



MEASURE C COMMUNITY ADVISORY COUNCIL RETREAT AGENDA

Saturday, April 12, 2025
9:00 AM – 2:00 PM

First 5 Alameda Conference Center
1115 Atlantic Avenue
Alameda, CA, 94501
Conference Room A

Community Advisory Council Members:

Tracey M. Black, Heidi Gerard, Nancy Harvey, Kym R. Johnson, Maéva Marc, Paulene McCarthy, Savitha Moorthy, David Padilla, Cristina Ramirez Fonua, Mitch Sigman, and Robert E. Williams

1. Welcome & Call to Order

Facilitator Dania Torres Wong will call this meeting to order at 9:00 AM.

2. Roll Call

3. Review Agenda & March 26, 2025 Meeting Minutes

4. Grounding in the Ordinance and Equity Mandates

5. Weighing and Aligning on the Trade-Offs

6. Public Comment

This portion of the meeting is reserved for persons desiring to address the Community Advisory Council. At this time, the Public is invited to make any comments related to items not on the agenda within the Council's purview. The Council will receive public comment in person or by Zoom utilizing the Q&A Box. Speakers are limited to two minutes. Public comment will be limited to 15 minutes.

7. Adjournment

Information about access:

If you need special assistance to participate in this meeting, including interpreter services, please contact Evelyn Navarro at evelyn.navarro@first5alameda.org or (510) 279-6350 at least 7 business days before the scheduled Community Advisory Council meeting so First 5 can make reasonable arrangements to ensure accessibility. Times indicated are estimates and subject to change.



Measure C Community Advisory Council Meeting Minutes

March 26, 2025, 5:30 PM – 8:30 PM

First 5 Alameda County Conference Center, Alameda, CA

Zoom Webinar Meeting ID: 844 2473 6329 Passcode: 137877

Community Advisory Council Members Present: Tracey M. Black, Nancy Harvey, Kym R. Johnson, Maéva Marc, Paulene McCarthy, Savitha Moorthy, David Padilla, Mitch Sigman and Robert E. Williams

Community Advisory Council Members Not Present: Heidi Gerard, Cristina Ramirez Fonua

First 5 Alameda County Staff Present: Vanessa Cedeño Geisner, Lisa Forti, Jualeah Shaw, Kristin Spanos

Guest Speaker: Jessica Irwin

Facilitators: Dania Torres Wong and Natalie Walrond

Agenda Item Speaker	Discussion	Follow Up
<p>1. Welcome & Call to Order</p> <p>D. Torres Wong J. Shaw</p>	<p>Jualeah Shaw, First 5 Senior Administrative Associate, provided instructions to the public on how to access online interpretation services in Spanish and Cantonese for in person and virtual participants.</p> <p>Facilitator Torres Wong called the Community Advisory Council meeting to order at 5:50pm.</p> <p>Facilitator Torres Wong, announced Agenda Item 4, Public Comment for matters not on the agenda, was moved to after agenda item 6.</p> <p>Facilitator Torres Wong reminded attendees and the Council that the purpose of the meeting was to:</p> <ul style="list-style-type: none"> • Provide an update on the 5-Year Plan planning process • Share the results and findings from Provider and Family Surveys conducted last year, as well as the themes and recommendations emerging from the six Measure C Community Listening Sessions 	<p>None.</p>



Agenda Item Speaker	Discussion	Follow Up
	<ul style="list-style-type: none"> Generate CAC reflections and recommendations that inform the 5-year plan 	
2. Roll Call D. Torres Wong	<p>Facilitator Torres Wong led roll call.</p> <p>Council members Tracey M. Black, Nancy Harvey, Kym Johnson, Maéva Marc, Paulene McCarthy, David Padilla, Mitch Sigman and Robert E. Williams were present. Council member Savitha Moorthy participated remotely with a “just cause” exemption.</p> <p>Council member Heidi Gerard was excused.</p> <p>Council member Cristina Ramirez Fonua was not present.</p>	None.
3. Review Agenda & March 1, 2025 Meeting Minutes D. Torres Wong	<p>Facilitator Torres Wong reviewed the meeting agenda and asked if Council members had any corrections to the March 1, 2025 meeting minutes.</p>	None.
4. Public Comment D. Torres Wong	<p>Agenda Item 4, Public Comment for matters not on the agenda, was moved to after Agenda Item 6.</p> <p>After Agenda Item 6 concluded, Facilitator Torres Wong opened public comment for Items not on the Agenda, Agenda Item 4.</p> <p>Facilitator Torres Wong opened public comment for items not on the agenda.</p> <p>The Community Advisory Council members received public comment from:</p> <p><u>In person:</u> Rita Ferrando</p>	None.



Agenda Item Speaker	Discussion	Follow Up
	Shruti Agarwal Lisa Zarodney	
5. 5-Year Planning Process and Revised 2025 Community Advisory Council Meeting Calendar D. Torres Wong K. Spanos V. Cedeño Geisner	<p>Kristin Spanos, First 5 Chief Executive Officer, provided an overview of the 5 -Year Plan development process and the updated CAC meeting calendar.</p> <p>Vanessa Cedeño Geisner, First 5 Chief of Staff, announced the launch of the Measure C Logo Children’s Art Contest. The logo will brand the Measure C Childcare Preschool and Early Education Account. The selected artwork will be incorporated into the logo design. First 5 requested the Council members support with collecting submissions for the Children’s Art Contest. The goal is to finalize the logo by the end of May.</p>	<p>Submissions for the Measure C Logo Children’s Art Contest are due by April 12, 2025. The top art submissions will be reviewed and ranked by Community Advisory Council members at the April 23, 2025 Community Advisory Council meeting.</p>
6. Community Data Presentations and CAC Discussion <ul style="list-style-type: none"> a. Applied Survey Research (ASR) on Provider and Family Survey Results b. West Ed Community Listening Session Report c. CAC Reflection and Recommendations 	<p>a. K. Spanos introduced Jessica Irwin, Project Manager with Applied Survey Research.</p> <p>First 5 Alameda partnered with Applied Survey Research to develop two surveys:</p> <ul style="list-style-type: none"> 1) Family Survey for families in Alameda County with children under 6 2) Provider Survey for licensed early care and education providers <p>J. Irwin presented the Provider and Family Survey results and key findings (attached).</p> <p>J. Irwin and First 5 staff responded to questions from the Community Advisory Council.</p> <p>b. Facilitator Torres Wong introduced Natalie Walrond with WestEd to present high-level findings and recommendations for the Five-Year</p>	<p>None.</p>



Agenda Item Speaker	Discussion	Follow Up
<p>K. Spanos D. Torres Wong J. Irwin N. Walrond L. Forti</p>	<p>Plan from WestEd’s final report on the six Measure C Community Advisory Council Community Listening Sessions.</p> <p>N. Walrond shared the type of information included in the Measure C Community Listening Sessions Final Report (attached).</p> <p>Natalie Walrond and First 5 Staff responded to questions from the Community Advisory Council.</p> <p>c. Lisa Forti, First 5 Director of Planning, introduced the Measure C 5 Year Planning Process reflection and discussion portion of the agenda item.</p> <p>N. Walrond presented the “Reflecting on Priorities” activity and guiding questions for the Community Advisory Council:</p> <p>Reflect: What are thinking about?</p> <p>Recommend: What are your priorities as we build beyond the Emergency Stabilization Fund to the full 5-Year Plan? Consider the following:</p> <ul style="list-style-type: none"> • Providers (workforce, wages, compensation) • Families (access, inclusion, family supports, FFN) • Facilities (repair, renovation, expansion, community spaces) • Capacity (data, technology, administration) <p>The Community Advisory Council participated in the prioritization activity facilitated by Natalie Walrond and shared their top two priorities for the 5-year Plan and the tensions or trade-offs they were grappling with in advance of the April 12th Community Advisory Council retreat.</p>	



Agenda Item Speaker	Discussion	Follow Up
	<p>Facilitator Torres Wong asked for public comment on Agenda Item 6.</p> <p>The Community Advisory Council members received public comment from:</p> <p><u>Virtual:</u> Marina Munoz</p> <p><u>In person:</u> Mona Shirk Rita Fernando</p> <p>Facilitator Torres Wong reminded the Community Advisory Council about the Saturday, April 12th CAC Retreat.</p>	
<p>7. Adjournment</p> <p>D. Torres Wong</p>	<p>Facilitator Torres Wong adjourned the meeting at 8:24pm.</p>	<p>None.</p>

WELCOME / ¡Bienvenidos! / 歡迎

The meeting will begin momentarily.

- Spanish and Chinese interpretation is available
- Please silence your cell phones
- This meeting is being recorded

WELCOME / ¡Bienvenidos! / 歡迎

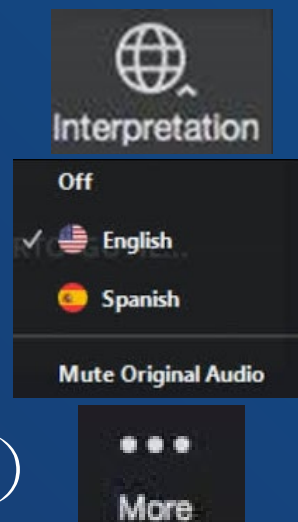
我們提供同步翻譯-請各位選擇一種語言

用電腦參與視訊

- 點擊位於螢幕底部的地球圖標
- 選擇中文

用手機參與視訊

- 按螢幕右下角的三個點（更多）
- 點選語言翻譯
- 選擇中文
- 按螢幕右上角的完成



INTERPRETACIÓN SIMULTANEA AL ESPAÑOL DISPONIBLE - TODOS DEBEN ELEGIR UN LENGUAJE

ENTRANDO A ZOOM POR COMPUTADORA

- Apriete el símbolo del Globo terráqueo ubicado en la parte inferior de la pantalla.
- Elija ESPAÑOL
- Apague el Audio Original (para solo escuchar una voz)

ENTRANDO A ZOOM POR TELEFONO INTELIGENTE

- Presione los 3 PUNTOS sobre la palabra MORE o MAS y busque INTEPRETACIÓN
- Elija ESPAÑOL
- Presione DONE o FINALIZAR, arriba y de lado derecho de la pantalla

MEASURE C COMMUNITY ADVISORY COUNCIL MEETING – PUBLIC COMMENT APRIL 12, 2025, 9:00 AM – 2:00 PM



- Public comment for agenda items and non-agenda items within the Council's purview will be taken at the end of the meeting.
- There is a 2-minute time limit for public comment. The timer will beep when time has expired.
- Public comment will be limited to 15 minutes.
- When submitting your request to make public comment, please share your name, affiliation (if any), and the agenda item you would like to comment on (when appropriate).

Instructions for virtual public comment:

- Submit your request to make public comment in the Q&A Box **prior** to the presentation and discussion of that agenda item.
- Virtual attendees are muted. When it is your turn to speak, the host will call your name and unmute you. You will also need to **unmute** your microphone.

Instructions for in-person public comment:

- Sign up to provide public comment on the public comment sign up list, **prior** to the Public Comment item at the top of the agenda, so that your name can be called by a First 5 team member.



5-YEAR PLANNING RETREAT

April 12, 2025
COMMUNITY ADVISORY COUNCIL

TODAY'S MEETING

GOALS

- Ground in the intent, goals, and mandates of the ordinance
- Align on a shared understanding of equity and how to use it to inform our recommendations
- Understand and weigh the trade-offs that will need to be made with regard to Measure C investments
- Generate CAC recommendations that inform the 5-Year Plan

AGENDA

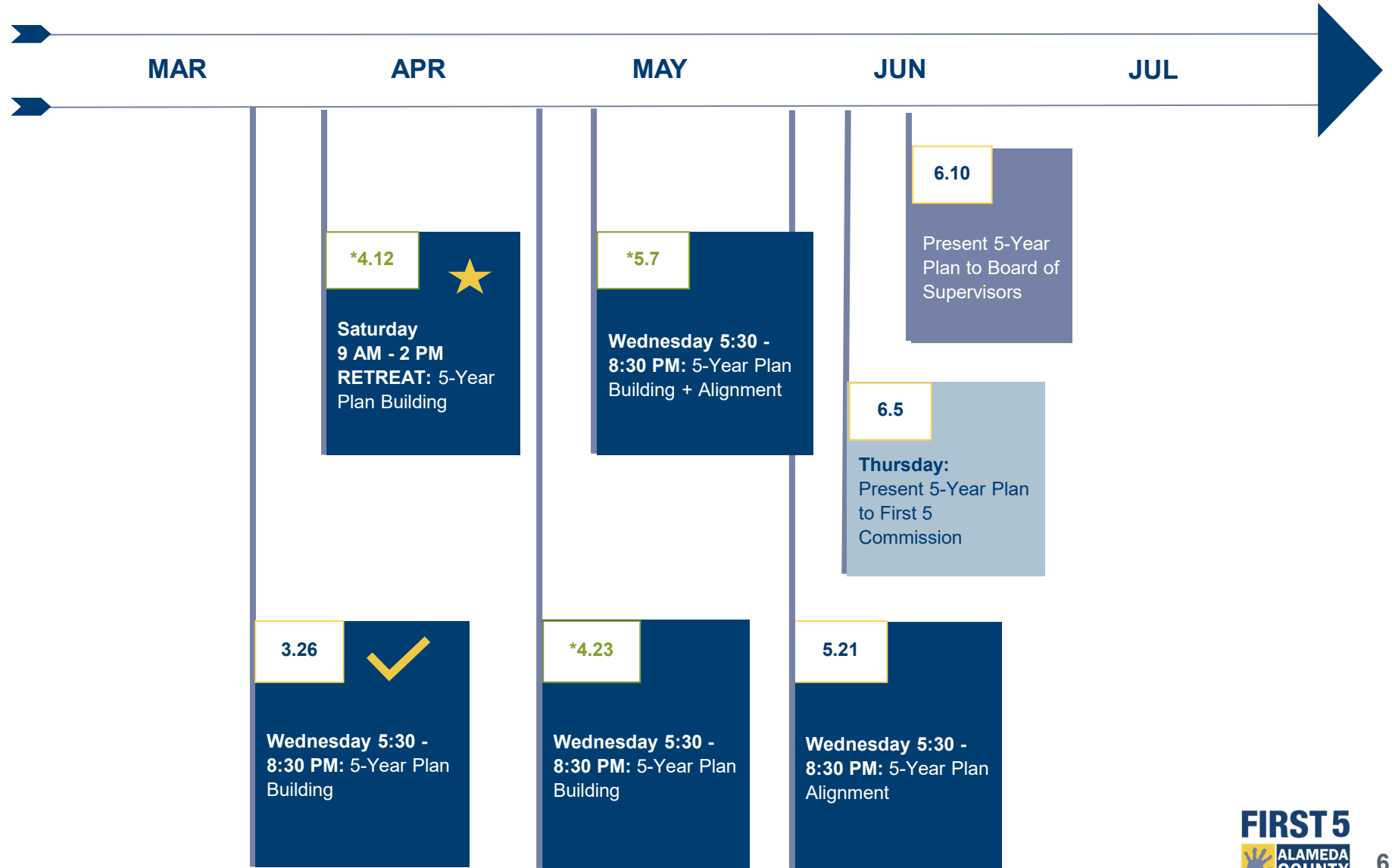
1. Welcome and Call to Order
2. Roll Call
3. Agenda Review
4. Grounding in the Ordinance and Equity Mandates
5. Weighing and Aligning on the Trade-Offs
6. Public Comment
7. Adjourn

Aug

- ☑ CAC Orientation
- ☑ CAC Data Walk
- ☑ CAC Prioritize Quick Wins
- ☑ Propose Emergency Stabilization Fund to CAC
- ☑ Workforce Development (Community Listening Session)
- ☑ Propose Emergency Stabilization Fund to First 5 Commission - APPROVED
- ☑ Workforce Development (Community Listening Session)
- ☑ Access to Care (Community Listening Session)
- ☑ Wages and Compensation (Community Listening Session)
- ☑ Facilities (Community Listening Session)
- ☑ Quality / Inclusion / Family Navigation (Community Listening Session)
- ☑ Family Friend and Neighbors (Community Listening Session)
- ☑ Present Emergency Stabilization Fund to the Board of Supervisors part 1
- ☑ Present Emergency Stabilization Fund to the Board of Supervisors part 2

Mar

5-YEAR PLAN DEVELOPMENT PROCESS UPDATED CAC MEETING CALENDAR



Grounding in the Ordinance

ITEM 4



THE COMMUNITY ADVISORY COUNCIL (CAC)



- Measure C establishes the **Community Advisory Council (CAC)** to provide recommendations to First 5 regarding:
 - The CCPEE five-year plan and annual spending plan
 - Initiatives to improve the quality and capacity-building of service providers
 - First 5's approach to evaluating and improving the administration of programs, including through use of technology
 - Strategies to improve community engagement in the planning and implementation of services

THE COMMUNITY ADVISORY COUNCIL (CAC)

- The CAC's role is to provide **strategic guidance** and advice regarding the 5-year plan and annual expenditure plan, capacity building, improvements in administration of the CCPEE Program, and community engagement
- Measure C designates the CAC as an **advisory body**, not a decision-making body; this designation has important implications for conflict of interest purposes
 - CAC members are **not “trusted advisors”** under 1090 because CAC's role is to provide strategic guidance, not to provide input regarding RFPs, contract processes, or contract awards
 - CAC members must **refrain from advocating for funding** on behalf of their employers and from intervening with First 5 on contract matters
- Compliance with conflict rules is a personal obligation of public officials, but First 5 will assist CAC to support compliance

MEASURE C PURPOSE AND INTENT



1. **Provide** additional **support** for, and to **expand access** to, high quality child care, preschool, and early education services for children and families with low- and middle-income in Alameda County;
2. **Improve wages and compensation** for participating child care providers and early educators who provide services under this Ordinance so that they can earn at least \$15 per hour; and
3. **Promote** wellness, **kindergarten readiness**, and school success

Investments and Programmatic Design



ADDRESSING THE FULL NEED IN THE ECE SYSTEM

Estimates for illustrative purposes

ACCESS

Cost per year to expand care for every child under 5 eligible for subsidy in Alameda County:

\$600 Million+

WORKFORCE

Cost per year to operate a high quality ECE provider Apprenticeship program for 1,000-2,000 individuals:

\$16-33+ Million

PROVIDERS

Cost per year to bring ECE provider salary to parity with Kindergarten teacher salary:

\$400 Million+

FACILITIES

Funding necessary to build and maintain high quality ECE facilities for all children 0-5 in Alameda County:

\$2-4 Billion

Over \$1 Billion Annually

+ \$4 Billion investment for facilities

MEASURE C INVESTMENT AREA: ACCESS



\$600 Million+

Cost *per year* to expand care for every child under 5 eligible for subsidy in Alameda County:

Type	Unmet Need		Average Cost		Total
Infant/Toddler	~23,500	x	~\$19,700	=	\$460M+
Preschool	~8,200	x	~\$18,000	=	\$150M+
TOTAL					\$600M+

Sources: Number of children eligible for subsidy and not using subsidy (unmet need): 2021 ECE Needs Assessment (ELNAT). Average Cost based upon current state payment rates for full-time care and based on the current percentages in Centers, FCCs, and FFN. All numbers rounded and are estimates based on best available data to First 5 Alameda in November 2024.

MEASURE C INVESTMENT AREA: WORKFORCE

\$16-33+ Million

Cost per year to operate a high quality ECE provider
Apprenticeship program for ~1,000-2,000 individuals:



	Number of Apprentices		Cost per Apprentice	Total
Low Estimate	900	x	\$17,400	= \$16M
High Estimate	1,900	x	\$17,400	= \$33M+

Sources: Cost of apprenticeship programs based on local estimates from variety of apprenticeship programs. All numbers rounded and are estimates based on best available data to First 5 Alameda in November 2024.

MEASURE C INVESTMENT AREA: WAGES

\$400 Million+

Cost *per year* to bring ECE provider salary to parity with Kindergarten teacher salary:

Difference in Wage		Number of Providers		Total
\$60,000	x	7,000	=	\$400M +

Sources: Estimated wage difference based upon Employment Development Department Wage Data (Q1, 2024). Estimated number of early educators based upon multiple sources for educators at licensed sites. All numbers rounded and are estimates based on best available data in November 2024.



MEASURE C INVESTMENT AREA: FACILITIES

\$2-4 Billion

Funding necessary to build and maintain high quality ECE facilities for all children 0-5 in Alameda County:

	Cost per slot		Number of slots		Total
Low Estimate	\$50K	x	36,000	=	~\$2B
High Estimate	\$50K	x	80,000	=	~\$4B

Sources: 2022 Facility Needs Assessment. All numbers rounded and are estimates based on best available data in November 2024.



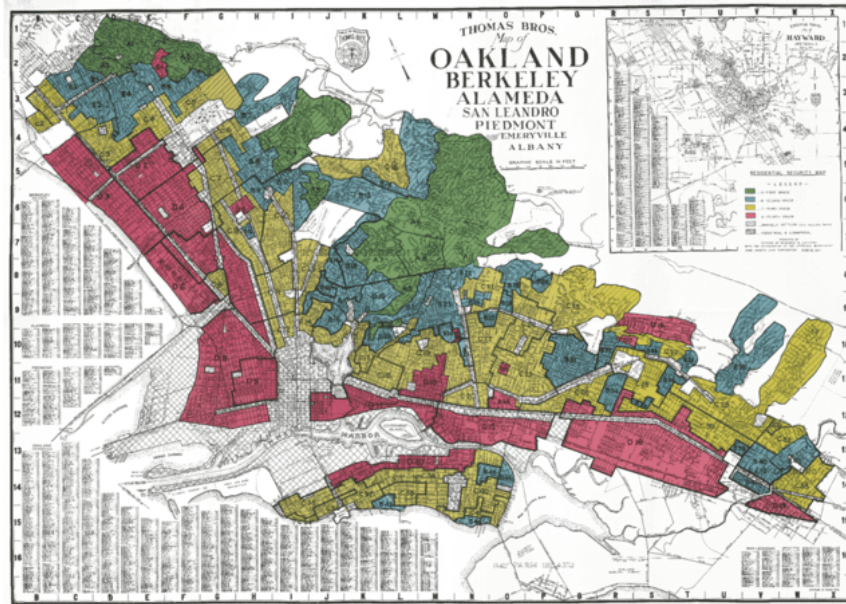
Equity in Measure C



EQUITY MANDATES IN MEASURE C

- Measure C addresses **people- AND place-based equity** (2.08.300 and 2.08.303)
- The Ordinance identifies equity as a guiding principle and calls for the **prioritization of funds for children and youth with the highest needs** (2.08.300.C.4)
- The Child Care, Preschool, and Early Education Account requires that the administrator prioritize **children 0-5, children experiencing homelessness, and those from historically underserved communities.** (2.08.303.A.1)

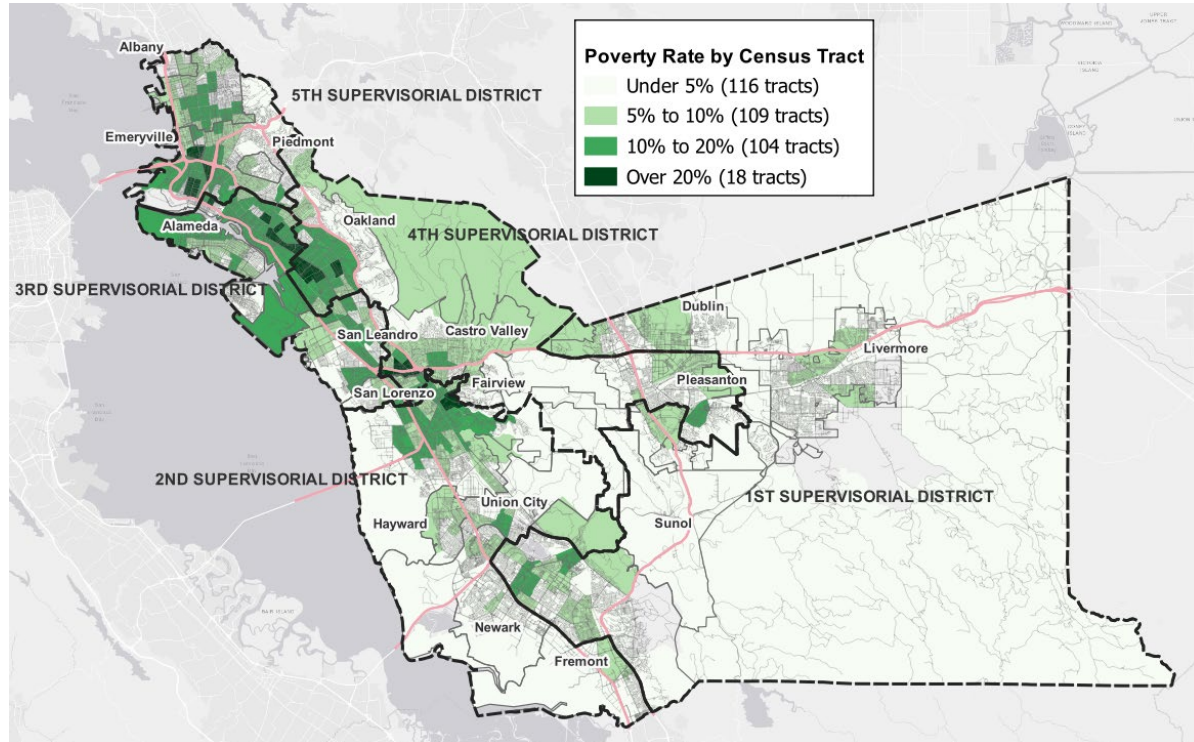
REDLINING IN ALAMEDA COUNTY: RACISM AND HISTORICAL INEQUITY



UC BERKELEY RESEARCH

- **1930's-60's:** banks marked areas of Oakland and parts of Berkeley as "high risk," denying Black, Latino, and Asian families access to home loans and economic opportunities.
- **Redlining** concentrated communities of color in **disinvested neighborhoods**, limiting access to quality schools, healthcare, and jobs.
- Now, **gentrification** and **rising housing costs** are pushing out longtime residents in once red-lined neighborhoods
- Housing, education, food security, and workforce **inequities persist to this day**

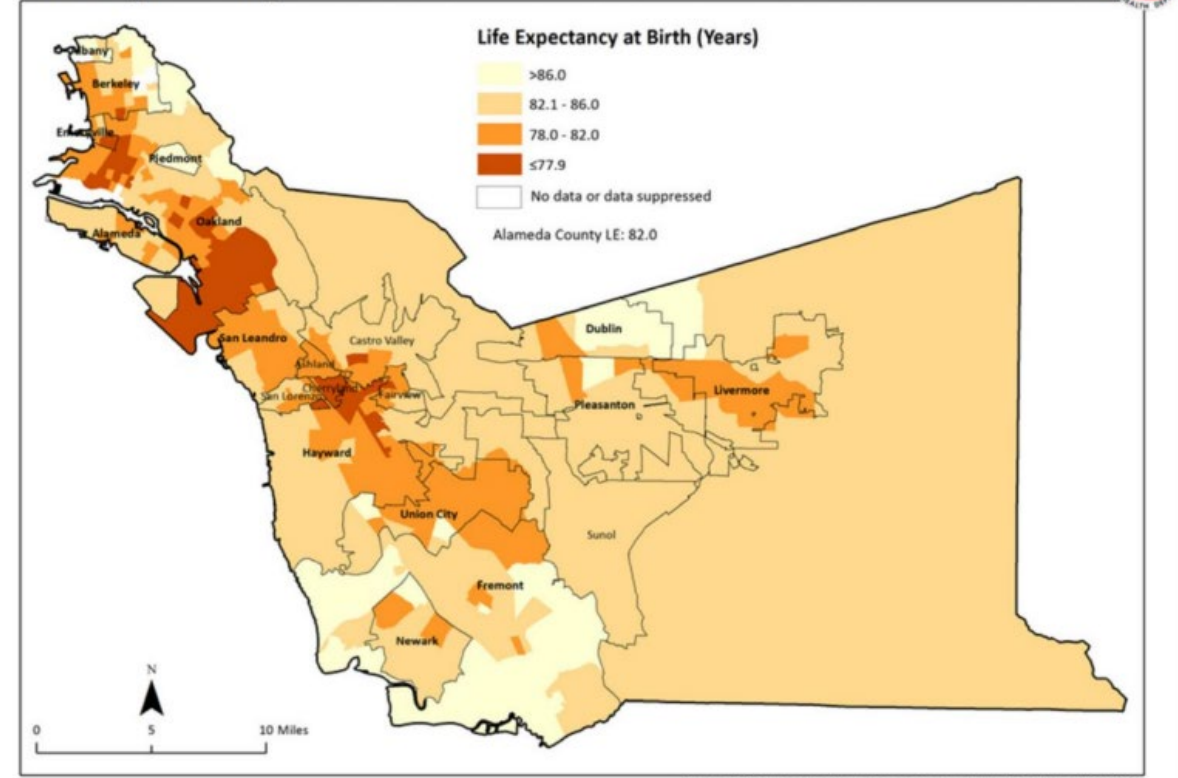
MAPPING INEQUITY IN ALAMEDA COUNTY



First 5 Alameda County (2022)



Life Expectancy



Source: CAPE, with data from Alameda County vital statistics files, 2012-2016.

Alameda County Public Health (2018)

INEQUITY WITHIN POPULATIONS

IMPACT OF STRUCTURAL INEQUITIES on *ECE PROVIDERS*

 **75%**

Alameda County childhood educators worry about paying monthly bills ¹

 **96%**

ECE educators in Alameda County identify as women ³

 **76%**

Earnings of Black women early childhood educators when compared to White early childhood educators nationally. ²

\$47,630

Mean Annual Wage for Childcare Worker in the Oakland-Hayward– Berkeley Metro Division⁴

 **54%**

Worry about food security ¹

 **79%**

Of ECE educators in Alameda County identify as women of color ³

 **85%**

Earnings of Hispanic women early childhood educators when compared to White early childhood educators nationally. ²

\$55,081

Mean Annual Wage for Preschool Teacher in the Oakland-Hayward– Berkeley Metro Division⁴

\$111,799

Mean Annual Wage for Kindergarten Teacher in the Oakland-Hayward –Berkeley Metro Division⁴

Sources:

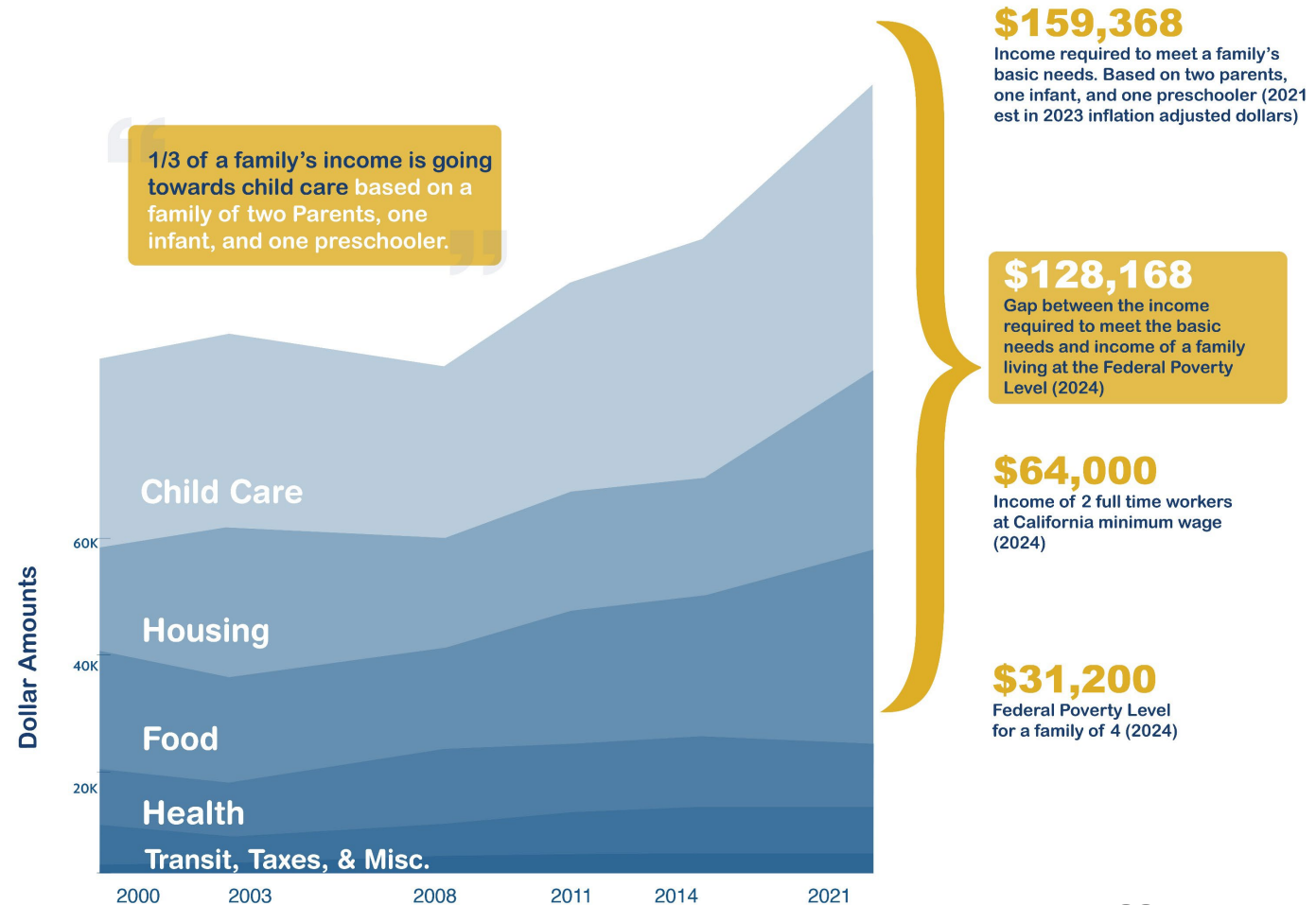
1. Center for the Study of Child Care Employment. *Alameda County SEQUAL Report*. University of California, Berkeley, 2016.
2. Center for American Progress analysis of workforce survey data from NORC, *National Survey of Early Care and Education (NSECE)*, [United States], 2019
3. California Early Care and Education (ECE) Workforce Registry. (October 2020). Note: Self-reported data for 2,348 people registered in the Alameda County Workforce Registry as of October 2020. The Workforce Registry only represents a subset of the ECE workforce as it is a voluntary database. The registry includes an overrepresentation of those working at child care centers and Title 5 programs compared to other child care program types.
4. Employment Development Department. “OES Employment and Wages: Quarter 1, 2024.” State of California, <https://labormarketinfo.edd.ca.gov/data/oes-employment-and-wages.html#DashB>. Accessed 13 Sept. 2024.

INEQUITY WITHIN POPULATIONS

IMPACT OF STRUCTURAL INEQUITIES on *FAMILIES*

Parent Voices Oakland 2017 study found:

- **Families with the least stability** are the most likely to have **problems accessing child care.** (2017)
- The top three concerns about child care highlighted the intersectionality of **housing, enrollment challenges, transportation, and employment**



BREAK



15 minutes

WEIGHING THE TRADE-OFFS

ITEM 5



FISCAL CALCULATOR TOOL

- To illustrate different allocation choices between **access (slots) and wages**, the First 5 finance department built a fiscal calculator tool
- By visualizing different funding scenarios, we can clearly see the **implications** our choices will have on other investments
- The calculations are illustrative and will be refined based on the best available data



FISCAL CALCULATOR TOOL



- PROVIDERS
- ACCESS
- FFN CARE

WEIGHING THE TRADE-OFFS

Pair Share, 20 minutes

With your small group, consider and discuss the following:

- Based on what you saw in the tool, what investments would you prioritize and why?
- Based on your prioritization, what are the implications for families? For providers? For care-takers?
- Are there any remaining concerns or considerations?



- PROVIDERS
- ACCESS
- FFN CARE

WEIGHING THE TRADE-OFFS

Group Share Out, 2 min per group

- Based on what you saw in the tool, what investments would you prioritize and why?
- Based on your prioritization, what are the implications for families? For providers? For care-takers?
- Are there any remaining concerns or considerations?



- PROVIDERS
- ACCESS
- FFN CARE

LUNCH

30 minutes





Measure C Logo Children's Art Contest

ALIGNMENT

GRADIENTS OF AGREEMENT

Part 1: Proportionality

- Is there any alignment related to the **proportionality** related to the providers, for families, and for care-givers?
- Are we in agreement?



- PROVIDERS
- ACCESS
- FFN CARE

ALIGNMENT

GRADIENTS OF AGREEMENT

Part 2: Design and Eligibility

- How do we conceptually design investments?
- How do we determine **eligibility** while keeping **equity** in mind?



- ✓ PROVIDERS
- ✓ ACCESS
- ✓ FFN CARE

MEASURE C COMMUNITY ADVISORY COUNCIL MEETING – PUBLIC COMMENT APRIL 12, 2025, 9:00 AM – 2:00 PM



- Public comment for agendized and non-agendized matters within the Council’s purview will be taken at the end of the meeting.
- There is a 2-minute time limit for public comment. The timer will beep when time has expired.
- Public comment will be limited to 15 minutes.
- When submitting your request to make public comment, please share your name, affiliation (if any), and the agenda item you would like to comment on (when appropriate).

Instructions for virtual public comment:

- Submit your request to make public comment in the Q&A Box **prior** to the presentation and discussion of that agenda item.
- Virtual attendees are muted. When it is your turn to speak, the host will call your name and unmute you. You will also need to **unmute** your microphone.

Instructions for in-person public comment:

- Sign up to provide public comment on the public comment sign up list, **prior** to the Public Comment item at the top of the agenda, so that your name can be called by a First 5 team member.

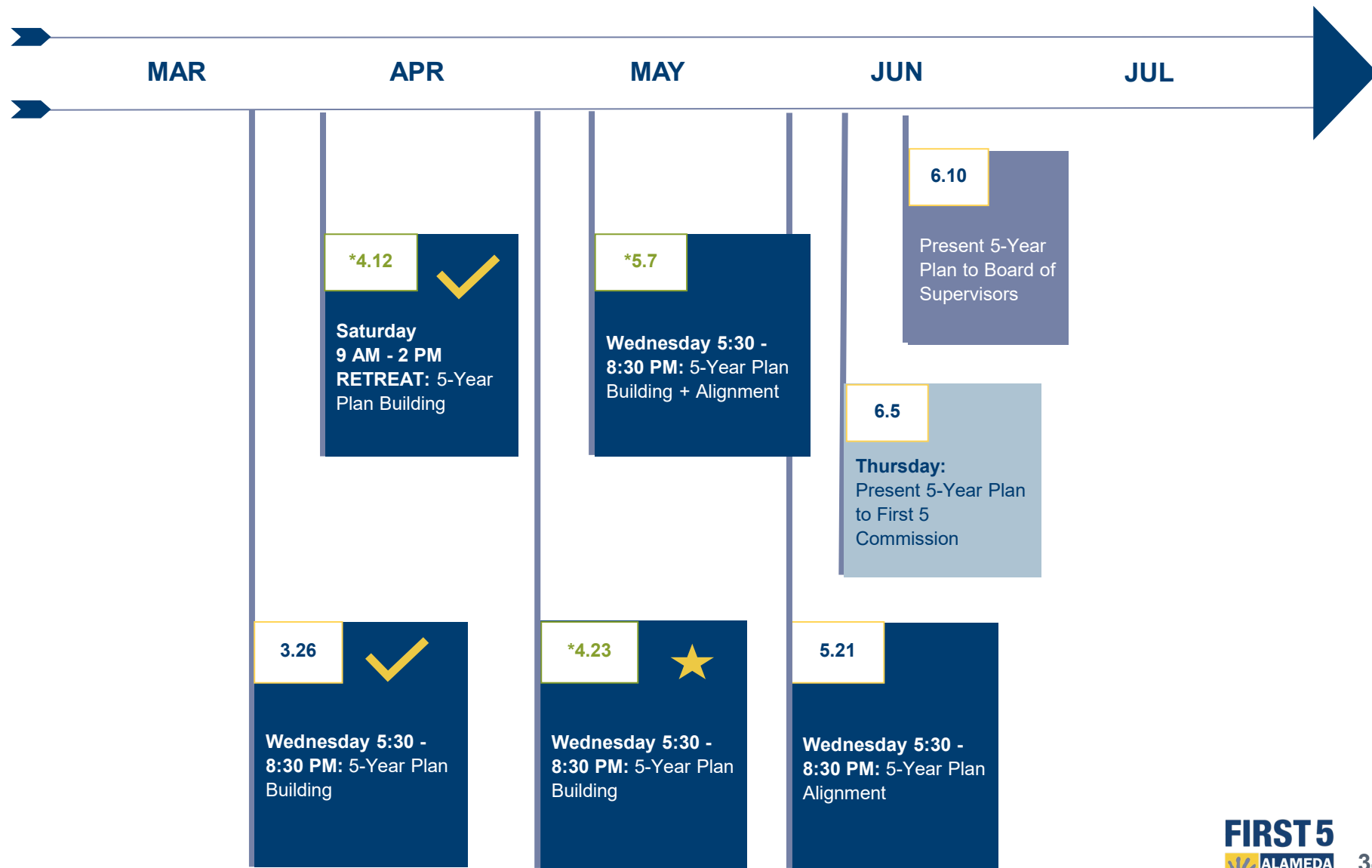
Aug

- ✓ CAC Orientation
- ✓ CAC Data Walk
- ✓ CAC Prioritize Quick Wins
- ✓ Propose Emergency Stabilization Fund to CAC
- ✓ Workforce Development (Community Listening Session)
- ✓ Propose Emergency Stabilization Fund to First 5 Commission - APPROVED
- ✓ Workforce Development (Community Listening Session)
- ✓ Access to Care (Community Listening Session)
- ✓ Wages and Compensation (Community Listening Session)
- ✓ Facilities (Community Listening Session)
- ✓ Quality / Inclusion / Family Navigation (Community Listening Session)
- ✓ Family Friend and Neighbors (Community Listening Session)
- ✓ Present Emergency Stabilization Fund to the Board of Supervisors part 1
- ✓ Present Emergency Stabilization Fund to the Board of Supervisors part 2

Mar

5-YEAR PLAN DEVELOPMENT PROCESS

UPDATED CAC MEETING CALENDAR



THANK YOU!

FIRST 5



www.first5alameda.org

FOLLOW US
[@First5Alameda](#)

