



MEASURE C FREQUENTLY ASKED QUESTIONS

GENERAL QUESTIONS

Q: What is Measure C and who will it benefit?

A: The Children’s Health and Child Care Initiative for Alameda County (Measure C) is a countywide measure that voters passed in March 2020. It names First 5 Alameda County as the administrator of the Child Care, Preschool, and Early Education portion of the revenue. It is estimated that Measure C will raise \$150M annually to expand access to high-quality early education and health care for children in Alameda County. This will:

- support the expansion of access to high-quality early learning opportunities in Alameda County
- improve compensation for participating early care and education providers
- promote the build out of an equity-centered, comprehensive early childhood system of care

Q: What is the status of Measure C?

A: Measure C was upheld in April 2024, beginning a yearlong planning process with implementation expected to in fiscal year 2025-2026.

Q: How much funding will Measure C (Children’s Health and Childcare Initiative) bring to Alameda County?

A: Measure C is estimated to produce \$150 million annually, with 80 percent dedicated to early education and 20 percent for pediatric health care, administered by the County of Alameda and overseen by a citizen oversight committee. First 5 Alameda County is the named administrator for the early education funding and will be advised by a Community Advisory Council (CAC).

Q: When will funding begin to flow to the community?

A: Over the next year, First 5 Alameda County will develop the Child Care, Preschool, and Early Education five-year program plan and budget and annual expenditure plan under the advisement of a Community Advisory Council (CAC).

To begin implementation of the measure, the Alameda County Board of Supervisors will first need to establish the CAC, and then the Board of Supervisors and the [Alameda](#)



[County Early Care & Education Planning Council](#) (Local Planning Council) will need to appoint the CAC members. Once the CAC has been seated, First 5 Alameda County will regularly convene and staff the CAC to facilitate their advisement of First 5 in the development of the initial five-year program plan and annual expenditure plan for the Child Care, Preschool, and Early Education funds. Both plans will then need to be approved by the First 5 Alameda County Commission and Alameda County Board of Supervisors before Measure C funds can begin to flow into the community. First 5 Alameda County is working expeditiously to coordinate this process and will keep the community informed as plans progress.

Q: Who is First 5 Alameda County?

A: First 5 Alameda County is a public agency dedicated to building a comprehensive and coordinated early childhood system. We have served Alameda County communities for more than 25 years by funding innovative programs and advocating for policies supporting children ages 0-5, birthing people, parents, early care educators, and providers. First 5 Alameda County has been selected to administer the Measure C Child Care, Preschool, and Early Education Account.

COMMUNITY ADVISORY COUNCIL & PLANNING

Q: When will the Community Advisory Council (CAC) be established and appointed?

A: Measure C requires that the CAC appointments occur no later than 120 days after Measure C became effective. However, because of the litigation, the appointment process has been delayed. With the litigation now complete, we expect the Alameda County Board of Supervisors will establish the CAC by June 8, 2024.

The Alameda County Board of Supervisors and the [Alameda County Early Care & Education Planning Council](#) (Local Planning Council) will appoint a total of 11 members to the CAC by August 22, 2024, as required and outlined in the [Measure C ordinance](#) (Section 2.08.304). The Board of Supervisors will appoint five members to the CAC. The Local Planning Council will appoint six members to the CAC.

To learn more about the CAC, criteria for serving on the CAC, or how to apply to the CAC, please visit <https://bit.ly/CAC-application> or contact Lucero Irizarry at lirizarry@aco.org.

Q: Will the plan developed for Measure A be the starting point for Measure C?

A: The early childhood sector and policy landscape in Alameda County, as well as across the state and country, has dramatically changed since the [2018 Alameda County Child](#)



[Care and Early Education Program Plan](#) was developed for [Measure A](#), but it is a starting point. With Measure C, we have a new opportunity to develop an updated program plan that reflects our new post-pandemic reality. The Measure C program plan will also be informed by the Measure C Community Advisory Council (CAC), families, early care and education providers, and the community.

Q: What has First 5 done to prepare for implementation of Measure C?

A: First 5 Alameda County has engaged in substantial efforts to prepare for Measure C implementation, including preliminary programmatic planning, organizational policy and procedural reviews, financial and data analysis and establishing ongoing meetings with state and local system partners to understand the existing administrative landscape for better coordination with the new funding. First 5 has also begun to engage community partners and is developing engagement strategies to gather information via survey, focus groups and reviewing existing data so as to leverage existing information and minimize duplication and overtaxing of providers and parents.

CHILDREN AND FAMILIES

Q: How many children are on the waiting list for subsidized child care? How will Measure C help reduce this?

A: Based on the 2021 Alameda County Early Childhood Needs Assessment, there were nearly 7,000 children living in Alameda County on the state's subsidized program eligibility waiting lists. In Alameda County, there is a significant gap in access to subsidies for income-eligible families with an unmet need of 91% (23,463) of eligible infants and 46% (8,164) of eligible preschool children.

Measure C will help address this critical need, increase access to high-quality early learning programs for low- and middle-income families in Alameda County, and support the overall health of the County's economy.

Q: How will families be able to access programs funded by Measure C? Who will qualify?

A: The goal is to implement a seamless process for families across Alameda County to access high-quality early care and education programs. We will communicate next steps over the coming months. In the meantime, we encourage community members to visit [First 5's website](#) and subscribe to receive Measure C updates [here](#).



Q: What will change for families in Alameda County once these funds are administered?

A: Measure C will help increase access to high-quality early learning programs in Alameda County and improve child-centered community spaces for all families, such as parks, libraries, and family resource centers. Additionally, Measure C is intended to improve navigation and access to child care, as well as supports and training available to early educators/providers. These additional funds will strengthen our county's economy through increased wages and easier access to child care for families, ensuring our children grow up healthy and ready to learn.

EARLY CARE AND EDUCATION WORKFORCE

Q: How will early care and education providers benefit from Measure C?

A: The legislation mandates a wage floor and an annual adjustment for inflation. Additional benefits for ECE providers like access to funding for facilities, workforce development, professional development, and business support will be identified and designed as part of the planning process for the initial Five-Year Program Plan and Budget.

Q: Will Family Child Care and Family, Friend, and Neighbor Providers be included in Measure C?

A: Yes. One of the goals of Measure C is to improve the economic well-being of Family Child Care and Family, Friend, and Neighbor care providers alongside other early care and education providers in Alameda County.

Q: How can providers learn more about Measure C and whether they qualify to benefit?

A: We encourage providers to [sign up for our newsletter](#) to stay up to date with all of the latest information and progress toward implementation.

PEDIATRIC HEALTH CARE ACCOUNT

Q: What is included in the Pediatric Health Care Account plan?

A: First 5 does not have a role in and will not administer Pediatric Health Care Account funds. According to Measure C ordinance language, the Pediatric Health Care Account will be used:



1. To maintain, upgrade, and expand, as needed, a Level 1 pediatric trauma center in Alameda County, and a program for training and recruiting the highly skilled personnel necessary for its effective operation;
2. To assure the financial viability of the local children's health care safety net and its accessibility, including the maintenance and expansion of specialized staff and facilities that provide board certified pediatric subspecialty care for the treatment of complex illnesses and conditions, and other health problems, including mental health, for children and young adults without regard to insurance status or their ability to pay; and
3. To explore and implement innovative programs that enable pediatric and young adult patients and their families to better access pediatric health care services, and that enhance the effectiveness of such services.

Q: Who will administer the Pediatric Health Care Account funds?

A: The Pediatric Health Care Account will be administered by the County of Alameda and overseen by a citizen oversight committee, which the Board of Supervisors will establish and appoint.

Q: Will oversight for the Pediatric Health Care Account and the ECE portions be coordinated/aligned?

A: The ECE and Pediatric Health Care Account will be administered separately. First 5 Alameda County will administer the Early Care and Education funding and the County of Alameda will administer the Pediatric Health Care funding, overseen by a citizen oversight committee.

While First 5 will not have administrative authority regarding the health care funding, the agency is deeply committed to evolving the local early childhood system of care and will be monitoring the benefits to families and health providers these additional funds provide.