Alameda County Child Care and Early Education Initiative: A Countywide Revenue Measure
Alameda County is a **vibrant, diverse community**. It recently has also become a destination for technology companies and other industries, which has driven up the cost of living.

Families living in Alameda County struggle with affordable access to:

- Stable housing
- Quality child care and early education
90% of a child’s brain development happens before age 5

Source: Harvard Center for the Developing Child
Child Care & Early Education: Critical Investments in Our Society

Invest
Invest in educational and developmental resources for disadvantaged families to provide equal access to successful early human development.

Develop
Develop cognitive skills and social skills in children early—from birth to age five when it matters most.

Sustain
Sustain early development with effective education through adulthood.

Gain
Gain more capable, productive and valuable citizens that pay dividends to America for generations to come.

Source: Harvard Center on the Developing Child
An Access Gap

Child Care Deserts

Insufficient Supply

69% of Alameda County children with working parents don’t have access to a space in licensed child care or early education.

Source: Center for American Progress and 2015 CA Child Care Portfolio
An Affordability Gap for Parents: Child Care & Early Education is More Expensive Than College

One Year Costs: Child Care vs. Higher Education

- Full-time Infant Care: $15,435
- Tuition at UC Berkeley: $13,518
- Tuition at CSU East Bay: $5,472

Source: 2015 Child Care Portfolio Report, UC Berkeley and CSU East Bay
An Affordability Gap for Providers

$17,069
True cost of high-quality preschool for 3 & 4-year-olds, per child per year

$11,784
16-17 reimbursement rate for state preschool, per child per year
(only 69% of true cost)

Source: San Francisco Comprehensive Fiscal Analysis and CA Dept of Education, for full-day, full year preschool
A Readiness Gap

In 2016, only 44%* of Alameda County children entered kindergarten fully ready for school

Source: 2015 School Readiness Assessment conducted by Applied Survey Research
A Wage Gap

- **75%** of child care providers and early educators worry about paying monthly bills.
- **54%** worry about putting food on the table.
- **48%** of early educators rely on one or more government assistance programs.

Source: Center for the Study of Child Care Employment, University of California, Berkeley
“With a daughter of my own, I often struggle to find affordable child care. The irony, of course, is that I am an early educator myself. But without earning more, I have very few options. That’s why I’m a part of the movement to fight for $15 and affordable child care for all, so that the next generation won’t have to fight the same battles all over again.”

—Eboni Warren, Former Staff, YMCA of the East Bay
Our program to measure, improve, and maintain quality only has enough funding to include 13.8% of Alameda County early education centers and family child care homes.

Source: First Five Alameda County
Child Care and Early Education: A Crisis in Alameda County

We Can Do Better.
Our Proposed Solution:

County-Wide Half-Cent Sales Tax Measure

$140 million/year for child care & early education
Targeted supports for 500 homeless and other high priority families throughout Alameda County

Reduce the waiting list by providing partial and full scholarships to 21,000+ children to get them into high quality child care and early education spaces

Additional resources to communities to determine how to best meet their local preschool and child care needs

Target number served: 21,000+ children, birth-12 years old

Estimated $84.65 million, 60.8% of total*

*includes wage supplements, quality improvement, navigation, program implementation, contract oversight, etc.
Increasing Wages and Work Supports

- Providers who serve a group of children that is at least 25% low-income would receive a rate-enhancement for all new and existing children.

- This enhancement would go toward:
  - Raising provider and instructional assistant wages to at least $15/hour.
  - Providing work supports like professional development and paid planning time.

Draft Program Components

Estimated $37.2 million, 26.8% of total*

Target number served: 21,000+ children, birth-12 years old (13,649 existing children)
Draft Program Components

Improving Quality

- Providers who serve a group of children that is at least 25% low-income would receive a rate-enhancement for all new and existing children
- This enhancement would support providers to develop their knowledge of:
  - Early childhood brain development
  - Trauma-informed and culturally responsive teaching practices
  - Dual language and honoring home language
  - Family engagement work

Target number served: 21,000+ children, birth-12 years old (13,649 existing children)

Estimated $5.53 million, 4% of total*

*Includes coaching, rating, staffed family child care network, quality improvement plan development, case management, program implementation, contract oversight, higher education supports, apprenticeship cohort models, etc.
The Rate Enhancement

Tier 3
Baseline Target: $17,069 annual spending per 3- and 4-year old child

- Alameda County Initiative Scholarship
- Alameda County Initiative Scholarship
- Alameda County Initiative Scholarship
- Standard Reimbursement Rate (SRR)
  - Title 5 – Part Day
- Alameda County Initiative Scholarship
- Alameda County Initiative Scholarship
- Regional Market Rate (RMR)
  - CalWORKs, Stages 1-2-3
  - California Alternate Payment Program, and Family Child Care Homes Education Network
- Alameda County Initiative Scholarship

Funding to Base: Quality and Wage Enhancement
- Private Paying Family (under 500% of Federal Poverty Level)
- Stand Reimbursement Rate (SRR)
  - Title 5 – Full Day
- CACFP
- Head Start
- Early Head Start
- CACFP
- CACFP
- CACFP

Colors:
- Brown: Family Fees
- Green: County Funding
- Blue: State and Federal Funding
The Impact: Children, Families, Broader Community

21,000+ Alameda County CHILDREN

Child Care and Early Education WORKFORCE

Alameda County FAMILIES

Alameda County COMMUNITY
Half-cent sales tax generating an estimated $140 million annually:

Impact Over 20 Years

$2.8 billion generated for high quality, accessible child care and early education across Alameda County

148,800 new annual scholarships created for families furthest from opportunity in Alameda County
Polling: Early Support is Encouraging

73% of Alameda County likely voters said that if the election were held today, they would vote YES on this measure (with 67% needed to pass)

Poll conducted in June 2017 by Fairbank, Maslin, Maullin, Metz & Associates - FM3
Past Alameda County Measures

Healthcare Services
- Mar 2004 / 71.1% YES
- Renewed 2014 / 75% YES

Transportation
- Nov 2014 / 70.8% YES

Affordable Housing
- Nov 2016 / 73.30% YES
County-wide poll #1 conducted, showing that 73% of Alameda County voters would support this proposal.

Phase I: Feasibility

Phase II: Development of Draft Program Model

Phase III: Listening Sessions with Stakeholders & Revisions to Recommendations

Phase IV: Campaign & Get Out The Vote

Board of Supervisors gave their initial go-ahead to start conducting listening sessions.

Tracking Poll #2 to measure community alignment with this measure as we approach 2018.

Board of Supervisors to decide if measure goes on the ballot.

June 5, 2018

Election Day!
80+ Stakeholder Meetings to Date

- Alameda County Early Care & Education Program
- Alameda Collaborative
- Alameda County Early Childhood Policy Committee (ACECPC)
- Alameda County Board of Supervisors
- Alameda County All-In Committee (anti-poverty initiative)
- Alameda County Office of Education
- Alameda County School Board Association
- Alameda County Social Services Agency
- Alliance of Californians for Community Empowerment
- All-In September Community Forum
- ASES – After School Education & Safety Program
- Ashland Community Association
- Assemblymember Rob Bonta
- BAHIA Inc.
- Blue Skies 4 Children
- UC Berkeley Graduate School of Education
- California State Advisory Council
- Center for the Study of Child Care Employment
- Chabot College Advisory Committee
- Child, Family and Community Services
- City of Oakland Department of Human Services
- District 1 community members
- District 2 community members
- District 3 community members
- District 4 community members
- District 5 community members
- Dublin Mayor’s office
- Early Learning Fellowship
- East Bay Community Foundation
- East Bay Association for the Education of Young Children (EBAEYC)
- Emerging Leaders for Racial Equity
- Family Leadership Council at Education for Change
- Family Resource Navigators
- Fathers Corps of Alameda County
- First 5 Alameda County
- First Five Years Fund
- Forward Change
- Head Start – City of Oakland
- Housing & Community Development Department
80+ Stakeholder Meetings to Date (cont’d)

- Inter-Agency Children’s Policy Council
- Kaiser Permanente
- Kenneth Rainin Foundation
- Kidango
- Labor Center at UC Berkeley
- Las Positas Community College Local Planning Council
- LPC Advisory Board
- Mayors from: Albany, Berkeley, Emeryville, Dublin, Hayward, Livermore, Oakland, Pleasanton
- Library System of Alameda County
- Lotus Bloom Learning Center
- Oakland Preschool Providers
- Oakland Starting Smart and Strong Coalition
- Oakland Thrives Leadership Council
- OUSD CDC Instructional Assistant leadership
- Parent Leadership Action Network (PLAN)
- Parent Voices
- Partnership for Children and Youth
- Quality Counts
- Quality Counts Symposium
- Right Start Commission
- San Lorenzo School Board
- St. Mary’s Center
- SEIU 521 – represents family child care providers
- SEIU 1021 – represents child care center workers
- Senator Nancy Skinner
- Superintendents from: Alameda County office of Education, Alameda, Albany, Berkeley, Castro Valley, Emeryville, Eden Area, Fremont, Newark, Oakland, Pleasanton, San Lorenzo
- Thomas J. Long Foundation
- Unincorporated County Technical Advisory Committee
- Unity Council
- YMCA of the East Bay providers
- YMCA Head Start providers
Key Themes from Stakeholder Meetings

**Excitement and support for the initiative addressing:**

- **Equitable Access** for families across the county
- **Quality** to support brain development and school readiness
- **Wages** to ensure our providers can take care of their families and stay in the field long-term

**Questions around...**

- **Defining Priority Populations** beyond homeless families, i.e. including children and parents with special needs, foster families
- **Creating a Strong Workforce Pipeline** to ensure we have talented people entering the field
- Ensuring that all programs in the proposal **Promote Equity** across the child care & early education system
Key Themes from Stakeholder Meetings

- Wages
- Quality
- Child
- Care
- Families
- Need
- Providers
- Funding
- Work
- Education
- Equity
- Access
- Overall
- Money
- Like
- Local
- Rate
- Higher
- Men
- Teachers
- Focus
- State
- Wage
- Child
- Needs
- Live
- Want
- Get
- Care
- Work
- Day
- Housing
- Outcomes
- Support
- Burnout
- Excited
- Excited
- Like
- Local
- Rate
- Higher
- Men
- Teachers
- Focus
- State
- Wage
- Child
- Needs
- Live
- Want
- Get
- Care
- Work
- Day
- Housing
- Outcomes
- Support
- Burnout
- Excited
- Excited
Join the Conversation.
We are Listening!

acgov.org/ece/crisis
ece@acgov.org
(510) 208-9698