



**FIRST 5 ALAMEDA COUNTY COMMISSION MEETING AGENDA**

**Monday, December 4, 2017**

**First 5 Alameda County  
1115 Atlantic Ave.  
Alameda, CA 94501  
Conference Room A**

5:30 PM – 7:00 PM

**Commissioners:** Chair: Pamela Simms-Mackey M.D., Vice Chair: Renee Herzfeld, Wilma Chan, Lori Cox, Cecilia Echeverría, Tomás A. Magaña M.D., Scott Coffin, Kimi Watkins-Tartt

**Alternates:** Quamrun Eldridge, Michelle Love, Karina Rivera

**1. Public Comment (for items not listed on the agenda) - Limited to 3 minutes per speaker**

**2. Staff Announcements**

**PROGRAM**

**3. Alameda County & City of Oakland Child Care and Early Education Initiatives**

**MISCELLANEOUS**

**4. Communication from Commissioners**

**5. Adjournment**

**Information about the First 5 Conference Center**

- The First 5 Conference Center is wheelchair accessible. Please notify us 3 business days in advance if you need special assistance so we can make reasonable arrangements to ensure accessibility.
- Please refrain from wearing strongly scented products to the Conference Center in consideration of those who may experience chemical sensitivities.

# Oakland's Children's Initiative: Increasing Educational Equity across Oakland

Expanding Early Care & Education to increase Quality and Access and  
Supporting Students From Cradle through Career Success through the Oakland Promise



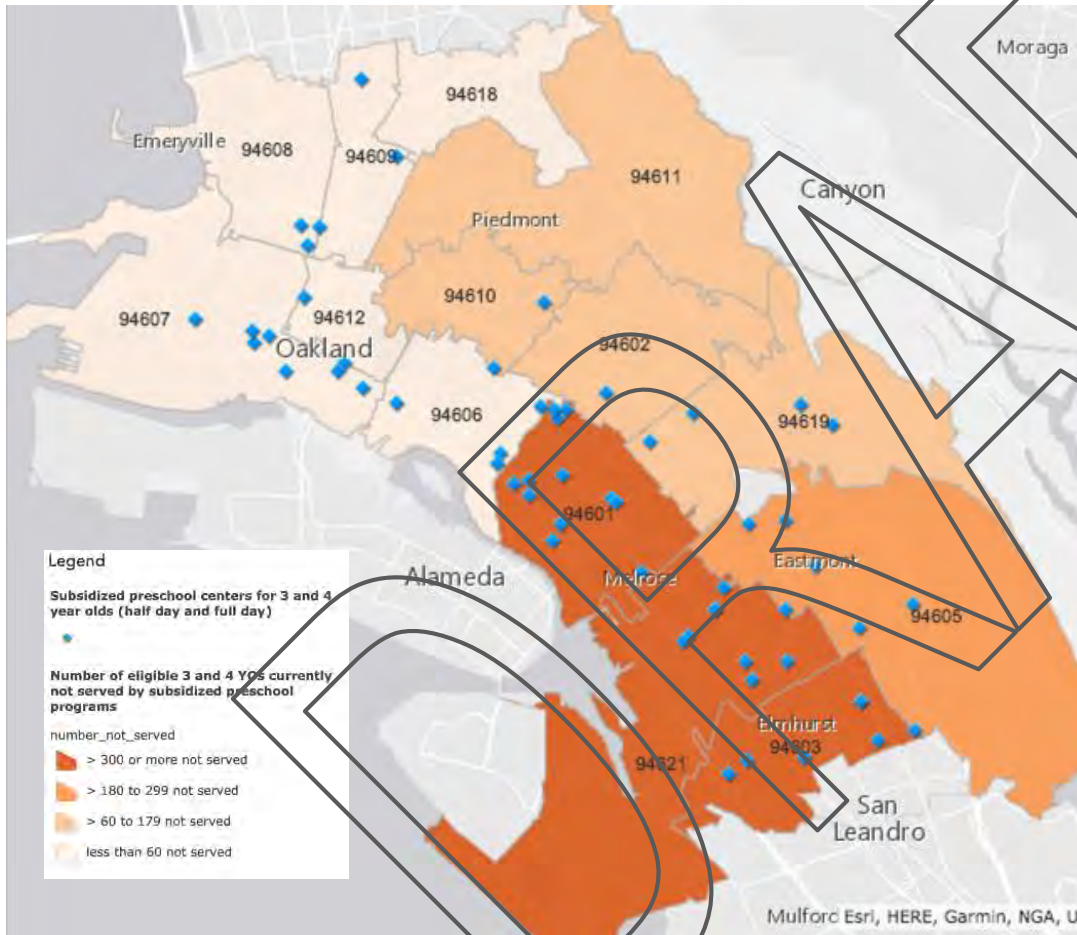
# Why we're here: an access and equity gap



Only **43%** of **OUSD students** enter “**kindergarten ready**,” as measured by the Kindergarten Observation Form (KOF), administered by First 5 Alameda in 2015.

Specifically, 82% of white students were kindergarten-ready compared to **36%** of African American students and **29%** of Latinx students.

# An Access and Equity Gap



According to a recent Parent Voices study, **over 2,200** Oakland families with preschool-aged children are on a waiting list for financial assistance

Most of those families are in underserved areas in East and West Oakland

# An Affordability Gap

**\$17,069**



**\$7,817**

In 2016, the San Francisco Office of Early Care and Education engaged in a comprehensive fiscal analysis. They found that **the true cost of high quality preschool for 3 & 4 year olds is \$17,069 per child per year.**

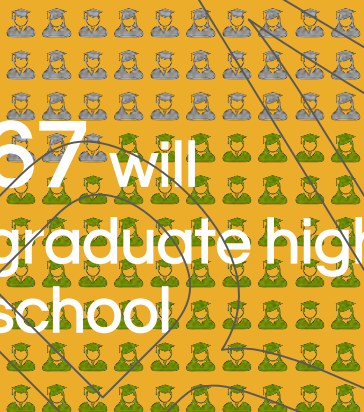
However, the 16-17 reimbursement rate for state preschool is **\$7,817 per child per year.**

# A College Completion Gap

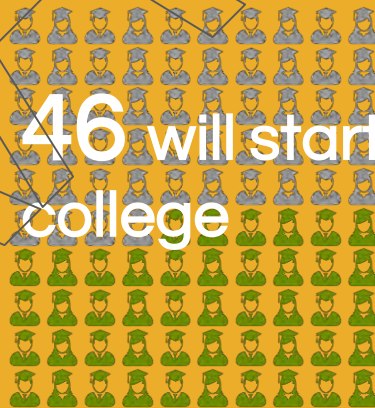
If 100 Oakland  
Students Start the 9th  
Grade Together...



67 will  
graduate high  
school.



46 will start  
college.



10 will graduate  
college within five  
years.



WE CAN DO  
BETTER.

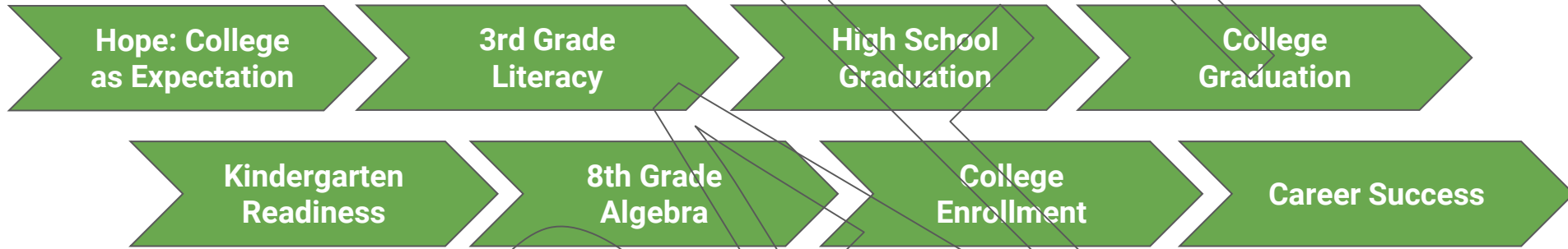
# A Comprehensive Children's Initiative

**Eliminate the kinder-readiness gap** experienced by students most impacted by social and economic inequity and their more affluent peers by **significantly increasing both access and quality to preschool in Oakland** while supporting **children cradle-to-career** through the **Oakland Promise**

# Supporting Students Cradle to Career

*Deepening early investment in children and supporting them at each critical step*

## Aligned Citywide Outcomes



## Oakland Promise & Early Childhood Education Initiatives

**Brilliant  
Baby**

**Pre-K  
Initiative**

**K2College**

**Future  
Centers**

**College  
Scholarships  
& Completion**

**ALIGNED INITIATIVES:** *We cannot do this alone. In order to achieve our ambitious vision, we align with organizations and initiatives across the City to achieve our vision.*



# Brilliant Baby

**Brilliant Baby** provides up to **\$1,000** for our most economically marginalized families:

1. Establishes **college savings accounts seeded with \$500 for babies** and
2. Offers coaching and financial awards of up to **\$500 for parents or guardians** to support their financial, academic, and parenting goals.

**Our vision is to serve every baby born into poverty within a decade.**



## Impact to Date

- **65 families** receiving in-depth financial coaching through pilot with **350 families** accessing coaching
- Randomized control trial developed
- Baseline: **80% of parents believe their child is college bound**

## The Year Ahead

- **500 babies** receive college savings accounts and **500 parents** access financial coaching
- Families in randomized control trial
- **Improve to 90% of parents believe their child is college bound**

# Expansion of Quality Preschool to All



*Currently, 6,400 of Oakland's 3-and 4-year-olds do not receive financial assistance to attend preschool, and **over 2,000 Oakland families** with preschool-aged children on a waiting list for financial assistance, according to recent Parent Voices survey.*

***Our vision is to provide every 3- and 4- year old with high quality ECE***

## **Our Goal:**

- Improve **access** by expanding high quality early care and education by providing priority 3- and 4-year olds with full day preschool\*, and all other 4-year olds with part-day preschool
- Support the improvement of the **quality** of existing Preschool providers
- Create a demonstration project for 0 to 3-year olds with greatest need

\*Contingent on sufficient funding



# Kindergarten to College



## Kindergarten to College (K2C):



1. **Opens an early college scholarship seeded with \$100** for all Oakland public school kindergarten students and
2. **Supports families to open 529 college savings accounts**, offering up to \$100 as a savings incentive.
3. **Instills a college-bound mindset in all students and families** through activities/field trips, parent engagement, early college scholarships.

## Impact to Date

- Served students at **18 elementary schools**
- **All 2016-17 Kinder students will have \$100 in an early college scholarship** by the time they leave elementary school.
- 69% Parents “strongly” believe child college bound; nearly 80% of students said they were going to college
- Building College-Going Culture through field trips, launches, & lessons

## The Year Ahead

- Expanded to a total of **36 elementary schools**
- Support 750 students to open CSAs
- Improve strong parent college-bound identity to 80%
- School teams collaborate quarterly and build strong college-going culture

# Future Centers



**Future Centers** are **college and career hubs** on middle and high school campuses that **provide college application and scholarship support, technology, and access to internships**, setting students on a path to college & career success.

Our vision is that **all middle and high school students will receive college and career access support.**

## Impact to Date

- Served **7 schools with 3900 students** in 2016-2017
- **90% FAFSA/Dream App** completion rate

## The Year Ahead

- Serving **10 schools with 5,000 students** in 2017-18
- Increase **FAFSA/Dream App** completion rate to **95%**

# College Scholarships & Completion



Through the East Bay College Fund (EBCF), Oakland Promise students receive:

1. **Multi-year scholarships** linked with persistence support
2. **Support to and through college**, such as 1-1 mentors, peer mentors & counseling

All Oakland public school students can also go to **Peralta tuition free** for the 1st semester, qualifying students get **guaranteed enrollment in CSUEB**, and all benefit from **>25 college partnerships**, including 7 HBCUs.

## Impact to Date

- **700** students sent to college with **\$5.5M** in scholarships & persistence support
- **Increased college enrollment by 6%**, despite declines in OUSD
- **Doubled** Peralta summer matriculation and addressed systems barriers between institutions

## The Year Ahead

- Support **over 1,000** students with at least **\$8.5M** and persistence
- Recruit **400-500 new volunteer mentors** for 2018 scholars
- **Strengthen** the 2-year college/CTE pipeline and better integrate persistence services

# IMPACT IN THE NEXT DECADE

**10,000**

College Savings  
Accounts Opened for  
Newborns

**Over 40,000**

Additional Students  
Attend Quality  
Preschool

**\$4.5M**

In Early College  
Scholarships  
Awarded

**\$4.5M**

In College Savings  
Accounts

**45,000**

Students awarded  
an early college  
scholarship

**22,000**

Students enrolled  
in college

***100,000***

***students and families served***

# Our Goals

We are exploring a potential **November 2018 ballot** initiative that would raise revenue from a **parcel tax** (with low-income and senior citizen exemptions). Combined with funding from a potential June 2018 county initiative, we aim to reach our vision:

## 1. Increase **quality and access** to preschool\*

- For children from low-income backgrounds:
  - Full day pre-K for 4-year-olds
  - Full day for 3-year-olds currently in part-day
- For all 4-year olds, part day pre-K

## 2. Expand access to **cradle-to-career programs**\*

- Serve over 100,000 students through College and Career success in a decade through the **Oakland Promise**

# Public Support of Potential Initiative

**71%**

of Oakland likely voters say they would vote for a \$198 parcel tax to support the potential Children's Initiative

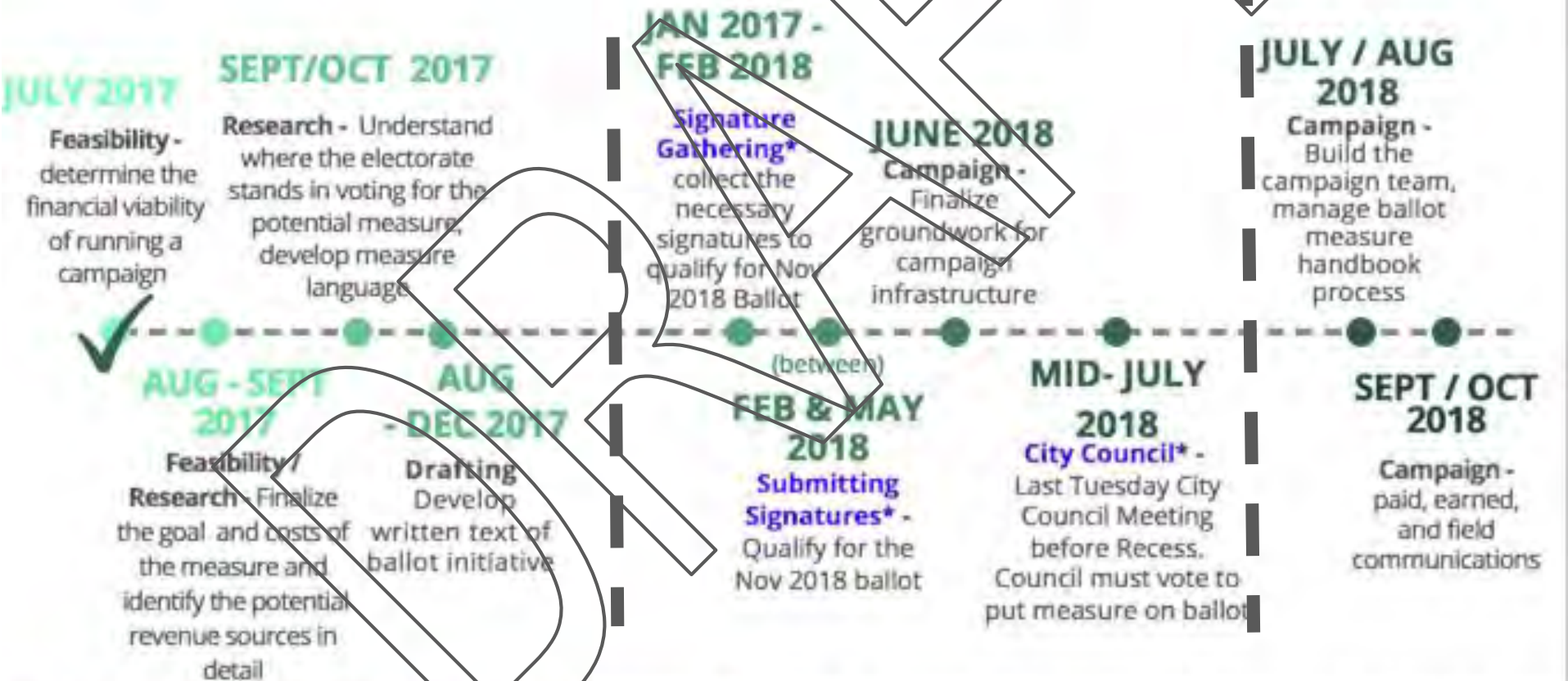


# Potential Phased Strategy

## Phase I: Research & Drafting

## Phase II: Getting it on the ballot

## Phase III: Campaign



**ONGOING (June - December): Stakeholder Engagement** - Engage key stakeholders in ballot language drafting and program design

\*Note: we are exploring both City Council and signature gathering as options to place measure on ballot.

# Children's Initiative Sustainability Goals

## Revenue from the Children's Initiative would Fund:

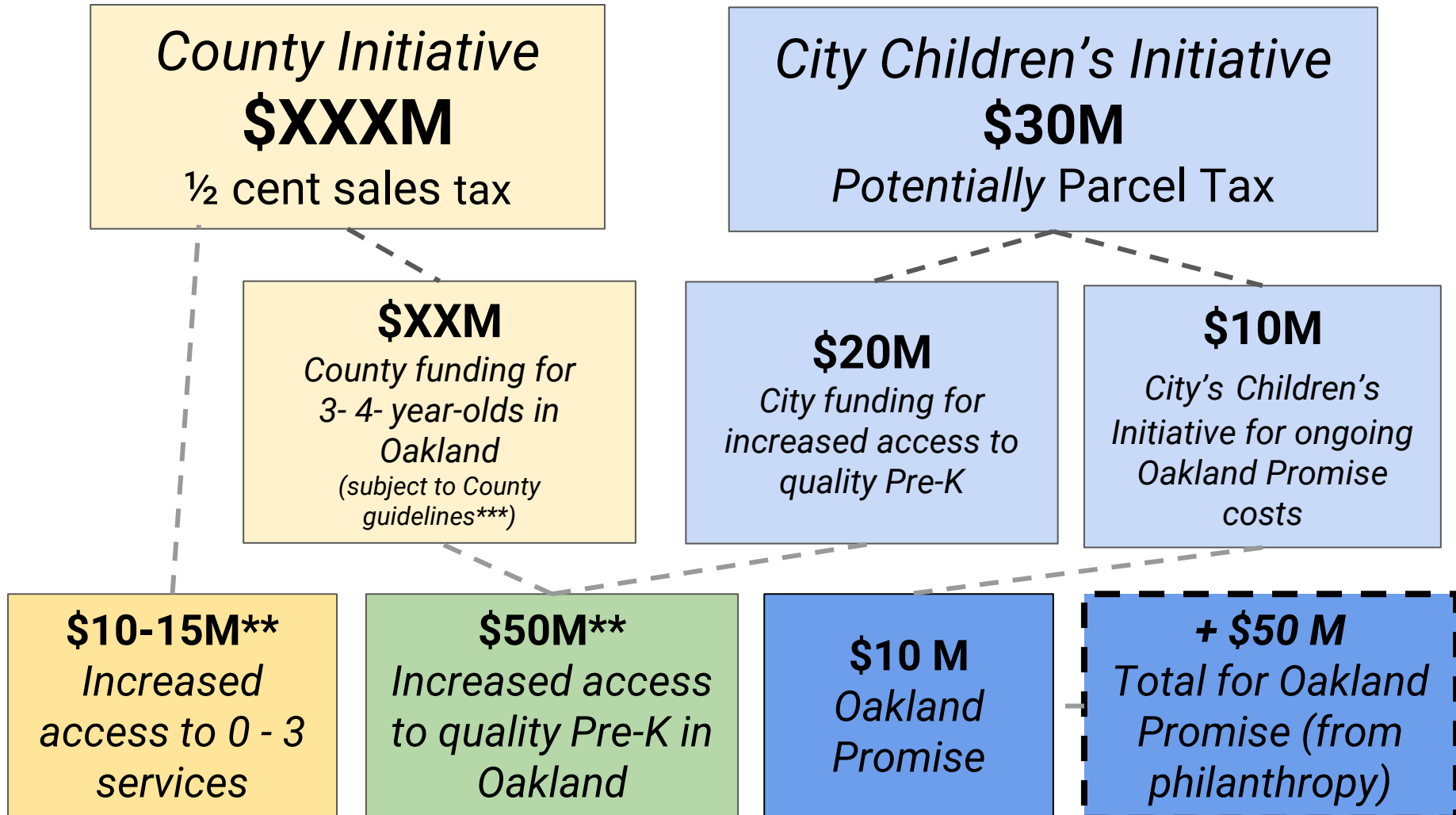
### **\$20M Towards Ongoing Annual Costs for Expansion of Early Care and Education**

- Increased preschool slots across Oakland
- Other quality supports, to be determined based on input from providers and stakeholders, as well as funding

### **Ongoing Annual Costs of \$10M for the Oakland Promise**

- Holistic supports: financial coaching, college access, college persistence, college scholarships, savings incentives, etc.
- Staffing to strengthen quality, scale, sustainability, and collective impact efforts

# City, County, and Philanthropic Funding\*



\*All costs are annual estimates, except \$50M one-time raise for OP

\*\*assumes expansion of ETK

\*\*\* County will likely create an RFP process through which cities can apply to drawdown funds

# Our Work to Date

- **Ongoing Stakeholder Engagement** to understand needs and priorities
- Regular convenings with **Steering Committee and Community Advisory Committee** to support with education campaigns, advise on policy developments, and build community support
- **Testified** at the Alameda County All In Hearing to show support of County Initiative
- **Conducted Initial Poll** to understand voters' feelings of Oakland Promise, Preschool, and the two together as Children's initiative
- **Fielded Poll** to test specific ballot language, parcel tax and bond amounts, and understand community concerns and campaign feasibility

# Our Work to Date, Cont'd

- **Building out Fiscal Model** to explore policy options
  - Working with financial modeler to build out strong, accurate model and concurrent scenarios for how to ensure we spend the money effectively to make biggest impact
- **Building out Program Model** to ensure this is good for students and families across Oakland, in partnership with OUSD, Head Start, Preschool Providers, County Initiative
- **Drafting Legislation** to ensure thoughtful policy and implementation
- **Exploring Capacity to Fundraise**, with East Bay Community Foundation as convener for Foundations
- **Attorneys on Retainer** to clarify parameters of our ability to work on Children's Initiative and support with drafting legislation

# Over 60 1:1 or Small Group Meetings to Date

Acts Full Gospel, Bishop Bob Jackson

Alameda Health Services

Andrea Youngdahl

APEN, Amado Uno

Assemblyman Rob Bonta

Bay Area Council, Jim

Wunderman & Matt Regan

Bob Friedman (CFED)

City of Oakland Head Start

Causa Justa / Just Cause

Chamber of Commerce, Barb Leslie

Chris Chatmon

City Administrator Sabrina Landreth

Councilmember Abel Guillen

Councilmember Dan Kalb

Council President Larry Reid

Councilmember Noel Gallo

Dave Brown (Supervisor Chan)

David Roach

Dr. Bert Lubin (Children's Hospital)

East Bay Community Foundation  
EBAYC

EBALDC

Educators for Democratic Schools

First 5 Alameda

First 5 San Francisco

Gary Yee

GO Public Schools

Hamilton Foundation, Tomiquia Moss

JPA, Lisa Villarreal

Kenneth Rainin Foundation

La Clinica de La Raza

Latino Education Network

League of Women Voters Oakland

LitLab

NAACP Oakland

Oakland Housing Authority

Oakland Public Libraries

Oakland Rising

Oakland Unite, Kevin Grant

OCO

OEA, Trish Gorham

OFCY, Sandy Taylor

OUSD Office of Community Engagement

OUSD ECE Dept

OUSD Office of Equity

OUSD Supt. Johnson Trammell

OUSD Board President James Harris

OUSD Board Director Jumoke Hinton Hodge

OUSD Board Director Nina Senn

OUSD Board Director Shanthi Gonzales

Parent Voices Oakland

Sandy Taylor, OFCY

Sara Bedford

SEIU 1021, Gary Jimenez

Starting Smart and Strong

Supervisor Keith Carson

Supervisor Miley's Office

Tandem

Unity Council

Urban Strategies Council

Vice Mayor Annie Campbell

Washington

# Larger Stakeholder Meetings

- **Stakeholder meeting on 8/18.** Alameda County, General Services, OFCY, Alternatives in Action, First 5 Alameda, EBAYC, GO Public Schools, Oakland Literacy Coalition, Unity Council, OCO, Oakland Parents Together, NAACP Oakland, Youth Alive, EBALDC, Rep. Asm Bonta, Rep. Supervisor Chan, Oakland Literacy Coalition
- **Oakland Thrives Leadership Council**
- **Early Education Funders.** Packard, TJ Long, Kenneth Rainin Foundation, TJ Long, East Bay Community Foundation, Rogers Family Foundation, Hellman, Hirsch Associates
- **Education Impact Table.** Christie Anderson, Starting Smart and Strong, Alameda County GSA, Preston Thomas, Monica Montenegro, Vinh Trinh, Ay'Anna Moody, Gilbert Pete, Mark Butler, Dolimer Rodriguez, Bernard McCune, Diane Dodge, Siri Brown, Jeannie Valkevich
- **Oakland Preschool Providers on 9/22 and 10/6.** Alameda County GSA, YMCA East Bay, OUSD, Bananas, Through the Looking Glass, Peralta, St. Vincent's, OSSSI, Alameda County, 4Cs Alameda County, St. Mary's, Kidango, Head Start, 24 Hour Children's, East Bay Community Foundation, Unity Council. Salvation Army
- **Oakland Promise Annual Funder Briefing on 9/26**
- **Oakland Promise Advisory Board on 10/5**
- **Presentation to the State Advisory Council on 10/25**
- **Presentation to full Oakland Thrives Leadership Council on 10/27**
- **Community Advisory Council on 11/3**
- **Oakland House Parties on 11/14**
- **Presentation to OCO Leaders on 11/6**
- **Community Advisory Council on 11/13**
- **Presentation to Jobs & Housing Coalition on 11/16**
- *...and recurring meetings with:* SEIU, Supervisor Chan's Office, Supervisor Miley's Office, East Bay Community Foundation

# ...and official endorsements of our vision from

## Individuals\*

- Vice Mayor Annie Campbell Washington (D4)
- Chris Chatmon, OUSD Office of Equity
- Cynthia Adams, NAACP Oakland, Vice President & Education Chair
- David Roach
- Dr. Bert Lubin, UCSF President Emeritus
- Emma Roos, Educational Coalition for Hispanics in Oakland
- Janis Burger, CEO First 5
- Jorge Lerma, Educational Coalition for Hispanics in Oakland
- L Karen Monroe, Superintendent of Alameda County Office of Education
- Senator Nancy Skinner (D9)
- Councilmember Noel Gallo (D5)
- State Assemblyman Rob Bonta (D18)
- State Assemblyman Tony Thurmond (D15)
- OUSD Director Jumoke Hinton-Hodge (D3)

## Organizations

- Latino Education Network
- NAACP Oakland
- The Unity Council
- First 5 Alameda
- Alternatives in Action
- Kidango
- Bananas
- Bay Area Community Services
- Child Care Links
- Latino Education Taskforce
- LitLab
- ACORN Woodland
- New Hope Church
- Oakland Literacy Coalition
- Oakland Housing Authority
- PG&E

*\*Organizational titles for identification only*



# Key Themes from Stakeholder Meetings

## **Overall 80%+ Excitement for Initiative:**

*“Tremendous opportunity to take control of the resources in our community to do what’s most important for the most vulnerable”*

*“The Children’s Initiative is a direction that Oakland has needed to move in for a very long time. It will have great benefit for the children and families of Oakland”*

# Key Themes from Stakeholder Meetings

Comments	Action to date → what else can we do?
<p><b>How do we define quality?</b> How are we going to ensure quality?</p>	<p><b>Modeling financial costs</b> of professional development, wage increases; tying funding to quality requirements.</p> <p>Working with County to ensure <b>seamless integration with existing quality systems</b></p>
<p>Ensure that <b>policy systems are coordinated</b>, and that we don't think about issues in a vacuum -- what is relationship with housing, child care, and other issues?</p>	<p>Meetings with County and First 5 Alameda to <b>consider system design</b> after Nov. 2018 is coordinated, seamless</p> <p>See slide 28, Working with the Oakland Housing Authority to put together focus group of <b>housing advocates</b>.</p>
<p><b>Where should facilities be placed?</b> (beyond where children are not enrolled in preschool, look into quality of life, public safety, the presence/lack of existing informal care systems; ensure data doesn't miss parent perspective)</p>	<p>Working with attorneys to <b>understand how to specify this in ballot text</b>, or whether it is in Planning Commission guidelines or County process</p> <p><b>Securing data sources</b> that may be helpful, including e.g. work of First 5, and <b>engaging with families</b> to understand priorities. Layering in existing <b>public safety data</b></p>
<p><b>Impact on teachers;</b> how can we develop/retain them, and ensure they can live in the city?</p>	<p>Working with County to understand what <b>professional development and wage regulations</b> should be in our text</p>
<p>Ensure that we <b>engage with the community</b> to understand concerns; consider evening events for parents and educators</p>	<p>See slides 29 &amp; 30</p>

# Our Next Steps for November

- **Launch website** and allow for online feedback
- **Community Engagement:**
  - **Community Advisory Council:** will continue to have monthly Community Advisory Council meetings to share updates and opportunities to get involved as well.
    - **Monday, November 13 at 5:30pm** to accommodate the calendars of educators and families
- **Continue listening to community representatives**, e.g. Oakland Rising, OCO, OEA, City Council
- Adjust **Financial Model** to reflect community input
- **Draft** ballot initiative legislative language
- Decide whether to pursue bond for **PreK facilities**
- Participate in **County listening sessions**

# Get Involved



## **Join Us: Support the Children's Initiative**

- Share feedback and insights for how to make this best work for students and families across Oakland
- Formally endorse; Identify 1-3 Key Stakeholders that you can get to endorse
- Attend and/or help spread the word about upcoming Community Advisory Council meetings

# Appendix: Addressing the Affordability / Housing Crisis

## ● **Short-term Plan**

- Sanitation stations at 7 locations near encamped areas
- Working with County Public Health partners for support with:
  - Funding for 10 additional sanitation station locations
  - Planning and implementing a Hep A vaccine program for those living in encampments
- Weekly garbage pick-up at 8-10 encampment sites and deeper cleaning/debris removal at 2-4 sites per week
- Setup and Services for an Outdoor Navigation Center
  - Tuff Sheds, basic sanitary services, such as port-o-potties, hand washing stations, garbage service, access controls, 24/7 security
  - Limited food service and access to showers, case managers, intensive outreach, and housing navigation services

## ● **Medium-term plan:**

- Oakland City Council allocated \$14 million to acquire a building that could be renovated and used as a second multi-service center

## ● **Long-term plan**

- Solution: Housing
- Children's Initiative serves as indirect solution: affordable childcare, education to improve outcomes

# Appendix: Ensuring Community Engagement & Input

- Increased “Research & Drafting Timeline”
  - Originally planned to submit legislation by Oct 31, but want to ensure we are able to engage the community and hear input to make sure we have good policy that
- Exit Tickets at every event, to gather feedback re:
  - General Feedback
  - Lingering Questions
  - What should we include in poll
  - What gaps might be missing
  - Prioritization of Goals
  - Other organizations/leaders to engage
- Monthly email to community members who sign up with updates, summary of feedback, action taken
- Public Website with monthly updates, summary of feedback, and action taken

# Appendix: Ensuring Community Engagement & Input

## Community Events / Listening & Input Sessions

- Community Advisory Council (all are welcome)
  - October 5th: General listening session
  - Community Advisory Council on November 3rd: Prioritization of goals
  - *Past attendees have included: Alternatives in Action, OUSD, High Expectations, First 5 Alameda, OFCY, Oakland Rotary, BACS, EBALDC, Unity Council, Oakland Starting Smart and Strong, Oakland Literacy Coalition, NAACP*
  - **Upcoming: Monday, November 13th at 5:30- 7:00 pm**, Fruitvale San Antonio Senior Center
- House Parties as listening sessions, to get on-the-ground feedback
  - West Oakland
  - Fruitvale
  - East Oakland
- Alameda County Listening Sessions:
  - **November 16th 6:00-8:00 pm**
    - Co-hosted by Supervisor Chan and Parent Voices: Rainbow Recreation Center, 5800 International Blvd
  - **November 29th 7:00 pm**
    - Co-hosted by SEIU and BANANAS, Bananas in Oakland, 5232 Claremont Ave

# Alameda County & City of Oakland

## Child Care and Early Education Initiatives at a Glance

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### Alameda County Initiative Overview

- **What is proposed to be funded:**
  - Increased wages for early educators at participating early care and education programs
  - Higher reimbursement rates for existing children and scholarships for thousands of new children, prioritizing homeless children and infants and toddlers
  - Quality supports for participating educators and programs

There are proposed allocation of funds for family service navigation, program innovation, priority city grants, facilities, and an operating reserve
- **Expected ballot date:** Expected voting to occur 6/2018, though the timing is dependent on poll results (vote could be delayed to 11/2018)
- **How will it be funded:** \$0.5 sales tax, which is estimated to generate \$140 million
- **Expected program implementation:** Initial receipt of funds 12/2018 with expected program implementation 7/2019, affording a year of planning

### City of Oakland Initiative Overview

- **What is it proposed to fund:**
  - Slots and increased eligibility levels for all 4-year-olds from low-income backgrounds
  - Preschool scholarships/stipends for 4-year-olds not eligible for free preschool
  - Converting part-day to full-day slots for 3 year-olds from low-income backgrounds
  - Increased quality supports, for participating early care and education programs
  - Guaranteed Early Transitional Kindergarten classrooms in Oakland Unified School District
- **Expected ballot date:** 11/2018
- **How will it be funded:** Parcel tax, estimated revenue for 3-4years olds is \$16 million
- **Expected program implementation:** Initial receipt of funds 07/2019 with estimated program implementation is 7/2019 (note: given the lack of planning a start date of 7/2020 is also under consideration)

### Implications for First 5 Alameda County (F5AC) and Early Care and Education System

- F5AC has been asked by both County and City to administer the initiatives
- If the Commission approves, all parties accept F5AC's administration of funds and voters adopt it would:
  - Support the continued development of a local system of care for early child development
  - Position the work favorably by leveraging the expertise of First 5, our local, state and national presence
  - Allow for the nimble/responsive use of public dollars in an agency with excellent fiduciary oversight
  - Increase resources available to F5AC to position the Agency's policy and advocacy work

### Considerations for First 5 Alameda County

- Governance
  - Oversight of the County and City initiatives; appointees; relationships to one another and the Commission
- Financial
  - Securing of sustainable administrative resources to ensure proper oversight and impactful programming
  - Increased exposure to economic downturns, i.e. dependence on sales tax
- Mandate changes to F5AC structure, inclusive of space and staffing



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



Progress to Date – November 2017

# Brain Development

**90%**

**of a child's brain  
development  
happens  
before age 5**



- 90% Brain development before age 5
- 10% Brain development after age 5

# Child Care & Early Education: Critical Investments in Our Society



Invest in educational and developmental resources for disadvantaged families to provide equal access to successful early human development.

Develop cognitive skills and social skills in children early—from birth to age five when it matters most.

Sustain early development with effective education through adulthood.

Gain more capable, productive and valuable citizens that pay dividends to America for generations to come.



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

# Draft Program Components

## Expanding Access

- Provide partial and full scholarships to 21,000+ children to get them into child care and early education spaces
- Targeted additional supports for 500 homeless and other high priority families throughout Alameda County
- Competitive grants to communities to determine how to best meet their local preschool and child care needs
- Increase funding for navigation to simplify the process of getting scholarships



Target number served:  
21,000+ children,  
birth-12 years old

Estimated \$84.65 million,  
60.8% of total\*

\*includes wage supplements, quality improvement, navigation, program implementation, contract oversight, etc.

## Increasing Wages and Work Supports

- Providers who serve a group of children that is at least 25% low-income would receive a rate-enhancement for all new and existing children
- This enhancement would go toward:
  - Raising provider and instructional assistant wages to at least \$15/hour
  - Providing work supports like professional development and paid planning time



Target number served:  
21,089 children,  
birth-12 years old  
(13,649 existing children)

Estimated \$37.2 million,  
26.8% of total\*

# Draft Program Components

## Improving Quality

- Providers who serve a group of children that is at least 25% low-income would receive a rate-enhancement for all new and existing children
- This enhancement would support providers to develop their knowledge of:
  - Early childhood brain development
  - Trauma-informed and culturally responsive teaching practices
  - Dual language and honoring home language
  - Family engagement work

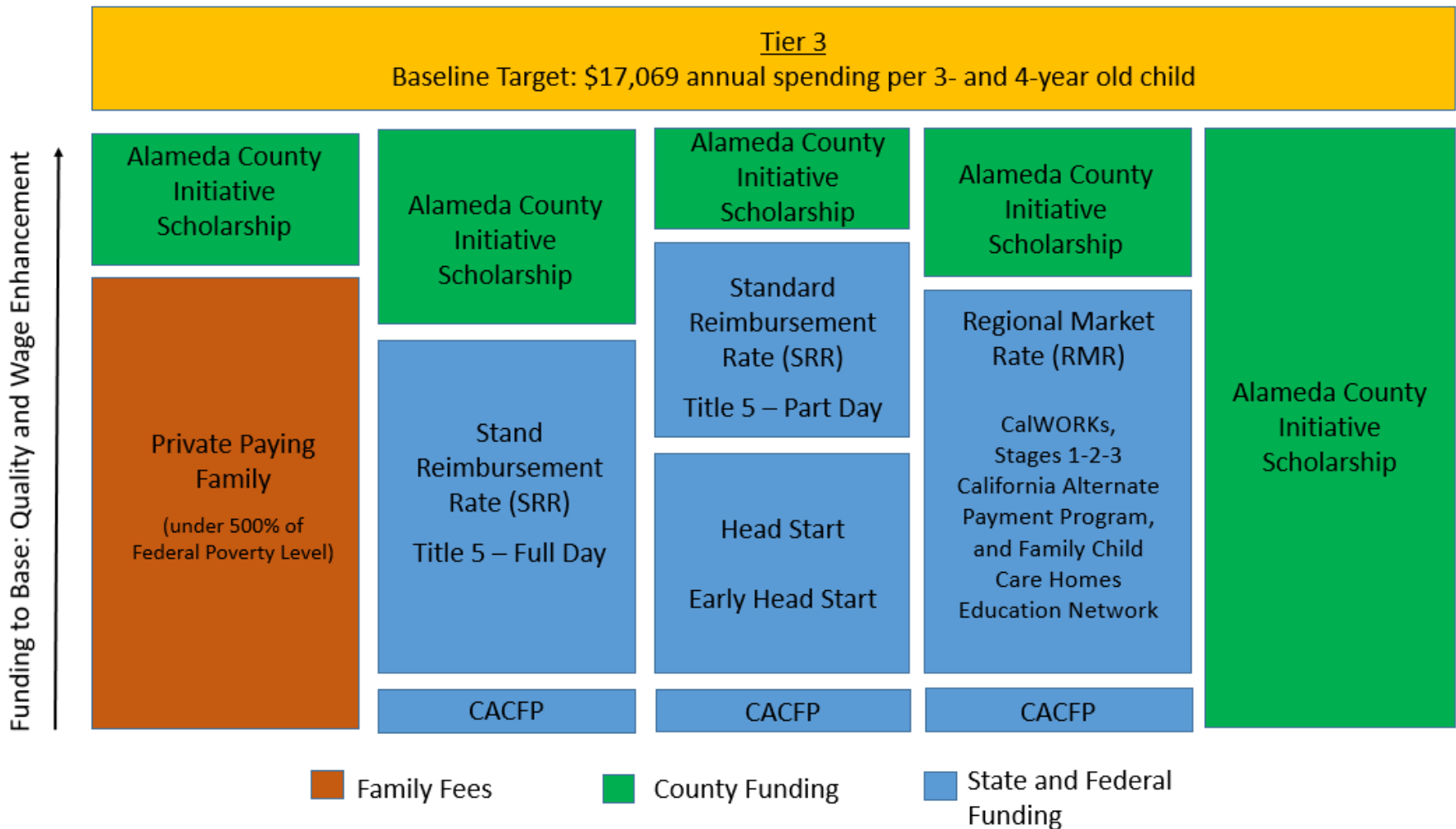


Target number served:  
21,089 children,  
birth-12 years old  
(13,649 existing children)

Estimated \$5.53 million,  
4% of total\*

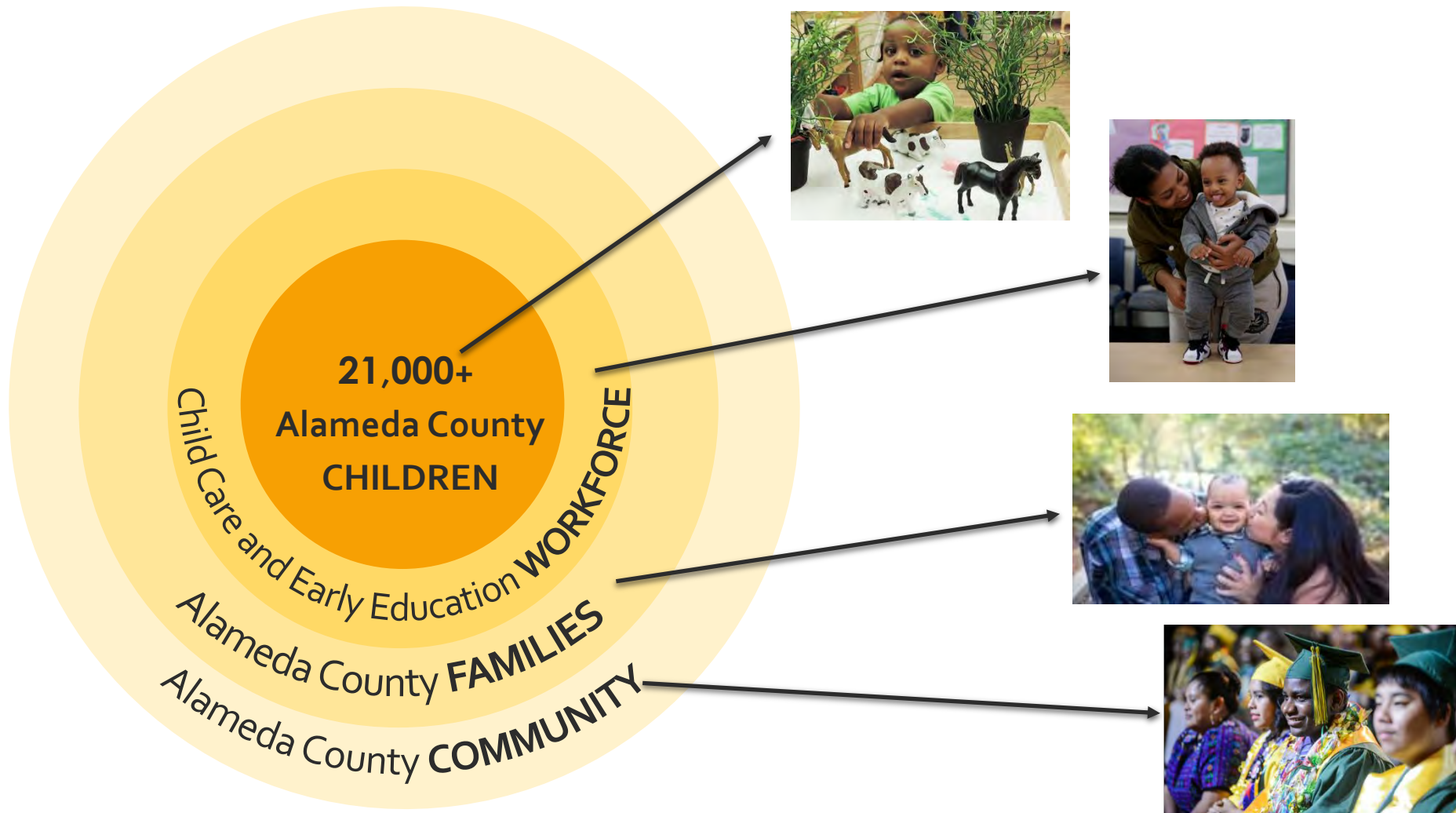
\*includes coaching, rating, staffed family child care network, quality improvement plan development, case management, program implementation, contract oversight, higher education supports, apprenticeship cohort models, etc.

# The Rate Enhancement

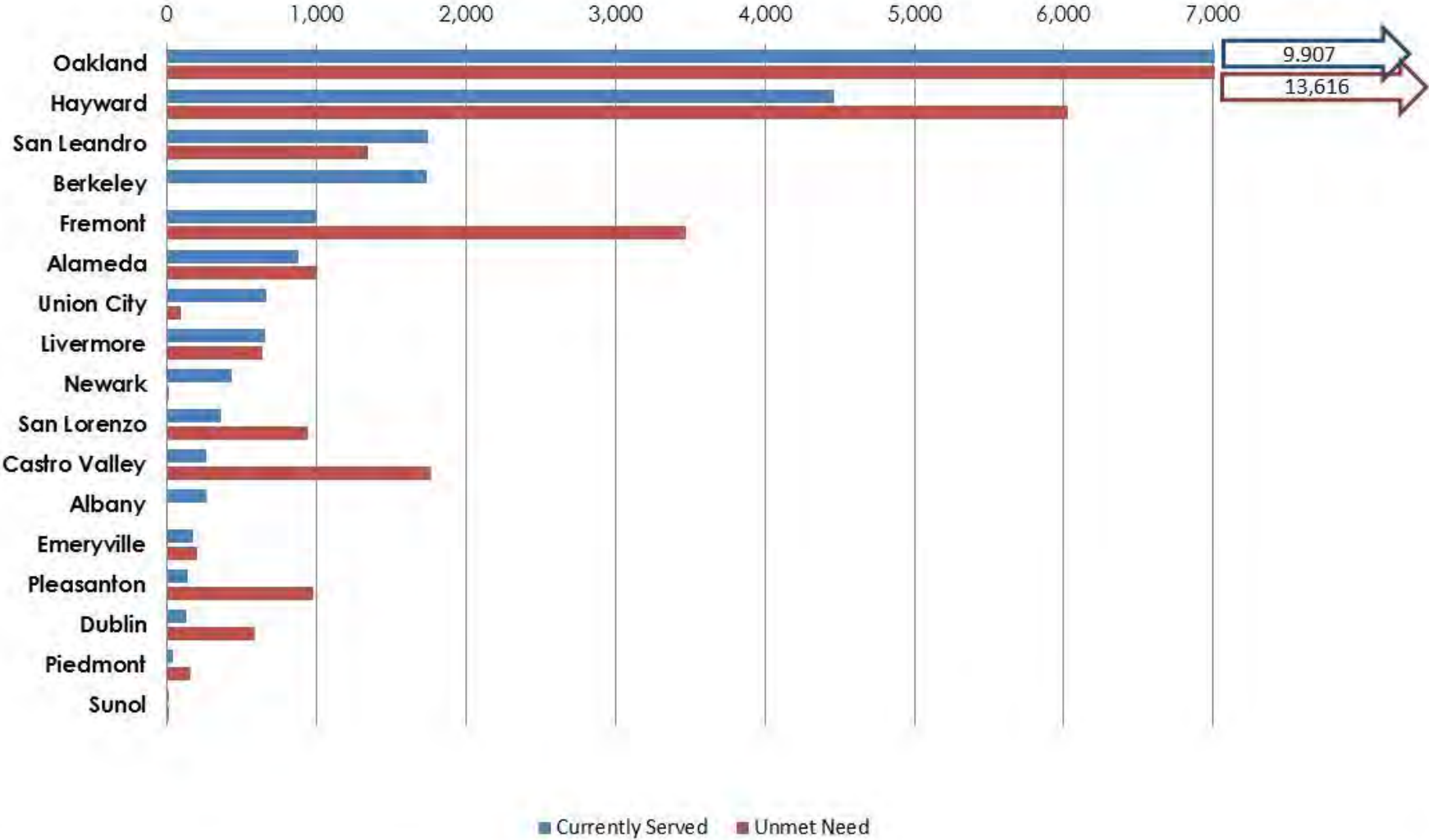




# The Impact: Children, Families, Broader Community



# Who Will the Measure Impact?



# How Oakland Would Benefit From This Initiative

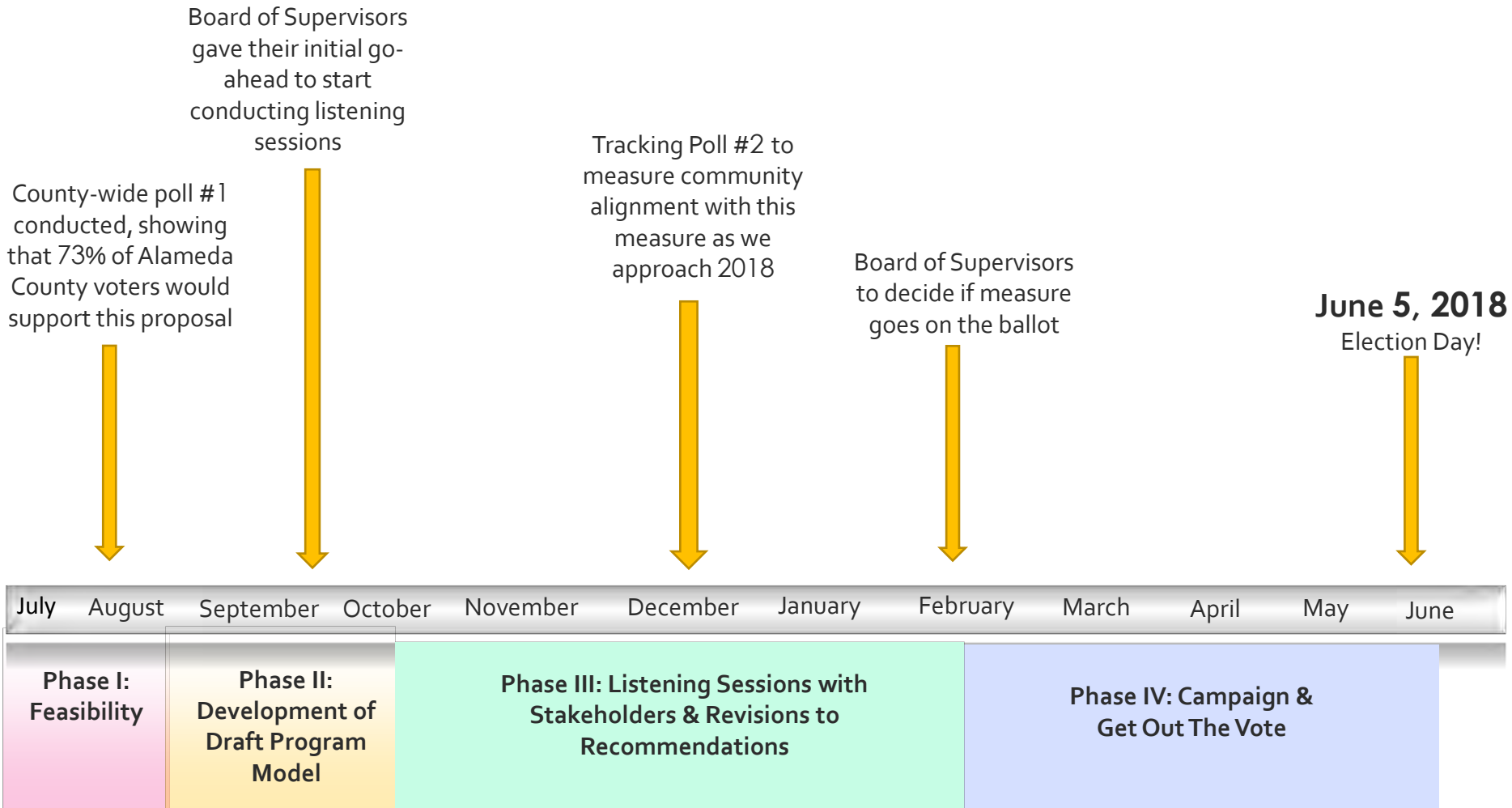
Children in Oakland, Birth-12, Who Are Currently Served	Estimated Income-Eligible Oakland Children <u>Not</u> Currently Served
4,795	17,667



## Current State Eligibility Cutoff Levels:

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

# Timeline & Key Dates



# 60+ Stakeholder Meetings to Date

- Alameda County Early Care & Education Program
- Alameda Collaborative
- Alameda County Early Childhood Policy Committee (ACECPC)
- 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
- California State Advisory Council
- Center for the Study of Child Care Employment
- Chabot College Advisory Committee
- Child, Family and Community Services
- City of Oakland Department of Human Services
- City of Oakland Head Start
- District 1 community members
- District 2 community members
- Dublin Mayor's Office
- Early Learning Fellowship
- East Bay Community Foundation
- East Bay Association for the Education of Young Children (EBAEYC)
- Emerging Leaders for Racial Equity
- Emeryville Mayor's office
- Family Resource Navigators
- 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
- Kenneth Rainin Foundation
- Kidango
- Labor Center at UC Berkeley

# 60+ Stakeholder Meetings to Date (cont'd)

- Las Positas Community College Local Planning Council
- Livermore Mayor's Office
- LPC Public Policy Committee
- Library System of Alameda County
- Lotus Bloom Learning Center
- Oakland Mayor's office
- Oakland Preschool Providers
- Oakland Starting Smart and Strong Coalition
- Oakland Thrives Leadership Council
- OUSD CDC Instructional Assistant leadership
- Parent Leadership Action Network
- Parent Voices
- Partnership for Children and Youth
- Pleasanton Mayor's Office
- Quality Counts
- Quality Counts Symposium
- Right Start Commission
- San Lorenzo School Board
- St. Mary's Center SEIU 521 – represents family child care providers
- SEIU 1021 – represents child care center workers
- Senator Nancy Skinner
- Superintendents from: Alameda County office of Education, Alameda, Albany, Berkeley, Castro Valley, Emeryville, Eden Area, Fremont, Newark, Oakland, Pleasanton, San Lorenzo
- Thomas J. Long Foundation
- Unincorporated County Technical Advisory Committee
- 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 and stay in the field long-term



## 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



# Join the Conversation. We are Listening!

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# First 5 Alameda County: Administration of the Child Care Ballot Initiative

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## GOVERNANCE

- **Board of Supervisors (BOS) Appointed Commission:** Eight-person BOS appointed Commission meets five-times per year. An acting BOS member and two county department heads are statutorily required members of the Commission. As required by statute, all meetings are held in compliance with the Brown Act. To ensure appropriate governance for all matters, F5AC has the ability to establish subcommittees and oversight bodies as needed.
- **Nimble and Innovative Government:** F5AC is a flexible arm of the county operation; with efficient hiring and procurement processes; a budgeted innovation strategy; strong financial controls; and performance reporting.
  - Under state law, First 5 commissions are considered public agencies for the purposes of receiving funds from federal, state and local sources.
  - Due to this nimbleness First 5 has served as a fiscal agent several times, allowing for the quick pass through of federal and state funds. F5AC currently holds contracts with county departments, permitting the county to be responsive by leveraging F5AC's operational efficiencies.

## FINANCE AND CONTRACT CAPACITY

- **Financial Accountability and Control:** As required by state statute, F5AC has an annual independent audit, which is submitted to the state and reviewed by the State Controller. F5AC, in 20-years of existence, has never had an audit finding.
- **Contracting:**
  - F5AC annually administers and monitors over 200 contracts.
  - Each contract includes an accountability plan and as of FY 2018/19 will include RBA measures.
  - Salesforce contract administration system in development and will be operational by March of 2018.
- **Allowable administration of external funds and programs:** With the use of external non-Prop 10-revenue, F5AC may administer funding and programs that are outside the purview of our regulatory mandates.

## PROGRAM

- **Mission and Vision Alignment:** Ballot initiative aligns with the vision and mission of F5AC, supporting child and family well-being and development.
- **Subject Matter Expertise:** Cornerstone of F5AC work includes child care, pre-school, provider support and coaching, parent engagement, program evaluations, facilities, and policy development and advocacy. F5AC currently has:
  - Staff overseeing and directing programming dedicated to the child care sector
  - Oversees quality rating and provider coaching for child care centers
  - Conducts child care sector evaluations
  - Invests in and administers family engagement programming
  - Learning cohort for family serving homeless shelters
  - Administers professional development stipends, quality improvement and reward to early education programs and educators

Each is intended to support achieving the following results:

- Quality programming for children

## First 5 Alameda County: Administration of the Child Care Ballot Initiative

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- Improved family access to child care
- Self-sustaining wages for providers
- Consumer / parent support and increase knowledge of the child care system and child development
- **Sector Relationships and Positioning:** At each level of government and community F5AC has deeply rooted relationships in the sector connected to policy, program, finance and evaluation. The organization is a national and state leader in child development. Consider the following examples of our role, participation and relationships with key stakeholders:
  - *Federal* – ECLINC, BUILD, Center for the Child Care Workforce
  - *State*- Co-located with First 5 Association, CDE, California School Age Consortium
  - *Local* – member of the Joint Powers Authority, Co-chair Oakland Starting Smart and Strong (Packard funded table with OUSD), All In Steering Committee, Oakland Thrives Leadership Table, Oakland Promise Leadership Table, Hayward Promise Neighborhood Leadership Table, Alameda County Child Care Planning Council, Department Sherriff’s Activity League Board member, ACOE
  - *CBO*- Existing contracts with all three resource and referral agencies, existing contract with community colleges regarding provider credentialing, convene shelter learning communities for family serving shelters, support AP voucher agencies, libraries, and park and rec to provide school readiness experiences

### DATA

- **Results Based Accountability (RBA):** F5AC’s existing strategic plan was developed in an RBA format. Procured with salesforce and salesforce system integrator (eightCloud) who is currently developing performance dashboards.
- **Evaluation Team** – F5AC has an evaluation team with two PhD researchers, two data analysts and an Evaluation Senior administrator dedicated to data collection, data sharing, analysis, continuous quality improvement, and evaluation.