

**PHCD STRATEGIC GOALS  
And  
CEO PERFORMANCE PLAN  
February 1, 2017– January 31, 2018**

**I. PHCD: Assist PHCD residents in achieving their optimal health through education, prevention, and access to needed high quality healthcare – community-based, hospital-provided, and medical services.**

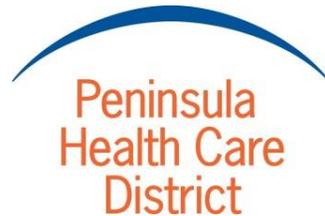
**CEO:**

- A. Administer and focus community grants program on education, prevention and access.
- B. Ensure the annual community health investment expenditures impact residents within all cities in the District.
- C. Increase effective use of social media to inform, educate, and direct to appropriate services.
- D. Participate in medical community activities to keep PWC office space and potential for senior service opportunities before desirable partners.
- E. Pursue a collaborative and productive relationship with MPHS leaders to ensure PHCD activities are synergistic with MPHS programs and services.

**II. PHCD: Support diverse programs that allow for the development of health equity, reduce disparities, and improve health of all groups within PHCD boundaries.**

**CEO:**

- A. Participate on Apple Tree Dental California Board's Fund Raising Committee and serve as an "ex officio" member of the Management, Marketing, and Fundraising teams of the San Mateo Center with the purpose to analyze the effectiveness of operations and marketing efforts, and to determine the future viability of the Center under the Apple Tree Model. Ensure Apple Tree Dental MN's compliance with lease and funding agreements. Provide regular progress reports to the Board.
- B. Monitor the implementation of the new Teen Mental Health Program throughout the San Mateo Unified High School District, and hold School District accountable for metric-driven progress reports.
- C. Continue to seek opportunities to address gaps in needed services that will contribute to quality healthcare delivery throughout the district with a focus on mental health, diabetes, and programs located in San Bruno and east San Mateo.



**III. PHCD: Carry out responsible stewardship of all PHCD community assets.**

**CEO:**

- A. Guide the Trousdale assisted living project to ensure achievement of construction milestones and budget.
- B. Achieve progress milestones for the Peninsula Wellness Community EIR process and selection of Developer and PHCD counsel to assist with Developer negotiations.
- C. Work with Counsel to complete analysis and provide Board with quality information from which they can make their decision if a financially feasible purchase agreement can be struck with Gatepath to secure 1764 Marco Polo for PWC and secure space for Gatepath in the PWC.
- D. Monitor financial managers and portfolios; keep Board Treasurer informed and report regularly to full Board.
- E. Carry out necessary steps in securing the remaining \$10M loan from WAB 8-1-17; and continue to ensure all loan covenants are met or exceeded.
- F. Develop and implement an operating budget that supports the strategic direction of the District, accommodates fixed or mandatory expense (E.g. Election year costs, County fees, and loan payments), and holds variable expenditures at a reasonably low level (E.g. Office supplies, travel and meeting, etc.)

**IV. PHCD: Promote visibility of PHCD as a community benefit.**

**CEO:**

- A. Carry out a comprehensive social media communications plan.
- B. Closely monitor State legislative activities that will impact special districts through active participation on State association activities; and ensure the Board is kept informed as well.
- C. Facilitate completion of application to renew CSDA/SDLA recognition for Transparency and ACHD recognition for Excellence in Governance.; also facilitate achievement of CSDA's "High Performing District" citation for PHCD and the Board.
- D. Maintain active participation in at least 3 community service organizations in San Mateo County.
- E. Publish at least 3 editions of the PHCD newsletter.

Approved by Board: March 22, 2017