Alameda County Child Care and Early Education Initiative: A Countywide Revenue Measure
Alameda County

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:

- Stable housing
- Affordable access to quality child care and early education
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
An Access and Equity Gap

Child Care Deserts

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

Insufficient Supply

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 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 childcare. 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 childcare 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 system for measuring, improving, and maintaining quality only has enough funding to include 13.8% of Alameda County early education centers and family child care programs.

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

We Can Do Better.
OUR PROPOSED SOLUTION: A COUNTY-WIDE HALF-CENT SALES TAX BALLOT MEASURE IN JUNE 2018
OUR GOALS:

- Improve **access** by expanding high quality child care and early education for the children in Alameda County
- Improve the **quality** of existing child care and early education
- Raise **wages** to at least $15 per hour for participating providers
Estimated $140 Million New Funding Annually for Alameda County

- Creating Access for 500 Homeless and Other High Priority Families
- Decreasing the Waiting List by 2,290 Children via Scholarships
- Local Community Grants to Innovate around Local Needs
- Improved Wages and Work Supports for Teachers and Providers
- Stronger Quality Supports for Existing Spaces
- Additional Needed Recommendations
Access: High Priority Families

- Provide all needed child care supports for homeless and other high priority families throughout Alameda County
  - Would include support with navigation to access available services
  - Would involve scaling community-created Families United pilot
- Target number of children served: 500 birth to 12 year olds
- Leads to long-term increased academic performance, graduation rates, reduced need for remedial services

*includes wage supplements, quality improvement, navigation, program implementation, contract oversight, etc.

Estimated $6.25 million, 4.5% of total*
Access: Decrease the Waiting List

- Children on waiting lists across Alameda County would receive child care and early education scholarships.
- Target number of children served: 2,290 children birth to five.
- Improves child outcomes, and enables parents to work and provide for their family.
- Current State Eligibility Cutoff Levels:

<table>
<thead>
<tr>
<th>Family</th>
<th>Cutoff Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family of 1-2</td>
<td>$58,728</td>
</tr>
<tr>
<td>Family of 3</td>
<td>$63,240</td>
</tr>
<tr>
<td>Family of 4</td>
<td>$71,064</td>
</tr>
</tbody>
</table>

*Estimated $52.1 million, 37.4% of total*

*includes wage enhancement, quality improvement, case management, program implementation, contract oversight, etc.*
Access: Competitive Community Grants

- Incentivizes communities to expand access based on their highest unmet child care and early education needs
- Target number of children served: 4650 children 3 to 12 years old
- Allows for local flexibility while maintaining high quality

Estimated $26.3 million, 18.9% of total*

*includes wage enhancement, quality improvement, technical assistance, program implementation, contract oversight, etc.
Draft Program Components

Improved Wages and Work Supports for Providers

- New and existing programs commit to higher wages and improved working conditions for staff. They would:
  - Receive a higher rate for new and existing children
- Target number of children served: 21,089 children birth to 12 years old (13,649 existing children)

Estimated $37.2 million, 26.8% of total*

*includes program implementation, contract oversight, etc.
New and existing programs commit to maintain Tier 3 in Quality Counts, while receiving tailored, on-site quality supports.

Target number of children served: 21,089 children birth to 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.
Additional Recommendations

- Restore the Centralized Eligibility List (0.52% of total)
- Robust, Regular Evaluation (0.63% of total)
- Facilities, Equipment, and Supplies (2.2% of total)
- Innovation for Emerging Opportunities, modeled on Measure A1 (2.2% of total)
- Reserve (2% of total)
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
- $17.6 billion return on investment for Alameda County, as measured using Nobel Laureate Economist James Heckman’s methodology

Source: Heckman: the Economics of Human Potential – Lifecycle Benefit of an Influential Human Capital Program
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
Our Work to Date

Engaging with Stakeholders to understand community needs and priorities

Feasibility Poll that yielded information about community interest in this initiative

Building a Draft Program Model to address a range of child, family, and provider needs in partnership with the Steering Committee and other experts across the Early Care & Education Field

Building a Draft Fiscal Model to leverage existing funding with new dollars, ensuring maximum impact via enhancing current slots and creating new slots

Presentation to the Board of Supervisors and All-In Committee, where the Board gave the initial green-light to start gathering community feedback via listening sessions

Presented and received feedback at 16 community meetings, and held 30 small group and individual conversations with stakeholders so far
45+ Stakeholder Meetings to Date

- Alameda County Early Care & Education Program
- Alameda County Board of Supervisors
- Alameda County All-In Committee (anti-poverty initiative)
- Alameda County Social Services Agency
- Albany Mayor’s office
- Alliance of Californians for Community Empowerment
- All-In September Community Forum
- ASES – After School Education & Safety Program
- Assemblyman Rob Bonta
- BAHIA Inc.
- Berkeley Mayor’s office
- Blue Skies 4 Children
- UC Berkeley Graduate School of Education
- Center for the Study of Child Care Employment
- Child, Family and Community Services
- City of Oakland Department of Human Services
- City of Oakland Head Start
- Early Learning Fellowship
- East Bay Community Foundation
- East Bay Association for the Education of Young Children (EBAEYC)
- Emeryville Mayor’s office
- First 5 Alameda County
- First Five Years Fund
- Forward Change
- Hayward Mayor’s office
- Housing & Community Development Department
- Inter-Agency Children’s Policy Council
- Kaiser Permanente
- Kidango
- Labor Center at UC Berkeley
- Las Positas Community College Local Planning Council
- LPC Public Policy Committee
- Lotus Bloom Learning Center
- Oakland Mayor’s office
- Oakland Preschool Providers
- Oakland Starting Smart and Strong Coalition
- OUSD CDC Instructional Assistant leadership
- Parent Voices
- Partnership for Children and Youth
- Quality Counts
- Quality Counts Symposium
- Right Start Commission
- San Lorenzo School Board
- SEIU 521 – represents family child care providers
- SEIU 1021 – represents child care center workers
- Senator Nancy Skinner
- Thomas J. Long Foundation
- 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

**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
Phase I: Feasibility

Phase II: Development of Draft Program Model

Phase III: Listening Sessions with Stakeholders & Revisions to Recommendations

Phase IV: Campaign

Timeline & Key Dates

- County-wide poll #1 conducted, showing that 73% of Alameda County voters would support this proposal
- 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!

June 5, 2018
Election Day!
Join the Conversation.
We are Listening!

acgov.org/ece/crisis

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