



Measure C: Children’s Health and Child Care Initiative for Alameda County Frequently Asked Questions (FAQs)

Measure C will be decided by Alameda County voters on March 3, 2020.

General Questions About Measure C

1. What is Measure C: The Children's Health and Child Care Initiative for Alameda County?

Measure C is a proposed half percent (0.5%) sales tax which would raise an estimated \$150 million per year to provide support and enhancements for child care, preschool, and early education and pediatric health care in Alameda County. The funds will be divided 80/20 into two subaccounts, a Pediatric Health Care Account (20%), overseen by a citizen oversight committee, and a Child Care, Preschool, and Early Education Account (80%), administered by First 5 Alameda County (First 5).



2. How many children and families will be affected by Measure C?

Programmatic planning is underway and precise counts are still to be determined. However, Measure C is expected to impact thousands of children and families across Alameda County who will have improved access to trauma care, specialized pediatric care and treatment at Children’s Hospital Oakland (CHO), and expanded access to child care. Measure C also includes an increase in ECE workforce wages to \$15 per hour, improvements to early care and education (ECE) quality, and teacher retention.

3. What will be the governance of funds generated from Measure C?

Pediatric Health Care Account (20%)

CHO will administer the Pediatric Health Care funds with administrative accountability provided by a **Citizen Oversight Committee** appointed by the Alameda County Board of Supervisors. The Committee shall review expenditures from the prior year and report to the Board of Supervisors on the conformity of the expenditures.



Child Care, Preschool, and Early Education Account (80%)

First 5 will administer the Child Care, Preschool, and Early Education funds, with guidance from an 11-member **Child Care, Preschool, and Early Education Community Advisory Council**. The Council shall advise on the development of policy and program, including Five-Year Plans and Annual Expenditure Plans. The Council shall also annually review the audit of the Child Care, Preschool, and Early Education Account for the prior year.

The Council will be composed of five seats appointed by the Alameda County Board of Supervisors and six seats appointed by the Alameda County Early Care and Education Planning Council. Seats are designated for family child care providers, center providers (including union members), parents, Alternative Payment agency representatives, and other key stakeholders.

The **Community Advisory Council is independent of the Citizen Oversight Committee** established for the Pediatric Health Care Account.

4. If passed, when will Measure C dollars be collected?

If voters approve Measure C in March 2020, the earliest date for collecting the tax will be July 2020. The sales tax is collected by the Board of Equalization, and it takes 60 days to arrive in an Alameda County account. The expected date of program implementation is July 1, 2021.

5. How will funds from the Child Care, Preschool, and Early Education Account be distributed by First 5?

- *Five-Year Program Plan:* The distribution of funds is contingent upon approval of a Five-Year Program Plan (Plan) by the **Alameda County Board of Supervisors**. Recommendations for the Plan will be made by the Community Advisory Council and the **First 5 Commission** will approve the plan, before being submitted for final approval by the Board of Supervisors. The Board of Supervisors shall appropriate funds necessary to carry out the Plan budget on an annual basis.
- *Annual Expenditure Plan:* Each year, First 5 will develop an Annual Expenditure Plan to be shared with the Early Education Planning Council and approved by the **First 5 Commission**. First 5 will procure contracts and services in phases in accordance with the Five-Year Program Plan.



6. Is there a plan for a reserve when funding decreases in some years?

The initiative language states that the administrative agency (First 5) may reserve funds to address fluctuations in revenue. A prudent reserve is expected to be included in the budget process.

7. Does Measure C have an end date?

The initiative language includes a sunset in 20 years.

8. What is the threshold for passing a sales tax measure in California, such as Measure C?

As a result of a recent California Supreme Court decision (*California Cannabis Coalition v. City of Upland*), the threshold for approving a voter-qualified special tax is unclear. In two cases in San Francisco, the court has held that local taxes imposed by voter initiative are not taxes imposed by a “local government” and therefore are not subject to the two-thirds supermajority voter approval requirement provided for in the California Constitution. However, courts in Fresno and Alameda counties have held that voter-qualified special taxes require a two-thirds vote. All of these cases are now on appeal. Consequently, the threshold will be determined in future court decisions.

[FAQs about Measure C’s Child Care, Preschool, and Early Care and Education Provision](#)

9. How will funds for the Child Care, Preschool, and Early Care and Education Account be used?

- A. To increase the number of low- and middle-income children from birth to age 12 with access to safe, nurturing, affordable, and high-quality child care, preschool, and early education services across the county, with priority for children who (1) are five years of age and younger, (2) are homeless, (3) are from historically underserved communities, or (4) have other high-priority needs as designated in the Plan.



- B. To improve the compensation and benefits of family child care providers and early educator employees who provide services under Measure C, by providing rate increases and enhancements to participating providers to support the wage requirements set forth in Measure C. All participating child care programs must pay all early educator employees, including family child care assistants, at least fifteen dollars (\$15) per hour, to be adjusted annually on January 1, beginning in 2022, by the San Francisco-Oakland-Hayward Consumer Price Index (CPI) or the percentage increase in revenues raised during the previous calendar year by the tax, whichever is less.
- C. For reasonable expenditures for the efficient administration of the Child Care, Preschool, and Early Education Account, including the obligations imposed by Measure C. First 5 may reserve funds to address anticipated fluctuations in revenue.

10. Who will be affected by Measure C’s child care provisions?

Measure C will serve low and middle-income families with children birth through 12 years, with an emphasis on children birth to age five, who utilize child care centers and preschools, licensed family child care providers, and license-exempt providers, including family, friend, and neighbor caregivers. Unhoused families seeking child care will also be served.

In addition, unsubsidized children already enrolled in participating providers will have access to quality improvement/support and increased teacher retention through Measure C’s rate enhancements for teaching staff and increased child care availability and reliability.

Income eligibility for families is expected to mirror state subsidy eligibility, currently 85% California State Median Income (SMI). See Table 1 below.

Table 1: Family Income Eligibility for Child Care Scholarships

Family of 1-2	Family of 3	Family of 4
\$64,120	\$69,620	\$80,623

11. How will program plans be decided for the Child Care, Preschool, and Early Care and Education funds?



A Five-Year Plan will be developed, building on previous agreements from a community-vetted, Board-approved plan and recommendations from the Community Advisory Council. The plan will be implemented for a five-year planning cycle.

Prior to drafting a new Five-Year Plan, First 5 must conduct an evaluation of the program and submit it to the Early Care and Education Planning Council and Alameda County Board of Supervisors. An independent audit is also required on an annual basis.

12. Which programs will be funded through the Child Care, Preschool, and Early Care and Education Funds?

Program eligibility will be determined by the Five-Year Plan. Child care provider participation will be prioritized based on commitment to enroll subsidized children.

13. Why is First 5 the administrator for Child Care, Preschool, and Early Care and Education funds?

With more than 20 years of on-the-ground experience in Alameda County supporting families, care providers, and communities, First 5 has developed strong relationships with families, early education providers, and public systems alike. First 5 is a key funder of early childhood programming and the only public agency focused exclusively on supporting young children and their families in Alameda County. First 5 has a strong track record of administering public funds, with 20 years of clean audits. The First 5 Alameda County Commission endorsed Measure C on December 12, 2019.

Key Dates

- **August 21, 2019.** The Children's Health and Child Care Initiative for Alameda County files notice to circulate an initiative petition with the Alameda County Registrar of Voters.
- **November 25, 2019.** A community coalition submits the initiative petition with 86,513 unverified signatures. The Registrar of Voters determines that the initiative received the necessary 57,424 valid signatures of registered voters.
- **December 5, 2019.** The Alameda County Board of Supervisors certifies the measure to be placed on the March 3, 2020 ballot.
- **December 12, 2019.** The First 5 Alameda County Commission endorses Measure C.
- **March 3, 2020.** Voting Day. Measure C to be voted on by Alameda County voters.
- **July 2020.** Sales tax collection begins, if measure is approved.
- **July 1, 2021.** Program implementation begins (pending program plan approval), if measure is approved.