



# The Children's Health & Child Care Initiative for Alameda County (Measure C) Update

May 7, 2024

OSSS LPT



# Local Child Care Ballot Measures

## Oakland Children's Initiative

### *First 5 is the Contracted Early Childhood 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-\$30million 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

## 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.**

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





# Children's Health and Child Care Initiative for Alameda County



## Key Components

- Increases access to quality care for Measure C funded providers through new enrollments & rate enhancements
- Ensures teachers paid by Measure C funds earn at least minimum wage and adjusted annually based on revenue
- Allows services to 0–12-year-olds, but defines a focus on 0–5-year-olds
- Targets low-income families and those children/families with the greatest needs

# First 5's Role as Administrator of Funds

As outlined in section 2.08.305.B of the Measure:

- Develop Five-Year Program Plan and Annual Expenditure Plan
- Allocate funds based on Annual Expenditure Plan
- Develop, implement, administer, and oversee all programs and services paid for by the Child Care, Preschool, and Early Education account
- Staff the Community Advisory Council (CAC)
- Develop the Program Plan Evaluation and oversee external evaluations with input from CAC for presentations to BOS, on a five-year cycle
- Operate with transparency and public accountability, good fiscal stewardship of public resources; annual audit to ensure compliance
- Award funds pursuant to our contracting policies and the Measure requirements

# Governing Bodies & Responsibilities

## 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.

## First 5 Alameda County Commission

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

# Community Advisory Council

## 11 Member Community Advisory Council (CAC)

- Advisory Board
- Staffed by First 5 Alameda County
- Develops policy and programmatic recommendations to First 5 related to the Child Care, Preschool, and Early Education account
- **The Five Year Program Plan and Annual Expenditure Plan, must be developed by First 5 and be informed by the CAC and community, for approval by the First 5 Alameda County Commission and Board of Supervisors**
- The BOS will need to establish the CAC within 45 days of the effective date of the Ordinance (April 24, 2024)
- **CAC members will need to be appointed by BOS and LPC within 120 days**
- 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

As outlined in section 2.08.304 of the Ordinance:

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	



# Implementation Timeline

## Legal Resolution Final

- State Supreme Court Final Decision– April 24, 2024

## Community Advisory Council

- BOS establishes CAC within 45 days
- BOS and LPC appoint CAC members within 120 days

## Annual Expenditure Plan

- Developed by First 5 and informed by the CAC
- Approved by First 5 Commission and BOS

## 5-Year Plan

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



# Questions

# THANK YOU!

## CONTACT:

Ana Apodaca, Government Affairs & Policy Officer

Email: [Ana.Apodaca@First5Alameda.org](mailto:Ana.Apodaca@First5Alameda.org)

# FIRST 5



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