

Alameda County Child Care and Early Education Initiative Measure A (June 5, 2018 ballot)

After consideration of community feedback, the Alameda County Board of Supervisors voted unanimously (5-0) to put a one-half percent sales tax on the June 5, 2018 Alameda County ballot. Information on the initiative is detailed below.

Ballot Measure text: *To expand access to childcare and preschool for low- and middle-income families; help homeless and at-risk children, including help preventing child abuse and neglect; attract and retain quality childcare workers; and add spaces for childcare at locations throughout the county, shall the County of Alameda enact a 30-year 0.5% sales tax providing approximately 140 million dollars annually with citizens' oversight, public disclosure of spending, and mandatory annual audits?*



PROGRAM COMPONENT 1: NEW SCHOLARSHIPS

Establish the Alameda County Child Care and Early Learning Scholarship program that would add thousands of new high quality child care and early education scholarships for Alameda County families by:

- Providing child care and early education and additional supports for **homeless families and children**, and those who need it most.
- **Reducing child care and early education waiting lists throughout the County**, especially for infants and toddlers.
- Directing **additional resources** to address local needs based on qualified families.
- Re-establish a **centralized eligibility list** for more equitable access to new and existing scholarships.

PROGRAM COMPONENT 2: IMPROVE QUALITY AND INCREASE WAGES

The goals for this component of the program are to:

1. **Increase the quality** of child care and early education by expanding programs throughout the County that provide training and coaching for the early childhood workforce.
2. **Raise early educator pay** to at least \$15 per hour for participating providers throughout the County, and address other work supports.
3. Assist in attracting and retaining **quality child care and early education providers**.
4. Improve **mental health** and parent, **family, friend and neighbor** support services.
5. Expand and maintain **high quality early childhood environments and facilities**.

2018 Child Care and Early Education Initiative: Pleasanton by the Numbers

Initiative dollars will be allocated across the County based on need. Here is how your community stands to be impacted:

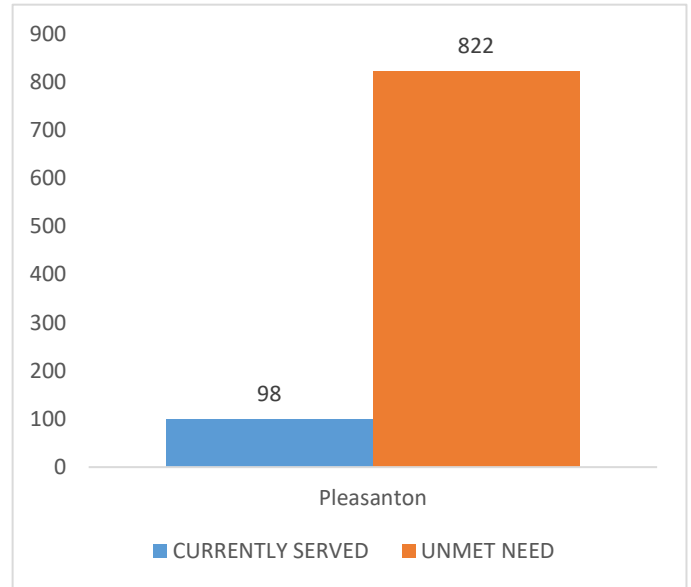
DEMOGRAPHICS OF YOUR COMMUNITY:

- Number of income eligible children ages 0-5 at or below 85% SMI: 920
- Estimated percent of children 0-5 not served: 89%
- County Kindergarten Readiness rate: 44%
- Third grade reading and math proficiency rate: 80%

ADDITIONAL PLEASANTON FACTS:

- Has supportive child care language in its city General Plan: YES
- City funding for child care and early education: YES

CHILDREN SERVED & ESTIMATED UNMET NEED FOR INCOME ELIGIBLE CHILDREN 0-5:



CONSIDERATIONS FOR PLEASANTON AT THIS STAGE: LAYING THE GROUNDWORK

WHO IS ELIGIBLE FOR SCHOLARSHIPS:

Low- and middle-income families with children birth to 12 years throughout the County who utilize:

- Child care centers and preschools
- Licensed family child care providers
- Family, friend and neighbor providers

Income Eligibility Cutoffs:

85% of California State Median Income

Families who earn less than the amounts below are eligible to apply for child care and early education scholarships through the initiative for the duration of the initial plan:

Family of 1-2	Family of 3	Family of 4
\$58,728	\$63,240	\$71,064

1. **What are your community's early education and child care priorities for 3-12 year olds**, i.e. converting part-day preschool to full-day preschool, expanding Transitional Kindergarten, expanding after school care, or others?
2. **Who are your main regional community partners**, who could work in tandem to identify community needs, like your school district, city, parent groups, non-profit providers, family child care provider associations, resource & referral agencies, others?
3. **Do you have classrooms, facilities and/or land to expand** and serve additional preschoolers, infants/toddlers, or school-age children?