

APPENDIX C: Local Child Care Ballot Measures

	The Oakland Children’s Initiative (Measure AA)	The Children’s Health & Child Care Initiative for Alameda County (Measure C)
Geography	City of Oakland	Alameda County
Overview	<ul style="list-style-type: none"> • 30-year annual parcel tax of \$198 a year on single-family homes and \$135 a year per unit of each multi-unit residence • Revenues support early child care and preschool programs, and fund college readiness programs, tuition assistance, and efforts to fix racial inequities in access to higher education • Raises approximately \$25-\$30million annually with funds divided into three subaccounts: <ul style="list-style-type: none"> • 62% to Early Education Fund • 31% to the Oakland Promise Fund • 7% for oversight and accountability 	<ul style="list-style-type: none"> • A 20-year half-percent (0.5%) sales tax that would raise an estimated \$150 million per year 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: <ul style="list-style-type: none"> • 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
Status	<p>The Oakland Children’s Initiative (Measure AA), was passed in November 2018 and upheld by the courts in 2021. In December 2022 First 5 Alameda County was awarded the contract to serve as the Early Education Implementation Partner</p>	<p>Measure C was passed in March 2020 and upheld by the courts in 2024.</p>

**Key
Components
of Early
Childhood**

- Expand existing public services; first funding priority is to public agencies, particularly programs at Oakland Unified School District (OUSD) and Oakland Head Start
- Priority on serving the children of families with the lowest incomes and/or those who are in high need. Support families who need FFN care
- In order or priority:
 - Availability of free or affordable and high quality ECE or preschool
 - 4-year-olds from low-income families
 - 3-year-olds from low-income families
 - Increase affordability or quality of preschool (not ECE)
 - All 4-year-olds
 - All 3-year-olds
 - Increase the availability and/or quality of child development support services for children from birth through age 3.
- Increases access to quality care for participating providers through
 - New enrollments
 - Rate enhancements
- Ensures teacher wages at a minimum of \$15 to be increased annually with revenue increases
- 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, e.g., families experiencing homelessness and children in foster care

<p>Provider/Program Wage Requirements</p>	<p>Pay all employees minimum \$15/hr. to be adjusted annually</p> <ul style="list-style-type: none"> Adjusted annually based on the San Francisco-Oakland-Hayward Consumer Price Index (CPI) The City of Oakland has its own minimum wage schedule for employees working within the geographic boundaries of Oakland (\$15.97/hr. in 2023) 	<p>Pay all ECE educator employees minimum \$15/hr. to be adjusted annually on January 1, beginning in 2022</p> <ul style="list-style-type: none"> Based on the San Francisco-Oakland-Hayward Consumer Price Index (CPI) <i>or</i> the percentage increase in revenues raised during the previous calendar year by tax (whichever is <i>less</i>)
<p>Provider Quality Requirement Responsibilities</p>	<p>Participating center-based programs are able to, within reasonable timeframe</p> <ul style="list-style-type: none"> Achieve baseline rating of 3 on QRIS or new system Utilize developmentally appropriate curriculum, aligned with CDE standards, and evidence-based and/or demonstrated success in improving preparation for kindergarten Conduct formative assessments <p>Participate in valid, regular, and reliable assessments of quality in order to foster continuous improvement and to reduce disparities by income/wealth in child outcomes</p>	<p>Measure C outlines multiple strategies for improving ECE quality, including:</p> <ul style="list-style-type: none"> Comprehensive training & professional development system Support for educational advancement and degree attainment Teacher retention Maintaining, enhancing, and expanding quality ECE facilities

<p>First 5's Role as Administrator of Funds</p>	<p>Contractor with the City of Oakland</p> <ul style="list-style-type: none"> • Early Education Implementation Partner • Contracts are on a five-year cycle 	<p>First 5's role as outlined in section 2.08.305.B of the Ordinance:</p> <ul style="list-style-type: none"> • Developing Program Plan & Annual Expenditure Plan • Allocating funds based on Expenditure Plan • Developing, implementing, administering, and overseeing all programs and services paid for by the Child Care, Preschool, and Early Education account • Providing staff support for the CAC • Developing the Program Plan Evaluation • Operating with transparency and public accountability, good fiscal stewardship of public resources; annual audit to ensure compliance • Awarding funds pursuant to our contracting policies and the Ordinance requirements
--	--	--

<p>Governing Bodies & Responsibilities</p>	<p>Accountability Officer duties include:</p> <ul style="list-style-type: none"> • Oversee programs and provide recommendations to the Citizens Oversight Commission • Preparing subsequent 5-year guidelines • Leading the selection process and contracting for the Implementation Partners, making recommendations to the Citizens Oversight Commission. • Ensuring independent financial audits • Monitoring performance of Implementation Partners • Oversee external evaluations, including selection 	<p>Alameda County Board of Supervisors (BOS)</p> <ul style="list-style-type: none"> • Conducts the annual independent audit • Can terminate First 5 and select a different entity as the Administering Agency • Approves Five-Year Program & Budget Plans <p>First 5 Alameda County Commission</p> <ul style="list-style-type: none"> • Approves Annual Expenditure Plan • Approves Five-Year Program & Budget Plans
<p>Community-Seated Bodies</p>	<p>Citizen's Oversight Commission (COC) duties include:</p> <ul style="list-style-type: none"> • Approves (or rejects) City of Oakland staff's recommendation of the Early Education Implementation Partner • Approves the five-year Guidelines for the Early Education funds • Approves or rejects plans, recommendations, audits • Approves (or rejects) recommendations; does not develop policy & programmatic recommendations <p>Oakland City Council Mayor appoints COC members & Council confirms</p>	<p>Community Advisory Council (CAC)</p> <ul style="list-style-type: none"> • Develops policy & programmatic recommendations related to the Measure C account • First 5 has not initiated the Program Plan, which must be developed in coordination with the Community Advisory Committee (still to be seated) and community, for approval by the First 5 Alameda County Commission and Board of Supervisors.
<p>Auditing</p>	<p>Accountability Officer ensures annual audits are completed & presented to COC</p>	<p>Board of Supervisors conducts annual independent financial audit of Measure C revenues and expenditures</p>
<p>Evaluation Cycles</p>	<ul style="list-style-type: none"> • Accountability Officer oversees external evaluations of Implementation Partners' performance • Progress & performance reporting due to COC every two years 	<ul style="list-style-type: none"> • Evaluations during implementation period of each Plan and prior to the development of a new Plan (every fourth year). • First 5 oversees external evaluations with input for CAC for presentation to BOS

Data Reporting	Oakland City Administrator has the authority to enter into a contract with legally required terms such as (but not limited to): <ul style="list-style-type: none">• Performance metrics and benchmarks• Data sharing agreements	First 5 develops data collection strategies & collects data from participants in Measure C programs as part of initial application and evaluation process
-----------------------	--	---