

# Measure I:

*Sonoma County Child Care & Children's Health Initiative*

November 2024



# Measure I: Basic Facts



- PASSED at 62.8% (countywide turnout = 82%)
- ¼ percent sales tax, countywide
- Estimated to generate \$30m annually



- First 5 Sonoma named as administrator
- No sunset
- Voter-led initiative (29k signatures gathered to qualify; simple majority to pass)
- Total Budget = \$620k (qualification and campaign phases)

# Measure I:

## *Sonoma County Child Care & Children's Health Initiative*

**60%**

### **Expand Access to ECE**

Expand child care workforce  
Increase child care worker wages  
Support ECE workforce development  
Maintain existing and develop new facilities

**40%**

### **Children's Health/Mental Health**

Expand perinatal mental health screening and treatment  
Promote early relational health through home visiting  
Strengthen pediatric screening & referral systems

**Prioritize Low & Middle Income Families &  
Children Impacted by Homelessness & Other Traumas**

# Key Factors for Success of Measure I



- Issues & solutions resonated with broad demographic
- Campaign steered by committed cross-sector group of influential leaders
- Broad & deep early endorsements from elected officials, CBOs & businesses



- Leveraged strong support from Heising-Simons Action Fund, Community Foundation, SEIU, Graton Tribe, Kaiser
- No organized opposition
- Right time and conditions: simple majority threshold, pandemic child care crisis

# Lessons Learned & Recommendations



- Get expert legal advice
- Ballot language focused on outcomes - TEST through polling and use what voters care about
- Cultivate a crack team that has mutual trust and is prepared for a relay marathon
- Thoroughly vet consultants & signature gathering firms



- Electoral politics is all about persistence and focusing on strategy to WIN

A family earning the median income in Sonoma County will spend



22%

of earnings on one infant in childcare.

\*Median income in 2022: \$94,631



"Investing in Measure I means investing in the future of Sonoma County - fostering a thriving environment where our children can learn, grow, and succeed.

Every dollar put towards early childhood programs is returned ten-fold in reduced monetary and societal costs."

-Chris Rogers,  
Santa Rosa City Council D5



The Press Democrat  
September 22, 2024

"Affordable child care is essential for working parents—and that means most parents."

