



# South San Francisco Preschool for All



# Measure DD Background

- 62% of residents in favor of additional public funding for the pre-school infrastructure in SSF.
- 700 families on the preschool waitlist waiting for as long as 4 years.
- Over a year spent in planning and drafting the measure.
- Brought together a coalition of South San Francisco parents, teachers, providers, unions, and advocates.
- Entirely community-led initiative that gathered signatures to get on the ballot.

# Measure DD Overview

- Raise enough funds to provide preschool and childcare services to all residents and workers in South San Francisco.
- Support our local childcare workforce and providers.
- Paid for by a modest parcel tax only on South San Francisco's largest corporations.

# No on DD Campaign





## Measure DD would hand over millions to unregistered childcare providers with no safety and health requirements

Measure DD will put our kids at risk with no state licensing requirements, no health and safety guidelines and virtually no city oversight. It has no guidelines or oversight on how money can be spent by providers.



## Measure DD won't solve our childcare needs or provide preschool for all

The city's economic report shows that the measure won't even provide enough preschool seats for everyone who needs them. The authors of **Measure DD** completely ignored South San Francisco's existing roadmap for providing affordable childcare.

# TAKE A CLOSER LOOK: MEASURE DD IS BAD NEWS FOR SOUTH SAN FRANCISCO

Measure DD is the largest tax increase in South San Francisco History. It would hand over millions to unlicensed childcare providers with no safety and health requirements and little or no oversight on how the money is spent.

## Measure DD Is a Huge Tax Increase

Measure DD is a huge tax increase that would grow the South San Francisco city budget by 50% with almost no oversight on how the money is spent.

The parcel tax  
\$56 million in

Total Annual Rev

Source: South San Francisco  
Parcel Tax Analysis,  
August 10, 2022

Early Learning and Care Center" or "Center" means any state-licensed or licensed-exempt childcare and development program outside of a home setting and operated by a person, association, organization, school district, or public agency. A public agency includes the City of South San Francisco's Parks and Recreation Department.

## Measure DD Hands Over Millions to Unsafe, Unlicensed Childcare Providers

Measure DD would hand over millions for unlicensed childcare facilities. That means no fire safety requirements, no background checks for providers, no separate bathroom facilities for children or other rules that apply to schools and licensed providers.

Source: South San Francisco Early Care for All Parcel Tax Act, Filed December 29, 2021

## Measure DD Won't Provide Preschool for All

South San Francisco's own economic report found that Measure DD won't even provide enough preschool seats for children who need them.

## Key Findings

- Currently, there is not enough parcel tax revenue to fund all Initiative Objectives.
- The estimated shortfall is \$10.7M annually under current conditions.
- Some form of prioritization, lottery, or means testing will be necessary.
- Over time, the parcel tax revenue will not keep up with inflation, as there is no cost increase or index included in the initiative's language.
- Minimum wage and tuition costs will increase over time.
- Demand for free preschool spaces from Residents and Workers will increase over time, putting pressure on funds.

Source: Financial Analysis of the Proposed Early Learning and Care Parcel Tax Initiative, August 10, 2022

## Key Conclusion

- The parcel tax increase will increase the city's budget by 50%.
- Businesses located in South San Francisco will lose any competitive advantages gained from having slightly lower overall tax rates than nearby communities.

## Measure DD Will Chase Away the Start-Up Businesses That Drive Our Economy

Measure DD would make South San Francisco the only city on the Peninsula to charge a tax on start-up biotech companies. It will chase away the types of clean, high-wage businesses the city has worked hard to attract to boost our economy and that already fund vital services.

Source: South San Francisco Parcel Tax Analysis, August 10, 2022

**VOTE NO ON MEASURE DD:** NO HUGE TAX INCREASE FOR UNSAFE, UNLICENSED CHILDCARE

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care and education for all children between the ages of 2.5 and 5 years of age, whether the child is a child of a parent, legal guardian, foster parent, or authorized caregiver residing within the boundaries of the South San Francisco Unified School District (SSFUSD). The district shall provide the infrastructure necessary to provide such early care and education, including the hiring and training of teachers and staff who provide instruction and education.

Section 4.40.030

A new

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# Ballot Measure Language

“Early Learning and Care Center” or “Center” means any state-licensed or license-exempt childcare and development program outside of a home setting and operated by a person, association, organization, school district, or public agency. A public agency includes the City of South San Francisco’s Parks and Recreation Department.

“Family Childcare Provider” or “Provider” means a provider of early care and education that is either (1) an individual who operates a family daycare home, as defined in Section 1596.78 of the Health and Safety Code, and who is licensed pursuant to Section 1596.80 of the Health and Safety Code; or (2) an individual who provides early care and education in their own home or in the home of the child receiving care and is exempt from licensing requirements pursuant to Section 1596.792 of the Health and Safety Code.

# Ballot Measure Language

## Section 4.40.080. Use of Revenue

2. establishment or improvement of infrastructure for eligible Centers and Providers, including lease, purchase, development, maintenance, or improvement of facilities, as well as shared administrative, human resource services, and employee benefits;
- C. City Council shall adopt a resolution establishing the composition of the Oversight Committee, which shall consist of seven or nine voting members who are residents of South San Francisco and representative of the City's diverse communities and geographies. City Council shall seek to appoint members to the Oversight Committee as follows:
  3. at least four members who are teachers or other professionals providing early childcare and education within the City.

# SSF Childcare Master Plan

- Calls for “a mixed delivery system that is collaborative and coordinated consisting of child care centers, family child care providers and exempt caregivers in a variety of constructs (public, private, home-based).”
- "The Child Care Master Plan will prioritize the need for a mixed service delivery system that supports a variety of quality child care settings and meets a range of cultural, language and developmental needs. **A healthy child care ecosystem includes a blend of center-based programs, family child care homes, exempt care options** and places parent choice, quality programming and well-supported providers at the center."
- Measure DD will fund the recommendations of the Master Plan

# Endorsements

- The San Mateo County 4Cs
- Childcare worker unions AFSCME 829 and UDW Child Care Providers United
- San Mateo County Democratic Party, Latinx Dems, Peninsula Young Dems
- San Mateo County NAACP
- Planned Parenthood Advocates Mar Monte
- A majority of the San Mateo County Board of Education including Chelsea Bonini, Ted Lempert, and Hector Camacho Jr.
- SMC Supervisor David Canepa
- SMC Community College Trustee Maurice Goodman
- SSF Councilmembers James Coleman
- SSF Unified School Board President John Baker and Vice President Mina Richardson
- SSF Parks and Rec Commission Chair Rob Uy



# Thank you!

