

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>Currently the implementation of Measure C is delayed due to litigation pending in Alameda County Superior Court that challenges Measure C on numerous grounds, including that it required a two-thirds vote, an argument that has already been rejected by several appellate courts. The trial court upheld the validity of Measure C, and the Court of Appeal is expected to rule on the plaintiffs’ appeal of that decision later this year.</p>
Key Components of Early Childhood	<ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • Availability of free or affordable and high quality ECE or preschool <ul style="list-style-type: none"> • 4-year-olds from low-income families • 3-year-olds from low-income families • Increase affordability or quality of preschool (not ECE) <ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • Increases access to quality care for participating providers through <ul style="list-style-type: none"> • 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) or the percentage increase in revenues raised during the previous calendar year by tax (whichever is less)
<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
<p>Data Reporting</p>	<p>Oakland City Administrator has the authority to enter into a contract with legally required terms such as (but not limited to):</p> <ul style="list-style-type: none"> • Performance metrics and benchmarks • Data sharing agreements 	<p>First 5 develops data collection strategies & collects data from participants in Measure C programs as part of initial application and evaluation process</p>