

Measure C: Children's Health and Child Care Initiative for Alameda County

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

Key Facts

- Measure C would create a half percent (0.5%) sales tax to raise an estimated \$150 million per year to expand access to free and low-cost pediatric health care and emergency services at UCSF Benioff Children's Hospital Oakland (CHO) and increase access to quality child care, preschool, and early education across Alameda County.
- If Measure C passes, funds will be divided into two sub-accounts:
 - Pediatric Health Care Account (20%), overseen by citizen oversight committee
 - Child Care, Preschool, and Early Education Account (80%), administered by First 5 Alameda County (First 5)
- The Alameda County Board of Supervisors (Alameda County BOS) and Alameda County Early Care and Education Planning Council will appoint an 11-member Community Advisory Council (CAC) to advise on development of policy and program for child care, preschool, and early education.
- First 5 will oversee and administer the child care program. The Alameda County BOS has authority to replace First 5. First 5 will be responsible for drafting Five-Year Plans, developing annual budgets and spending plans, and reserving funds to adjust for fluctuations in revenue.
- If approved by voters, the earliest date for collecting the tax will be July 2020 with an expected program implementation date of July 1, 2021.

Oversight of the Child Care, Preschool, and Early Education Account

- Child care funds will be distributed after the First 5 Alameda County Commission and the Alameda County BOS approve a Five-Year Plan and budget developed by First 5 in collaboration with the CAC.
- Alameda County BOS will appropriate funds consistent with the Five-Year Plan and budget annually.
- Prior to drafting a new Five-Year Plan, First 5 must conduct a program evaluation and submit it to the Alameda County Early Care and Education Planning Council and Alameda County BOS.
- An independent audit will be reviewed by the CAC and received by the Alameda County BOS annually.

Workforce Provisions and Implementation

- Child care workers and early educators of Measure C participating providers will earn at least \$15 per hour, with annual adjustments for inflation. Adjustments would not occur if the tax proceeds declined.
- Child care workers and early educators of participating providers will be required to attend orientation meetings offered bi-annually.
- First 5 will be required to collect data from participating providers about workforce issues.
- Participating providers will be required to honor requests for payroll deductions and be union neutral.