

Measure C Update: The Children's Health & Child Care Initiative for Alameda County



AGENDA

- ❖ Who is First 5 Alameda County?
- ❖ Measure C: What is it and how does it work?
- ❖ Measure C: First steps
- ❖ Connect with us
- ❖ Q&A

MEET OUR LEADERSHIP & PRESENTERS



Kristin Spanos
Chief Executive Officer



Ayano Ogawa
Chief of Programs



Cally Martin
Deputy CEO



Vanessa Cedeño Geisner
Chief of Staff



Vince Cheng
ECE Provider Partnerships,
Senior Administrator

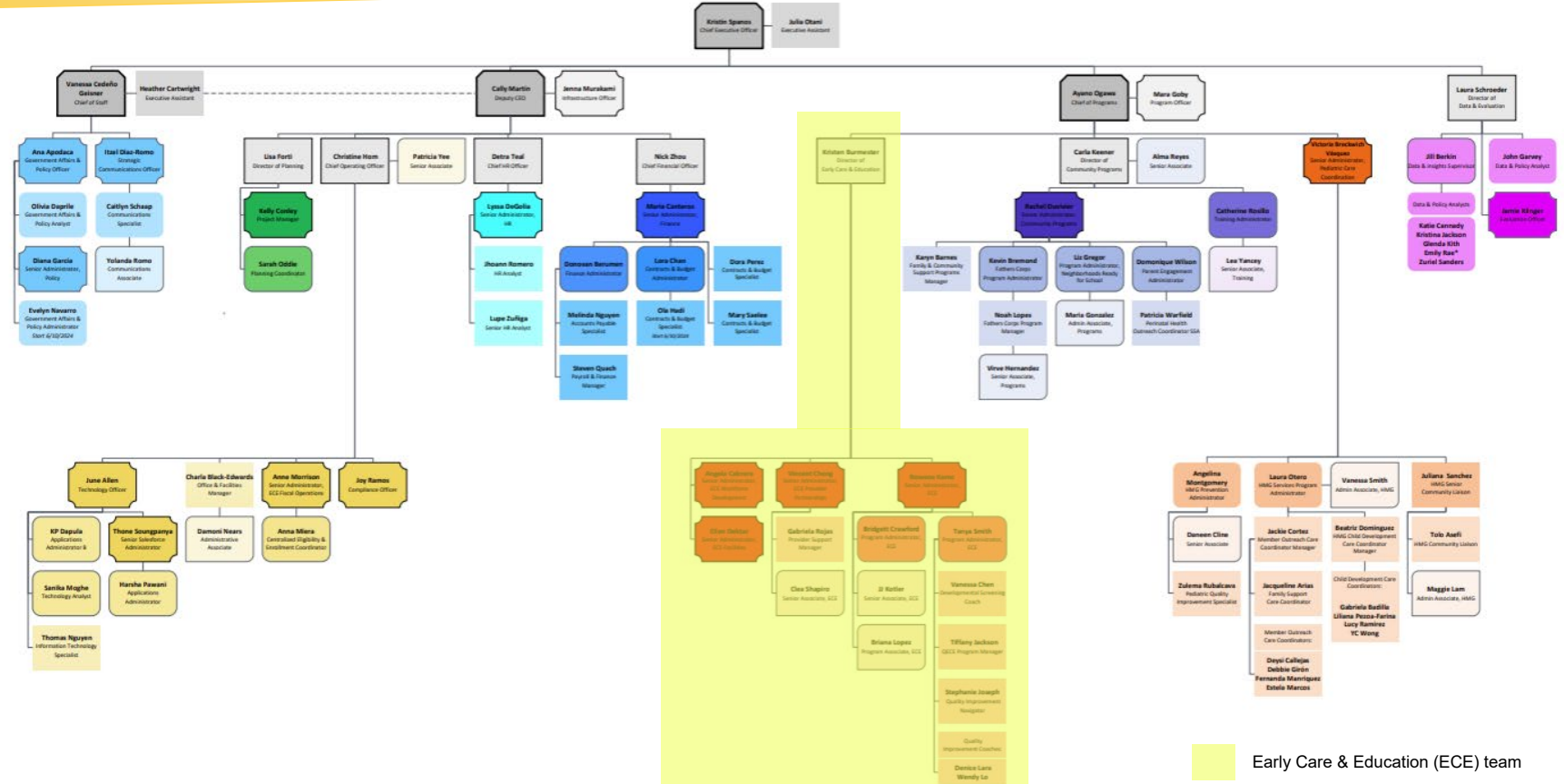


Ana Apodaca
Government Affairs &
Policy Officer



Itzel Diaz-Romo
Strategic Communications
Officer

MEET THE TEAM



PURPOSE AND INTENT OF FIRST 5 COMMISSIONS

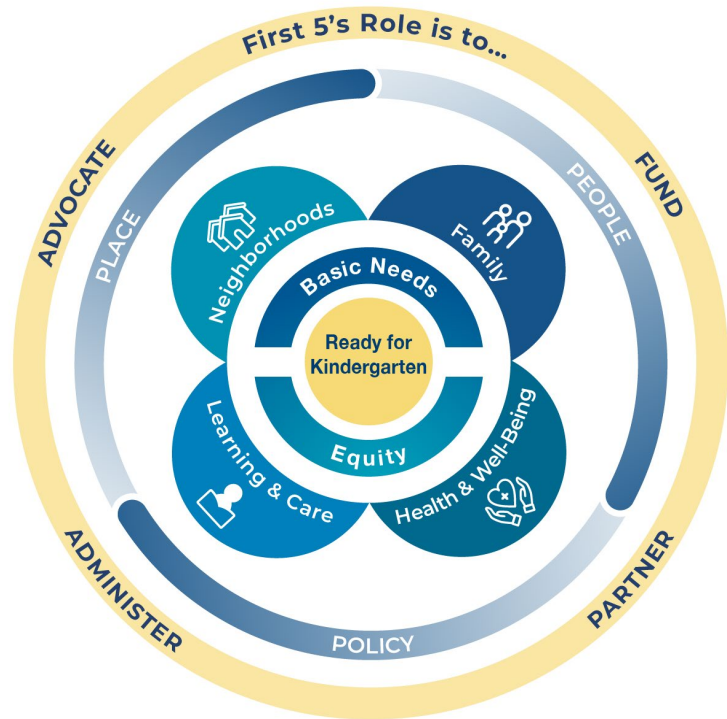
As outlined in section 130100 of the Proposition 10 statute:

(a) It is the intent of this act to **facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development and to ensure that children are ready to enter school.** This system should function as a network that promotes accessibility to all information and services from any entry point into the system.

It is further the intent of this act to emphasize local decision making, to provide for greater local flexibility in designing delivery systems, and to eliminate duplicate administrative systems.



WHO WE ARE



OUR NORTH STAR

Our “North Star,” the population result that guides our work, is that all **Children Are Ready for Kindergarten**; our work is to ensure that policies, systems, communities, and schools support families and children by creating the **conditions** that position all for success.

Measure C: Child Care, Preschool, and Early Education Account



NEW LOCAL CHILD CARE BALLOT MEASURES

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

First 5 is the named Administrator in the ordinance

A 20-year half-percent (0.5%) sales tax that would raise an estimated **\$150 million annually** to provide support and enhancements for child care, preschool, 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
- **a Child Care, Preschool, and Early Education Account (80%)**, administered by First 5

The State Supreme Court upheld Measure C in its entirety on April 24, 2024.



Oakland Children's Initiative

First 5 is the contracted Early Education Implementation Partner

30-year annual parcel tax on single-family homes and multi-unit residences

Revenues support early child care and preschool programs, and fund college readiness programs, tuition assistance, and efforts to address inequities in access to higher education

Raise approximately **\$25-\$30 million annually** with funds divided into three subaccounts:

62% to Early Education Fund

31% to the Oakland Promise Fund

7% for oversight and accountability

Implementation of Early Education Program began Jan. 2023

The Opportunity for an Equity-Centered Approach



Enhance the access and quality of early care and education programming



Improve compensation for participating early care and education professionals



Enhance professional development programs and the eligibility and enrollment system for professionals



Improve community spaces for children and families—such as parks, libraries, and family resource centers



Governing Bodies & Responsibilities

First 5 Alameda County Commission

- **Approves** Five-Year Program and Budget Plans
- **Approves** Annual Expenditure Plans

Alameda County Board of Supervisors (BOS)

- **Establishes** the Community Advisory Council (CAC)
- **Appoints** 5 members to the CAC
- **Conducts** the annual independent financial audit of Measure C revenues and expenditures
- **Approves** Five-Year Program and Budget Plans
- **Annually appropriates funds** necessary to carry out the Plan's annual budget.

Community Advisory Council

11 Member Community Advisory Council (CAC)

- **Advisory Body**
- Staffed by First 5 Alameda County
- Develops policy and programmatic recommendations to First 5 related to the Child Care, Preschool, and Early Education account
- **Informs the Five-Year Program Plan and Budget and Annual Expenditure Plan developed by First 5 for approval by the First 5 Alameda County Commission and Board of Supervisors**
- The Alameda County Board of Supervisors (BOS) established the CAC on June 4, 2024
- CAC members will need to be appointed by the BOS and Local Planning Council by August 22, 2024
- CAC members serve 4-year terms (max. of 12 consecutive years), with exception of the first class, five will serve 2-year terms as determined by lottery at the first CAC meeting

Community Advisory Council Membership

Appointed by Board of Supervisors

Seat #	Seat Designation/ Role	Additional Requirements
1	Center Teacher/ Child Care Workforce representative	At least one of the 2 ECE workforce roles must be a member of a union
2	Family Child Care Provider	
3	Parent/Guardian	At least one of the 2 parent/guardians must have experience participating in subsidized program or waiting list
4	Parent/Guardian	
5	Alternative Payment employee/representative	

Appointed by the Alameda County ECE Planning Council

Seat #	Seat Designation/ Role	Additional Requirements
6	Alternative Payment employee/representative	
7	Center Administrator/ Director subsidized center in the County	At least one of these two seats must be employees of publicly administered centers (e.g., school district)
8	Center Administrator/ Director subsidized center in the County	
9	Discretionary Seat	Permissive/suggested: ACOE, higher ed, parents, public agencies, and labor
10	Discretionary Seat	
11	Discretionary Seat	

Our Role in Measure C

For the Child Care, Preschool, and Early Education account, First 5 will:



Develop the plan and budget for the first five years



Staff the Community Advisory Council (CAC)



Administer all programs and services paid by the measure



Evaluate the program and services



Be open and accountable to the public

Implementation Timeline

Legal Resolution Final

- State Supreme Court Final Decision – April 24, 2024

Community Advisory Council

- The Board of Supervisors established the Council on June 4, 2024
- The Board of Supervisors and Local Planning Council will appoint the CAC members by August 22, 2024

5-Year Plan and Budget (May 2025)

- Developed by First 5 under advisement from CAC
- Approved by First 5 Commission and by BOS

First Steps!



System Building Possible First Steps!



Facilities



Technology



Data & Evaluation



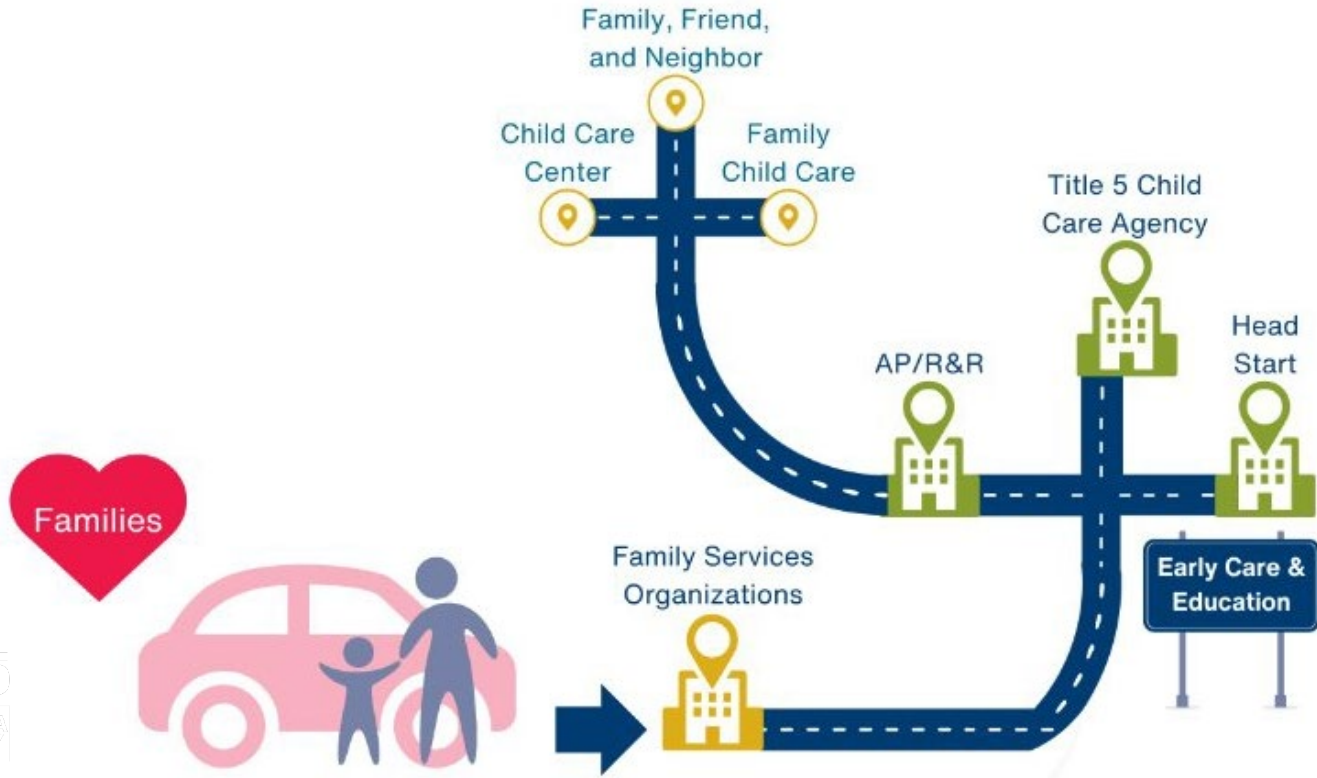
Workforce



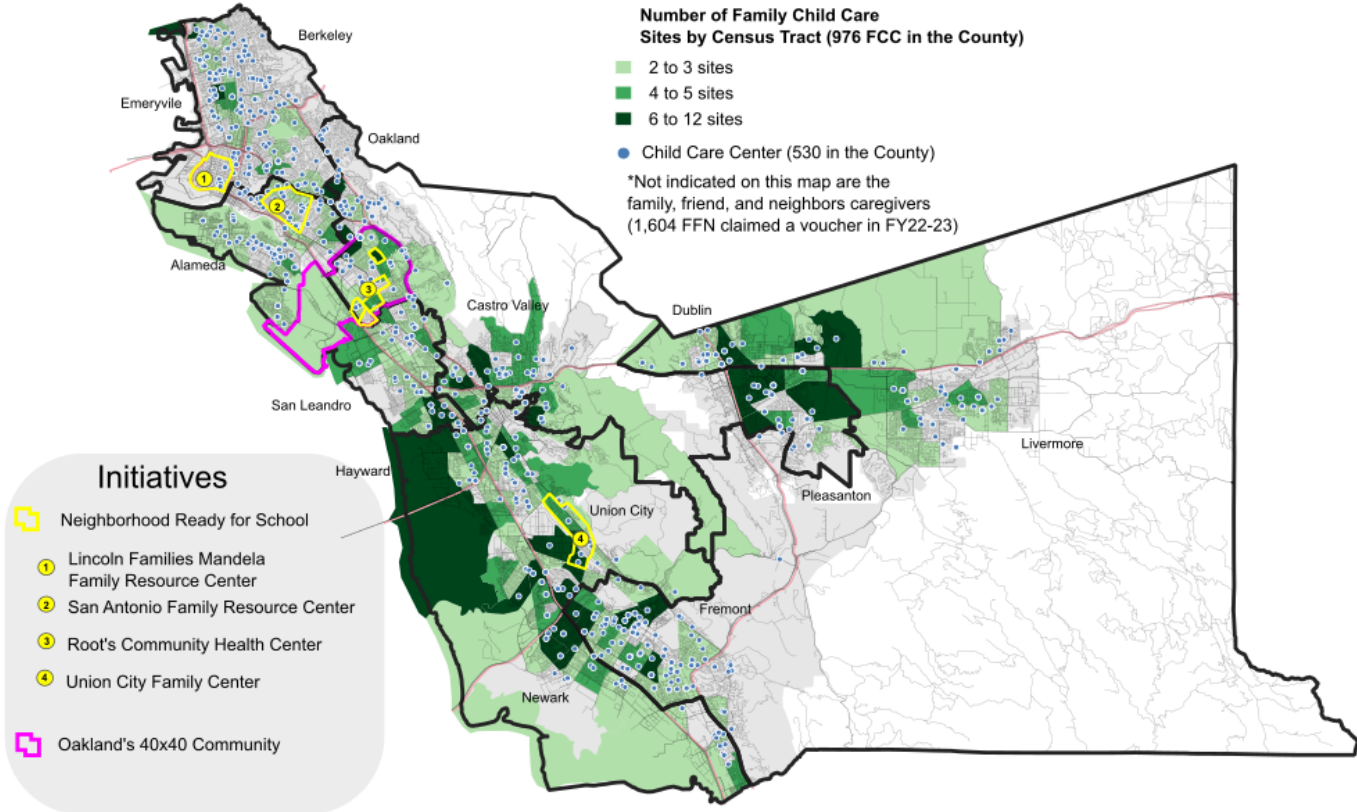
Creating Beautiful Spaces for Children



Connecting Families with Care



Data-Informed Decision Making



Supporting the ECE Workforce



We want to hear from you!

Sign up for our ECE Providers Newsletter.

Be the first to receive our Measure C survey for providers and parents. The survey will provide valuable insights to inform our planning.

Your input is crucial in shaping the future of early childhood education. Together, we can make a real difference in the lives of young children.



Sign up for our newsletter!

Questions

Visit www.first5alameda.org/ballot-measures

THANK YOU!

CONTACT:

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FIRST 5



www.first5alameda.org

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