



Measure DD is a resident-sponsored ballot measure to establish an Early Care and Education for All Fund to provide universal preschool and child care to all children ages 2.5 - 5 years old whose families live or work in South San Francisco.

SOLUTIONS TO CHILD CARE CHALLENGES

The South San Francisco (SSF) Early Care and Education for All Fund, also known as Measure DD, addresses key challenges highlighted in the South San Francisco Child Care Master Plan.

Measure DD secures the necessary investments to implement the recommendations in the Child Care Master Plan to ensure access and affordability, a stable workforce, and quality early care and education for all children.

ACCESS & AFFORDABILITY

- An estimated 700 children are on the waitlist for SSF's city preschool program administered through the Parks and Recreation department.
- The average cost that a family pays for child care is approximately \$15,000 annually in SSF.

SOLUTION

- Universal, free early care and education is provided to nearly 3,000 children of families living and working in South San Francisco.

STABLE WORKFORCE

- In San Mateo County, an entry-level child care aide earns \$15.80/hr. The site supervisor is the highest earner at \$27.17/hr.
- In comparison, kindergarten teachers earn \$43.37/hr.
- Turnover for all child care and preschool staff positions range from 10-15%.
- A survey found that 77% of child care providers have a hard time finding child care staff.

SOLUTION

- Approximately 400 early childhood educators earn a living wage, starting at approximately \$35/hr. Increasing wages will support recruitment and retention of well-qualified early educators.

QUALITY

- The quality of early care and education programs is dependent on the compassionate skillfulness and expertise of early childhood professionals.
- Quality facilities that are supportive, inclusive, imaginative, and inspiring support optimal child development and learning.

SOLUTION

- Investments in professional development will increase the number of skilled early educators. Investments will also be used to build and improve early care and education facilities.

ECONOMIC BENEFITS

The South San Francisco Child Care Master Plan says:

FOR EVERY \$1 INVESTED IN PRESCHOOL, WE RECEIVE \$8.60 IN SOCIETAL BENEFITS.

South San Francisco will generate new revenue to provide high-quality, free universal preschool and child care for children ages 2.5 - 5 years old.

FAMILIES WITH YOUNG CHILDREN

- Out-of-pocket cost of child care will decrease
- Parents are available to join the workforce.
- Employed parents may increase hours of employment.
- Total household earnings may increase.
- Parents will have more more disposable income to spend on housing, goods, and local services. in South San Francisco
- Families with increased income will typically pay greater local and state taxes.

EMPLOYERS

- Reduced costs from employee absences (parents of young children will miss less work due to child care complications).
- Reduced costs from employee turnover (employed parents of young children will be less likely to quit).
- Local businesses will recruit skilled and talented workers attracted by free high quality preschool and child care for their children.

CHILD CARE SECTOR

- Increased earnings and disposable income for people already employed in the child care sector.
- Number of people employed in child care sector will increase.
- People employed in the child care sector will spend part of their earnings on housing, goods, and services in South San Francisco: this spending will have a "multiplier effect."
- People employed in the child care sector with increased earnings will pay increased state and local taxes on those earnings.

SOUTH SAN FRANCISCO

- Increases revenue from state and local taxes.
- Strengthens the local business environment.

FREQUENTLY ASKED QUESTIONS

Who is supporting Measure DD?

The residents of South San Francisco.

Measure DD is a local grassroots campaign, also referred to as "Early Care and Education for All South San Francisco," or "ECE 4 All SSF." The plan for this measure was designed, led, and funded by parents, early care and education providers and teachers, local leaders, and community organizations.

How much money will be raised to fund Preschool for All?

An estimated \$56 - \$68 million annually.

According to an analysis commissioned by the City of South San Francisco, the amount raised by this tax sufficiently funds preschool for all eligible children. In fact, when Preschool for All is fully operational, there will be an annual surplus of \$340,700.

In instances where demand is greater than available funding, priority will be given to children from South San Francisco and to children from low-income households.

Where is this money coming from?

Tax revenue from a parcel tax is only applicable to owners of commercial offices with 25,000+ square feet within South San Francisco. Owners of commercial offices with less than 25,000 square feet are exempt from the parcel tax.

This measure creates a new revenue stream for the city that would otherwise be unavailable if relying upon voluntary negotiations. This revenue does not preclude the city from pursuing future revenue-generating strategies to address other public needs.

While the parcel tax will raise significant revenue, the impact on businesses paying this tax will not be a determining factor when deciding to conduct business in South San Francisco. This measure will not effect major variables attracting businesses, i.e., availability and cost of land.

A similar parcel tax was approved by voters in [East Palo Alto in 2018](#). East Palo Alto subsequently approved the [largest commercial office development](#) in the City's history in 2019, proving that this tax will not hinder development.

Businesses that already support their employees with child care expenses will be eligible for a public subsidy. This public subsidy will be attractive to new and existing employers as it will reduce business expenses, allowing employers to invest in growing their businesses in South San Francisco.

FREQUENTLY ASKED QUESTIONS

Will the programs funded by this measure be safe and high-quality?

Yes. Measure DD contains multiple accountability requirements. The program administrator will only contract with child care providers that are compliant with California's Health and Safety Codes and licensing requirements.

The program administrator will be selected and monitored by the City Council and must have a minimum of 5 years of experience in providing or supporting care or education services to children of up to 5 years of age.

An oversight committee will conduct regular evaluations of the program. The administering agency will submit regular reports to the City Council and the oversight committee to comply with all safety and health standards and ensure program quality.

Why universal and not means-tested (i.e., targeted based on needs)?

Universal programs, like public education and Social Security, treat all children as equal and deserving of quality early care and education. Universality makes programs a core function of our community, and our democracy.

A universal system eliminates the inefficiencies around fluctuating eligibility, such as family changes in income, employment status, address, etc. Universal systems also reduce administrative costs by creating streamlined, inclusive programs that ensure all children and families receive quality early care and education.

- Means-tested programs pose risk for people who are on the cusp of eligibility. For example, a family receiving a child care subsidy may receive a modest pay increase that then excludes their participation in the program, even though they still don't have the budget to pay the full cost of child care.
- Means-tested programs are often fragmented based on various needs and complex criteria that requires more administrative time and costs to monitor and track eligibility.
- Means-tested programs leave out children and families who could benefit. Some children may qualify for free or subsidized programs, while children from another family with comparable needs may not qualify, this can inadvertently perpetuate inequities.

Additional [research](#) about the benefits of universal programs is available through the National Institute of Early Education Research (NIEER).

FREQUENTLY ASKED QUESTIONS

Who will benefit?

Children: All preschool-aged children, 2.5 - 5 years old are eligible for free universal preschool. Funding may also be used to support child care costs for children ages 0 - 2.5 years old.

A study by the Center for the Study of Child Care Employment states that high-quality early care and education programs are associated with "long term benefits in adulthood that include higher earnings, increased likelihood of college completion, better health, and lower rates of incarceration or use of public assistance."

Families: All families with a child age 2.5 - 5 years old who has at least one parent, legal guardian, foster parent, or authorized caregiver residing or working in the boundaries of the South San Francisco Unified School District are eligible for free universal preschool.

Child Care Providers: Center and home-based providers will receive funding to support their programs. All providers must operate within the California Health and Safety Codes whether licensed or license exempt. Information about licensing and the types of child care facilities in California found here.

Child Care Workers: Child care workers will receive a fair and living wage with starting salaries at approximately \$70,000 annually.

Businesses and the Economy: Businesses and the economy benefit when child care is a universal public good.

- Businesses benefit by more people being able to join the workforce.
- Businesses with a productive workforce, and employees with more disposable income (no longer earmarked for child care), stimulate growth in the economy.
- Research shows that for every \$1 invested in quality early childhood programs, the return is \$8.60.

Additional research about how child care supports businesses and the economy is available through The Century Foundation.



Materials produced by Funding The Next Generation, a statewide initiative working to promote and fight for local public funding measures for services to children, youth and their families – funds like San Francisco's Children and Youth Fund and the Oakland Kids First Fund.



MEASURE DD REPRESENTS OUR SHARED VALUES.



We all agree that children deserve attentive care and expansive learning opportunities to grow and thrive.

We all agree that high-quality early care and education is foundational to ensuring children's healthy growth and development throughout life.

We all agree that the dedicated and skilled early childhood professionals who provide care and education to our children deserve a living wage.

We all agree that businesses benefit from being a part of the South San Francisco community. Businesses have a responsibility to share in the costs to keep our community strong by supporting our teachers, our working families, and our children, who are the leaders of our future.



ENDORSEMENTS

**Unions, community leaders, local organizations, and elected officials all agree:
Preschool for All South San Francisco is a big win for children and families.
Vote YES on Measure DD!**

UNIONS

AFSCME Local 829, representing preschool teachers in South San Francisco's
Parks and Recreation programs
AFT 1493, San Mateo Community College Federation of Teachers
UDW / Child Care Providers United California, representing early education and child care workers in
South San Francisco's family-owned preschools and child care centers

COMMUNITY LEADERS*

Nadia C. Bick, President, South San Francisco Mothers Club
Margaret Brodtkin, Founder and Director, Funding the Next Generation
Sara Funes, Community Advocate
Alexis Lewis, 1st Vice-President, NAACP | San Mateo

LOCAL ORGANIZATIONS

Faith in Action Bay Area
Pacifica Progressive Alliance
Pacifica Social Justice
Peace Action of San Mateo County
Peninsula Democratic Socialists of America
Peninsula Young Democrats
United Way Bay Area

ELECTED LEADERS IN SOUTH SAN FRANCISCO*

John C. Baker, Board President, South San Francisco Unified School District
James Coleman, South San Francisco City Councilmember (District 4)
Luis De Paz Fernandez, South San Francisco Planning Commissioner
Eddie Flores, South San Francisco City Councilmember (At Large)
Mina A. Richardson, Board Vice-President, South San Francisco Unified School District

SAN MATEO COUNTY OFFICE OF EDUCATION*

Chelsea Bonini, Vice-President and Board Trustee (Area 4)
Hector Camacho, Jr., Board Trustee (Area 3)
Anne Campbell, former Superintendent of Schools
Jim Cannon, Board Trustee (Area 5)
Ted Lempert, Board Trustee (Area 6)

LOCAL GOVERNMENT*

Rick Bonilla, Mayor of San Mateo, and member of Carpenters Local 217
Noelia Corzo, Board Trustee, San Mateo-Foster City School District
Dr. Rod Daus-Magbual, Mayor of Daly City
Lissette Espinoza-Garnica, Redwood City City Councilmember
Giselle Hale, Mayor of Redwood City
Sam Hindi, Foster City Councilmember
Amourence Lee, San Mateo City Councilmember
Seema Patel, San Mateo Planning Commissioner
Dean Preston, San Francisco Board of Supervisors (District 5)
Kalimah Salahuddin, Board Member, Jefferson Union High School District (Daly City)
Shara Watkins, Board Trustee, San Mateo-Foster City School District

STATE GOVERNMENT*

Richard "Rich" S. Gordon, former CA Assemblymember (24th District)
Alex Lee (李天明), CA Assemblymember (25th District)

**Titles are for
identification
purposes only.*