



FIRST 5 ALAMEDA COUNTY SUBCOMMITTEE MEETING AGENDA

Monday, May 7, 2018

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

5:30 PM – 7:30 PM

Subcommittee Commissioners: Renee Herzfeld, Cecilia Echeverría , Wilma Chan, Lori Cox, Scott Coffin, Kimi Watkins-Tartt

- 1. Public Comment (for items not listed on the agenda) - Limited to 3 minutes per speaker**
- 2. Alameda County & City of Oakland Child Care and Early Education Initiatives**
 - **Ad Hoc Advisors update**
 - **Alameda County update**
 - **Task Forces update**
 - **Next Steps**
 - **City of Oakland update**
- 3. Adjournment**

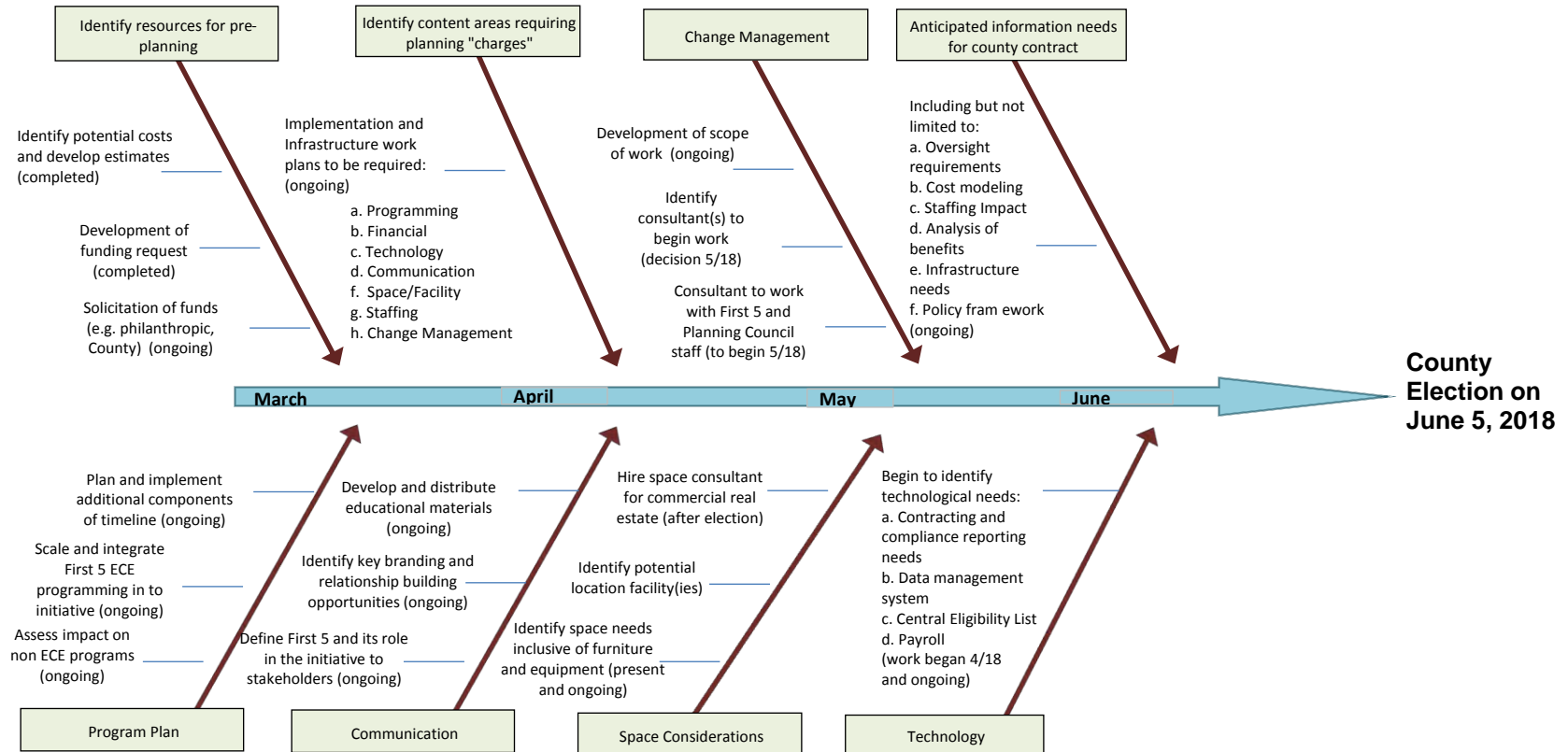
Information about the First 5 Conference Center

- 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.



Child Care and Early Education Initiative Implementation and Planning Timeline (March – June 2018)

Represents planning phase prior to June 5, 2018 election



Alameda County Child Care and Education Ballot Initiative

Background: The Child Care and Early Education Ballot Initiative will generate revenue from a half cent sales tax to provide financial assistance for children to attend high quality child care and early education programs. There will be an emphasis on serving homeless and other high priority children and families. Early educators and child care providers will earn at least \$15 an hour. It is expected to generate \$140 million a year for 30 years.

Timeline: The Alameda County Board of Supervisors (BOS) voted unanimously to place the initiative on the June 5, 2018 ballot. It requires a two-thirds majority to pass. Should it pass, taxes will be collected beginning October 2018. There will be a planning year, with services projected to begin in FY 19-20.

Oversight and Implementation:

- First 5 Alameda County is positioned to administer the funds and carry out the implementation plan, which is updated every 5 years.
- A Citizen Oversight Committee will be appointed by the BOS and annually review the expenditures of the tax from the prior year.
- The Planning and Advisory Council will be the Alameda County Early Care and Education Planning Council or a similar organization.

Evaluation (funding allocation is 2%): An evaluation plan and process for tracking the results of the initiative will be developed.

Child Care Scholarships (funding allocation is 59% of total):

- *Homeless and Other High Priority Families*
 - 500 subsidized child care slots for homeless families and funding for systems navigators
- *Reduce Waiting Lists*
 - 2,000 subsidized child care slots -70% are for infant/toddler care and 30% for 3-4 year olds
 - Re-establish centralized eligibility list
- *Providing Additional Resources to Other High Need Communities*
 - 4,500 slots to be used according to local priorities for children ages 3-12
 - Released in competitive grants through an RFP process
 - Regional pools have been established and a local match may be required
 - Technical assistance will be provided

Quality and Wages (funding allocation is 38% of total):

- Raise early educator pay to \$15 per hour for participating providers
 - Enhance reimbursement rates for existing child care subsidy contracts and vouchers
 - Providers will receive professional development support and participate in Quality Counts
 - Within 3 years, programs must achieve and maintain a 3- star rating in the Quality Rating and Improvement System
 - Participating programs will honor employee requests for payroll deductions to professional associations
- Additional Program Components:*
- Facilities grant fund to provide capital financing for renovation, repair and expansion (2% funding allocation)
 - Support for recruitment, retention and education of child care providers and early educators (1%)
 - Creation of an innovation fund (1%)
 - Mental health support services that may include professional development, early identification and linkage, consultation, and family navigation (.5%)
 - Child development/kinder- readiness programming for children in family, friend and neighbor care



Expanding the Early Childhood System of Care in Alameda County

The Request

First 5 Alameda County is seeking \$50,000 - \$100,000 in financial support to assist the planning efforts to prepare our system to administer the Child Care and Early Education initiatives for Alameda County and the City of Oakland. First 5 Alameda County is seeking partnerships with philanthropy to hire project management staff and contract with consultants that have a particular expertise (e.g.: technology, legal, human resources, facilities, organizational change). The planning will include the following:

- Internal Change Management
- Communications, including how and when to include community stakeholders in all aspects of the initiative
- Technology
- Organizational Merger with Alameda County Early Care and Education Program
- Office Space Considerations
- Internal Organizational Structure (ie: job descriptions, class and compensation studies, etc.)
- Scaling and integrating current First 5 Early Care and Education programming with the initiative

The Opportunity

It is anticipated that First 5 Alameda County will administer the Alameda County Child Care and Early Education Initiative should it pass in June, 2018 and the Oakland Children's Initiative if it is put on the ballot and passes in November, 2018. The County initiative is estimated to generate \$140 million, and the City of Oakland initiative is estimated to raise \$15-20 million.

The success of the Alameda County Early Childhood initiative has implications for First 5 Commissions across the state and for the state's early childhood system of care.

Each year, over 10,000 children would receive new child care scholarships and 13,000 more would see the quality of care and working conditions for their caregivers improved, making this among one of the most significant local child care investments in the country. In Oakland alone, thousands of children who are eligible for financial assistance and are on waiting list would be served. This effort has the potential to change the child care and early childhood landscape nationally. Therefore, forging partnerships with philanthropy to ensure the implementation is set up for success is critical.

The Timeline

- **County ballot:** will occur June 5, 2018, and if passed the tax becomes effective in October, 2018.
- **City ballot:** expected November 6, 2018, and if passed becomes effective on July 1, 2019.
- **Implementation:** Both initiatives allot time for planning, with service delivery expected to begin in July 1, 2019. Additional resources will also be needed to implement the plan post -election, including contracting with expert consultants.

The Evolving Role of Oakland Starting Smart and Strong in the Initiatives

- Oakland Starting Smart and Strong's Lead Planning team played a key role in the early stages of developing the Oakland Children's Initiative and providing feedback on the County ballot measure.



Expanding the Early Childhood System of Care in Alameda County

- First Five and Starting Smart and Strong will need to lay additional groundwork to position the Collaborative as a potential community convener and advisory body for these initiatives. Oakland has the largest unmet child care need in the County and has the opportunity to significantly expand and improve existing services. Starting Smart and Strong can play an important role in recruitment and outreach to parents and providers.
- Strategic work with Starting Smart and Strong leaders and partners will be an important part of initial planning efforts, including how and when to engage members of the collaborative.

The Need: Child Care and Families

- 115,000 Alameda County children lack access to formal child care and early education.
- The average cost of quality child care for middle-class families in Alameda County is almost a quarter of family income (estimated to be \$19,000 per year).
- Many parents are forced to work two jobs, leave the workforce entirely, or depend on poor quality child care because that's all that they can afford.

The Need: Early Care and Education Wages and Workforce

- Early educator pay has not kept up with the rising cost of living. The average Alameda County child care center worker salary is \$29,000 per year.
- The workforce is almost exclusively female, with a large number of older women, women of color, recent immigrants, and first-generation college students and mothers.
- Seventy-five percent (75%) of Alameda County child care workers and early educators worry about paying monthly bills and 54% worry about putting food on their tables.

The Outcome: Alameda County Kindergarten Readiness

- The result is that 56% of Alameda County children are not fully prepared to start kindergarten when they arrive, and 20% of those are not even partially ready.

The Alameda County Initiatives at a Glance:

✓ Alameda County Child Care and Early Education Initiative

- The initiative is on the June 5, 2018 ballot. It requires a two-thirds majority. The initiative is expected to generate \$140 million in revenue a year from a half cent sales tax.
- Child Care Scholarships will reduce the current waiting list by providing 6,500 subsidized child care slots after school care slots.
- An additional 500 subsidized child care slots will be set aside for homeless and other high need families.
- Early educators and child care providers will earn at least \$15 an hour.
- Participating providers must maintain a tier 3 rating in the Quality Rating and Improvement System.
- Additional funds will support a facilities grant program; teacher recruitment; innovation fund; child development trainings for teachers; and programming for family, friend and neighbor care.

✓ Oakland Children's Initiative of 2018



Expanding the Early Childhood System of Care in Alameda County

- Potentially on the November 6, 2018 ballot and would require a two-thirds majority. It is expected to generate \$30 million annually from a parcel tax on properties in the City of Oakland.
- \$20 million will be dedicated to providing 4,000 Oakland children ages 0-5 with child care scholarships. This will provide 3- and 4 - year-olds from low-income backgrounds with full day preschool, and all other 4-year-olds with part-day preschool.
- Create a child care demonstration project for infants and toddlers.
- Raise early educator pay to \$15 per hour for participating providers and provide professional development support.
- Participating entities must maintain a tier 3 rating in the Quality Rating and Improvement System.

Oakland Children's Initiative of 2018

Background: The Oakland Children's Initiative of 2018 is a potential ballot initiative that will impose a parcel tax on properties in the City of Oakland with the goals to:

- Eliminate the kinder-readiness gap so all children enter kindergarten academically and socially ready to succeed by increasing access to high quality preschool for all.
- Ensure all students have an equitable opportunity to succeed by providing comprehensive support from cradle-to-career for children furthest from opportunity so they can pursue the college and career of their dreams.

Timeline: Potentially on the November 6, 2018 ballot and would require a two-thirds majority.

Oversight and Implementation (funding allocation is 7.5%):

- If the Alameda County Child Care and Education Initiative passes on June 5, 2018, First 5 Alameda County is positioned to be appointed as the implementing agency of the Early Education Fund. If the county initiative does not pass, a request for proposal process will be initiated.
- A Citizen Oversight Committee of between 9-15 members will be appointed by the Mayor and confirmed by the City Council.
- An Accountability Officer for the Children's Initiative will be hired by the City Administrator.

Evaluation: An external evaluation will be conducted of the impact of the initiative on child outcomes data, including kindergarten readiness. It will also provide information on how to mitigate disparities, such as those by wealth and income or for children with high-needs.

Early Education Fund (funding allocation is 62% or approximately \$15 – 20 million):

- 4,000 Oakland children ages 0-5 will be served
- Oakland Unified School District and Oakland Head Start sites will be funded first to maximize enrollment, then non-profit and private programs may be included
- Provide 3- and 4 - year-olds from low-income backgrounds with full day preschool, and, as resources allow, all other 4 -year olds with part-day preschool
- Raise early educator pay to \$15 per hour for participating providers
- Providers will receive professional development support and maintain a Tier 3 rating in the Quality Rating and Improvement System

Oakland Promise Fund (funding allocation is 30.5% or approximately \$10 million):

- This fund will not be administered by First 5 Alameda County but by a non-profit organization
- Provide 4,500 Oakland youth with college scholarships
- Support college and career- awareness, preparedness, planning, and eligibility
- Assist students with college application and admissions process
- Expand access to public and private student financial aid
- Ensure students have college preparation mentoring and guidance

Current Task Forces/Working Groups for ECE Initiative

Columns 1-4 Updated as of April 16, 2018

Topic	Groups represented	Meeting Schedule	Charge	5/3 Update: Meetings to Date and Work Completed
<p><u>Wages</u> (co-facilitated by Angie Garling, Alexa Frankenberg and Marcy Whitebook; staffed by Amanda Gallear)</p>	<ul style="list-style-type: none"> • First 5 (Kristin Spanos) • Alameda County ECE Program • SEIU 1021, 521, International • Center for the Study of Child Care Employment • ECE Planning Council (Renee Herzfeld) • Providers: Kidango, YMCA, ICRI, Little Mud Puddles, family child care • Parent representative (Clarissa Doutherd) 	<p>Meetings are in San Leandro from 1:30-3:30pm 5/30 6/27</p>	<p>Develop solutions to questions related to addressing parity in general as well as wage increases, including:</p> <ul style="list-style-type: none"> • Fiscal cliff – providers losing their subsidies due to wage increases • Wage compression • Benefits 	<ul style="list-style-type: none"> • Three of five planned meetings held to date • We have adopted a parity framework that considers not just wages but benefits and non-child contact time • We have made initial broad recommendations regarding non-child child contact time and wages for center-based staff • Future meetings will focus on family child care and benefits
<p><u>Higher Education/ Workforce Pipeline</u> (co-facilitated by Nadiyah Taylor and Alice Hale; staffed by Sonya Mehta and Brian Hickey)</p>	<ul style="list-style-type: none"> • First 5 (Sujata Bansal & Margaret Jerene) • Alameda County ECE program • SEIU 521, International • ECE Planning Council (Mary Anne Doan) • Colleges: Chabot, CSU East Bay, Las Positas, Merritt, UC Berkeley, Mills • Center for the Study of Child Care Employment • YMCA, Hayward Unified, City of Oakland Head Start, Kidango • Philanthropy 	<p>Meetings are in San Leandro from 2 to 4 5/4 5/25</p>	<p>Determine the principles for supporting Alameda County's current and emerging workforce, define a leadership pathway, plan for data collection, a general allocation of funds, and plan for leveraging funding sources.</p>	<ul style="list-style-type: none"> • Four of five planned meetings held to date • Group has explored cohort and support models offered through 2 and 4 year colleges as well as through community-based organizations • Group has discussed our goals for educational levels at each tier of ECE leadership, and how best to support 1) those entering the field 2) those currently in the field, with professional development and 3) those interested in advancing to higher levels of leadership • The group plans to submit recommendations in mid-June, including a request for a staff person to support a planning year in 18-19
<p><u>Homeless pilot</u> (facilitated and</p>	<ul style="list-style-type: none"> • First 5 (Page Tomblin) • Alameda County ECE program 	<p>Next meeting is May 25</p>	<p>Launch, monitor implementation,</p>	<ul style="list-style-type: none"> • BANANAS has hired a navigator • Some eligible families have been given an initial

<p>staffed by Ellen Dektar)</p>	<ul style="list-style-type: none"> • All-In Committee • Parent Voices/ECE Planning Council (Clarissa Doutherd) • SSA Child Care staff • Oakland Head Start • Family Front Door • Consulting support from former SFOECE Deputy Director • BANANAS 		<p>evaluation, and scaling of pilot</p>	<p>orientation to child care options</p>
<p><u>Data and Enrollment Systems</u> (staffed by India Alarcon and Rozy Jhinnu)</p>	<ul style="list-style-type: none"> • To be developed • Strong involvement from First 5 	<p>To be developed</p>	<p>Look at existing data systems and determine what is needed for future data systems needs</p>	<p>To be developed</p>
<p><u>Family Child Care</u> (staffed by Rozy Jhinnu and Margaret Jerene)</p>	<ul style="list-style-type: none"> • First 5 (Margaret Jerene) • Alameda County ECE program • SEIU 521 • Family Child Care (FCC) Providers • R&RS (4Cs, BANANAS, Child Care Links) • California Department of Education • CA R&R Network 	<p>Session 5- 5/31 Session 6- 7/12</p>	<p>Develop an action plan to strengthen Family Child Care with the goal to fund and develop a staffed FCC quality network in Alameda County.</p>	<ul style="list-style-type: none"> • Four of six Listening Sessions held to date • Team members have contributed to the chat box conversations during the Listening Sessions on topics including staffed family child care networks research, data collection and its relation to FCC access/sustainability, and using data to inform FCC supports. • Team discussions follow each Listening Session where we discuss what has been helpful in the Listening Sessions in moving forward with our team goal, using local data to support FCCs, and what resources/research is needed to advance the work toward our goal. • Staff have kept state representatives up to date on the group's work • The Action Plan and Policy Assessment Tool is being used in each session

Additional Stakeholder Groups That Could/Should Be Involved in Planning for the ECE Initiative

Group	Membership	Meeting Schedule	Charge
Early Care and Education Planning Council	<ul style="list-style-type: none"> • ¼ consumers, ¼ providers, ¼ community members, ¼ public agency representatives <p style="margin-left: 40px;">LaWanda Wesley, staff</p>	<p>May 18 July 20 September 21 November 16</p>	Acts as a planning and Advisory body for the Board of Supervisors, the County Superintendent of Schools and most likely for the Initiative.
Planning Council Subcommittees: <ul style="list-style-type: none"> • Executive • Public Policy • ECE Quality • Contractors • Enrollment and Eligibility 	<p>Each subcommittee is co-chaired by Planning Council members; subcommittee members represent stakeholders throughout the County including parents, providers, community representatives and public agencies.</p> <p>Staffed by various members of the ECE Program</p>	Various times, either monthly or bi-monthly	Inform and support the work of the Planning Council
Quality Counts Advisory Committee	<p>Members are past, current or future QC participants, ECE staff, First 5 staff and community partners</p> <p>LaWanda Wesley, staff</p>	<p>May 31 July 26 September 27 November 29</p>	Advises the Quality Counts Leadership Team
ECE Professional Development Committee	<p>Members are ECE staff, First 5 staff and community partners directly involved in providing professional development to the ECE community</p> <p>Sujata Bansal, staff</p>	<p>4/18 11-1pm Third Wednesday of the month from 9-11 thereafter</p>	Collaborates on how to best meet the PD needs for ECE providers in the County
Alameda County Early Childhood Policy Committee (ACEPC)	<p>Members are parents, County and nonprofit staff Co-sponsored by First 5, Parent Voices, ECE Planning Council and Behavioral Health Care</p> <p>Clarissa Doutherd and Lisa Erickson, co-chairs/staff</p>		*Also has an Early Care and Education Subcommittee
Pre to 5	<p>This is a recently merged group of Public Health's Pre to 3 and Birth to Five Initiative. Members will include County staff as well as community stakeholders</p> <p>Ellen Dektar, Jessica Blakemore & Corey Brown, staff</p>	First meeting planned for June	
Oakland Starting Smart and Strong	<p>This is the city of Oakland's 0-5 collaborative</p> <p>Malia Ramler and Christie Anderson, co-chairs Priya Jagannathan and Simron Johal, staff</p>		*Also has an Oakland ECE Contractors Subcommittee and a Data Subcommittee

