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PUBLIC NOTICE

**Board of Directors
STRATEGIC DIRECTION OVERSIGHT COMMITTEE
1819 Trousdale Dr. (Classroom)
January 16, 2024
5:00 PM - 6:30 PM**

A G E N D A

- 1. Call to Order & Roll Call:** Chair Cappel
- 2. Approval of Minutes:** SDOC November 1, 2023 Pg. 1-4
- 3. Strategic Plan Update – Logic Model Development:** Ana M. Pulido, CEO and Fátima Rodriguez, SDI Pg. 5-14
- 4. Adjournment**

Next Strategic Direction Oversight Committee meeting: March 6, 2024



**Strategic Direction Oversight Committee Minutes
November 1, 2023**

1. Call to Order: Chair Cappel called the meeting to order at 5:02 p.m.

Roll Call: SDOC members present were Cappel, Pagliaro, Aubry, Quigg, Kraus, Emmott, Johnson
Absent: Bandrapalli, McDevitt, Jackson

2. Approval of Minutes: SDOC August 2, 2023

Motion to approve as written by Aubry; seconded by Johnson

Roll Call Vote: Ayes-6; Noes-0; Abstain 1-Pagliaro

Motion Passed:6/0/1

3. Samaritan House R.I.S.E. Initiative: Guaranteed Income Program Pilot: Alec Raffin, COO, Samaritan House

Presentation Highlights

What is the R.I.S.E. Initiative?

This initiative will empower single parents to achieve self-sufficiency by increasing their financial stability, agency, and self-determination through a Guaranteed Income Pilot Program. Resources in the community will be mobilized to help those in need. A dedicated professional staff and volunteers will work together to provide food, access to shelter, healthcare, and a broad range of supportive services. The program aims to preserve dignity, promote self-sufficiency, and provide hope.

Goals

Reduce income disparity and hardship; promote vocational education and training – reskilling and upskilling.

- Eliminate second job
- Create opportunities for certifications, credentials, education
- Increase income, achieve economic stability, foster financial freedom
- Learning for Action (LFA) to measure program impact
- Support scalability for future project expansion

Recipients

A cohort of ten (10) extremely low-income San Mateo County households headed by single mothers, ages 18+, who juggle a second job, which creates a significant barrier to educational and income advancement. This study will provide valuable insights into the challenges and obstacles faced by these families and identify the key elements required to replicate the project's success, ultimately expanding serves a greater number of single-parent-led families.

Amount + Frequency

Participants will receive \$1,000 per month (supplementing income from 2nd job). At the end of the pilot, each family will receive a \$1,000 bonus.

Budget

The successful implementation of the pilot will require a budget ranging from \$250,000-\$275,000. Out of this budget, an estimated \$190,000 will be designated for cash disbursements to the participating families, ensuring direct financial support. The remaining funds will be allocated towards executing a robust evaluation plan, ensuring comprehensive data collection and analysis, as well as covering administrative expenses, guaranteeing the smooth functioning and effective monitoring of the pilot.

Request for PHCD Funding

Samaritan House is requesting \$75,000 from PHCD. Support from PHCD will allow Samaritan House to attract additional diverse funding sources so that they can prepare to scale R.I.S.E to serve a greater number of single-parent-led families struggling to maintain self-sufficiency in San Mateo County.

Q & A with Alec Raffin***Based on the report, the R.I.S.E. initiative primarily targets single mothers. Are there any future plans to include single fathers as the program expands?***

After conducting thorough discussions, the decision was made to focus on single mothers as we recognized their urgent needs. However, the ultimate goal is to make the program inclusive for all single parents as it continues to grow.

Considering the closely aligned missions and goals of the Samaritan House R.I.S.E. pilot program, The Jackie Speier Foundation, and the "Caring Hands in Health" program of San Mateo County Health Foundation, has any thought been given to the potential challenge of fundraising, given that multiple agencies share similar goals and initiatives?

There have been discussions about funding, particularly with the Jackie Speier Foundation. While the R.I.S.E. program shares some similarities with other initiatives, it places a strong emphasis on empowering single mothers to take meaningful steps toward securing a brighter future for their families.

Will the financial planning component include monitoring how these families are spending the funds they receive?

The actual expenditure of the funds will not be monitored; the plan does involve connecting families with a dedicated financial coach. This step is designed to assist families in navigating their financial journey and help them identify better ways to allocate and spend the funds they receive. The financial coach will provide guidance, support, and resources to empower families to make informed decisions and achieve their financial goals.

How does the financial planning component help families after the program?

The financial coaching will go beyond the mere dissemination of information, focusing instead on installing long-term healthy financial habits. Coaches will offer deep financial expertise and conduct comprehensive financial health assessments. They will provide structured guidance for clients to develop new or improved skills and behaviors, increase income, build savings, plan for retirement, and attain and sustain assets.

How was the decision made to distribute \$1,000 per month as an adequate amount of funds?

The organization carefully considered various factors when deciding on the amount of \$1,000 per month. Extensive analysis was conducted on data from similar programs and their distribution to determine a reasonable starting point. However, since this is a pilot program, the assumption that this amount is suitable is open to revision.

Is having a second job a requirement for single parents applying for this program, considering its aim to supplement their income?

The proposed criteria for eligibility is either having a second job or requiring a second job to achieve self-sufficiency.

How will the financial counselors be trained, and will they all be volunteers?

The financial counselors will undergo comprehensive training to equip them with the necessary skills and knowledge to provide a range of services. Most will be part of the program staff who are trained to identify individual needs and deliver personalized support. In cases where additional services may be required, the counselors will make referrals to ensure individuals receive comprehensive assistance.

Ms. Kraus expressed her initial uncertainty about the program prior to the presentation. However, she believes that investing \$75,000 in a pilot program of this significant scale is indeed a valuable investment.

Mr. Aubry supported the funding and noted that the program would likely need to evolve to ensure its long-term sustainability.

Chair Cappel was in favor of the program and recognized the potential of the financial counseling aspect in empowering these families to envision and prepare for a brighter future.

Chair Cappel inquired if the vote would first need to be taken to the Finance Committee and the Board.

CEO Pulido stated that since funding is available under the current approved budget, it does not need to go before the Finance Committee. However, the collective Board would need to make the final decision at the next board meeting.

Chair Cappel informed Mr. Raffin that the Board would be voting on the R.I.S.E. program funding at the next Board meeting, which will be held on December 14th.

4. Adjournment 6:01 pm



Strategic Plan Update

Strategic Direction Committee

January 16, 2024

Meeting Goals



- Provide overview of strategic themes/priorities and logic model
- Review drafted health needs and programmatic health outcomes identified by staff leadership
- Refine and further expand upon health needs
- Refine and further expand upon health outcomes for core programs:
 - allcove
 - Health & Fitness Center
 - Community Health Events

PHCD Framework for 2023-2025 Strategic Plan

VISION All district residents are living their optimal health.

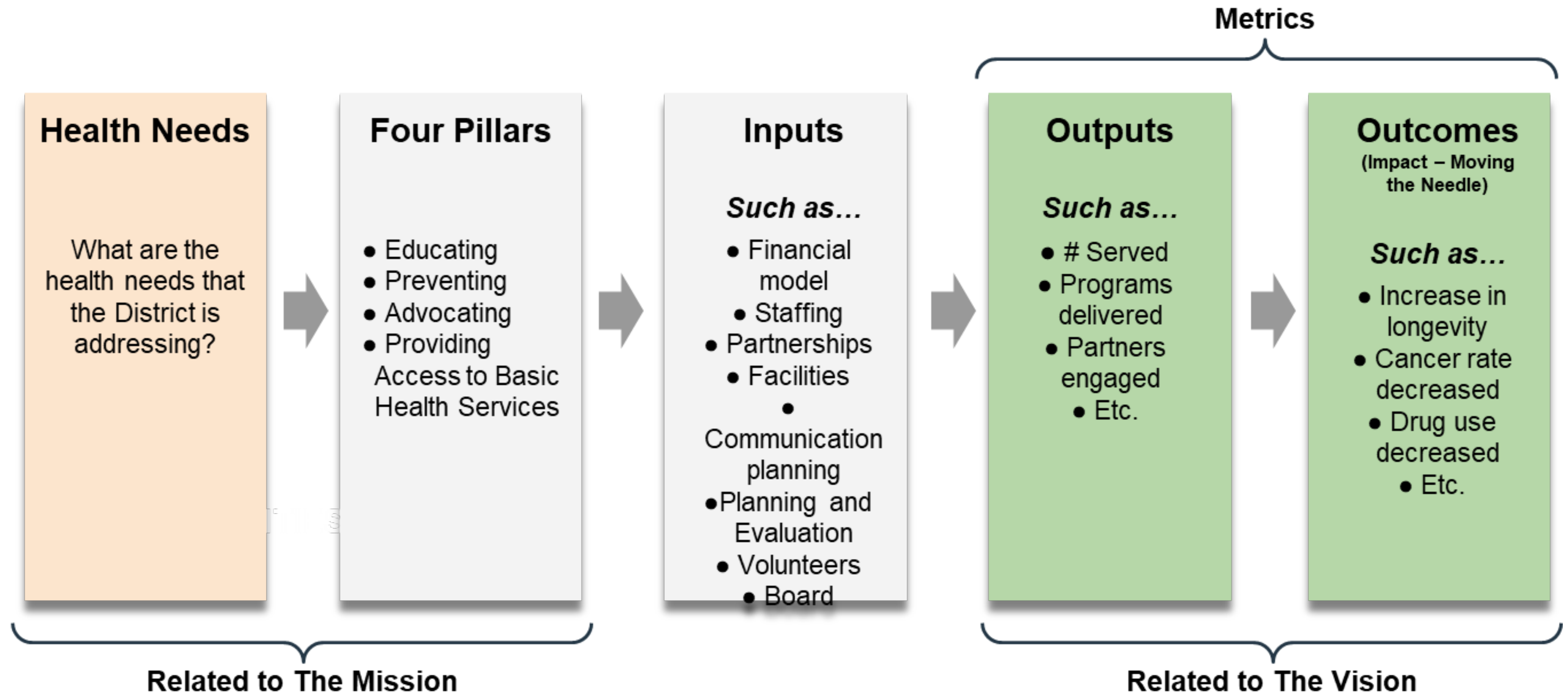
MISSION To support district residents **OF ALL AGES** achieving optimal health and wellness through education, prevention, advocacy, and safeguarding community access to basic health services.

CORE VALUES Collaboration Stewardship Inclusion Transparency

4 FOCUS AREAS

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

Logic Model for Development of Strategic Frameworks



Two Strategic Priorities/Themes



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 Wellness Initiatives

Through PHCD strategies, we would see the following in our community:

- Optimal health for children, youth, adults, and seniors
 - A strong network of non-profit, government and for-profit organizations focused on health and well-being working together for the community's benefit
 - Equity in health care access for all
 - Preventive health services to enable early detection, identification and treatment
- Increased knowledge to empower individuals and communities to make informed decisions about their health
 - Improved quality of life across the life course (healthy aging)
 - Less burden of disease in the community, which protects limited resources
 - Decrease in health care costs

PHCD CORE PROGRAMS*

*excluding Sonrisas and The Trousdale

Select Health Needs	allcove	Health & Fitness Center	Community Health Events	Community Grants
Mental Health of children, youth, adults, and seniors	✓	✓	✓	✓
Lack of social support and socialization in youth & seniors	✓	✓	✓	✓
Chronic disease in adults and seniors (diabetes, heart disease)		*	✓	✓
Nutrition and access to healthy foods	✓	✓	✓	✓
Limited physical activity and agility among adults & seniors		✓	✓	✓
Lack of access to preventive screenings, for specific communities	✓		✓	✓

Youth Mental Health Outcomes - allcove

- Increased sense of agency (self-awareness and self-advocacy) for youth
 - Increased knowledge and application of wellness strategies for coping and management in everyday life
 - Improved interpersonal relationships and skills
 - Increased access and affordability of mental health & health care services
 - Early identification and treatment for mild to moderate mental health issues
- Established continuum of care services and referral pathways with countywide agencies
 - Decreased need for youth to access crisis resources
 - Reduction in severe mental health prevalence amongst young people
 - Transformation of how youth mental health services are informed, adapted, and delivered
 - Support reduction in rates of poverty, homelessness, and unemployment in youth

Health Outcomes - Health & Fitness Center

- Improved physical fitness and mobility in members
 - Increased knowledge about disease management and healthy lifestyles
 - Better adherence to personal health and fitness goals
 - Improved confidence levels in physical abilities
 - Reduction in symptoms related to chronic illnesses (e.g., diabetes, heart disease)
 - Decreased reliance on medication or mobility aids (walkers, canes, etc.) due to improved health
- Enhanced mental and social well-being, and stress reduction
 - Extended life expectancy and quality of life for members with chronic conditions
 - Reduced hospital readmission rates among members
 - Decreased overall health care costs for members and insurers

Health Outcomes - Community Health Events

(vaccination clinics, educational townhalls, screenings)

- Increased knowledge about nutrition and greater access to healthy foods
- Enhanced awareness and access to community-based resources to support healthy lifestyle choices
- Reduced barriers and increased access to preventive screenings and diagnostic services among priority/target populations
- Cancer detected at early stage
- Reduced disparities in cancer screening
- Reduced cancer morbidity and mortality
- Access to vaccinations for target populations
- Reduced burden of disease for vaccine preventable conditions
- Improved quality of life