

Alameda County Child Care and Early Education Initiative: A Countywide Revenue Measure



October 2017

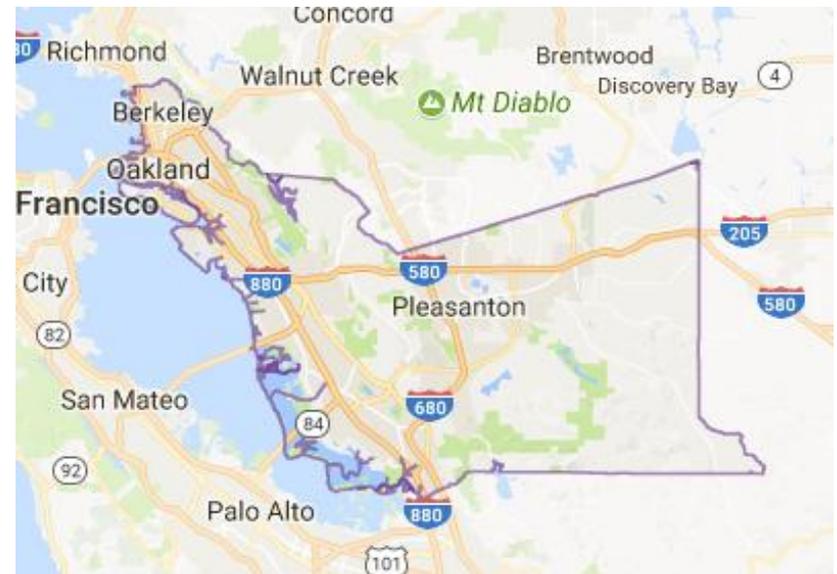
Alameda County

Alameda County is a **vibrant, diverse community**. It recently has also become a destination for technology companies and other industries, which has driven up the cost of living.

Families living in Alameda

County struggle with:

- Stable housing
- Affordable access to quality child care and early education



A Readiness Gap

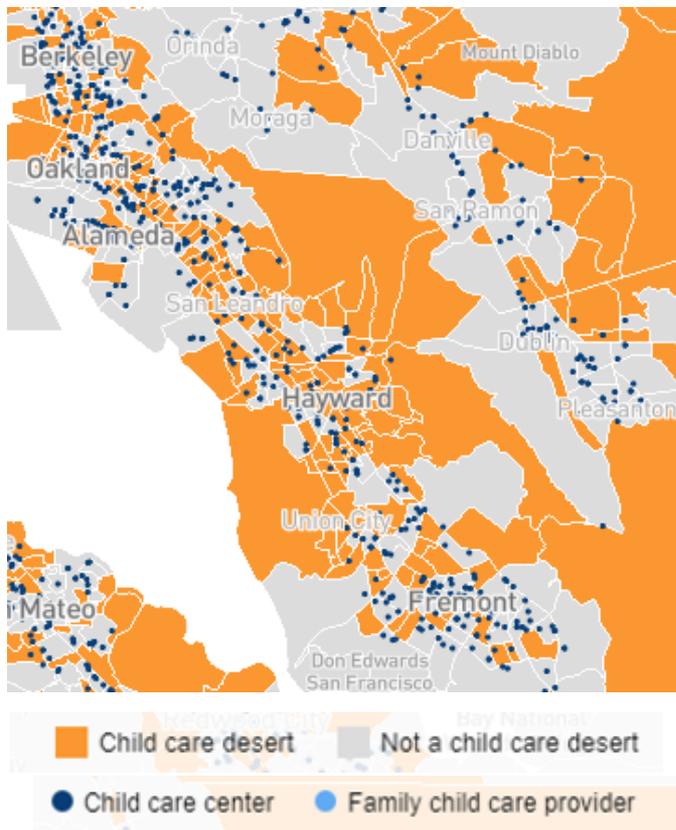


In 2016, only **44%** of Alameda County children entered kindergarten fully ready for school

Source: 2015 School Readiness Assessment conducted by Applied Survey Research

An Access and Equity Gap

Child Care Deserts



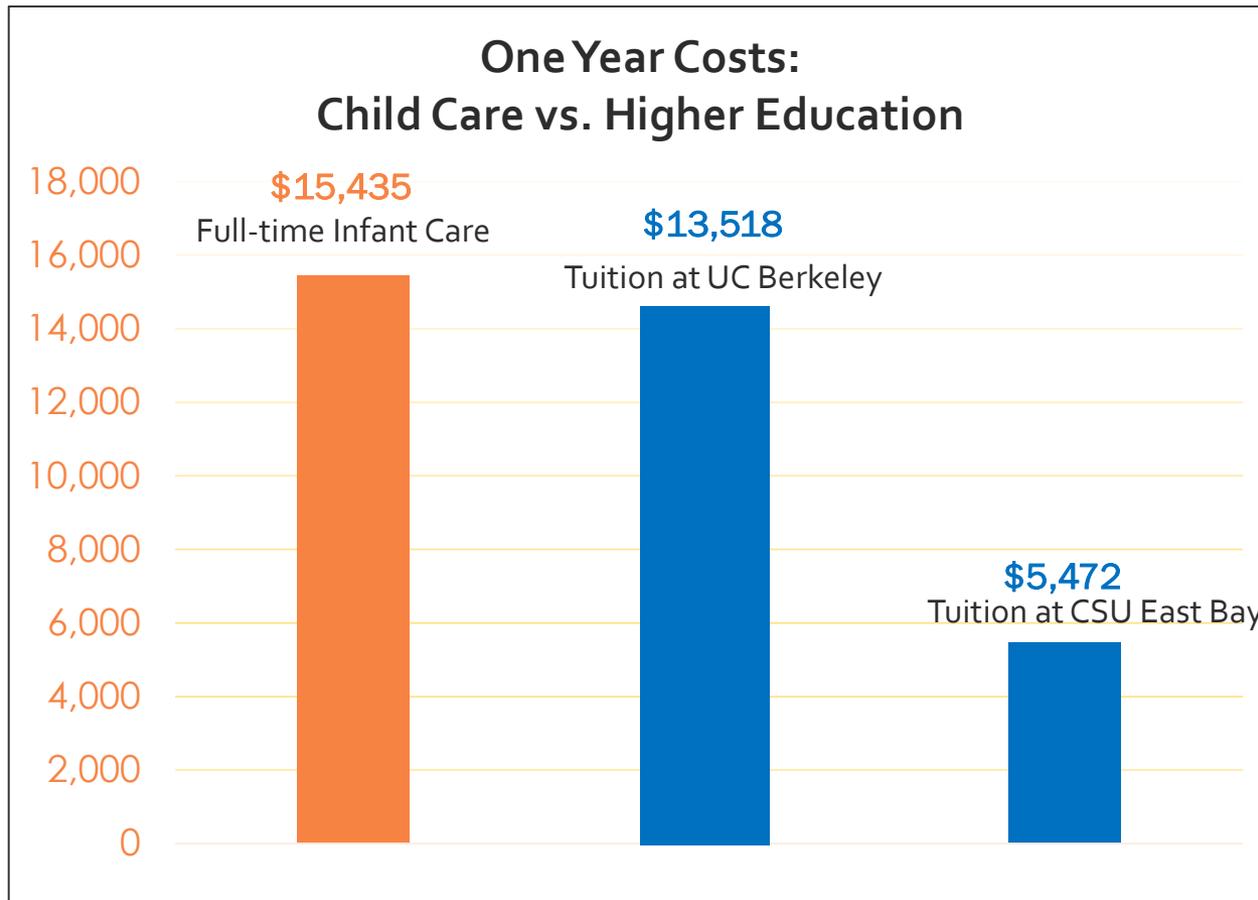
Insufficient Supply

69%

of Alameda County children with working parents don't have access to a space in licensed child care or early education

An Affordability Gap for Parents:

Child Care & Early Education is More Expensive Than College



Source: 2015 Child Care Portfolio Report, UC Berkeley and CSU East Bay

An Affordability Gap for Providers

\$17,069

True cost of high-quality preschool for 3 & 4-year-olds, per child per year



\$11,784

16-17 reimbursement rate for state preschool, per child per year
(only **69%** of true cost)

A Wage Gap

- **75%** of child care providers and early educators worry about paying monthly bills
- **54%** worry about putting food on the table
- **48%** of early educators rely on one or more government assistance programs



Eboni's Story



“With a daughter of my own, I often struggle to find affordable childcare. The irony, of course, is that I am an early educator myself. But without earning more, I have very few options. That’s why I’m a part of the movement to fight for \$15 and affordable child care for all, so that the next generation won’t have to fight the same battles all over again.”

*--Eboni Warren, Former Staff,
YMCA of the East Bay*

A Quality Support Gap



Our system for measuring, improving, and maintaining quality only has enough funding to include **13.8%** of Alameda County early education centers and family child care programs

Child Care and Early Education: A Crisis in Alameda County



We Can Do Better.



OUR PROPOSED SOLUTION: A COUNTY-WIDE HALF-CENT SALES TAX BALLOT MEASURE IN JUNE 2018



OUR GOALS:

- Improve access by expanding high quality child care and early education for the children in Alameda County
- Improve the quality of existing child care and early education
- Raise wages to at least \$15 per hour for participating providers

Estimated **\$140 Million** New Funding Annually for Alameda County

Creating Access
for 500 Homeless
and Other High
Priority Families

Decreasing the
Waiting List by
2,290 Children via
Scholarships

Local Community
Grants to Innovate
around Local Needs

Improved Wages
and Work Supports
for Teachers and
Providers

Stronger Quality
Supports for Existing
Spaces

Additional Needed
Recommendations

Access: High Priority Families

- Provide all needed child care supports for homeless and other high priority families throughout Alameda County
 - Would include support with navigation to access available services
 - Would involve scaling community-created Families United pilot
- Target number of children served: 500 birth to 12 year olds
- Leads to long-term increased academic performance, graduation rates, reduced need for remedial services



Estimated \$6.25 million,
4.5% of total*

Access: Decrease the Waiting List

- Children on waiting lists across Alameda County would receive child care and early education scholarships
- Target number of children served: 2,290 children birth to five
- Improves child outcomes, and enables parents to work and provide for their family
- Current State Eligibility Cutoff Levels:



Estimated \$52.1 million, 37.4% of total*

| Family of 1-2 | Family of 3 | Family of 4 |
|---------------|-------------|-------------|
| \$58,728 | \$63,240 | \$71,064 |

*includes wage enhancement, quality improvement, case management, program implementation, contract oversight, etc.

Access: Competitive Community Grants

- Incentivizes communities to expand access based on their highest unmet child care and early education needs
- Target number of children served: 4650 children 3 to 12 years old
- Allows for local flexibility while maintaining high quality



Estimated \$26.3 million,
18.9% of total*

Improved Wages and Work Supports for Providers

- New and existing programs commit to higher wages and improved working conditions for staff. They would:
 - Receive a higher rate for new and existing children
- Target number of children served: 21,089 children birth to 12 years old (13,649 existing children)



Estimated \$37.2 million,
26.8% of total*

*includes program implementation, contract oversight, etc.

High Quality Programs and Supports

- New and existing programs commit to maintain Tier 3 in Quality Counts, while receiving tailored, on-site quality supports
- Target number of children served: 21,089 children birth to 12 years old (13,649 existing children)



**BRAIN
DEVELOPMENT**



**SCHOOL
SKILLS**



**CLOSING THE
OPPORTUNITY GAP**



Estimated \$5.53 million,
4% of total*

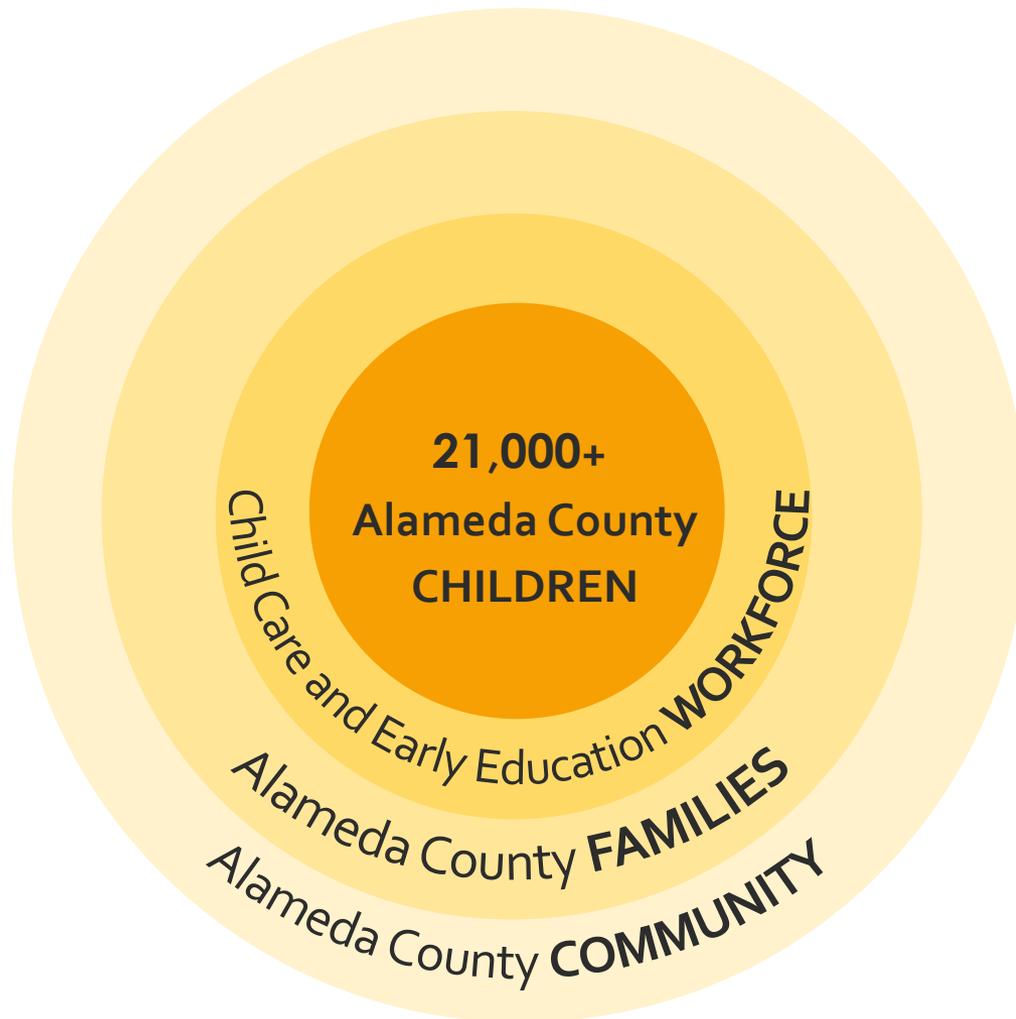
*includes coaching, rating, staffed family child care network, quality improvement plan development, case management, program implementation, contract oversight, higher education supports, apprenticeship cohort models, etc.

Additional Recommendations

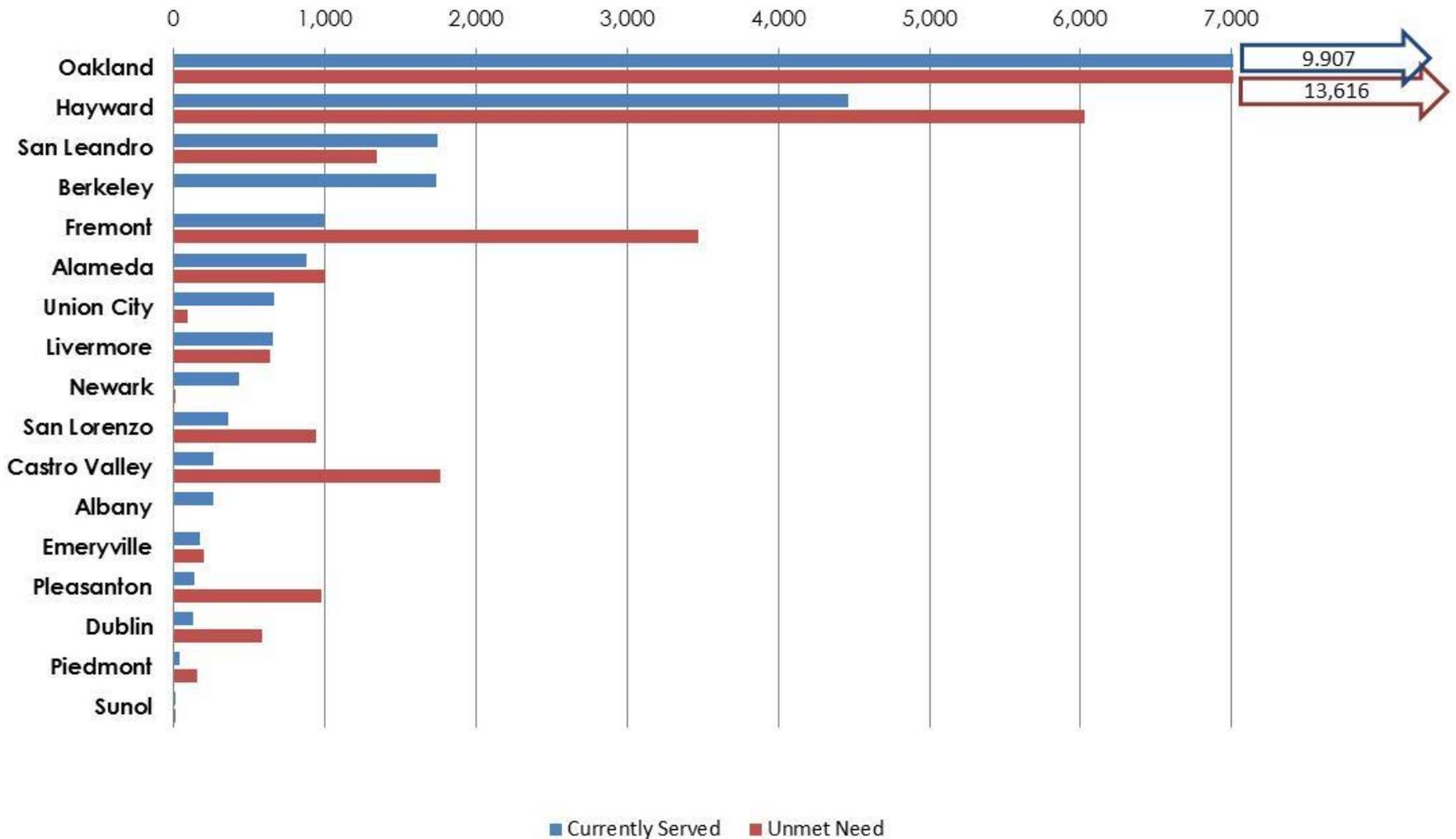
- Restore the Centralized Eligibility List (0.52% of total)
- Robust, Regular Evaluation (0.63% of total)
- Facilities, Equipment, and Supplies (2.2% of total)
- Innovation for Emerging Opportunities, modeled on Measure A1 (2.2% of total)
- Reserve (2% of total)



The Impact: Children, Families, Broader Community



Who Will the Measure Impact?



Half-cent sales tax generating an estimated \$140 million annually:

Impact Over 20 Years

\$2.8 billion

generated for high quality,
accessible child care and early
education across Alameda County

148,800

new annual scholarships created for
families furthest from opportunity
in Alameda County

\$17.6 billion

return on investment for Alameda
County, as measured using Nobel
Laureate Economist James
Heckman's methodology

Polling: Early Support is Encouraging

73%



of Alameda County likely voters said that if the election were held today, they would vote **YES** on this measure (with 67% needed to pass)

Past Alameda County Measures

Healthcare Services
Mar 2004 / 71.1% YES
Renewed 2014 / 75% YES



Transportation
Nov 2014 / 70.8% YES



Affordable Housing
Nov 2016 / 73.30% YES



Our Work to Date

Engaging with Stakeholders to understand community needs and priorities

Feasibility Poll that yielded information about community interest in this initiative

Building a Draft Program Model to address a range of child, family, and provider needs in partnership with the Steering Committee and other experts across the Early Care & Education Field

Building a Draft Fiscal Model to leverage existing funding with new dollars, ensuring maximum impact via enhancing current slots and creating new slots

Presentation to the Board of Supervisors and All-In Committee, where the Board gave the initial green-light to start gathering community feedback via listening sessions

Presented and received feedback at **16** community meetings, and held **30** small group and individual conversations with stakeholders so far

45+ Stakeholder Meetings to Date

- Alameda County Early Care & Education Program
- Alameda County Board of Supervisors
- Alameda County All-In Committee (anti-poverty initiative)
- Alameda County Social Services Agency
- Albany Mayor's office
- Alliance of Californians for Community Empowerment
- All-In September Community Forum
- ASES – After School Education & Safety Program
- Assemblyman Rob Bonta
- BAHIA Inc.
- Berkeley Mayor's office
- Blue Skies 4 Children
- UC Berkeley Graduate School of Education
- Center for the Study of Child Care Employment
- Child, Family and Community Services
- City of Oakland Department of Human Services
- City of Oakland Head Start
- Early Learning Fellowship
- East Bay Community Foundation
- East Bay Association for the Education of Young Children (EBAEYC)
- Emeryville Mayor's office
- First 5 Alameda County
- First Five Years Fund
- Forward Change
- Hayward Mayor's office
- Housing & Community Development Department
- Inter-Agency Children's Policy Council
- Kaiser Permanente
- Kidango
- Labor Center at UC Berkeley
- Las Positas Community College Local Planning Council
- LPC Public Policy Committee
- Lotus Bloom Learning Center
- Oakland Mayor's office
- Oakland Preschool Providers
- Oakland Starting Smart and Strong Coalition
- OUSD CDC Instructional Assistant leadership
- Parent Voices
- Partnership for Children and Youth
- Quality Counts
- Quality Counts Symposium
- Right Start Commission
- San Lorenzo School Board
- SEIU 521 – represents family child care providers
- SEIU 1021 – represents child care center workers
- Senator Nancy Skinner
- Thomas J. Long Foundation
- Unity Council
- YMCA of the East Bay providers
- YMCA Head Start providers

Key Themes from Stakeholder Meetings

Excitement and support for the initiative addressing:

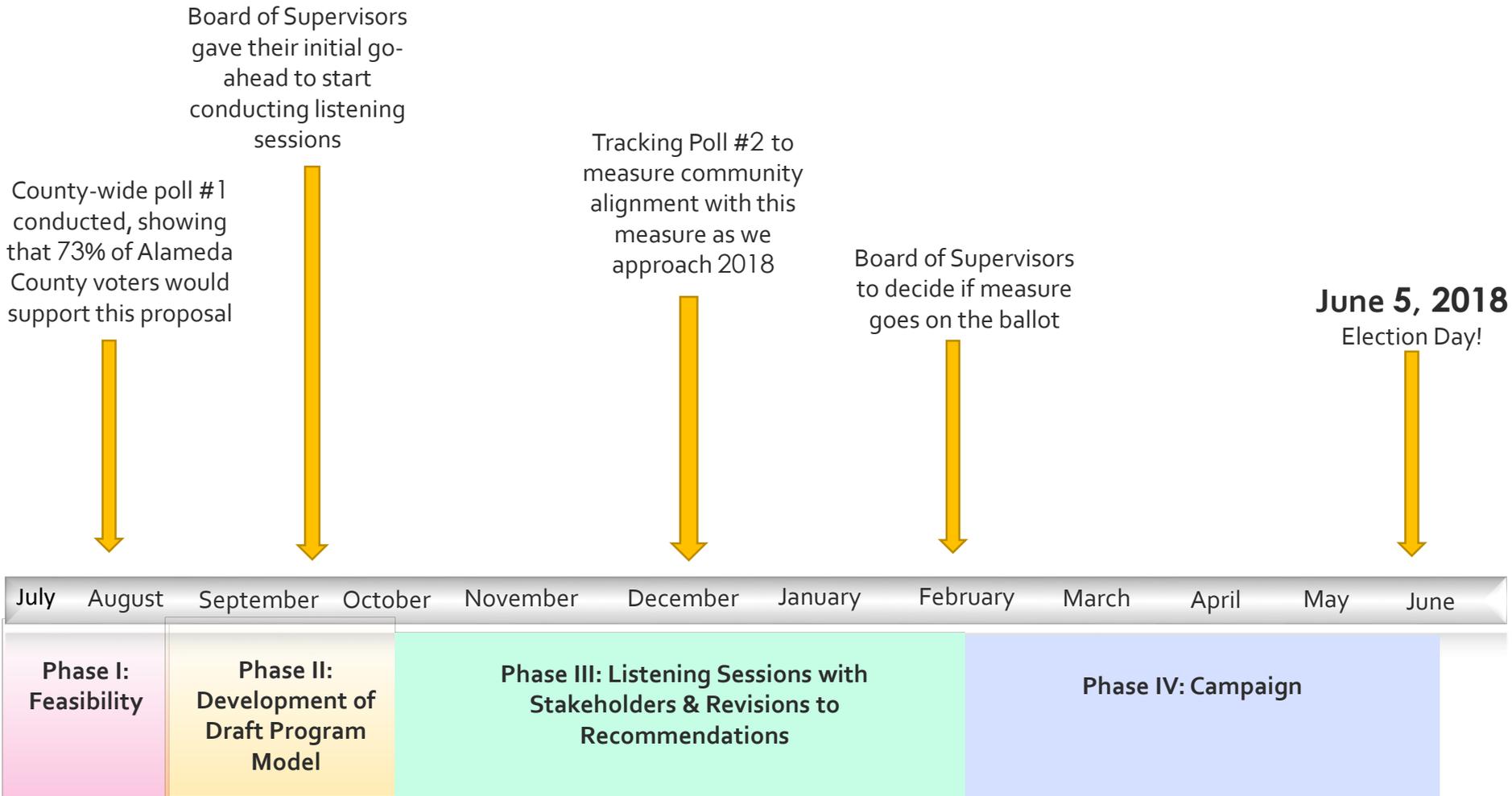
- **Equitable Access** for families across the county
- **Quality** to support brain development and school readiness
- **Wages** to ensure our providers can take care of their families



Questions around...

- **Defining Priority Populations** beyond homeless families, i.e. including children and parents with special needs, foster families
- **Creating a Strong Workforce Pipeline** to ensure we have talented people entering the field
- Ensuring that all programs in the proposal **promote equity** across the child care & early education system

Timeline & Key Dates



Join the Conversation. We are Listening!

acgov.org/ece/crisis

ece@acgov.org

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