summative Event (in-person)**

REGISTER:
<https://CannabisImpactOnYouth.eventbrite.com>

Questions? Contact
 Theresa Valdez-Kelly, Coordinator, Tobacco Use and Prevention Program
 tkelly@smcnc.org



SOCIAL MEDIA

2022-2023

Top posts by Month:

September 2022

Topic: Mindfulness

<https://www.facebook.com/peninsulahealthcaredistrict/posts/pfbid02gukFo19d8hvbWE7Fb5ytBree2zgiqjV4aDS3sRMqoXKARzKbJbZ4fxv7Pbctgv9il>

Reach: 1,066

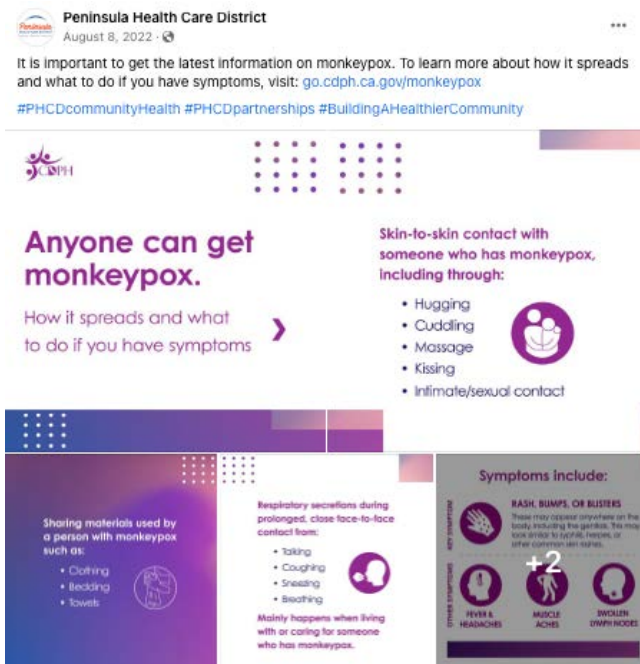


August 2022

Topic: Monkeypox

<https://www.facebook.com/peninsulahealthcaredistrict/posts/pfbid025etxAFVWLF2pvMuWmYUs6kPxCWevNzXHUdyJyo1ug1TPciwkTsK6sN1qwaMeMw5l>

Reach: 3,450



July 2022

Topic: Newsletter

<https://www.facebook.com/peninsulahealthcaredistrict/posts/pfbid0pE8wQZJtNNWhjkTBPPysLWQB9ZiyCmHHp4CP7pom4gcot8rHFwhv9K9yDatXbk5Bl>

Reach: 2,444



SOCIAL MEDIA

2022-2023

Top posts by Month:

June 2022

Topic: COVID-19 vaccination clinic
<https://www.facebook.com/peninsulahealthcaredistrict/posts/pfbid02gCnuomV3A3YA4xeMCNfFpTTCbf8aYCH4wp4oPfkdoBPMhiKPi245SejuD6j2XbXLI>

Reach: 2,875

May 2022

Topic: E-newsletter
<https://www.facebook.com/peninsulahealthcaredistrict/posts/pfbid038Dy4Dfoi8hhejX4BqbaKiYJi9YBC6NePkAPBRVxMPUuZxUF8DBnCY8PgmPZPVEcqI>

Reach: 4,340

<p>COVID-19 VACCINATION CLINIC For youth ages 5+ and boosters</p> <p>WHEN: Saturday, June 18, 2022 TIME: 2:00 – 4:00 pm LOCATION: First Tongan United Methodist Church, 560 El Camino Real, San Bruno, CA 94066 <i>*Vaccination area will be in the church parking lot</i></p>	<p>CLÍNICA DE VACUNAS COVID-19 Para niños mayores de 5 años y dosis de refuerzo (boosters)</p> <p>FECHA: Sábado, 18 de junio del 2022 HORARIO: 2:00 – 4:00 pm LUGAR: First Tongan United Methodist Church, 560 El Camino Real, San Bruno, CA 94066 <i>*El área de vacunación estará en el estacionamiento de la iglesia</i></p>
--	---

April 2022

Topic: PHCD Health & Fitness Center
<https://www.facebook.com/peninsulahealthcaredistrict/posts/pfbid0ts1jJm77raiHfLQjTrNAX5W3VKuHy9jggX6uHGycPWXX2X3crVUnQfKsWfdzFnUzI>

Reach: 844

SOCIAL MEDIA

2022-2023

Top posts by Month:

March 2022

Topic: allcove group

<https://www.facebook.com/peninsulahealthcaredistrict/posts/pfbid02AwtKniQt9YisibgknfB5EWrudiv4wtDaNEcjnrXV8iRNxJctusCZn9EWixdaq5Ftl>

Reach: 5,318

February 2022

Topic: Lunar New Year Festival

<https://www.facebook.com/peninsulahealthcaredistrict/posts/pfbid02akdtRH3JdyUWpC7yAUtEzSS9diMEeH2QsnwKdfuV1hGeniUzE92p1LAz7LWqgKHSI>

Reach: 3,182

Peninsula Health Care District
February 2, 2022 · 🌐

Join us for the Millbrae Lunar New Year Festival this coming Saturday. Enjoy the cultural event, and celebrate the year of the Tiger!

Date: Saturday, February 5, 2022
Time: 10:30 am - 5:00 pm
Location: 300-400 of Broadway in Millbrae

**Performances and street fair will be held as planned. Unfortunately, the parade will be cancelled.

For more information, visit: www.millbraeculture.org or visit Millbrae Cultural Committee.

#PHCDpartnerships #PHCDcommunityHealth #BuildingAHealthierCommunity

MILLBRAE LUNAR NEW YEAR FESTIVAL

新年

街會

10:30 am - 5:00 pm

2/5 SATURDAY

300-400 of Broadway

PARADE - PERFORMANCES
FOOD/ART/CRAFT - FIRECRACKERS

Logos for Millbrae, OMG, CCHP, Sun's, and other sponsors.

Peninsula Health Care District
March 21, 2022 · 🌐

Introducing our 2022 allcove San Mateo Youth Advisory Group Members: Olivia, Stephanie, Amara, Ashley, Maddy and Lily will be helping us with our new integrated youth mental health center allcove San Mateo @allcoveyouth.

#PHCDpartnerships #PHCDcommunityHealth #BuildingAHealthierCommunity #MentalHealthMatters

Grid of six photos of the youth advisory group members.

PENINSULAHEALTHCAREDISTRICT.ORG
Home Learn more
PENINSULA HEALTH CARE DISTRICT PHCD Board Approves \$250K CovL...

January 2022

Topic: Get vaccinated

<https://www.facebook.com/peninsulahealthcaredistrict/posts/pfbid02CMMdMuSkiB5rrZhiT4HotJcZKwG3aFLnj95b5SbvLny9aqzi5yEVC4H6ECnyBTHw>

Reach: 7,017

Peninsula Health Care District
January 7, 2022 · 🌐

Keeping up to date on COVID-19 information and resources is key to our fight against this virus.

** The County of San Mateo - Government provides common questions and the answers (as of January 6, 2022): <https://csmo.smcgov.org/.../covid-19-what-you-need-know-today>

** For COVID vaccine testing and vaccine resources, visit: <https://www.smchealth.org/coronavirus>

Let's continue to take care of ourselves and each other:

1. Get vaccinated
2. Mask up
3. Stay home and get tested if sick, even if you have been vaccinated
4. Get fresh air, inside and out

#PHCDcommunityHealth #PHCDpartnerships #BuildingAHealthierCommunity

Protect yourself and your family by... **getting vaccinated** it's safe, effective, and free

Protect yourself and your family by... **wearing a mask when required** (whether you are fully vaccinated or not)

Protect yourself and your family by... **staying home & getting tested** if you're sick, even if you've been vaccinated

Protect yourself and your family by... **ventilating indoor spaces** to reduce the risk of contracting COVID-19

COUNTY OF SAN MATEO COUNTY MANAGER'S OFFICE

COVID-19: What You Need to Know Today

SCAM OFFICE TO YOUR FAVOR

SOCIAL MEDIA

2022-2023

Social Media Campaigns

PHCD Youth Advisory (YAG): Recruitment, Updates on the allcove™

Sample Posts

Peninsula Health Care District
April 26 at 5:18 PM

We are recruiting for our next cohort of young leaders! If you are between the ages of 16-24, interested in mental health, and want to advocate and provide a voice for young peoples' needs and concerns, we want you!

We are particularly interested in applicants with diverse backgrounds, under-represented groups, and those with personal or lived experience associated with mental health. The Youth Advisory Group (YAG) is comprised of up to 18 diverse individuals from all walks of life...



PENINSULAHEALTHCAREDISTRICT.ORG

Peninsula Health Care District

Press Releases & News PHCD SELECTS ANA M. PULIDO AS NEXT CHIEF...

Learn more

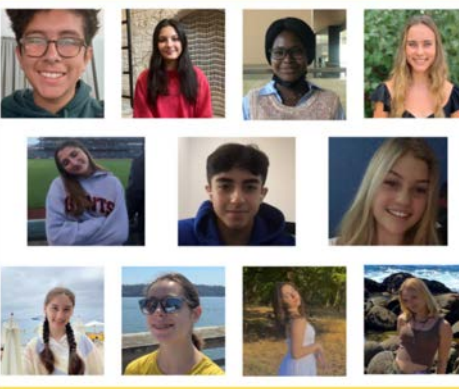
Peninsula Health Care District
August 26, 2022

Join us in welcoming our 2022 - 2023 allcove™ San Mateo Youth Advisory Group (YAG) Members.

Our YAG works on mental health-focused initiatives that are relevant and effective for youth and young adults. They also help ensure that the youth voice and lived experience is at the forefront of Peninsula Health Care District's programs and initiatives.

To learn more, visit: <https://www.peninsulahealthcaredistrict.org/teen-mental>... See more

2022 - 2023 allcove™ San Mateo Youth Advisory Group (YAG) Members



Peninsula Health Care District
April 18 at 9:35 AM

This edition of the Peninsula Health Care District e-Newsletter shares the latest advancements in health resources, local opportunities for youth, and our new leadership. We look forward to continuing to bring health and wellness resources to our district community.

Read: <https://mailchi.mp/0a79c6163f04/pennewsletter-5395100>...

- Welcoming our new CEO Ana M. Pulido
- Thank you to CEO Cheryl Fama for 16 years of dedication to PHCD
- Announcement of new CDC guidelines to promote Hepatitis B prevention
- Now accepting applications for Youth Advisory Group
- allcove™ conference for youth mental health
- A warm farewell to our Community Engagement Director, Ann Evaniila-Wasson
- Next Parent Education Series
- Public Meetings

#PHCDCommunityPartnerships #BuildingAHealthierCommunity

allcove San Francisco Hep B Free - Bay Area The Parent Education Series



E-Newsletter
APRIL 2023



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PENINSULAHEALTHCAREDISTRICT.ORG

Peninsula Health Care District

Press Releases & News PHCD SELECTS ANA M. PULIDO AS NEXT CHIEF...

Learn more

Peninsula Health Care District

May 30, 2022

Last weekend, we joined StarVista in their inaugural Mental Health Matters Walk that raised awareness of the importance of mental health and wellness.

Our team, including PHCD's Youth Advisory Group (YAG), was present to support this awesome awareness-building, feel-good event! What a great day and opportunity to connect with our community!

Learn about Star Vista programs and services: <https://star-vista.org/> ... See more



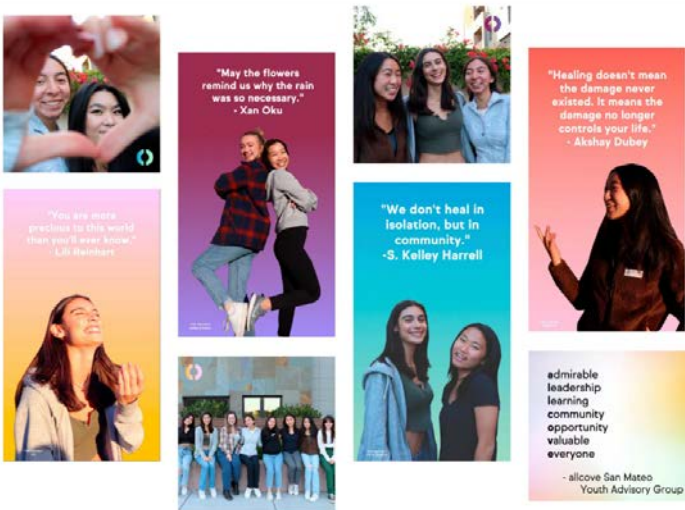
Peninsula Health Care District

July 25, 2022

In preparation for the opening of allcove San Mateo, our Youth Advisory Group (YAG) has worked hard on two important components which will be part of the physical display of our youth drop-in center.

The Photography Wall will feature inspirational messages and the Community Wall- an interactive space to make our youth feel welcomed. Here's a glimpse of the design of the walls which everyone will see upon entrance into allcove San Mateo.

#PHCDCommunityHealth #PHCDpartnerships #BuildingAHealthierCommunity #PHCDYAG



SOCIAL MEDIA

Social Media Campaigns

Health and Mental Wellness: Awareness and Community Resources

Sample Posts

Peninsula Health Care District
July 18, 2022

Starting July 16, 2022, our community partner, **StarVista's Crisis Intervention and Suicide Prevention Center** is answering 988 calls in San Mateo County.

988 is a federal initiative launching nationwide on July 16, 2022, that aims to improve the crisis response system in America.

When experiencing a mental health crisis, individuals will be able to dial 988 as an alternative to the current National Suicide & Crisis Lifeline number 1-800-273-8255 and be directed to their local crisis call center for support.

There are two ways to contact the StarVista Crisis Center in a mental health crisis:

1. Call StarVista's 24/7 Crisis Hotline 650-579-0350
2. Starting July 16, Call 988 (see note below)

**If you are a San Mateo County resident without a 650-area code and would like to access the StarVista Crisis Center, please call our local line at 650-579-0350.

Trained crisis workers treat callers with empathy and compassion and provide referrals for community resources and services.

To learn more visit, <https://star-vista.org/news/2022/988-crisis-center/>

#PHCDPartnership #PHCDCommunityHealth #BuildingAHealthierCommunity

988
NATIONAL SUICIDE PREVENTION
HOTLINE

STAR VISTA

StarVista's Crisis Intervention and Suicide Prevention Center will begin answering 988 calls in San Mateo County starting July 16, 2022.

Peninsula Health Care District
February 28, 2022

February is Children's National Dental Health Month, and we would like to recognize the work of **Sonrisas Dental Health** in reaching out to our community to bring smiles for 20+ years and persevering throughout the pandemic.

Sonrisas is a community partner and leader, offering quality dental care and education services with dignity & compassion; creating a safe environment for patients and staff; and working as a team to support oral care and overall wellness.

Check out the... [See more](#)

Peninsula Health Care District
September 16, 2022

September is World Alzheimer's Month. People unite from around the world to raise awareness and to challenge the stigma that persists around Alzheimer's disease and all types of dementia.

The Centers for Disease Control and Prevention (CDC) provides information and resources to learn more about Alzheimer's disease <https://www.cdc.gov/aging/aginginfo/alzheimers.htm> and how to take care of oneself.

The CDC recommends 8 steps for a healthy body and healthier brain.

- #1: Quit Smoking: <https://www.cdc.gov/.../quit-smoking/index.html>
- #2: Prevent and Manage High Blood Pressure: <https://www.cdc.gov/bloodpressure/index.html>
- #3: Prevent and Manage High Cholesterol: <https://www.cdc.gov/cholesterol/index.html>
- #4: Maintain a Healthy Weight: <https://www.cdc.gov/healthyweight/index.html>
- #5: Get Enough Sleep: <https://www.cdc.gov/sleep/index.html>
- #6: If You Drink, Do So in Moderation: <https://www.cdc.gov/alcohol/index.html>
- #7: Manage Blood Sugar: <https://www.cdc.gov/diabetes/managing/manage-blood-sugar.html>
- #8: Stay Engaged—Get involved in your local community.

#PHCDCommunityHealth #PHCDPartnerships #BuildingAHealthierCommunity



Peninsula Health Care District
July 29, 2022

We launched our new PHCD Health & Fitness Center website!

Check out the latest updates and features:

- Get to know our Team members
- Learn how to become a member and the benefits of joining our Center
- Take a look at the classes we offer, including gentle stretches and yoga, balance fitness, tune-up circuit
- We also offer Massage Therapy
- See what people are saying about us
- And more!

We encourage you to check our new and improved website: phcdfitness.org

#PHCDCommunityHealth #BuildingAHealthierCommunity #HealthyLiving #Fitness #HealthyAging

phcdfitness.org
New and improved website

Peninsula Health Care District
Health & Fitness Center

More than just a fitness center
You'll find a welcoming environment, camaraderie, and easily accessible machines.

Peninsula Health Care District
March 18, 2022

As part of National Colorectal Cancer Awareness Month, we would like to share a message written by our very own Dr. Lawrence Cappel, PHCD Board Chair, who makes a call to action for earlier and equitable colon cancer screening.

Colon cancer is the 3rd most common cancer in the United States and 2nd deadliest cancer. Prevention and early detection are key in this fight.

Dr. Cappel speaks of the tragic loss of Chadwick Boseman and his son at age 23. "Too many young people are leaving us without ever having the opportunity to give to the world what it is they were destined to give."

Link to Dr. Cappel's message: <https://peninsulahealthcaredistrict.org/news/>

For information on colon cancer screening, visit: <https://www.ncoa.org/.../why-a-colorectal-cancer...>

#PHCDCommunityHealth #PHCDPartnerships #BuildingAHealthierCommunity

Peninsula Health Care District
Building a Healthier Community

COLORECTAL CANCER AWARENESS MONTH

PeninsulaHealthCareDistrict.org
Home
PENINSULA HEALTH CARE DISTRICT PHCD Board Approves \$250K Cov... [Learn more](#)

care solace
Calming the Chaos of Mental Health Care

A SIMPLE, FAST and SAFE Tool for Substance Abuse and Mental Health Help
The most TRUSTED community of care
In partnership with Peninsula Health Care District

Peninsula Health Care District
Building a Healthier Community

www.caresolace.com/peninsula

Peninsula Health Care District
Building a Healthier Community

GRAPHIC DESIGN

2022-2023

GRAPHIC DESIGN OVERVIEW

In addition to the graphics developed for social media, we design collaterals that support various Peninsula Health Care District initiatives and campaigns.

Advertisements

Gala Advertisement

Quarter-page ad

Peninsula
HEALTH CARE DISTRICT
Building a Healthier Community

Providing programs and community benefits that improve access to care and promote healthy living

Care Solace • Parent Venture Webinars
PHCD Health & Fitness Center • Sonrisas Dental Health

WWW.PENINSULAHEALTHCAREDISTRICT.ORG

Sutter Women's Luncheon Advertisement

2022 Mission Hospice Auxiliary Gala Advertisement

Peninsula
HEALTH CARE DISTRICT
Building a Healthier Community

CELEBRATING 75 YEARS OF SERVING THE COMMUNITY

Our vision is that all District residents achieve their optimal health through education, prevention and access to basic health care services including medical, behavioral and dental.

Peninsula Health and Fitness Center
A gym facility welcoming older adults that offers massage and classes on balance, yoga, and heart health.

Peninsula Wellness Community
Our 6.5 acre community under development that will provide senior housing at all levels of affordability, a medical office building, and a HUB of community health services with 2 acres of open space.

Teen Mental Health Project
The District is engaged in a multi-pronged approach to address the unprecedented mental health needs facing our youth and young adults. Recent activities include establishing our Youth Advisory Group to advise on how best to serve this population; providing access to help 24/7, 365 days a year to students, school staff, parents, and siblings through Care Solace call line; and establishing an allcove Youth Drop-In Center in San Mateo opening in summer 2023.

Sonrisas Dental Health
A non-profit dental provider serving all ages, all physical and cognitive abilities, regardless of insurance status.

Vaccination Clinics
Our vaccination campaign, carried out with community partners, to bring vital preventative vaccines to underserved and vulnerable members of our community.

www.peninsulahealthcaredistrict.org   @peninsulahealthcaredistrict

Peninsula
HEALTH CARE DISTRICT
Building a Healthier Community

GRAPHIC DESIGN

- **Bilingual marketing collateral** to promote Peninsula Health Care District's mission and key programs. These were distributed at community events, including festivals.

Flyer in English and Chinese



Peninsula HEALTH CARE DISTRICT
Building a Healthier Community

73 Years of serving the communities of San Bruno, Millbrae, Hillsborough, San Mateo and Foster City

Founded in 1947, the Peninsula Health Care District addresses the unique health and wellness priorities of our Peninsula communities, and safeguards access to health services, today and in the future.

PHCD fulfills its commitment to the community by providing programs to address gaps in needed health services, supporting local health-focused organizations, planning for future healthcare needs, and oversight of District assets.

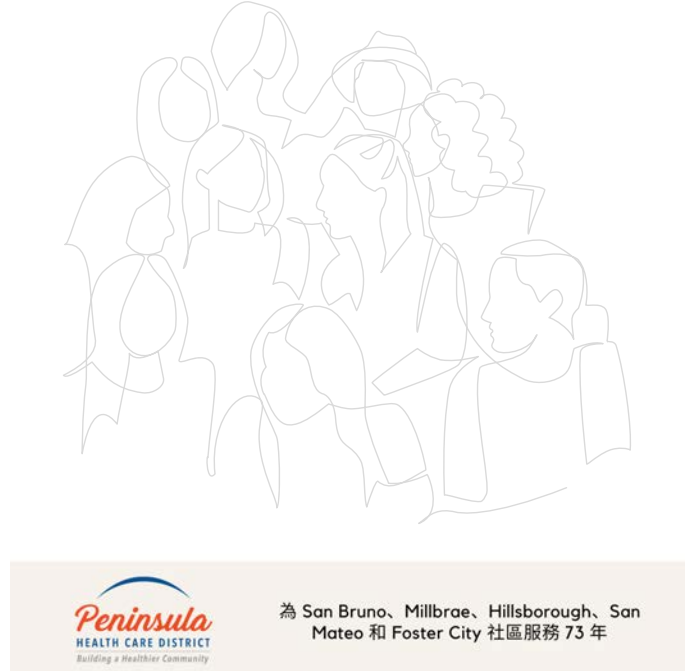
KEY PROGRAMS:

- Assisted Living/Memory Care
- Covid Campaign
- PHCD Health & Fitness Center
- Sonrisas Dental Health Center
- Teen Mental Health Center/ allcove™
- Community Partnerships
- Peninsula Wellness Community

LEARN MORE:
www.peninsulahealthcaredistrict.org
(650) 697-6900

FOLLOW US ON SOCIAL MEDIA:

 @peninsulahealthcaredistrict Peninsula Health Care District



Peninsula HEALTH CARE DISTRICT
Building a Healthier Community

為 San Bruno、Millbrae、Hillsborough、San Mateo 和 Foster City 社區服務 73 年

半島醫療保健區(PHCD)成立於 1947 年，支持半島社區的健康和保健事項，並保障現在和未來獲得醫療服務的機會。


PHCD 通過提供項目來解決所需衛生服務方面的差距、支持當地以衛生為重點的組織、規劃未來的衛生保健需求以及監督地區資產服務，從而履行其對社區的承諾。

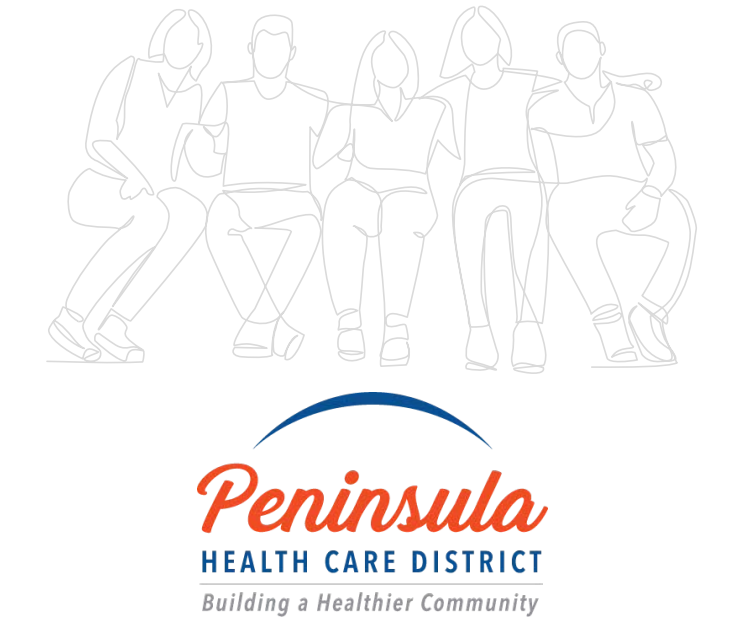
主要計劃包括:

- The Trousdale 輔助生活和記憶護理中心
- COVID 預防計劃
- PHCD 健康與健身中心
- Sonrisas 牙齒健康中心
- allcove™ 青少年心理健康中心
- 社區合作提供健康需求
- 半島健康社區中心

要了解更多信息，請訪問
www.peninsulahealthcaredistrict.org
(650) 697-6900

在社交媒體上關注我們:

 @peninsulahealthcaredistrict Peninsula Health Care District



Peninsula HEALTH CARE DISTRICT
Building a Healthier Community



Peninsula HEALTH CARE DISTRICT
Building a Healthier Community

Postcard for Lunar Year Festival



73 Years of serving the communities of San Bruno, Millbrae, Hillsborough, San Mateo and Foster City

Founded in 1947, the Peninsula Health Care District supports the unique health and wellness priorities of our Peninsula communities, and safeguards access to health services, today and in the future.

PHCD fulfills its commitment to the community through oversight of District assets and infrastructure, planning for future health care needs, and investing taxpayer dollars in local health-focused organizations and programs. Key programs include:

- ★ Sonrisas Dental Health
- ★ PHCD Health & Fitness Center
- ★ The Trousdale
- ★ Teen Mental Health

To learn more, visit:
peninsulahealthcaredistrict.org

Follow us:

-   @peninsulahealthcaredistrict
-  Peninsula Health Care District



COVID Vaccination Events

COVID-19 VACCINATION CLINIC

For youth ages 5+ and booster

*Pediatric Pfizer Vaccine - ages 5 to 11 (1st & 2nd dose)

*Pfizer-BioNTech or Moderna Vaccine for 2nd boosters - ages 50+ & immunocompromised individuals ages 12+ who received a booster dose at least 4 months ago

WHEN: Saturday, April 30, 2022

TIME: 12:00 – 4:00 pm

LOCATION: St. James AME Zion Church
825 Monte Diablo Ave, San Mateo
*Enter by side street level door

ALL ARE WELCOME

- COVID-19 vaccinations are free.
- If you happen to have insurance, please bring your insurance card with you.
- Guardians/parents: please bring printed out consent form to the clinic.

WALK UPS WELCOME

or register for an appointment at
www.mhealthsystem.com/STJames

Questions: Peninsula Health Care District @ 650.697.6900



CLÍNICA DE VACUNAS COVID-19

Para niños mayores de 5 años y dosis de refuerzo (boosters)

*Vacuna pediátrica de Pfizer - de 5 a 11 años (primera y segunda dosis)

*Vacuna de Pfizer-BioNTech o Moderna para el segundo refuerzo - mayores de 50 años y personas inmunocomprometidas mayores de 12 años que recibieron una dosis de refuerzo hace al menos 4 meses

FECHA: Sábado, 30 de Abril del 2022

HORARIO: 12:00 – 4:00 pm

LUGAR: St. James AME Zion Church
825 Monte Diablo Ave, San Mateo
*Entre por la puerta lateral a nivel de calle

TODOS SON BIENVENIDOS

- Las vacunas contra el COVID-19 son gratuitas.
- Si usted tiene seguro, por favor traiga su tarjeta de seguro con usted.
- Tutores/Padres: Por favor traiga impreso el formulario de consentimiento a la clínica.

BIENVENIDOS SIN CITA

o regístrese para una cita en
www.mhealthsystem.com/STJames

Preguntas: Peninsula Health Care District @ 650.697.6900



KILINIKI HUH MALU'I COVID 19 MA'AE FANAU TA'U 5 KI 'OLUNGA MO E HUH HOANI MA'AE KAKAI LALAH

*Pediatric Pfizer Vaccine - ages 5 to 11 (1st & 2nd dose)

*Pfizer-BioNTech or Moderna Vaccine for 2nd boosters - ages 50+ & immunocompromised individuals ages 12+ who received a booster dose at least 4 months ago

WHEN: Saturday, April 30, 2022

TAIMI: 12.00 HO'ATAA - 4 EFIAFI

FALELOTU ST. JAMES AME ZION
825 Monte Diablo Ave, San Mateo

FEITU'U: HU MATAPA HE TAF'A'AKI TO'OMATA'U 'ALU KI MUI 'O HU MEI AI

TALITALI MAFANA KOTOA 'E LAVA MAI

- KOE HUH MALU'I COVID 19 'OKU 'IKAI TOTONGI.
- KAPAU 'OKU 'I AI HA'O MALU'I MO'UI LELEI (HEALTH INSURANCE) KATAKI 'OMAI HO'O KAATI.
- 'OKU 'I AI MO E 'UJ FOOMA FAKAMAFAI KE FAKAMO'ONI HINGOA AI 'A E MATU'A TAUHI FANAU KE FAKANGOFUA 'A E HUH MALU'I 'ENAU FANAU.

NGOFUA PE LAVA MAI TOKI LESISITA PEA
HUHU PE KOE LESISITA
www.mhealthsystem.com/STJames

KA 'I AI HA FEHU'I TELEFONI KIHE OFISI PENINSULA
HEALTH CARE DISTRICT 650-697-6900



*PHCD Partnership with St. James
AME Zion Church and Bay Area
Community Health Advisory Council*

*Multi-lingual Flyers in English,
Spanish, and Tongan*

April 2022

GRAPHIC DESIGN

2022-2023

COVID Vaccination Event



Helen Galligan's Recognition





WWW.VOLERSA.COM



Proposal, June 14, 2023

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June 14, 2023

Ms. Ana M. Pulido
Chief Executive Officer
Peninsula Health Care District
1819 Trousdale Drive
Burlingame, CA 94010

Dear Ms. Pulido:

Thank you for opportunity to present you with a proposal for the period of July 1, 2023 to June 30, 2025.

The work that we have accomplished with the District over the years has yielded great results and speaks to the strength of our collaboration. It has been a pleasure to contribute to the District's communication efforts focused on building a healthier community.

We look forward to continuing to advance your important work.

Sincerely,

A handwritten signature in black ink that reads "Perla A. Rodriguez". The signature is fluid and cursive.

Perla A. Rodriguez
Chief Executive Officer

Project Scope of Work

This proposal briefly outlines how we can be of service.

1. External Engagement
2. Social Media
3. Crisis Management
4. Press Relations
5. Video Production
6. Graphic Design

External Engagement

Voler Strategic Advisors will develop and implement strategies that will keep community and other interested parties informed on issues that are of importance to them.

Examples of such efforts are as follows:

- Proactive media stories regarding District efforts
- Development and dissemination of key communications to external groups
- Assist in developing newsletter content that aligns with District's programs and strategic plan and is relevant to the community
- Support for the development of District's strategy to re-design all three websites to increase usability and relevance to the community

Social Media

Social media can play a major role in communicating information to the District's community. Having worked with government agencies throughout Northern California to establish and expand their social media platforms, we understand that the biggest determinant of the platform's success is the creation of an engaged online community.

Many companies and organizations have a presence on social media, yet many lack an engaged group of followers that Like, comment on, or share posts. Without active user engagement, the social media pages become dull and lifeless; thereby limiting opportunities to organically increase the organization's reach on social media.

Voler Strategic Advisors will continue to provide for the PHCD Facebook and Instagram (@peninsulahealthcaredistrict) accounts:

- Regular engagement with District staff/sites to generate new content and to receive timely and relevant information to post on the platforms.
- 24/7 monitoring and engagement with the page
- Regular check in meeting to ensure the page adapts to upcoming issues
- Development of a content calendar in partnership with PHCD

- Development of creative strategy to support the content calendar
- Graphic design to support social media strategy
- Reporting on page growth and statistics

For this new agreement, Voler Strategic Advisors will launch the allcove Instagram page and work with PHCD staff to procure content that has been vetted by the organization given allcove and legal requirements for the targeted population and sensitive mental health content.

Crisis Management

When working with government agencies, crisis is a natural and regular occurrence. The key with crisis management is in how an organization responds to crisis. Agencies in crisis can often make a situation worse with how they respond or if they do not^[SEP] respond. Our experienced team members provide tested solutions to ensure the best possible outcomes.

At Voler, we utilize a two-prong strategy of crisis management. Under the first prong, we work with District staff to assess situations in order to prevent crisis wherever possible. Under the second prong, in the event a crisis has occurred, our team immediately assesses the facts to develop a strategy that is timely and transparent for the District's stakeholder community.

Press Relations

Understanding that the media has tight timelines and further recognizing the importance of transparency for public entities, Voler Strategic Advisors works directly with media as a point of contact to manage all media requests.

Once a media request has been submitted either directly to Voler or via the District, based on the timeline, we immediately begin the process of working internally to obtain the requested information and to provide it in a manner that could be quickly analyzed and digested by the requesting member of the press.

Similar to crisis management, this is a 24/7 function as requests come at all times depending on the issue that is being covered by the press.

Video Production

To bring the District's message to life, Voler will work with the District to generate videos that can be shared on all of the District's communications platforms in an effort to better tell your story.

Voler will produce 4-6 video projects per fiscal year during the course of this agreement, ranging in approximately 30 seconds to 2 minutes in length.

Graphic Design

Voler will assist with the development of marketing collateral and printed pieces that advance PHCD's strategic goals.

Voler will produce approximately 1-2 graphic design projects of 1-2 pages per quarter during the course of this agreement. Those may include fact sheets, ads, and other marketing pieces.

Cost Proposal

Voler Strategic Advisors works on a monthly retainer basis, invoiced at the beginning of the month. We will meet on a regular basis to move forward partnership deliverables.

Fee Structure

\$8,000 per month

Duration of the Agreement

July 1, 2023 – June 30, 2025

If you agree with the above referenced terms, please sign and date below:

 Ana M. Pulido
 Chief Executive Officer
 Peninsula Health Care District

 Date

Firm Qualifications and Experience

Voler Strategic Advisors (Voler SA) is the proposer. The primary contact is Perla Rodriguez, Chief Executive Officer. Her contact information is as follows:

2066 The Alameda, San Jose, California 95126
Office: (408) 606-3460, Extension 703 | Mobile: (408) 313-5708 | Website: www.volersa.com
perla@volersa.com

Voler Strategic Advisors is a full-service strategic communications firm offering public relations, crisis management, and communications strategies that help organizations achieve their full potential. We are passionate about public service and represent public agencies throughout California.

At Voler, we believe that great communications drive great results.

We pride ourselves in being out-of-the box thinkers and doers, who are client-centered and results-oriented. We leverage our team's intellectual capital to help clients build capacity, facilitate change, and achieve short- and long-term goals.

We are an award-winning communications team deeply rooted in the Silicon Valley, with 9 Emmy Awards, 15 Telly Awards, 4 MarCom awards, and multiple Davey Awards for ***excellence in communications***.

The California School Public Relations Association (CalSPRA) has recognized our work with public schools year after year. Here is an abbreviated list:

- Diversity, Equity and Inclusion, Multi-media Covid Education Campaign, 2022 Excellence Award
- Special Events, 8th Grade Promotion Ceremonies, 2022 Excellence Award
- Tactics in Media Relations, Affordable Teacher Housing, 2022 Merit Award
- Crisis Communication and Issue Management, 2022 Merit Award
- Best. Newsletter, 2021 Excellence Award
- Special Events, 2021 Excellence Award
- Best Logo, 2020 Excellence Award
- Best Overall Marketing Campaign, 2020 Excellence Award

Voler Strategic Advisors is a woman- and minority-owned company, certified by the Women's Business Enterprise National Council (WBENC), National Minority Supplier Development Council (NMSDC), and State of California.

We recognize the commitment to supplier diversity that is embraced by educational institutions, corporations and government agencies, and we are proud to bring diversity to your supply chain.



Our philosophy is guided by three core principles or values:

1. **CLIENT-CENTERED:** By developing a deep understanding of your mission, objectives and strengths, we develop strategies that bring out the best in you.
2. **FORWARD-THINKING:** Through innovative thinking and implementation of best practices, our experts will partner with you to achieve transformational outcomes.
3. **RESULTS-DRIVEN:** We leverage our rich experience and expertise to help you reach your destination. Expanding your impact is our top priority.

Our over-arching goal is to establish a partnership with our clients in order accelerate the progress they seek. Each client is unique, and our approach is deliberately client-centered and tailored to meet individual business needs and requirements.

We employ a collaborative process to identify goals, pinpoint priorities, as well as reveal challenges and opportunities. This information facilitates understanding and enables us to develop a strategy for resourcing and maximizing our team's expertise and experience.

Our rich portfolio demonstrates our expertise and experience in various areas. Relevant to the proposed work are the following:

- **Communications:** *Communicating to advance your organization's objectives*

Voler Strategic Advisors specializes in designing clear, powerful messages and shaping issues to capture the intrigue of the public and targeted media outlets. We strategically position our clients and their issues within the context of each story, viewing every media contact and exposure as an opportunity to build positive momentum and reinforce messaging leading up to critical decisions and deadlines.

With established relationships in media, Voler Strategic Advisors maximizes coverage for our clients, helping to promote their achievements and generate support for their objectives.

As communications experts, we specialize in the following areas to help our clients reach

their target audience:

- Strategic communications planning and implementation
 - Crisis management
 - Development of compelling content
 - Media relations
 - PIO support
 - Social media
 - Coordination of press conferences and announcements
 - Spanish-language communications
 - Workshops and training in a variety of areas including media outreach, spokesperson training, and other topics
- **Community Relations:** *Reaching community, building partnerships, and establishing trust.*

Our experts at Voler Strategic Advisors work with a variety of public, private, and non-profit sector clients to facilitate community outreach. It is always important to connect directly with constituents and to create opportunities for on-going dialogue, collaboration and ultimately, partnership building.

By using the media, social media, direct communications, and public forums, we open up multiple channels of communication to ensure local community leaders and residents receive accurate, timely information and that they feel they have a direct stake in our clients' success. Voler Strategic Advisors, with its wide network of community relationships in your region, can build the community support you need to reach your objectives.

- **Crisis Management:** *Addressing crisis situations strategically and with immediacy.*

In today's fast paced world of instant news and 24-hour news cycles, a lifetime of positive image building can be destroyed in seconds. The ability to quickly craft a strategic message and disseminate it to the appropriate outlets can help mitigate a potential disaster and ensure that your perspective is heard.

Available 24 hours a day, 7 days a week in the event of a crisis, Voler Strategic Advisors will work with you to immediately assess any situation and develop a strategy that will protect your image and relationships with key stakeholders, as well as allow you the opportunity to move forward in a positive direction, as soon as possible.

Examples of our portfolio include:

- Managing reputational and public trust issues
- Crisis strategy and on the ground support
- Development of messaging and communications tools
- Strategic engagement of the media and use of other communication channels
- Coordination of press conferences
- Spokesperson training and support

- Post-crisis evaluation and planning
- **Government Relations:** *Navigating through the political process and creating support for your objectives.*

When proposing an idea that requires the approval of a government body, it is critical to understand the regulatory process, and equally important, the political climate of the moment.

With extensive experience in the government sector, Voler's professionals can assist you by developing a strategy that will allow you the opportunity to navigate through the complex landscape of government regulations and politics.

Examples of government relations efforts:

- Analysis of current regulations and political climate
- Development of appropriate strategy for a specific government body
- Develop advocacy packets for government bodies
- Coalition building
- Connecting stakeholders to decision-makers
- **Marketing:** *Enhancing your brand identity and growing market share.*

Having a strong brand identity makes a world of difference in today's highly competitive environment. What differentiates your organization from your competition? What is your value proposition? Our professionals have the experience to best position you to compete for market share.

Our experts will develop strategies to help you better reach and connect with your target audiences through brand awareness and market education. Our services include:

- Brand identity development, including logo design
- Focus groups
- Production of viral videos
- Digital campaigns
- Media campaigns
- Social media strategies
- Development and design of communications tools
- Website design
- **Public Relations:** *Advancing and managing a public image, brand, and relationships.*

At Voler, our team of professionals has extensive experience in a wide variety of public relationships roles, having worked in the media and in front of the media as crisis strategists and spokespeople, leading the charge on high-profile public projects and the development of strong stakeholder relationships.

In the simplest of terms, our public relations experts are image shapers that analyze organizations for their strengths to develop positive stories, address areas of reputational risk, and build partnerships that advance organizational goals.

Examples of public relations efforts:

- Development of communications strategy
- Message development
- Media kits
- Story placement
- Press conferences
- Community outreach
- Coalition building
- Coordination of special events
- Crisis management
- Market research
- Social media campaigns

Social Media: *Engaging communities and stakeholders using the latest social media platforms and technologies.*

Social media has revolutionized the way we communicate and engage with communities. We now have a readily accessible medium to get information out immediately and cost-efficiently to customers and stakeholders. In turn, individuals who are connected have a mechanism to provide immediate feedback.

Voler Strategic Advisors can help connect you with your target audience and attract new followers ready to join the conversation. We can also help build equity and trust with your constituents by providing an enhanced level of service and communication. Specific areas of support include:

- Developing strategies for reaching your target audience(s)
- Launch of social media platforms and campaigns
- Creating vibrant content
- 24-7 management of social media platforms
- Strategic posting and targeting
- Responding immediately to questions or requests from your followers
- Tracking and reporting metrics for improved engagement

Our Leadership

Perla A. Rodriguez

Chief Executive Officer

With over 20 years of corporate leadership experience, Perla A. Rodríguez, Chief Executive Officer, has assembled a phenomenal team of professionals, trained by the best universities around the world. Together with her team members, distinguished leaders in their fields, Voler Strategic Advisors is providing innovative strategies and solutions to help clients achieve their objectives. Well-known throughout corporate and media circles for her broad range of expertise and high level of professionalism, Rodríguez has worked for many of the biggest brands beyond the region, including Intel, Univision, PG&E, and the Public Policy Institute of California.

Previously, Rodríguez served as the Vice President of Public Affairs for Mi Pueblo Foods, where she was instrumental in building the company's first-ever public affairs department. She and her department were critical in earning the political and grassroots support to fuel the company's rapid expansion from 10 to 21 locations throughout Northern California within a two-year period. Under her leadership, Mi Pueblo created innovative philanthropic programs that engaged thousands of customers and invested over two million dollars benefiting students, families, and numerous nonprofit organizations.

Among her many accomplishments, Rodríguez has been recognized by her peers as a leader in the public relations industry. She has been recognized by the Silicon Valley Business Journal twice; in 2019 she was awarded a Latino Business Leadership Award, and in 2011 was recognized as one of the 100 most influential women in the Silicon Valley. The National Grocer's Association highlighted her for developing the Best Public Service campaign in the supermarket industry in 2011. In 2005, while working as a Community Affairs Manager for Univision 14, she was nominated for an Emmy Award as executive producer of the Exito Escolar education program.

Rodríguez holds a BA in international relations from Stanford University and an MPA from the University of San Francisco, with an emphasis in Health Services Administration. She is also a recent graduate of the Stanford Latino Entrepreneurship Initiative by the Stanford Graduate School of Business and the Latino Business Action Network (LBAN).

Outside of work, Perla dedicates much of her time to public service. She currently serves on the board of San Jose Spotlight, San Jose's first nonprofit news organization. She continues to support education and college scholarships through her service on the board of the Catalino Tapia Scholarship Foundation. In 2020, she was appointed to the Advisory Board of the University of San Francisco's Leo T. McCarthy Center for Public Service and the Common Good.

Rolando Bonilla
Chief Strategy Officer

Serving as Voler Strategic Advisor's Chief Strategy Officer, Rolando A. Bonilla brings to the organization over 20 years of experience working as a communications strategist. Bonilla has been frequently quoted in publications such as the San Francisco Chronicle, and the Mercury News. Additionally, he provides commentary for television both locally and nationally, offering expert opinion on political and communications issues.

Having begun his career in the rough and tumble of San Francisco politics beginning his service as a Public Service Aide for the Director of the San Francisco Department of Public Health, Bonilla was appointed by then San Francisco Supervisor Gavin Newsom and Mayor Willie L. Brown, Jr. to serve on several city commissions, including serving as the Chairman of the Finance Committee of the San Francisco Juvenile Probation Commission where he oversaw a \$30+ million budget. Additionally, during his time serving in the City and County of San Francisco, Bonilla was elected as a California Democratic Convention delegate.

After serving in San Francisco, Bonilla moved to the Silicon Valley where he advised a San Jose Council member as her Communications Director. During his time at San Jose City Hall, Bonilla was responsible for developing the Council member's public safety agenda, which became one of the most high-profile political agendas coming out of San Jose City Hall.

In 2010, after having served in government, Bonilla entered the private sector and founded a public relations firm that developed clientele in various industry sectors. From crisis communications to political strategy for publicly traded companies, Bonilla established his reputation as an expert that organizations turn to whether when dealing with crisis, and is the organization's lead strategist for crisis communications.

In 2019, Rolando returned to public service having been appointed to the San Jose Planning Commission by the San Jose City Council. In 2021, he was elected unanimously as the Commission Chair. Long considered the most important commission in the City of San Jose, the Planning Commission is a quasi-judicial legislative body responsible for adopting and amending San Jose's General Plan and adopting the City's land-use regulations.

Bonilla is active in the community serving as a mentor to aspiring entrepreneurs and civic leaders. As a survivor of COVID-19, he founded the East San José COVID Relief Fund providing financial relief to local businesses impacted by the pandemic. Bonilla has a BA in Politics from the University of San Francisco, and a JD from San Francisco Law School.

RESOLUTION NO. 2023-05**RESOLUTION TO AUTHORIZING PURCHASE OF 1764 MARCO POLO DRIVE AND EXECUTION OF DOCUMENTS**

WHEREAS, Peninsula Health Care District (the “District”) is a public agency established under Health and Safety Code Section 32000 et seq. with its principal place of business in Burlingame, California; and,

WHEREAS, at its regular meeting on May 25, 2023, the District’s Board of Directors approved an agreement for the purchase of the real property and improvements commonly known as 1764 Marco Polo Way, Burlingame, San Mateo County, California (the “Property”), subject to inspections and other contingencies; and,

WHEREAS, an escrow has been opened at Chicago Title Company for the purchase and sale of the Property; and,

WHEREAS, the District has completed its due diligence and inspections, has removed the contingencies for the purchase of the Property, and is ready to close escrow;

NOW, THEREFORE, IT IS RESOLVED:

1. Recitals. Each of the recitals above is true and correct.
2. Authorization for Purchase of the Property. The District is authorized to conclude the purchase of the Property and close escrow.
3. Authorized Signatories. Ana M. Pulido, the Chief Executive Officer of the District, is hereby authorized to sign all documents necessary to close escrow and complete the purchase of the Property.
4. Reliance on Authorization. This authorization may be relied on by Chicago Title Company and all other interested parties and shall continue in full force and effect until revoked or modified by the District’s Board of Directors in a duly-adopted resolution.
5. Effective Date of Resolution. This Resolution and the authorizations herein shall be effective as of June 22, 2023.

PASSED AND ADOPTED in open session at the regular meeting of the Board of Directors of the Peninsula Health Care District held on the 22nd day of June, 2023, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

PRESIDENT, BOARD OF DIRECTORS

Attest: _____
SECRETARY OF THE BOARD OF DIRECTORS



DATE: June 22, 2023

TO: PHCD Board of Directors

FROM: Ana M. Pulido, Chief Executive Officer

SUBJECT: Strategic Plan Update

BACKGROUND

As the Peninsula Health Care District's Strategic Plan expired in 2022, Mission Met was brought on board to work with the District by former CEO Cheryl Fama and Community engagement Director Ann Wasson. Their primary role was to review the draft plan in process, conduct a deeper organizational assessment, and guide the staff towards the finalization of a new three-year strategic plan. The process resulted in the following:

INFORMATION GATHERING ACTIVITIES/SOURCES

- 15 interviews with board, staff, and key stakeholders since November
- Review of over two dozen key documents and surveys, including the strategic information that Ann compiled previously
- Numerous discussions with staff/board/planning committee
- Board retreat on March 3, follow-up with board on March 23, and staff review on March 27
- Numerous staff leadership conversations, especially with Cheryl and Ann

KEY FINDINGS

- PHCD is a financially secure organization and appears to be creating a very positive impact on the health and wellness of the district's residents.
- With a larger staff and high impact projects on the horizon, the organization can further expand and strengthen its work.
- PHCD has an established set of solid partnerships with leaders across the community. That said, the community, at large, is unfamiliar with the District and the organization could benefit from enhanced communications/ marketing, in particular with diverse and marginalized populations.
- PHCD was highly effective with its response to Covid through vaccinations, etc. The organization should remain nimble but should also maintain a focus on long-term community resilience.
- It is somewhat unclear how health data is used for decision-making and how success is measured and tracked.

MISSION, VISION, CORE VALUES

- **Mission:** All District residents are living their optimal health
- **Vision:** To support District residents of all ages achieving optimal health and wellness through education, prevention, advocacy, and safeguarding community access to basic health services



- **Core Values:** Collaboration, Stewardship, Inclusion, and Transparency

FOUR FOCUS AREAS

1. Preventive Health
2. Mental Health
3. Dental Health
4. Integrated Initiatives

TWO STRATEGIC THEMES THAT GUIDE THE THREE-YEAR VISION

1. **A Strategic Framework for Programs (2023-2024):** Create a common strategic framework for each of our core programs, with a focus on establishing metrics and funding support commensurate with the community benefit.
2. **Key Metrics (2025):** Establish and begin tracking success on a set of key health metrics for the District in each focus area.

FIRST-YEAR GOALS BY FOCUS AREA

1. Preventive Health

- **Community Health Events:** Host up to three community health resource events (i.e., Blue Zone, Dental, Health/Nutrition.)
- **Vaccination Programs:** Create a strategic framework for the District's vaccination programs by conducting research and an analysis of the District's needs for vaccinations.
- **Blue Zones:** Identify and implement opportunities for carrying out key components of the Blue Zone program across the District.
- **Substance "Use":** Review and analyze the community's need for substance education/intervention programs (i.e., Fentanyl, vaping, etc.) and make a recommendation for future services if needed.
- **Health Screenings:** Create a strategic framework for the District's Health Screening program.

2. Mental Health

- **allcove:** Launch allcove San Mateo Youth Drop-In Center by Fall of 2023. With a focus on attracting clients, quality care, service integration, and a financial sustainability model.
- **Youth Mental Health Program:** Collaborate with the County Office of Education, County Health, and others to develop a countywide Youth Mental Health Strategic Plan.
- **Care Solace:** Effectively promote and review the impact of the Care Solace Program.
- **Mental Health Events:** Attend youth related community events representing allcove San Mateo and PHCD and have a youth engagement event per fiscal quarter at allcove San Mateo (once opened).
- **YAG:** Support the recruitment and continuation of the Youth Advisory Group with up to 18 members and include more diverse representation of youth across socio-economic status, race/ethnicity, gender identity, religious affiliation, sexual orientation, ability, lived experience of mental health, etc.
- **Senior Mental Health:** Research and assess senior mental health needs.

3. Dental Health



- **Financial Sustainability:** Review and revise, as needed, the District's financial model and financial commitment to and with Sonrisas.
- **Accessibility:** Provide access to oral health care and education for PHCD residents.

4. Integrated Initiatives

- **Peninsula Wellness Community:** Define the community hub's programs, services, and financial sustainability models.
- **Grants Program:** Review and analyze the entire grants program (impact partnership, community, and small grants), its relevance to our strategy, and provide a recommendation for the program's future.
- **Trousdale Assisted Living:** Serve as many residents as possible in need of assisted living care by maximizing occupancy.

Summary of the Strategic Planning Process

- Since early 2022, the staff, board, and strategic directions committee have been involved in a strategic planning process
- Mission Met consultants engaged in November to button up the plan
- Board, key staff, and consultants met on April 3 for a one-day retreat
- Since April, the plan has been reviewed and revised with the new CEO, the staff, and consultants
- The strategic plan has been captured in software and will be measured, reported on, and revised over time

1

Two Strategic Themes of the Plan

2023-2024 – A Strategic Framework for Programs: Create a common strategic framework for each of our core programs, with a focus on establishing metrics and funding support commensurate with the community benefit.

2025 – Key Metrics: Establish and begin tracking success on a set of key health metrics for the District in each focus area:

- Preventive Health
- Mental Health
- Dental Health
- Integrated Initiatives

Framework of 2023-25 Strategic Plan

VISION All district residents are living their optimal health.

MISSION To support district residents of all ages achieve optimal health and wellness through education, prevention, advocacy, and safeguarding community access to basic health services.

CORE VALUES Collaboration Stewardship Inclusion Transparency

4 FOCUS AREAS

1. Preventive Health

2. Mental Health

3. Dental Health

4. Integrated Initiatives

Metrics

Metrics

- Are measures that you intend to numerically assess and analyze *over time* (typically years)
- Are supplementary to your plan
- Numbers only
- Three types of metrics...

Key Metrics

Overall metrics that indicate the success of your organization

Examples

- # of pounds CO2 reduced
- % decrease in mortality from lung cancer

Focus Area Metrics

Indicates the success of a focus area

Examples

- Annual score on a staff engagement survey
- # of workshops delivered

Goal Metrics

Indicates the success in achieving a goal

Examples

- \$ raised annually
- Client satisfaction scores

4

Peninsula HEALTH CARE DISTRICT
Building a Healthier Community

Perla A. Rodríguez

VOLER
STRATEGIC ADVISORS

COMMUNICATIONS REPORT
2022-2023

1

Peninsula HEALTH CARE DISTRICT
Building a Healthier Community

Seven Decades of Serving our Community
Serving the communities of San Bruno, Millbrae, Burlingame, Hillsborough, San Mateo and Foster City.

TELLING PHCD'S STORY

Volser Strategic Advisors

- 1947** Peninsula Health Care District was launched on December 2, 1947. Peninsula Hospital opened on March 2, 1954. The hospital name then changed to Peninsula Hospital and Medical Center. Technology arrived with the first CT Scanner installed in the Peninsula, the opening of the Cardiac Cath Lab, and the launch of the cardiovascular surgery program. Peninsula and Mills Hospitals merged and Peninsula remained the owner of the hospital and the land.
- 1990s** In 1994, we became the Peninsula Health Care District. The Community Grants Program was established in 1996.
- 2000s** Lessed to Mills-Peninsula Health Services/Sutter Health for 50 years and MPH/Sutter would be seismically compliant. The PHCD Board completed a strategic assessment of needs and set a new direction.
- 2007** The PHCD Board completed a strategic assessment of needs and set a new direction.
- 2010s** To address community needs, prioritized programs focused on: healthy schools & kids oral health, teen mental health, Hep B prevention, assisted living and healthy aging
- 2012** The RN Tuition Assistance Program was established. The new Sutter hospital opened, and old Peninsula Hospital was demolished.
- 2015-2018** Sonrisas Dental Health Center San Mateo opened in 2015, the Trousdale Assisted Living and Memory Care opened in 2016, and the PHCD Health & Fitness Center opened in 2018. The Peninsula Wellness Community, a 6.5-acre senior housing, health services, intergenerational community center is under development.
- 2020s** PHCD has been focused on responsive, proactive strategies to save lives during the pandemic. Activities have safely re-opened at the PHCD Health & Fitness Center.
- 2020-2022** PHCD opened Independent Homes for People with Developmental Disabilities, hosted COVID Vaccination Pop-Up Clinics, and promoted COVID-19 safety, testing & vaccination through partnerships with health councils, churches, schools, government, and community-based organizations.
- 2020s** The PHCD Board proudly supports and is engaged in bringing a new youth drop-in mental health center to San Mateo County.

2

PHCD Health & Fitness Center

Sonrisas Means Smiles.

Sonrisas Dental Health 2022-2023

PROMOTING YOUR INITIATIVES

The Trousdale

Independent Homes for Adults with Developmental Disabilities

Volser Strategic Advisors

3

PSA Vaccination Video

Community Event 2022-2023

Mental Health Matters Walk

PROMOTING YOUR INITIATIVES

Top Social Media Post

Protect yourself and your family by... **getting vaccinated** it's safe, effective, and free

Protect yourself and your family by... **wearing a mask when required** (whether you are fully vaccinated or not)

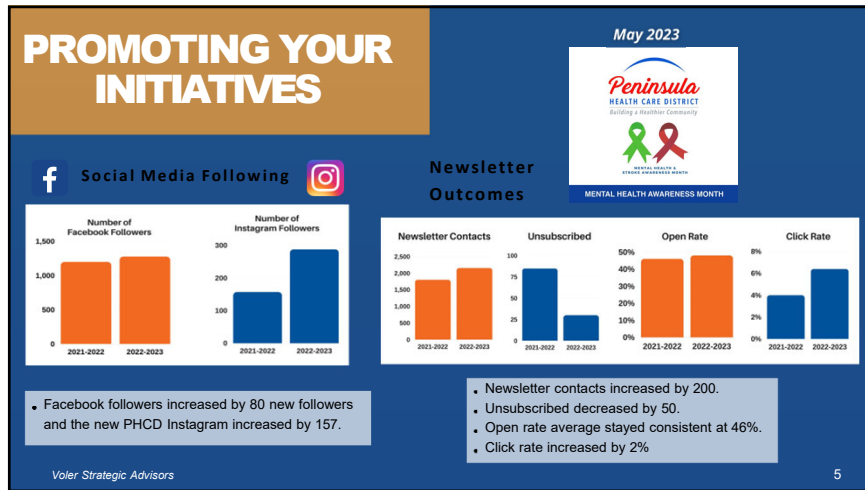
Protect yourself and your family by... **staying home & getting tested** (if you are sick, even if you've been vaccinated)

Protect yourself and your family by... **ventilating indoor spaces** (to reduce the risk of contracting COVID-19)

Press Conference

HEP B FREE SAN FRANCISCO BAY AREA

4



5



6

Platinum Winner

Digital Media | Social Media |
Category: 209c. Social Campaign

COMMUNICATIONS AWARD

Peninsula Health Care District is a recipient of the distinguished Marcom Award for Impactful Communications

- The goal of this PSA COVID video campaign is to increase awareness of the virus and empower individuals and the community to prevent its spread.
- Voler created 4 public service announcements focused on the latest guidance for prevention, testing, vaccination, and treatment.
 - Video #1: Everyone can help in the fight against COVID. (28 secs)
 - Video #2: PSA: Let's protect ourselves from COVID. Get vaccinated! (30 secs)
 - Video #3: Take a stand against COVID by taking actions that reduce the risk of infection. (30 secs)
 - Video #4: COVID-19 Vaccines - To Stay Healthy Tomorrow (1 minute, 2 secs)

7

7

MULTIMEDIA CAMPAIGNS FOR STRATEGIC INITIATIVES:

2022-2023

Tools & Tactics for Sharing Rich Content through Diverse Networks

- Media advisories
- Press releases
- Press conferences
- Working with the Media

- Promotional materials (flyers, postcards, invitations)
- Social media (Facebook, Instagram, and YouTube)
- Advertisements

- Public Service Announcement (PSAs) videos
- Program or event videos
- Photography

- Consultation & Coordination of strategic content in E-newsletter and website

Voler Strategic Advisors

8

Partnership
with researchers at University of California, San Francisco (UCSF), the San Mateo County Health Department, and the San Francisco County Department of Health

Groundbreaking study of Long COVID: "Let's Figure Out Long COVID, Tell Us Your Story Bay Area"



To learn more, read our July 2022 e-Newsletter:

KEY STRATEGIC INITIATIVES:

2022-2023

- COVID Campaign to Build Community Awareness and Share Vital Resources

9

**San Bruno Park School District
FLU and COVID-19 Booster
Vaccination Clinic
Let's Stay Healthy!**

*COVID-19 - new booster for 5 years and older
*Flu shots - regular & senior dose for 3 years and older

WHEN: Tuesday, December 13, 2022
TIME: 3:00 - 6:00 pm

LOCATION: San Bruno Park School District Health Center
400 3rd Avenue San Bruno, CA 94066

* First 50 attendees to receive the COVID booster will receive a \$25 Safeway gift card

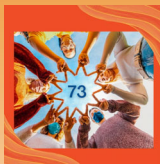
Walk Ups Welcome...

Pre-registration preferred - www.onhealthsystem.com/Bellaire
Guardians/parents please bring printed and consent form to the clinic and vaccination card.

Questions: Peninsula Health Care District @ 650.697.8900

- Updating COVID Guidance
- Press Conference
- Vaccination Clinics for 1st responders and at Schools and Churches
- PSAs about Vaccines for Children and Adults
- Vaccine clinic videos
- Promotional materials shared with community partners and the public

9



Recognizing our 73 years of Service

KEY STRATEGIC INITIATIVES:

2022-2023

- PHCD's Signature Programs Spotlights


10

Our focus at the PHCD Health & Fitness Center places you at the center of your health and fitness goals by providing expert advice and guidance. Call today and we will help support you in your health and wellness journey!



We offer a variety of classes for everyone from balance classes, circuit training, to gentle stretching and more. We also have special classes for seniors & adults. Open facilities and outdoor programs located in Burlingame and open to all 18 years and older.

- Celebrating PHCD's Years of Service
- Peninsula Health & Fitness Center
- Peninsula Wellness Community (PWC)
- Sonrisas Dental Health
- The Trousdale
- Youth Advisory Group / allcove™

MEET OUR TEAM



To learn more: phcdfitness.org

Providing programs and community benefits that improve access to care and promote healthy living

Care Solace • Parent Venture Webinars
PHCD Health & Fitness Center • Sonrisas Dental Health
WWW.PENINSULAHEALTHCAREDISTRICT.ORG

10

PHCD Making News

RIP Medical Debt eliminates over \$130 million in debt for San Mateo patients

Outlet: KCBS-AM
Date: Dec 22, 2022
Media Type: Radio station



https://archive.tveyes.com/18120/3435738-36157/89533f62-4467-49ff-a1a8-1edc7127f5ab/RADKCBS_12-22-2022_04.49.59.mp3

Volter Strategic Advisors

KEY STRATEGIC INITIATIVES:

2022-2023

- Promoting Community Partnerships, Programs & Events

11



Updated COVID Vaccine Coming in September

Outlet: KGO-TV, ABC7 News 6:00AM
Date: Jul 29, 2022
Media Type: Television station
https://archive.tveyes.com/18120/3435738-35528/2291c3a1-ca10-477a-8448-4d572fb2fabd/KGO_07-29-2022_06.05.35.mp4

- Promoting COVID Guidance
- Press Conference
- Vaccination Clinics for 1st responders and at Schools and Churches
- PSAs about Vaccines for Children and Adults
- Vaccine clinic videos
- Promotional materials shared with community partners and the public

11



Building a Healthier Community

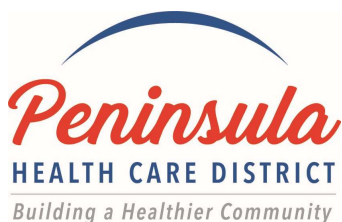
Volter Strategic Advisors

COMING UP:

- Development of a New Communications Plan and Work Plan
- Review of Marketing Collateral and Development of New Outreach Tools

12

12



DATE: June 10, 2023

TO: PHCD Board of Directors

FROM: Vickie Yee, CFO

SUBJECT: PHCD Insurance Policies – Renewals, Coverages, and Costs for July 1, 2023 through June 30, 2024

Eva Matthews, our new account manager from Risk Strategies, prepared the attached schedule. Our previous broker, Donald Chew, is no longer with the organization. The schedule summarizes the proposed coverage levels and costs for Directors & Officers, General Liability, Property (Excl. 1600 Trousdale; covered in Eskaton's management agreement), Commercial, and Employment.

The premiums for the excess liability for 1730 MPW & 2600 ERC are not finalized (highlighted in red). Ms. Matthews is still waiting for final quotes but does not anticipate a significant increase. The new estimated premium for FY 24 is \$129,397.13, an increase of \$25,469 or 25%. This increase is mainly due to adding additional coverage to the renovations at the allcove center. In addition, the quote is for a full year instead of two months in the previous year. There will be a new policy once construction is completed and the center is ready for operations. All policies have a July 1st to June 30th term.

The following is an outline of specific changes:

- General Liability @ 2600 ECR – added coverage for the renovations. Last year's premium (\$1,209) was for a couple of months. The new premium is for a full year at \$18,037. The carrier also changed from USLI (A++) to Century Surety (A-) due to non-renewal.
- Building Coverage increased by 12% due to an inflation guard.
- D&O, EPL, FL premiums increased by \$5,890 due to a 25% growth in revenue (based on Audited Financials FY 22 to FY 21)

There are no other changes to the policies. All carriers and coverage will remain the same as the prior year. Unfortunately, Ms. Matthews cannot attend the Board meeting, but Paula Anderson, Commercial Lines Manager, will be in person to answer any questions.

ACTION REQUESTED:

Management recommends that the Board approves the policy renewal as presented on the Risk Strategies summary schedule.

Peninsula Health Care District

Policy Schedule as of 06/09/23

Policy Type	Carrier A.M. Best Rating	Policy Number	Policy Term	Coverage	Deductible Retention	2022 to 2023 Premium	2023 to 2024 Premium	Notes
Property Special Form Replacement Cost Location: 430 N El Camino Real San Mateo, CA 94401	Ohio Security Insurance Company A (Excellent) XV	BZS57285200	06/30/23 to 06/30/24	\$1,852,655 Building Coverage 24 Months Business Income/Extra Expense (Actual Loss Sustained) Terrorism Included	\$1,000	\$16,075.00	\$17,218.00	Building limit increase from \$1,622,290 to \$1,852,655
Property Special Form Replacement Cost Location: 1720 Marco Polo Way Burlingame, CA 94010	Ohio Security Insurance Company A (Excellent) XV	BZS57285200	06/30/23 to 06/30/24	\$2,255,476 Building Coverage 24 Months Business Income/Extra Expense (Actual Loss Sustained) Terrorism Included	\$1,000	Included above	Included above	Building limit increase from \$1,975,023 to \$2,255,476
Property Special Form Replacement Cost Location: 1740 Marco Polo Way Burlingame, CA 94010	Ohio Security Insurance Company A (Excellent) XV	BZS57285200	06/30/23 to 06/30/24	\$4,890,000 Building Coverage 24 Months Business Income/Extra Expense (Actual Loss Sustained) \$2,970 Business Personal Property Terrorism Included	\$1,000	Included above	Included above	Building limit increase from \$4,503,136 to \$4,890,000
Property Special Form Replacement Cost Location: 1819 Trousdale Drive Burlingame, CA 94010	Ohio Security Insurance Company A (Excellent) XV	BZS57285200	06/30/23 to 06/30/24	\$1,758,868 Building Coverage 24 Months Business Income/Extra Expense (Actual Loss stained) \$137,557 Business Personal Property Terrorism Included	\$1,000	Included above	Included above	Building limit increase from \$1,540,165 to \$1,758,868
General Liability for above locations	Ohio Security Insurance Company A (Excellent) XV	BZS57285200	06/30/23 to 06/30/24	\$2,000,000 General Aggregate \$2,000,000 Products/Completed Operations Aggregate \$1,000,000 Personal & Advertising Injury \$1,000,000 Each Occurrence \$1,000,000 Damage to Rented Premises \$15,000 Medical Expense Limit (any one person)	None	Included above	Included above	
Hired and Non-Owned Auto	Ohio Security Insurance Company A (Excellent) XV	BZS57285200	06/30/23 to 06/30/24	\$1,000,000 Hired and Non-Owned Auto	None	Included above	Included above	
Commercial Umbrella for above locations	American Fire and Casualty Company A (Excellent) XV	ESA57285200	06/30/23 to 06/30/24	\$4,000,000 General Aggregate	None	\$1,414.00	\$1,414.00	
Property Special Form Replacement Cost Location: 111 16th Ave., San Mateo, CA 94402	Associated Industries Insurance Company, Inc. A- (Excellent) XV	AES1195005 01	06/30/23 to 06/30/24	\$624,000 Building Coverage \$30,000 Business Personal Property	\$1,000	\$5,373.27	\$4,827.06	Building limit increase from \$600,000 to \$624,000
Property Special Form Replacement Cost Location: 113 16th Ave., San Mateo, CA 94402	Associated Industries Insurance Company, Inc. A- (Excellent) XV	AES1195005 01	06/30/23 to 06/30/24	\$624,000 Building Coverage \$30,000 Business Personal Property	\$1,000	Included above	Included above	Building limit increase from \$600,000 to \$624,000
General Liability for above locations	Associated Industries Insurance Company, Inc. A- (Excellent) XV	AES1195005 01	06/30/23 to 06/30/24	\$2,000,000 General Aggregate \$2,000,000 Products/Completed Operations Aggregate \$1,000,000 Personal & Advertising Injury \$1,000,000 Each Occurrence \$100,000 Damage to Rented Premises \$5,000 Medical Expense Limit (any one person)	None	Included above	Included above	
General Liability Location: 1730 Marco Polo Way Burlingame, CA 94010 and 2600 El Camino Real 3rd Floor, San Mateo, CA 94403	Century Surety Company A- (Excellent) X	4056135	06/30/23 to 06/30/24	\$2,000,000 General Aggregate \$1,000,000 Products/Completed Operations Aggregate \$1,000,000 Personal & Advertising Injury \$1,000,000 Each Occurrence \$100,000 Damage to Rented Premises \$5,000 Medical Expense Limit (any one person)	\$1,000	\$1,209.00	\$18,036.71	Expiring carrier non- renewed.

Peninsula Health Care District

Policy Schedule as of 06/09/23

Policy Type	Carrier A.M. Best Rating	Policy Number	Policy Term	Coverage	Deductible Retention	2022 to 2023 Premium	2023 to 2024 Premium	Notes
Commercial Umbrella Location: 1730 Marco Polo Way Burlingame, CA 94010 & 2600 El Camino Real 3rd Floor, San Mateo	NON-RENEWED United States Liability Insurance Company A++ (Superior) XV	XL 1588516	06/30/23 to 06/30/24	\$5,000,000 General Aggregate	None	\$2,650.00	\$2,915.00	Quote Pending upon underlying layer. (Est. @ 10% increase)
Commercial Excess Location: 2600 El Camino Real 3rd Floor, San Mateo	Starstone National Insurance Company A- (Excellent) XII	71398M220ALI	06/30/23 to 06/30/24	\$2,000,000 General Aggregate Excess of the above	None	\$2,751.00	\$3,026.10	Quote Pending upon underlying layers. (Est. @ 10% increase)
General Liability Location: 1875 Trousdale Burlingame, CA 94010	Philadelphia Indemnity Insurance Company A++ (Superior) XV	PHPK1845553-004	07/01/23 to 07/01/24	\$3,000,000 General Aggregate \$3,000,000 Products/Completed Operations Aggregate \$1,000,000 Personal & Advertising Injury \$1,000,000 Each Occurrence \$500,000 Damage to Rented Premises \$2,500 Medical Expense Limit (any one person)	None	\$2,786.00	\$2,786.00	
Commercial Property Location: 1875 Trousdale Burlingame, CA 94010	Philadelphia Indemnity Insurance Company A++ (Superior) XV	PHPK2418700	07/01/23 to 07/01/24	\$1,752,192 Building Coverage \$168,290 Business Personal Property \$156,000 Business Income Terrorism Included	\$5,000	\$5,505.00	\$5,749.00	
Directors & Officers Liability	Palomar Excess and Surplus Insurance Company A- IX	Renewal of CPPLMLP22002800	06/30/23 to 06/30/24	\$7,000,000 Maximum Policy Aggregate for all Coverage Sections \$5,000,000 Directors & Officers Aggregate - shared limit \$1,000,000 Dedicated Side A Coverage Sublimit \$2,500,000 Anti-Trust Coverage Sublimit \$1,000,000 Derivative Demand Investigation Costs Sublimit \$5,000,000 Provider Selection Coverage Sublimit \$250,000 EMTALA Coverage Sublimit \$2,500,000 Regulatory Coverage Sublimit	\$50,000 Each and Every claim not including the below: \$100,000 & 20% Coinsurance for Each Antitrust Claim \$100,000 & 20% Coinsurance for Each Regulatory Claim \$250,000 for Each Provider Selection Claim	\$51,108.75	\$56,999.00	Revenues increased 25.3% from \$21,753,853 to \$27,260,000 and assets increased 61.5% from \$127,717,021 to \$206,254,572. Despite the sizeable increases in exposures, the premium only increased 11.09%
Excess Directors & Officers Liability	Landmark American Insurance Company, Inc A+ XIV	Renewal of LHS700405	06/30/23 to 06/30/24	\$2,000,000 Directors & Officers Liability Coverage	None	\$15,056.05	\$16,426.26	
Employment Practices Liability	Palomar Excess and Surplus Insurance Company A- IX	Renewal of CPPLMLP22002800	06/30/23 to 06/30/24	\$7,000,000 Maximum Policy Aggregate for all Coverage Sections \$5,000,000 Employment Practices Liability Aggregate - shared limit \$100,000 FLSA/Wage & Hour Defense Only Sublimit \$100,000 IRCA/Immigration Sublimit with \$75,000 Retention	\$100,000	Included Above	Included Above	
Fiduciary Liability	Palomar Excess and Surplus Insurance Company A- IX	Renewal of CPPLMLP22002800	06/30/23 to 06/30/24	\$7,000,000 Maximum Policy Aggregate for all Coverage Sections \$1,000,000 Fiduciary Liability Aggregate- separate limit \$250,000 Voluntary Compliance Program Sublimit \$250,000 HIPAA Sublimit	\$0	Included Above	Included Above	
Total						\$103,928.07	\$129,397.13	



DATE: June 22, 2023
TO: PHCD Finance Committee
FROM: Eddie Flores, Director Youth Behavioral Health Programs
RE: Approval of allcove San Mateo Youth Drop-In Center Issuance Fee to City of San Mateo for cost of permits for tenant improvements at the 2600 S. El Camino Real, San Mateo location.
 (Eddie Flores, Director YBHS)

Title: Approval of allcove San Mateo Youth Drop-In Center Issuance Fee to City of San Mateo for cost of permits for tenant improvements at the 2600 S. El Camino Real, San Mateo location” (Eddie Flores, Director YBHS)

RECOMMENDATION: Staff recommends that the Board consider the approval of the amount of **\$46,537.72** for the allcove™ San Mateo Youth Drop-in Center Issuance Fee to the City of San Mateo for the cost of permits for the tenant improvements at the 2600 S. El Camino Real, San Mateo location.

BACKGROUND/DISCUSSION:

In September 2022, Ralph Barsi (PHCD Facilities Consultant) and Robert Gooyear (allcove™ San Mateo project, architect) went to the City of San Mateo Planning Department with the intent to apply for the city permits and plan check for the tenant improvement for the allcove™ site. At that time the Planning Department representatives stated that their previous process of assessing fees based on realistic fees was no longer in effect, but they were now calculating the cost of fees on a correlating square footage model. The new process required an actual bid amount from a general contractor with documentation. Since at that time, PHCD had not issued the RFP and engaged in a public bidding process for a general contractor, we did not have a document that assessed valuation cost.

Therefore, the City Planning Department opted to move forward with an estimated valuation amount of \$2M (\$252.01 (based on their table of fees) x 8200sq ft = ~\$2M) since they did not have guidance or documentation to go by from a contractor. The City of San Mateo’s Planning Department staff member confirmed to Mr. Barsi and Mr. Gooyear that once PHCD had an actual qualifying and approved bid with actual budget and contract that the amount of valuation being considered (\$2M) would be adjusted to the actual amount received. At that time in order to accept the plan check documents and start the process the City requested an amount of **\$11,537.21**. This was based on the calculation of \$252.01/sq ft. PHCD issued and paid this amount in September 2022 with approval by CEO Fama.

During November 2022, the Board approved and awarded the general contractor bid to Zone 4 Construction, as the most responsible and responsive bidder for a total amount of **\$948,087.35**. Having updated estimates, and a dually signed contract, PHCD through Mr. Barsi and Mr. Gooyear, submitted the documents (letter of PHCD awarding Zone 4 Construction the bid award, the signed contract between PHCD and Zone 4 Construction as last requirements for the issuance of the construction permits, to have them issued in a timely manner.

During January – March 2023 the City of San Mateo Planning Departments had a couple of issues with their workload that prevented efficient processing of applications for permits. PHCD consultants were also notified that the Planning Department was overloaded with applications and were working as expeditiously as they could to provide us with an update. In mid-April 2023, when we anticipated receiving these documents, the City once again mistakenly omitted the submittal of our application for processing, thus delaying the processing even further for an additional 10 days.

Finally, on May 10, 2023, the Planning Department provided us with an actual notice of receipt that the documents were ready to be processed but in order to have the permits issued, we needed to submit a



Construction and Demolition Recycling plan (documentation from contractor) as well as an additional copy of the general contractor contract. Once these items were uploaded into their portal, a review took place, and the initial review requested a further breakdown detailing labor and material costs. Upon resubmitting this information, the City of San Mateo Planning Department has now informed and given us an updated amount to pay for the permits. **Amount of \$46,537.72.** This amount is reduced from an original \$61,660.14 that they were initially asking based on the \$2M valuation of the project.

The Board should note that this amount covers the issuance fee for permits minus the \$11,537.21 we paid back in September 2022 based on \$2M. Also, to note, the reason as to the high fee amount is that this amount also includes a 3% fee deposit of the City of San Mateo assigned value project, that will be fully refundable, based upon the completion of the refund process and compliance of the diversion rate requirements. Part of the final inspection of the Construction & Demolition Recycling & Waste Reduction Plan must be completed before starting the refund process. The refund will be processed 60 days after the final inspection and take about 4-5 weeks to be issued. About \$28,000 is just recycling deposit, so the fees are in line with our contractor's and architect's experience on other projects and jurisdictions. (See attachment of Invoice for details).

Once this amount is approved by PHCD Board of Directors, staff will submit payment and work with the contractor to have several copies of the permit onsite and on file.

Staff are optimistic and glad to finally be able to be at the conclusion of this request process. We are excited to begin the actual start of the tenant improvement work now that we have received approval of permits for this project from the City of San Mateo. Staff and consultants as well as Contractor will commit to ensure that we adhere to the construction and demolition recycling plan to ensure efficient reimbursement of the 3% fee deposit.

RECOMMENDATION: This item is put forth before the board for consideration and approval of the recommendation to issue payment of **\$46,537.72.** as the amount requested exceeds the spending authority given to the PHCD CEO.

Invoice Number: 00095948

Add To Cart

Invoice Total: \$46,537.72
Status: Due **Invoice Date:** 06/06/2023 **Due Date:** 07/06/2023
Description: NONE

- Primary Fees
- Misc Fees
- Payments
- Attachments
- Contacts

Primary Fees

Sort Fee Name

Fee Name	Fee Total	Amount Due	Case Number	Case Type	Notes
Building Permit/Inspection - Commercial	\$9,953.65	\$9,953.65	BD-2022-286701	Permit	
Building Plan Check (Hourly)	\$347.72	\$347.72	BD-2022-286701	Permit	CYCLE 4 BUILDING PLAN REVIEW - Permit - Building Plan Check (Hourly)
Building Standards Commission Fee	\$38.00	\$38.00	BD-2022-286701	Permit	
C&D Recycling Deposit - Commercial	\$28,443.00	\$28,443.00	BD-2022-286701	Permit	
General Plan Maintenance Fee	\$5,593.72	\$5,593.72	BD-2022-286701	Permit	
Park Plan Check & Inspection Fee	\$474.04	\$474.04	BD-2022-286701	Permit	
SMI Tax - Commercial	\$265.46	\$265.46	BD-2022-286701	Permit	
Technology Fee	\$1,422.13	\$1,422.13	BD-2022-286701	Permit	

Results per page 10 | 1 - 8 of 8 | << < 1 > >>



DATE: June 22, 2023

TO: PHCD Board of Directors

FROM: Ana M. Pulido, Chief Executive Officer

SUBJECT: Approval to change the job title of the *Director of Community Engagement* to the *Director of Strategic Initiatives*

BACKGROUND

The District has held a *Community Engagement Director* position since 2019, most recently held by Ann Wasson, who resigned in April 2023. After evaluating the job role, the CEO determined that an expansion of responsibilities and title change is needed to better support the District's Strategic Plan, board-directed goals, and the CEO. The position will continue to maintain the essential elements of the *Community Engagement Director's* responsibilities and will not impact the current salary range designated.

RECOMMENDATION

The District's CEO recommends that the Board of Directors approve the job title change from its current name, *Community Engagement Director*, to the name *Strategic Initiatives Director*.



Director of Strategic Initiatives

BACKGROUND:

The Strategic Initiatives Director (SID) represents the Peninsula Health Care District (PHCD) as a recognized leader in health and wellness who monitors the health needs and priorities of the community, facilitates collaborative approaches to address gaps in services, identifies opportunities for District intervention by providing services and/or partnering with other providers to address needs, and establishes measurable outcomes and metrics to monitor impact on individual and the community's health. The SID's work is lead by the District's strategic direction, mission, and vision. This position will work closely with the CEO and serve as a partner and advisor to the CEO and Board in identifying opportunities to serve the community and will carry out the District's exploration of such opportunities and actively participate in any new program development and implementation.

This is an exempt position that reports directly to the CEO and will be expected to regularly provide and present reports to the Board of Directors and Board Committees.

RESPONSIBILITES INCLUDE:

1. Researching and evaluating health trends through data collection (quantitative/qualitative) and analysis.
2. Proposing emerging program ideas that fit the District's strategic impact strategies.
3. Developing the strategic framework for the four focus areas as described in the District's strategic plan in collaboration with CEO and corresponding program leads.
4. Overseeing the implementation of the District's strategic plan by meeting with staff to evaluate progress, make recommendations, and provide written quarterly reports.
5. Leading community outreach strategic initiatives, including education campaigns, vaccination programs, town halls, and health events in collaboration with the CEO.
6. Managing the Peninsula Health Care District Community Grants Program.
7. Coordinating the Health Investment and Strategic Directive Committees.
8. Administering the Community Health Investment Budget, including the Community Grants process, New Programs Research and Development, and



project specific line items in collaboration with the CEO, CFO, and Board of Directors.

9. Participating in community wide health collaboratives, partnership-building organizations, and in outreach activities, to include
 - a. Representing PHCD on committees, as well as developing and maintaining effective working relationships with key community stakeholders.
 - b. Planning and carrying out Special Projects in collaboration with the PHCD team.
 - c. Convening community and stakeholder advisory groups related to project planning and implementation.
 - d. Participating in the Association of California Healthcare District activities, community organizations, on advisory boards/committees or other groups as appropriate.
 - e. Making presentations to civic, non-profit, and public sector groups.
10. Developing and implementing the District's communications strategic plan to enhance the visibility and reputation of the District in collaboration with the CEO.
11. And other duties as assigned.

REQUIREMENTS:

1. A Bachelor's degree or equivalent; Masters preferred in healthcare, public administration, community non-profit leadership or a related field.
2. Minimum of five years of experience in such fields, preferably in San Mateo County.
3. Proven track record of engagement with local communities and evidence of productive relationship building with colleagues and community leaders.
4. Creative and brings an entrepreneurial approach to the work.
5. Effective oral and written communication skills.



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CSDA Board of Directors Election Ballot - Term 2024 - 2026; Seat C - Bay Area Network

Please vote for your choice

Choose **one** of the following candidates:

- Mathew Fuzie, General Manager, Livermore Area Recreation and Park District
- Jose Manuel Quintana, General Manager, Esparto Community Services District
- Antonio Martinez, Director, Contra Costa Water District
- Frank Pagliaro, Director, Peninsula Health Care District
- Cheryl Sudduth, Director, West County Water
- Garrett Toy, General Manager, Tamalpais Community Services District

This question is **required**. You may select **one** of the following.

Click on any **view details** link to view more information.

Mathew Fuzie [\[view details\]](#)

Jose Manuel Quintana [\[view details\]](#)

Antonio Martinez [\[view details\]](#)

Frank Pagliaro [\[view details\]](#)

Cheryl Sudduth [\[view details\]](#)



Garrett Toy

[\[view details\]](#)

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CFO REPORT JUNE 2023

INSURANCE RENEWAL FOR FY 23-24:

For more than five years, Donald Chew was the District's Broker who oversaw the District's insurance. Unfortunately, he has taken another position and is no longer with Risk Strategies. Our new account manager is Eva Matthews, and I have been working with her on the FY 23-24 policy renewal.

The allcover insurance for next year is more complex as it involves multiple policies at different stages, from tenant improvements to occupancy and opening. Ms. Matthews is well aware of the types of insurance needed and will ensure we have the right insurance. Currently, we have the tenant improvements policy in place. Zone 4 Construction (general contractor) also has provided us with their Certificate of Insurance with the District as an additional insured party. Insurance is all set for construction to start. In addition, I am starting on the insurance for 1764 MPW (Ability Path Building), so we will have everything lined up when the purchase goes through.

Overall, next year's premiums did not have a significant change. Much of the increase is from the building value/replacement cost increase. Ms. Matthews cannot attend the Board meeting, but Paula Anderson, Commercial Lines Manager, will be in person to answer any questions the Board may have.

CEO BANK SIGNATORS TRANSITION UPDATE:

To date, I have updated all accounts except for LAIF and the San Mateo Pool Fund, which is in progress waiting to hear back on the next steps. The transition is taking longer than expected due to old information that must be cleaned up before the update. I expect completion by the end of July.

SONRISAS:

FY 24 Budget Walk meetings – Last month, the Sonrisas team and I had several meetings with the Sonrisas Board members to review the goals and budget for FY24. This meeting was a way to see if the Board had any concerns, questions, and input for next year. We discussed the achievements for FY 23, strategic plan goals for FY 24, and the financial impact for next year. Next year will be an investment year to achieve sustainable growth. Additional resources are allocated to fundraising and achieving FQHC status. FY24 is budgeted at a net loss of (\$419K) and a negative cashflow of (\$256K), offset by reserves.

All-Day Retreat – I attended the Sonrisas Board retreat on June 3, 2023. We had a brief recap of DEIB (Diversity, Equity, Inclusion, and Belonging) learnings, and discussed how it could support the strategic goals. Also, we had a robust discussion on the requirements, process, and support needed to become an FQHC Subrecipient.

The next Finance Committee meeting will be on July 11 @ 4 pm.



DATE: June 22, 2023
TO: PHCD Board of Directors
FROM: Eddie Flores, Director Youth Behavioral Health Programs
RE: Director's Monthly Report

allcove™ San Mateo Youth Drop-In Center

Facilities Update: 2600 El Camino Real, San Mateo:

As previously reported to the Board, we have diligently been working with the City of San Mateo and their Planning Department to ensure that we received all the necessary approvals to proceed with the tenant improvement work at the future home of allcove San Mateo.

As reported to the Board last month, and after continuous attempts to expedite the process and receive updates from their office we were told that due to reduced staff and administrative overload they were working as quickly as they could to get to our application. Staff have been monitoring and working with our facilities consultant, Ralph Barsi, and project architect, Robert Gooyer, to monitor and track this delay and have been requesting updates on a daily basis.

Finally, during the week of 6/9/2023 the City of San Mateo shared with us estimated issuance fee for the permits for the tenant improvement work to commence. This item and its separate corresponding board memo are being introduced and presented to the Board as a new business agenda item at the Board's regular June meeting.

Allcove San Mateo Youth Drop-In Center Reports:

- During this past reporting period, I have been working diligently to execute a comprehensive year-to-date comprehensive full report to the Board. The report includes information and reporting on several of the key elements of the model as well as key areas of execution where PHCD is currently focusing efforts and working diligently to move forward. This report has been made available to members of the Board ad-hoc committee on allcove and will also be shared with other members of the Board with the goal of summarizing the work engaged in up to this point in this key initiative for PHCD.
- I was also able to work and submit a full funding request proposal to the San Mateo County Behavioral Health & Recovery Services (BHRS) – MHSAs for the purpose of being considered for potential funding as part of their three-year strategic and recommendations plan.
- Lastly, I also worked and finalized during this last reporting period the required quarterly report due to the State of California Mental Health Services & Oversight and Accountability Commission (MHSOAC) team as part of the allcove youth drop-in services grant as well as submit corresponding payment request for the period covered. The State MHSOAC notified PHCD that it has received both documents and it was fully approved and deemed acceptable.



San Mateo County Behavioral Health & Recovery Services (BHRS)/MHSA Updates

San Mateo County Mental Health Services Act (MHSA) Three-Year Plan In full Review.

As previously reported to the Board, I have been participating as an appointed member of the SMC MHSA Steering Committee. This came about after close to two-years of leveraging and forming sustainable relationships with key leaders in our county's BHRS team and advocating for the work that PHCD is engaged with involving youth and young adults' mental health. After arduous and persistent work, I am happy to report to the Board that the efforts have been proven successful and very promising in regard to funding for allcove San Mateo.

I am excited to report to the Board that BHRS' MHSA three-year strategic funding and prioritization plan has been completed and PHCD's allcove San Mateo has been recommended for funding for **\$500,000.00 one-time funds** and as a key component of the county's BHRS Prevention & Early Intervention 3-year funding strategy addressing access for youth and young adults with early intervention and prevention funds.

I am sharing the results of the prioritization of the SMC MHSA strategy recommendations and the proposed MHSA Three-Year Plan. Attached to this memo is a short 5-page Executive Summary of the comprehensive and larger report the county has produced. This summary gives you highlights from the planning process, prioritization results and the fiscal strategy.

The larger full report is linked here:

[MHSA Three-Year Plan, FY 2023-26 & Annual Update, FY 2023-24](#) (direct link)

and has lots more details. Should the Board want to have this printed in hardcopy, please notify staff and we would be happy to print one for you. Please note, the full report and attachments are 704 pages long.

The full large report linked above also includes:

- short descriptions of each program/service that is on the proposed budget (descriptions start on page 45; budget is Appendix 5)
- outcomes from the currently funded ongoing programs (starts on page 70)

We recommend you start with the Table of Contents (page 3) and see what you are curious to read about then just click on that item virtually. We are also including the pages from the report that specifically refer to allcove San Mateo, for the Board's review.

What happens next? The MHSA Three-Year Plan, FY 2023-26 & Annual Update FY 2023-24 is now available for the public review and input. The Behavioral Health Commission (BHC) voted to open a 30-Day Public Comment period on June 7, 2023, once the public comment period closes, the Commission will vote on it and forward its recommendation over to the full SMC Board of Supervisors for approval and adoption. This should happen prior to September, 2023.

MENTAL HEALTH SERVICES ACT

Three-Year Program and Expenditure Plan, Fiscal Year (FY)
2023-24 to 2025-26 & Annual Update, FY 2023-24



SAN MATEO COUNTY HEALTH
**BEHAVIORAL HEALTH
& RECOVERY SERVICES**



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May 31, 2023

Greetings and thank you to all involved in the development of this year's Mental Health Services Act (MHSA) Three-Year Plan, Fiscal Year 2023-24 through 2025-26!

This MHSA Three-Year Plan includes the perspective of over 400 individuals including clients and family members, community members and leaders representing diverse geographical, ethnic, and cultural backgrounds, contracted providers, County staff, and other partner agencies across health, social services, education and other sectors. Individuals participated via workgroups, input sessions, surveys, public meetings, video testimonials and public comments. This level of support is not only commendable, but also reflective of our collective commitment and interest in improving our behavioral health system and ensuring that MHSA funding is prioritized for some of the most pressing gaps.

BHRS' mission includes providing prevention, treatment and recovery services to inspire hope, resiliency and connection with others and enhance the lives of those affected by mental health and/or substance use challenges. The MHSA Three-Year Plan embodies just that as it prioritizes important strategies across continuums and in genuine partnership with communities. Priority strategies that are included in this plan address access to care for marginalized communities; expand and improve Full Service Partnerships model of care; support clinician-led non-armed crisis response teams; and invest in behavioral health workforce recruitment, pipelines, retention, training and continuing education opportunities for our workforce, contracted providers and peers. We need to ensure we have a strong, resilient workforce!

We are going into the next three-years with unprecedented MHSA revenue increases, it is exciting to be able to expand services. It is also very timely as we are entering a time of significant demands on public behavioral health systems including the implementation of payment reform under the California Advancing and Innovating Medi-Cal (CalAIM) program, implementation of a new required Community Assistance, Recovery and Empowerment (CARE) Court, a nationwide behavioral health workforce shortage, all while we experience increased behavioral health needs post pandemic, and a potential complete overhaul of MHSA with the Governor's Proposal to Modernize Behavioral Health Systems.

We need you to remain a strong partner in this work! I look forward to working alongside with you as we go into the next three-years of MHSA implementation. Thank you for taking the time to review and provide your input. Public Comments can be submitted via email to MHSA@smcgov.org

Sincerely,

A handwritten signature in blue ink, appearing to be "Jei Africa".

Dr. Jei Africa, MSCP, CATC-V, FACHE
 Director, San Mateo County Health, Behavioral Health & Recovery Services



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Appendix 10. Help@Hand INN Evaluation Report, FY 2021-22

Appendix 11. Kapwa Cafe INN Evaluation Report, FY 2021-22

Appendix 12. Contractors Association Report, FY 2021-22

MHSA COUNTY COMPLIANCE

*This section to be completed after Board of Supervisor adoption of the Three-Year Plan

PREVENTION AND EARLY INTERVENTION (PEI)

PEI targets individuals of all ages prior to the onset of mental illness, with the exception of early onset of psychotic disorders. PEI emphasizes improving timely access to services for underserved populations and reducing the 7 negative outcomes of untreated mental illness; suicide; incarcerations; school failure or dropout; unemployment; prolonged suffering; homelessness; and removal of children from their homes. Service categories include:

- Early Intervention programs provide treatment and other services and interventions, including relapse prevention, to address and promote recovery and related functional outcomes for a mental illness early in its emergence. Services shall not exceed eighteen months, unless the individual receiving the service is identified as experiencing first onset of a serious mental illness or emotional disturbance with psychotic features, in which case early intervention services shall not exceed four years.
- Prevention programs reduce risk factors for developing a potentially serious mental illness and build protective factors for individuals whose risk of developing a serious mental illness is greater than average and, as applicable, their parents, caregivers, and other family members. Services may include relapse prevention and universal strategies.
- Outreach for Recognition of Early Signs of Mental Illness to families, employers, primary care health care providers, and others to recognize the early signs of potentially severe and disabling mental illnesses.
- Access and Linkage to Treatment are activities to connect individuals with severe mental illness as early in the onset of these conditions as practicable, to medically necessary care and treatment, including, but not limited to, care provided by county mental health programs.
- Stigma and Discrimination Reduction activities reduce negative feelings, attitudes, beliefs, perceptions, stereotypes and/or discrimination related to being diagnosed with a mental illness, having a mental illness, or seeking mental health services.
- Suicide Prevention programs are not a required service category. Activities prevent suicide but do not focus on or have intended outcomes for specific individuals at risk of or with serious mental illness.

PREVENTION & EARLY INTERVENTION PROGRAMS

The following programs serve children and youth ages 0-25 exclusively and some combine both Prevention and Early Intervention strategies. MHSA guidelines require is 19% of the MHSA budget to fund PEI and 51% of PEI budget to fund program for children and youth.

EARLY CHILDHOOD COMMUNITY PROGRAM

Early childhood community program – supports healthy social emotional development of children through community outreach, case management, parent education, mental health consultation, and child-parent psychotherapy services to families with young children.

Projected number of children to be served: 60

Program	Cost per year*	# To be served
Early Childhood Community Team (ECCT)	\$483,496	60**

**This is the MHSA contribution and is not representative of the full cost of providing services*

***This number represents unduplicated children/families who are receiving one-on-one services, including direct therapy and groups; it does not represent the duplicated reach of over 150 parent/caregiver groups and teachers receiving consultation.*

COMMUNITY INTERVENTIONS FOR SCHOOL AGE AND TAY

School-Age Youth Programs – will serve children and youth in grades K-12 either administered by a school or a community-based organization in cooperation with schools. This program provides population and group-based interventions to at-risk children and youth, such as substance abuse programs, drop-in centers, youth focused and other organizations operating in communities with a high proportion of underserved populations.

Trauma-Informed Services for Youth (formerly Trauma-Informed Co-Occurring Services for Youth) target youth and transitional age youth (TAY) ages 15-25 who are at greatest risk for adverse childhood experiences; children of color and children who grow up in poverty show the greatest risk for ACEs. Other groups can include juvenile justice involved, immigrant youth, homeless youth, youth in foster care, etc. A group-based intervention utilizes evidence-based or promising practice intervention or curriculum to address trauma and co-occurring substance use issues with youth including the Mindfulness-Based Substance Abuse Treatment (MBSAT) or another culturally-relevant intervention/curriculum. A community engagement component addresses systemic and community-level challenges that are necessary for positive youth development and behavioral health outcomes.

INSPIRE (Innovative Strategies for Prevention and Intervention through Restorative Education), a brief intervention/alternative to suspension program effective in lowering youth suspension and expulsion rates. The project includes policy advocacy to address the equity implications of school district student disciplinary system.

Youth Crisis Response and Prevention provides crisis and suicide support to all ages of the San Mateo County community including a 24/7 Crisis Hotline, outreach and training, and mental health services including 24/7 crisis intervention and suicide prevention hotline for San Mateo County residents provided by trained volunteer/staff including peer phone counseling linkages to resources that may help. Services have expanded to youth and families in crisis through the *Youth Stabilization Opportunity and Support Program (Youth S.O.S.)*. This team, formerly known

as YIT, which Youth Intervention Team, which provides support to schools during crisis. This mobile crisis response team will also respond to the state-wide crisis program for current and former foster youth, as well as their caregivers through the Family Urgent Response System (FURS) program.

allcove Youth Drop-In Center creates stand-alone, “one-stop-shop” health centers for young people ages 12 to 25 to access support for mild to moderate needs with mental health, physical health, substance use, peer support, supported education and employment, and family support, as well as linkages to community referrals in the continuum of care for more intensive needs. *allcove* approaches youth wellness in a comprehensive and youth-friendly way, led by members of an active local Youth Advisory Group, who help design the services and environment they most want to see in their community, and a Community Consortium.

Projected number of school-age youth to be served: 17,060

<i>Program</i>	<i>Cost per year*</i>	<i># To be served</i>
Trauma-Informed Services for Youth	\$520,000	285**
Brief Intervention Model (INSPIRE)	\$100,000	75
Youth Crisis Response and Prevention	\$333,691	15,700
<i>allcove Youth Drop-In Center</i>	\$500,000	1,000

**This is the MHSa contribution and is not representative of the full cost of providing services*

***This number represents unduplicated youth who participated in group-based interventions; it does not represent the duplicated reach of over 320 adults (parents, teachers, probation officers, service providers, community, etc.) that receive foundational trauma-informed 101.*

PREVENTION PROGRAMS

Trauma-Informed Systems (Ages 0-5) is a multi-sector initiative to transform service delivery for young children and their families. The Trauma- and Resiliency-Informed Systems Initiative (TRISI) is a countywide effort to integrate a comprehensive commitment to address trauma and promote resiliency into local programs, structures, and culture with a long-term goal of embedding trauma- and resiliency-informed policies and practices at every level of the system.

COMMUNITY OUTREACH, ENGAGEMENT AND CAPACITY BUILDING

Substance Use Prevention efforts under the BHRS Alcohol and Other Drug Services, Community Health Promotion Unit are focused on three culturally appropriate community assessments to identify factors that contribute to alcohol and other drug use amongst African American, Latinx, and Tongan communities. Community partners will develop a set of recommendations and a comprehensive longer-term plan based on the findings of the assessment and begin implementation activities. Other activities include pivoting the BHRS Cannabis Decoded and Crushing the Curve campaigns into a youth development effort that is inclusive of additional

topics such as mental health, methamphetamine, opioids/fentanyl, etc. The campaign includes a website, Instagram, TikTok created by youth, placed ads on youth-frequented sites, outdoor placement, influencers, etc.

Additionally, this effort includes a Community Health Planner position to conduct outreach and engage community in discussions, education and health promotion around trending co-occurring mental health and substance use issues. Build partnership with local school districts, faith based communities, prevention partnerships, and other community groups to ensure active engagement and community oriented activities.

Office of Diversity and Equity (ODE) programs –ODE advances health equity in behavioral health outcomes of marginalized communities throughout San Mateo County. ODE works to empower communities; influence policy and system changes; develop strategic and meaningful partnerships; and promote workforce development and transformation within the County’s behavioral health service system. ODE has oversight of MHSA Administration, BHRS Workforce Education and Training, Prevention and Early Intervention (PEI) coordination and some PEI programming. The current PEI programs under ODE that will continue include the Health Equity Initiatives, Health Ambassador Programs for Adult and Youth, Storytelling, Mental Health First Aid for adults and youth and the Parent Project.

Projected number of people reached through the following core ODE programs: 5,115

<i>Program</i>	<i>Cost per year</i>	<i># To be served</i>
Trauma-Informed Systems (Ages 0-5)	\$150,000	350
Substance Use Prevention	\$677,305	1,800
Office of Diversity and Equity	\$483,247	N/A
Health Equity Initiatives	\$333,739	2,800
Health Ambassador Program	\$165,024	25
Health Ambassador Program - Youth	\$304,115	30
Parent Project	\$288,787	110

RECOGNITION OF EARLY SIGNS OF MENTAL ILLNESS

Mental Health First Aid (MHFA) – to introduce participants to the unique risk factors and warning signs of mental health problems in adults, build understanding of the importance of early intervention, and teaches individuals how to help an individual in crisis or experiencing a mental health challenge. Youth MHFA is currently funded by a local tax revenue, Measure K and is being proposed to be sustained with MHSA funding moving forward.

Projected number of individuals served: 200

<i>Program</i>	<i>Cost per year</i>	<i># To be served</i>
MHFA – Youth, Teen, Adult	\$322,291	200



MENTAL HEALTH SERVICES ACT

Three-Year Program and Expenditure Plan FY 2023-24 through FY 2025-26 & Annual Update FY 2023-24

Executive Summary

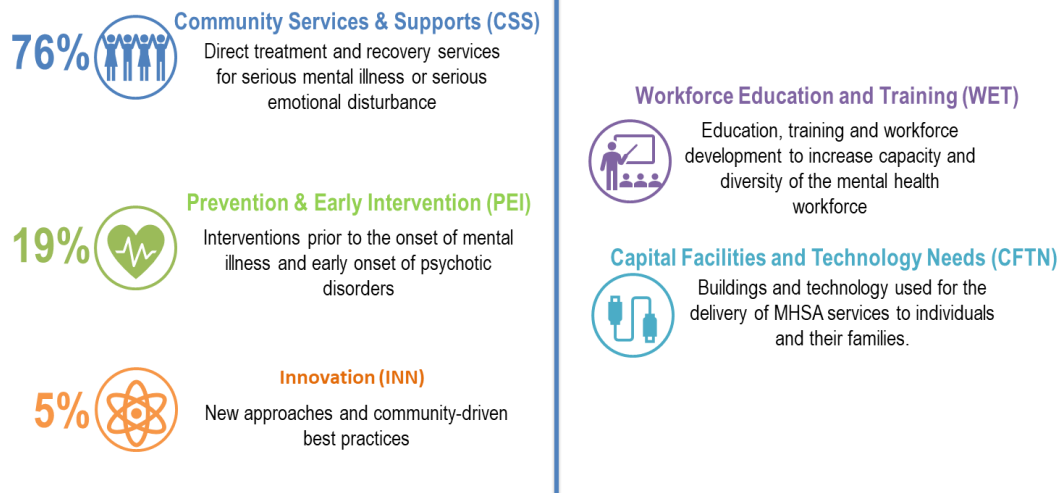


SAN MATEO COUNTY HEALTH
**BEHAVIORAL HEALTH
& RECOVERY SERVICES**

BACKGROUND

Proposition 63, the Mental Health Services Act (MHSA), was approved by California voters in November 2004 and provided dedicated funding to transform behavioral health systems, by imposing a 1% tax on personal income over \$1 million dollars. San Mateo County received an annual average of \$39.2 million, in the last five years through Fiscal Year 2021-22.

MHSA funded programs and activities are grouped into “Components” as listed below, each one with its own set of funding allocations, guidelines and rules.



MHSA legislation requires counties to develop Three-Year Program & Expenditure Plans and Annual Updates. MHSA legislation also requires that the local behavioral health board open a 30-day public comment process, hold a public hearing and vote to recommend the approval by the Board of Supervisors.

THE MHSA THREE-YEAR PLAN AND ANNUAL UPDATE INCLUDES:

1. Fiscal Summary and One-Time Spend Plan
2. MHSA Three-Year Plan Priority Expansions
3. Description of all Three-Year Plan Programs and Services
4. FY 2021-22 Program Narratives, Successes/Challenges & Outcomes

COMMUNITY PROGRAM PLANNING



Between November and January 2023, a workgroup was convened made up of diverse stakeholders including clients, family members, community members and contracted service providers; to co-designing an MHSa 3- Year Plan Community Program Planning (CPP) process that is equitable and inclusive.

1. Needs Assessment

- ✓ 44 local plans/reports, assessments, data sets reviewed to inform gaps in services
- ✓ 129 survey responses to gather additional stakeholder input on the needs

2. Strategy Development

- ✓ 31 Community Input Sessions conducted
 - 400+ participants
 - 14 collaboratives
 - 14 committees/workgroups
 - 3 key interview groups (transition-age youth, immigrant families, veterans)
- ✓ MHSa Steering Committee prioritized across 8 areas of need and across 22 strategies

3. Three-Year Plan Development

- ✓ 30-Day Public Comment and Public Hearing process to review and finalize the plan
- ✓ Behavioral Health Commission vote to submit the plan for approval

THREE-YEAR PLAN PRIORITIES

Over 1,000 strategy ideas were shared by stakeholders during the Community Input sessions. To support the narrowing down of these strategies, participants were asked: **If you had to select one strategy to focus on over the next 3 years, which would you prioritize?**

The Strategy Recommendations were presented to the MHSa Steering Committee on May 4, 2023, along with three key themes that emerged from the input sessions overall regarding the need to: 1) Increase community awareness and education about behavioral health topics, resources and services; 2) Embed peer and family supports into all behavioral health services; 3) Implement culturally responsive approaches that are data-driven to address existing inequities.

Following the meeting, the MHSa Steering Committee members ranked the 8 areas of need and selected **Behavioral Health Workforce, Access to Services** and addressing the **Crisis Continuum** as the top three areas to focus on over the next three years. They were then asked in a follow-up survey to select the top Strategy Recommendations for each area that they believe would be the most important to address.

SUMMARY OF THREE-YEAR PLAN PRIORITIES

Following are the allocations for the new priority expansions, as per the MHSA Three-Year Plan Community Program Planning process.

Area of Focus	Strategy	Allocation
Behavioral Health Workforce	Implement recruitment and retention financial incentives such as retention bonuses, signing bonuses, educational loan repayment for staff and contracted providers.	\$300,000
	Provide support, retention and leadership development of peer and family support workers (training, fair compensation, career ladders, flexible hours, and mentorship).	\$200,000
	Implement supports for direct service staff, including peers, to advance in their careers, specifically BIPOC staff (e.g., scholarships to pursue licensure, mentorship).	\$300,000
Access to Services	Expand drop-in behavioral health services that includes access to wrap around services for youth.	\$500,000
	Coordinate behavioral health services for cultural and ethnic communities (centralize services, outreach and education for the Chinese community, hire bilingual/bicultural peer staff, etc.).	\$200,000
Crisis Continuum	Expand non-armed 24/7 mobile mental health crisis response to serve the entire community.	\$650,000

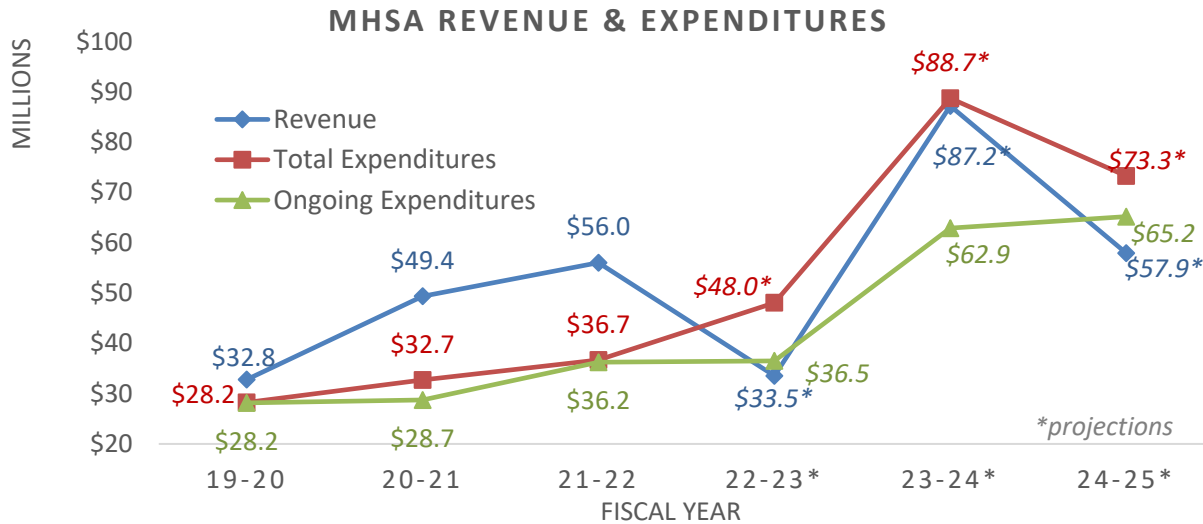
MHSA priorities identified by stakeholders in the previous Three-Year Plan, that have not been implemented, remain top priorities moving forward.

FSP Workgroup recommendations

Between September-November 2021, a Full Service Partnership (FSP) Workgroup made up of diverse stakeholders convened to provide input on FSP service requirements and outcomes that would support continuous improvement. The FSP Workgroup identified recommendations for improvements across 9 areas of FSP; these were included in an updated Request for Proposal (RFP) process for both Child/Youth (released FY 2022-23) and Adult/Older Adult (targeted for FY 2023-24). Additionally, the American Institutes for Research (AIR), began conducting annual qualitative data collection, focus groups and key interviews, with clients, families and providers of FSP services. Additionally, AIR participated in a statewide process to identify continuous improvement metrics and will be supporting ongoing continuous improvement data analysis.

Housing Taskforce Recommendations

Between March and May 2021, a Housing Taskforce made up of diverse stakeholders including clients, family members, service providers and County departments convened, to prioritize and make recommendation related to funding for housing resources and supports; a spectrum of housing services for individuals living with mental health challenges was developed along with recommendations. The recommendations will continue to be implemented



FISCAL STRATEGY

The above chart depicts MHSA Revenue in blue, Total Expenditures (including one-time allocations) in red, and Ongoing Expenditures in green. Ideally, the Revenue and Ongoing Expenditures lines are as close as possible, which would mean that the majority of revenues received are being expended. Starting FY 2021-22, our strategy shifted from targeting a 5-year average revenue to planning for **over-revenue** budgeting in an attempt to dig into the excess revenue caused by unanticipated revenue increases during the COVID-19 pandemic. The actual revenue for Fiscal Year 2021-22 came in well over the projections as well. This means that while we increased the ongoing budget, there remained a gap of about \$20M in unallocated funding. FY 2023-24 is expected to increase significantly due to delayed tax filings and an unprecedented one-time adjustment of actual revenues received from taxpayers.

The proposed Fiscal Strategy to support spend down of significant revenue include:

1. Over Revenue Ongoing Budget: FY 2023-24 budget is \$62.9M; this will place the budget over revenue starting in FY 24-25 forward
2. One-Time Spend Plan: this will target “big ticket” items and total \$34M over the next three years.

New fiscal priorities included in this Three-Year Plan:

- \$34.1M One-Time Spend Plan through FY 2025-26
- \$17.5M increase to the MHSA ongoing budget to a new total of \$65.2M
 - \$6.3M increases to Full Service Partnerships (FSP) including new CARE Courts FSP and FSP Housing supports.
 - \$1.8 M increase to Workforce Education and Training including new Behavioral Health Workforce priorities
 - \$1.8M increases to Prevention and Early Intervention including new Access to Services and Crisis Continuum priorities and substance use prevention expansions
 - \$1.6M increases to Innovation for 5 new Innovation project approvals
 - \$6M increases across ongoing programs for Cost of Living increases and permanent position conversions

ONE TIME SPEND PLAN

Priority	Item	FY 23/24	FY 24/25	FY 25-26	TOTAL	Description
Housing	Hotel/Property Acquisition	\$11,000,000			\$11,000,000	hotels/properties for transitional and/or supportive housing.
	Supportive Housing Units	\$5,000,000			\$5,000,000	Rollover: ~25 supportive housing units for BHRS clients thru DoH Affordable Housing Fund; Notification of Funding Availability (NOFA) released July 2022.
	Board and Care Buyout			\$1,800,000	\$1,800,000	Behavioral Health Continuum Infrastructure Grant - 10% match.
Capital Facilities	Clinic Renovations	\$4,000,000	\$2,000,000	\$2,000,000	\$8,000,000	Renovations for improving safety at BHRS clinical sites and creating welcoming spaces for clients.
	Methadone Clinic	\$1,800,000			\$1,800,000	Behavioral Health Continuum Infrastructure Grant - 10% match required. On Veterans Admin campus w/Santa Clara County.
	Youth Crisis Stabilization and Crisis Residential			\$590,000	\$590,000	Behavioral Health Continuum Infrastructure Grant - will update with a more accurate estimate - applying until round 6.
	2191-95 El Camino Real Property Renovations	\$250,000			\$250,000	Newly purchased property to be used by California Clubhouse and Voices of Recovery renovation and security enhancements.
Technology Needs	Asset Refresh	\$260,000	\$400,000	\$540,000	\$1,200,000	Computer/phone refresh and service coverage for BHRS.
System Transformation	Trauma Informed Consultants	\$100,000	\$100,000		\$200,000	Estimated cost for consultant services for Trauma Informed and Employee Wellness supports.
	Youth Crisis Continuum of Care Consultant	\$100,000	\$100,000		\$200,000	Estimated cost for consultant services to assist with BHRS System transformation around Youth Crisis Continuum of Care.
	Early Childhood, Children and Youth Collaborative	\$555,000	\$425,000		\$980,000	Early Childhood MH Network for expansion of trauma-informed services. SMC Collaborative for Children and Youth: to implement a county-wide structure for C/Y behavioral health.
	Contractor Infrastructure	\$2,500,000			\$2,500,000	Infrastructure and training support for contracted providers to advance equity priorities and CalAIM payment reform.
	Communications	\$375,000	\$100,000	\$100,000	\$575,000	SMCHealth.org website update; BHRS third-party services for a more interactive and robust BHRS site + consultant to support BHRS/MHSA highlights and short 1-2 min videos.
	GRAND TOTALS		\$25,940,000	\$3,125,000	\$5,030,000	\$34,095,000



SAN MATEO COUNTY HEALTH
**BEHAVIORAL HEALTH
& RECOVERY SERVICES**

Email: mhsa@smchealth.org
Website: www.smchealth.org/MHSA



Peninsula Health Care District Health & Fitness Center

CENTER DIRECTOR REPORT

JUNE 2023

I. FITNESS CENTER OPERATIONS

- A. Total members as of June 13th: 178
- B. Outreach for Alzheimer's & Brain Awareness Month
 1. National Institute on Aging—The Gut Microbiome and Alzheimer's Disease (article)
 2. National Institute on Aging—What do we Know About Diet and Prevention of Alzheimer's Disease? (article)
 3. National Institute on Aging—Now What? Next Steps After Alzheimer's Diagnosis (handout)

II. FITNESS INSURANCE REIMBURSEMENT PROGRAMS

- A. PHCD Attorney, Mark Hudak, reviewed and redlined contracts asking both Optum and American Specialty Health for clarification/changes. The contracts are now being reviewed by both companies. At this time we do not have a date they will be returned to us so we can proceed with signing the contracts. Until then, we cannot begin either program.

III. STAFFING

- A. Fitness Center employee, Mary Enriquez, has submitted her resignation as Membership Services Representative/Massage Therapist and her last day at the PHCD Health & Fitness Center will be June 30th. We are actively recruiting for the Membership Services Representative position through Indeed and will explore if we need to go through a temp agency. For now, massage therapy will be on hold until we recruit and fill that position.

IV. COMMUNITY OUTREACH

- A. PHCD was represented at the San Mateo County Fair in the Senior Showcase. We highlighted the programs of PHCD with a focus on the Health & Fitness Center. Daily Journal staff estimated that there were 500-800 attendees. The benefit level purchased also included sixth-page ads run in 8 editions of the Daily Journal which can be seen in the media section of the board packet.





DATE: June 2023
TO: PHCD Board of Directors
FROM: Stephanie Arevalo Rodriguez, Business Operations Manager
SUBJECT: Communications/Marketing Staff Report

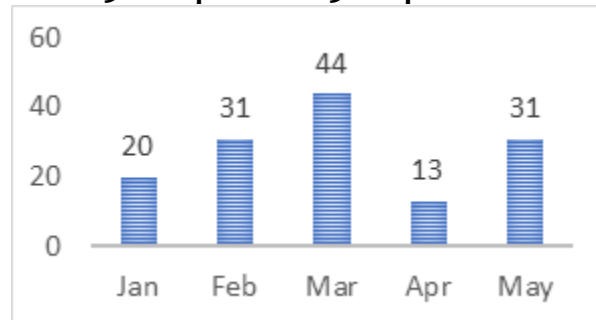
Trousdale Marketing Update

Lead Generation

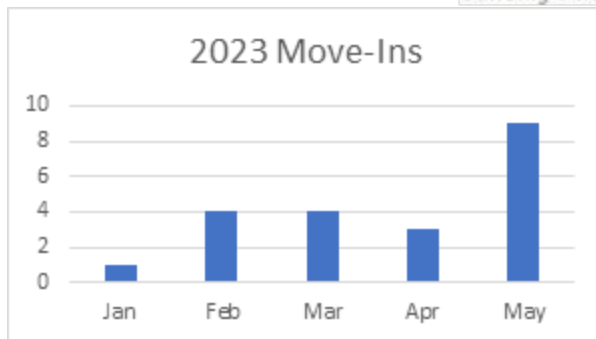
There were 81 leads in May compared to 103 leads in April. Overall lead generation was in paid social an increase in online sources/call-ins and direct website traffic increased in the last month. This month showed a good mix of lead generation with the goal in the next few months to increase organic search.

May 2023		Apr 2023	
● Organic Search:	3 (4%)	● Organic Search:	6 (6%)
● Paid Search:	6 (7%)	● Paid Search:	8 (8%)
● Referrals:	2 (2%)	● Organic Social:	1 (1%)
● Direct Traffic:	10 (12%)	● Referrals:	1 (1%)
● Offline Sources:	15 (19%)	● Direct Traffic:	6 (6%)
● Paid Social:	45 (56%)	● Offline Sources:	6 (6%)
		● Paid Social:	75 (73%)
Totals:	81	Totals:	103

Tours: 31 compared to 13 in April



Move-ins: 9 compared to 3 in April



The second consecutive month with 0 Move outs!

Lead generation from initial add-in database to move in.

- | | | | |
|----|------------|-----------------------|----------------------|
| 1. | 3/25/2023 | Community event | May 30 th |
| 2. | 4/5/2023 | Resident referral | May 25 th |
| 3. | 3/29/2023 | Professional referral | May 5 th |
| 4. | 4/27/2023 | Family referral | May 22 nd |
| 5. | 3/27/2023 | Call-in | May 2 nd |
| 6. | 10/19/2022 | Caring.com | May 9 th |
| 7. | 5/15/2023 | Website | May 22 nd |
| 8. | 4/14/2023 | Call in/DAB | May 4 th |

Print Advertisement Results over the last month.

Premier Senior Living
In the Heart of Burlingame

Enjoy all of the luxuries of modern living, in a community designed to provide individualized support for each unique need.

THE TROUSDALE

Schedule a tour today!
 650-552-4002
 thetrousdale.org/daily

Peninsula
 HEALTH CARE DISTRICT
 Building a Healthier Community

First member of the ESCAPE/CCN family
 Assisted Living, Independent Living with Services and Memory Care
 1800 Trousdale Drive, Burlingame, CA 94010 • License: #41581075 • 100% Senior Opportunity

San Mateo Daily Journal – 8 Calls

Palo Alto Daily Post – No Calls



We will continue to monitor the calls ad this ad for the next two months.
 *Direct Mailer is scheduled to go out in late July 2023.

Communications Update

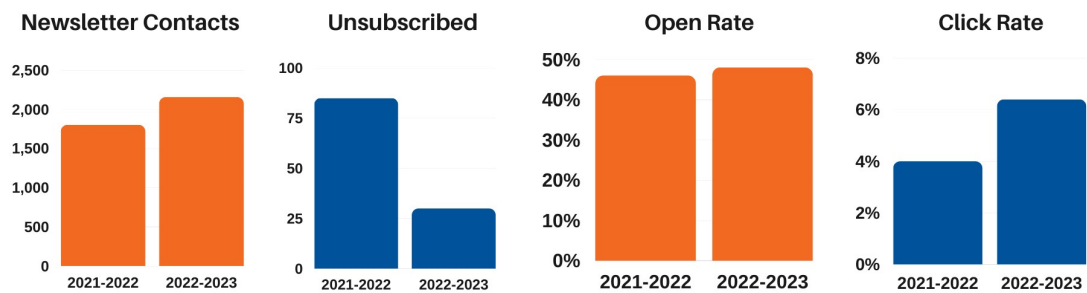
FY 22-23' Goals

Continue with the Communications plan for one more year in addition to the goals set forth below.

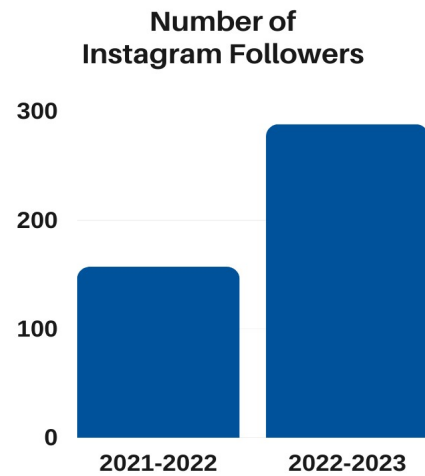
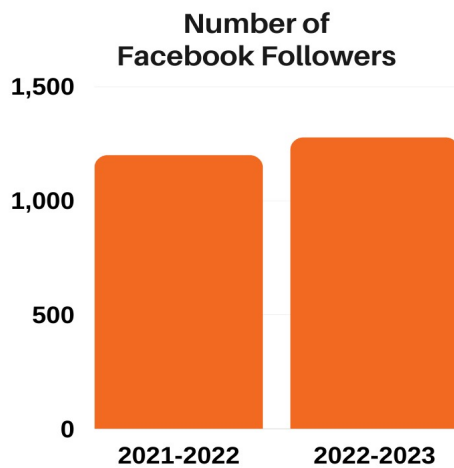
1. Continue E-newsletters/E-Blasts campaigns.
2. Increase Contacts for the Newsletter
3. Increase followers by 15% on the Instagram platform.
4. Continue Monthly social media campaigns.
5. Launch Peninsula Wellness Community Website
6. Participate and promote in PWC Town Hall

E-Newsletter Outcomes

- Newsletter contacts increased by 200.
- Unsubscribed decreased by 50.
- Open rate average stayed consistent at 46%
- Click rate increased by 2%



Facebook followers increased slightly by 80 new followers, while Instagram increased by 157 over 50% increase with the goal set at 15% for FY 22-23.



Social Media Outcomes

Below is a snapshot of top engagement social media posts per month. Topics covered include.

- New website launch
- Monkeypox prevention
- Health tips
- Parent Venture Education
- Vaccination Clinic Promotion
- Farewell to Helen Galligan
- Staying Healthy Month
- Children's Dental Health month
- Nutrition Month
- Parent Venture Education
- StarVista Mental Health walk
- Youth Advisory Group



Top Facebook Posts Q1

July

August

September



25,045

6,870

9,896

Top Facebook Posts Q2

October

November

December



37,032

26,408

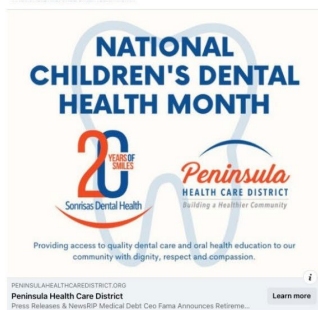
1,562



Top Facebook Posts Q3



9,546



25,690



15,021

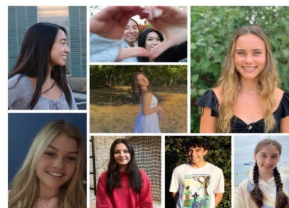
Top Facebook Posts Q4



17,852



23,396



2,921



Peninsula Wellness Community Website Launch

Peninsula Wellness Community

Contact Us

Search... Go!

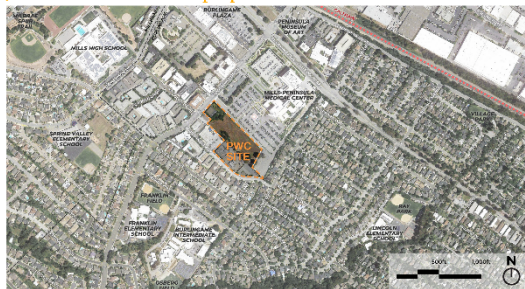
Home The Project Project Updates Resources Contact Us



<https://youtu.be/2gKPLsBRyq0>

Peninsula Wellness Community (PWC) Meeting

Join us as we finalize our proposal!



All community members are welcome. We hope to see you there!

Wednesday, February 22, 2023

7:00-8:00pm

Light dinner served.

Burlingame Community Center
Maple Room, 2nd Floor

850 Burlingame Avenue, Burlingame, CA 94010

Please call or text Joanne at (650) 773-9125 by February 15th to request translation services.

ABOUT PWC

PWC is an outward facing intergenerational community that is proposed to include public benefits and amenities, open space, mixed-income housing for seniors, medical offices and services, and programs promoting health, wellness, and community connectivity.

For more information about the project, please visit: www.peninsulawellnesscommunity.org

Financed by The Peninsula Health Care District, MidPen Housing, Generations, and PMB





DATE: June 22nd, 2023
TO: PHCD Board of Directors
FROM: Jackie Almes, Youth Outreach Specialist
RE: Monthly Report – June 2023.

allcove™ San Mateo – Youth Advisory Group

This past months YAG meeting focused on an article about the members' own experiences with youth mental health and how allcove is so important for youth and young adults. The first half was time on their own to write down quotes and paragraphs talking about their experiences growing up and the pressure of school and other experiences. Following this we had a brainstorming session on how we wanted the flow of the article to be. We then put together a first draft. The youth then took the time to tweak any paragraphs or phrases that didn't seem to flow the way they wanted. We plan to continue the work on the article and hopefully release it sometime in the coming months prior to the allcove San Mateo grand opening.

Following our initial due date of the YAG application we decided to extend it as we hadn't received as many applicants as we were expecting. My main focus this month has been to market and outreach as much as I can in regards to the application. I reached out to over 50 schools, and community-based organizations asking for them to share the application as much as they can. We have received a total of 16 applications thus far, which is almost double the amount we originally had received. Following the closure of our application I will begin conducting interviews alongside other YAG members. We are looking to fill 12 slots on the YAG to hit our goal of 18 members. We want to have a strong, diverse, and passionate YAG to lead us into the first year of allcove being open.

On May 21st, I attended and tabled at the Star-Vista second Mental Health Matters Walk. It was a lovely event with many resource tables. Two of our YAG members helped out throughout the event talking to folks that came up to our table promoting allcove and our YAG application. We handed out over 30 flyers and had a lot of youth interested in our YAG application. It was a lovely event with over 400 signups for the walk and PHCD was able to represent allcove. We have received one applicant from the walk thus far.

On June 6th I attended SAMCEDA's 70th anniversary event. The event featured speakers from local impactful organizations including allcove. Our YAG member Christine was presented with the opportunity to share her story alongside Dr. Steve Adelsheim. To help her prep for the speech she had sent me her draft of her script we then met prior to the event to run through her speech. She spoke with confidence and showed her passion for the work the YAG does and the allcove program. Both her and Steve's speech was extremely powerful and showed the very impactful program that allcove is. Many folks came up to her congratulating her for sharing her story of her journey.

With our application closing soon I have been prepping for the transition of our seniors leaving and our new members coming in. Including the application, interview process, and checking in with the YAG members to see who is staying on for a second term. Similar to last year I got care packages for our graduating seniors. The care packages included:

- A personal thank you card
- A pair of personalized socks



- Lotion
- Their favorite candy
- A graduation rubber duck

There are nine seniors in our YAG, all of them plan to continue on the YAG through the summer and depart once they go off to college. One of our graduating members plans to stay on as they will be staying local.

- Clarissa – University of California, Berkeley
- Jorge – College of San Mateo
- Katelyn – Cornell University
- Stephanie – University of Southern California
- Kelly – University of Arizona
- Esti – New York University
- Ariel – University of California, Los Angeles
- Alexa – Occidental College
- Maxine – Villanova University

PHCD

As we get closer to the allcove opening I have updated our marketing plan to reflect our current timeline and add in the guidance from the board members. For example, getting the schools counselors together like PHCD did previously. Reaching out to teachers to have visiting allcove be a part of their curriculum or for extra credit. All suggestions and guidance from the board has been adding into our marketing plan for allcove.

Another item that I created was an allcove FAQ, this can be used in the future for marketing at events on our website, social media, ect. It includes information about the model as well as information about our location. As we get closer to opening, I will begin to develop different materials to help with the marketing of our center.

Figure 1: Care Packages

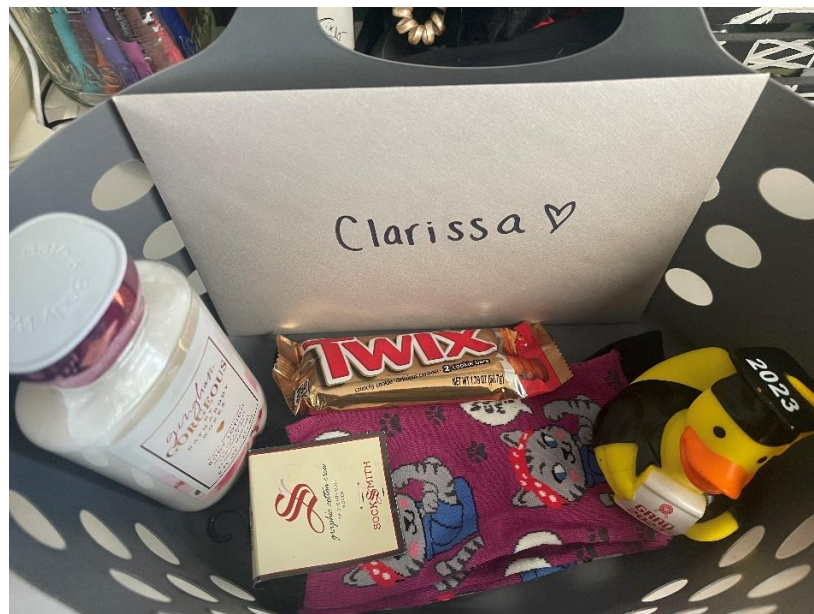
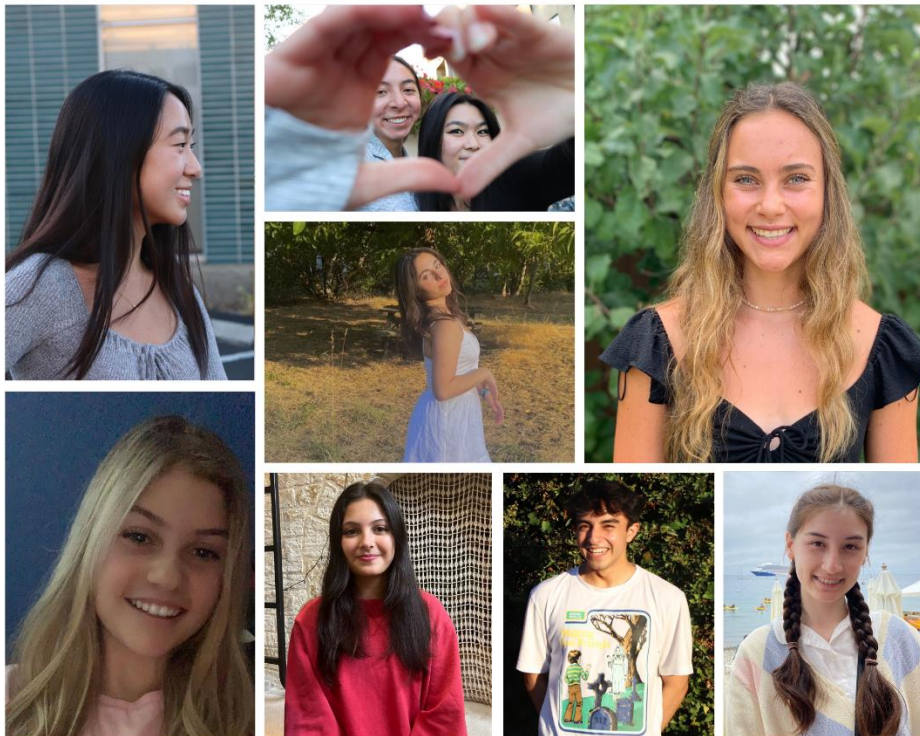




Figure 2: Christine speaking at SAMCEDA's 70th Anniversary event



Figure 3: Graduating Seniors



May 3, 2023

Eddie Flores
1819 Trousdale Dr
Burlingame, CA 94010

Dear Peninsula Health Care District,

Thank you for sponsoring the Caminar Speaker Series: "How can we restore hope and resilience in our youth?" with your generous donation of \$1,000. You are helping to improve access to prevention of mental health conditions, early intervention, and precision care to safeguard youth and families from further suffering.

We are living through historic levels of adolescent depression, anxiety, and suicidal ideation coupled with heart-breaking constraints parents find when seeking mental health support for their families. Individualized care is crucial for the mental well-being of our next generation. Your support means the world to those who receive the treatment and care they need and deserve. Thank you for ensuring the Bay Area's youth community members receive the mental health services they so desperately need.

Access to mental health care saves lives and this work wouldn't be possible without you. We invite you to keep up to date on the life-changing services you make possible by following us on social media.

Please tune in to this virtual event on May 19, 2023 at 12:00pm.

With appreciation and gratitude,



Mark Cloutier, MPP, MPH
Chief Executive Officer

RECEIVED

MAY 23 2023

BY:  _____

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Providing programs and community benefits that promote healthy living and improve access to health care services

- Peninsula Health & Fitness Center
- Allcove Youth Mental Health Drop-in Center
- Sonrisas Dental Health
- The Trousdale Assisted Living

WWW.PENINSULAHEALTHCAREDISTRICT.ORG