



FIRST 5



ABOUT MEASURE C

CHILDREN'S HEALTH AND CHILD CARE
INITIATIVE FOR ALAMEDA COUNTY

Alameda County's early childhood care and education system has been fragmented and underfunded for years, resulting in significant disparities in educational access and quality for thousands of families and children. Fortunately, a recent influx of funding is now poised to address these longstanding inequities, presenting a rare opportunity to transform the early care and education system in Alameda County.

WHAT IS MEASURE C?

Measure C, the Children's Health and Child Care Initiative, is a half-cent sales tax that was approved by voters in March 2020 to generate approximately \$150 million annually for expanding access to early childhood education and health care in Alameda County. Measure C names First 5 Alameda County as the administrator of the Child Care, Preschool, and Early Education portion of the revenue, amounting to 80 percent of the generated funds. It was upheld by the California Supreme Court in April 2024, granting First 5 the right to move forward.

Revenue generated through Measure C will:

- **ENHANCE THE ACCESS AND QUALITY OF EARLY CARE AND EDUCATION PROGRAMMING**
- **IMPROVE COMPENSATION FOR PARTICIPATING EARLY CARE AND EDUCATION PROVIDERS**
- **ENHANCE PROFESSIONAL DEVELOPMENT PROGRAMS AND THE ELIGIBILITY AND ENROLLMENT SYSTEM FOR PROVIDERS**
- **IMPROVE COMMUNITY SPACES FOR CHILDREN AND FAMILIES—SUCH AS PARKS, LIBRARIES, AND FAMILY RESOURCE CENTERS**



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Over the next year, First 5 Alameda County will develop a five-year program plan and annual expenditure plan under the advisement of a Community Advisory Council (CAC) and in direct collaboration with community partners to ensure effective fund distribution. To learn more about the Community Advisory Council including criteria for serving on the Council, please visit <https://bit.ly/3KGVhjp> or contact lirizarry@acoe.org.

ABOUT FIRST 5 ALAMEDA COUNTY

With over 25 years of experience in supporting early childhood development, First 5 Alameda County is a public agency committed to building a comprehensive and coordinated early childhood system. With kindergarten readiness as our “north star,” we collaborate with providers, families, and community members to ensure children in Alameda County thrive. Our efforts have benefited over 325,000 children and 250,000 parents and providers.

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ABOUT MEASURE C



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CONTACT US

First 5 Alameda County
media@first5alameda.org
1115 Atlantic Avenue,
Alameda, CA 94501

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