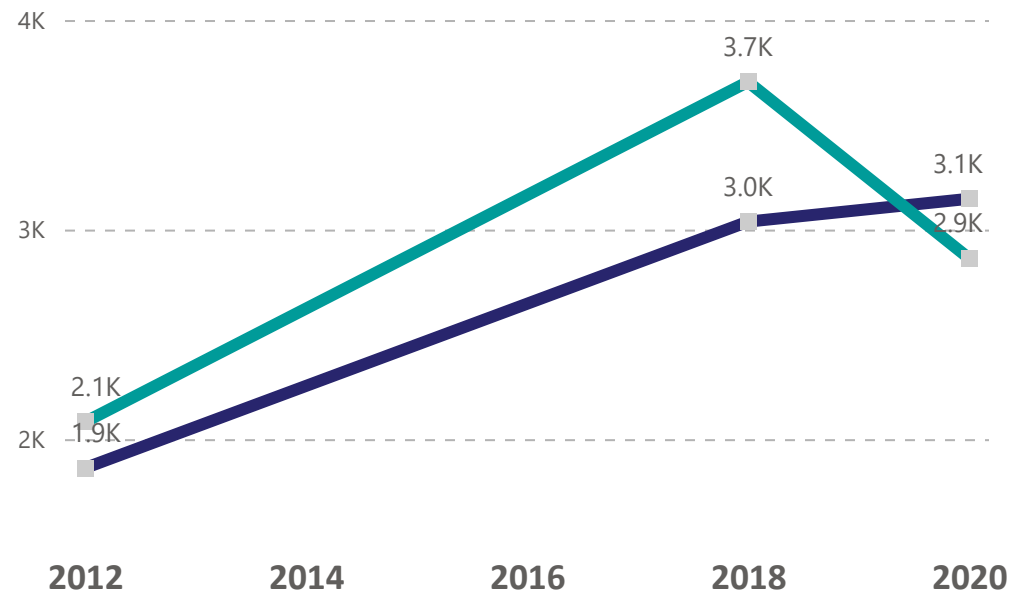


# 2022 Pleasanton City Profile: Early Care and Education Data

## Family and Child Demographics

### City of Pleasanton Population by Age Trend Line<sup>1</sup>

Age Group: — Birth to 2 — 3 to 5

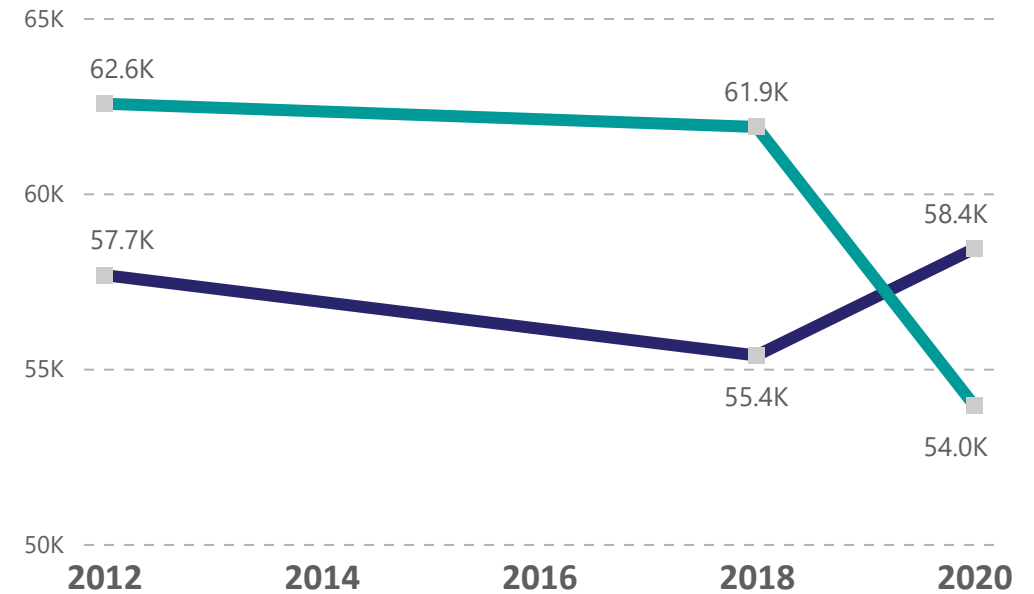


Between 2012 and 2020, children ages **Birth to 2** changed by **69.0 %** in the City of Pleasanton.

Between 2012 and 2020, children ages **3 to 5** changed by **37.5 %** in the City of Pleasanton.

### Alameda County Population by Age Trend Line<sup>1</sup>

Age Group: — Birth to 2 — 3 to 5



Between 2012 and 2020, countywide, **Alameda County** saw a population change of **1.3%** for children ages **Birth to 2**.

The County's population of children ages **3 to 5** changed by **-13.7%** in the same time period.

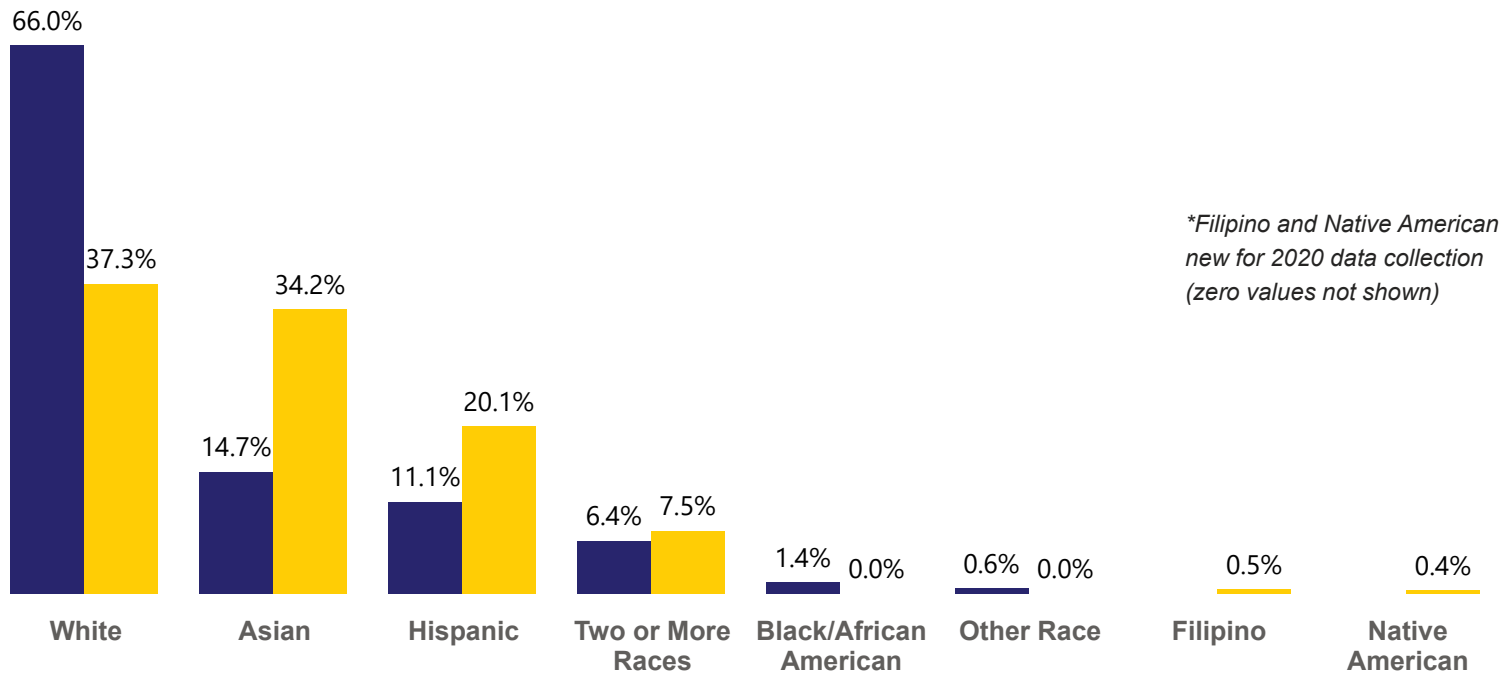
# 2022 Pleasanton City Profile: Early Care and Education Data

## Family and Child Demographics<sup>2</sup>



### Changing Racial Demographics of Children Birth to 5 Over Time (2006 - 2020)

Year ● 2006 ● 2020



Between 2006 and 2020, the City of Pleasanton saw a considerable decrease in children birth to 5 that identify as **White (-28.7%)**. In the same time period, the City saw an increase in the number of children birth to 5 that identify as **Asian (19.5%)** and **Hispanic (9%)**.

### 2018 English Language Learners Preschool Snapshot<sup>3</sup>

**20%**

of Pleasanton's preschoolers are English Language Learners.

Pleasanton's population of English Language Learners is **4%** of Alameda County's English Language Learner population.

In Alameda County, **30%** (18,294) of preschoolers are considered English Language Learners.

Note: English Language Learner (ELL) is a California Department of Education (CDE) term that does not exactly match our Alameda County focus on Dual Language Learners. ELL is used here as that is how CDE collects and reports the data.

# 2022 Pleasanton City Profile: Early Care and Education Data

## Family and Child Demographics



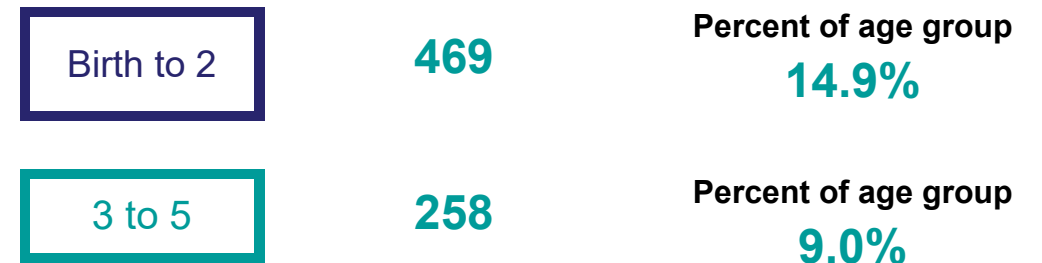
### Change in City's Median Income (2010-2018)<sup>4</sup>



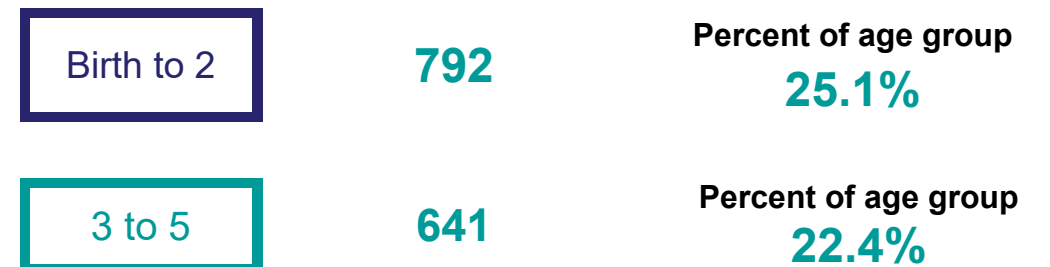
Between 2010 and 2018, Pleasanton's median income increased by **29.2 %**. In comparison, Alameda County's median income increased by **33.4%**

**Number of Children Birth to 12 in Families Receiving CalWORKs Public Assistance (2018)<sup>5</sup> 98**

### Number of Children Birth to 5 living below the 2020 Federal Poverty Line - FPL (\$21,960)<sup>6</sup>



### Number of Children under 85% of the 2020 State Median Income (\$78,135)<sup>6</sup>



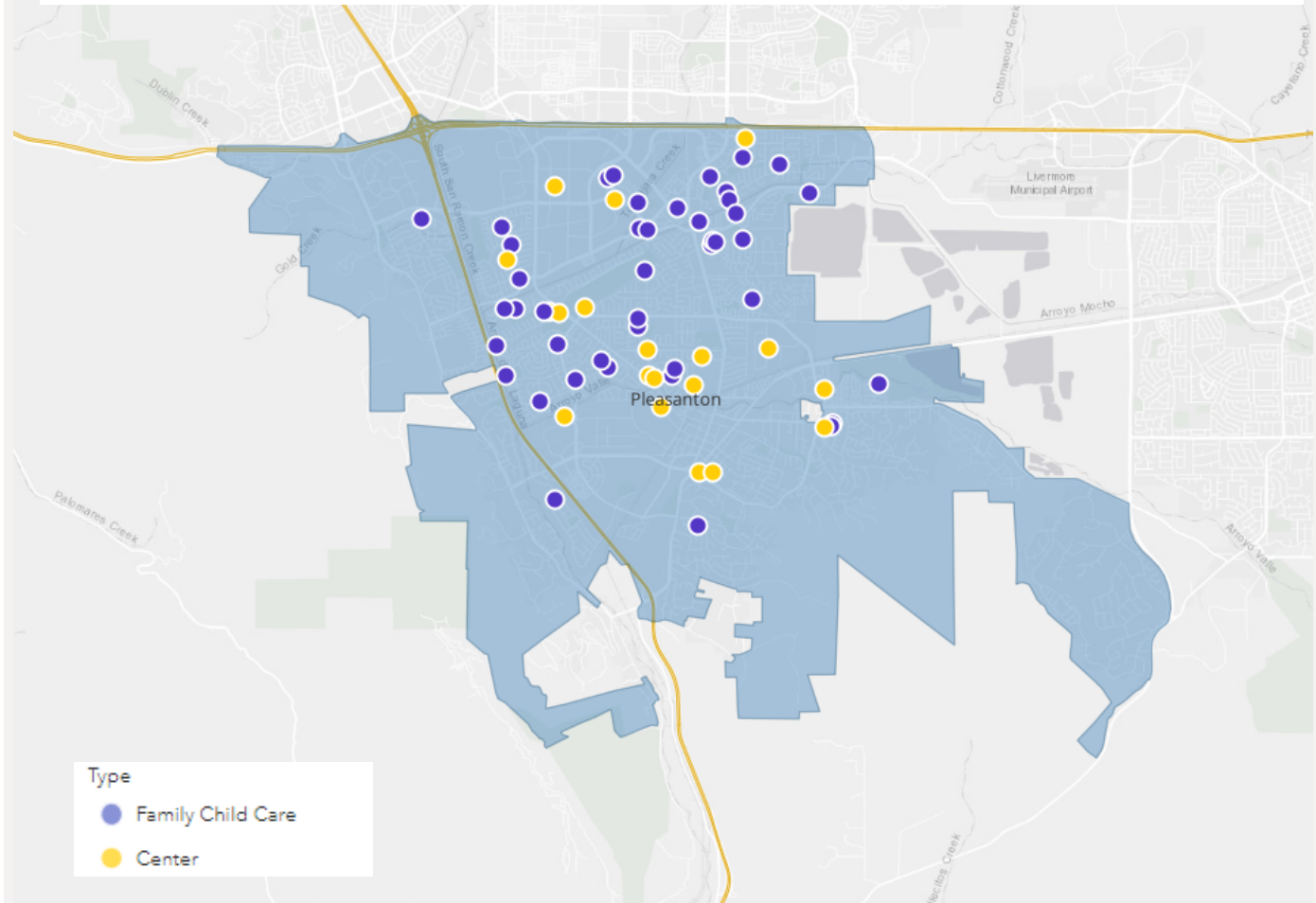
Learn more about Federal Poverty Line (FPL) and State Median Income (SMI) on the sources page.

# 2022 Pleasanton City Profile: Early Care and Education Data

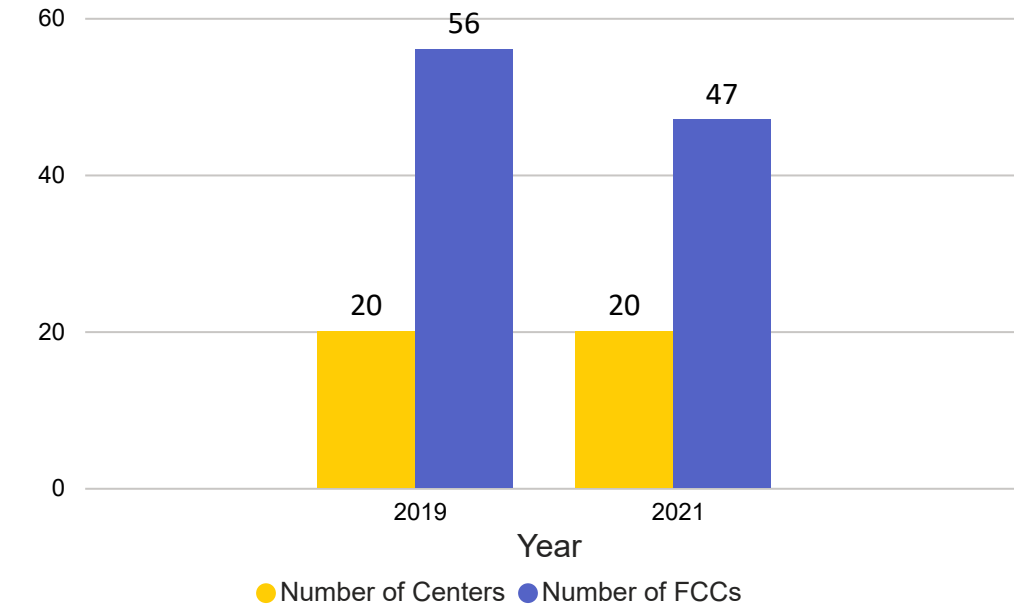


## Licensed Child Care Sites <sup>7</sup>

Map of Centers and FCCs in Pleasanton (2021)



Number of Licensed Child Care Programs (2019-2021)



From 2019 to 2021, the number of licensed **centers** in Pleasanton has changed by 0

From 2019 to 2021, the number of **family child care** sites in Pleasanton has changed by -9

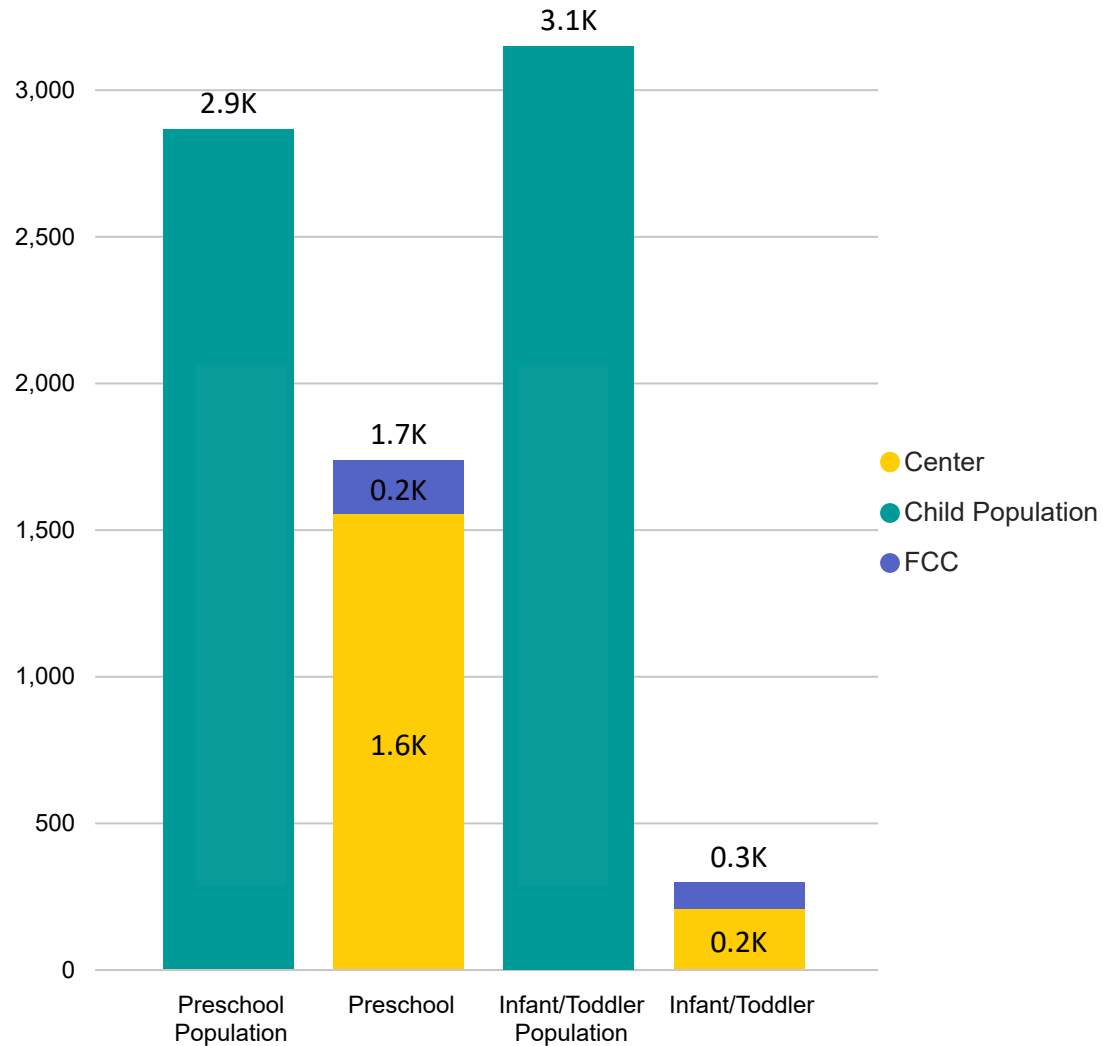
\*FCCs refers to licensed family child care programs, who care for children in their home. They are typically licensed for 6 to up to 14 children.

# 2022 Pleasanton City Profile: Early Care and Education Data



## Licensed Capacity<sup>2,7</sup>

Licensed Capacity (2021) Compared to Child Population (2020)

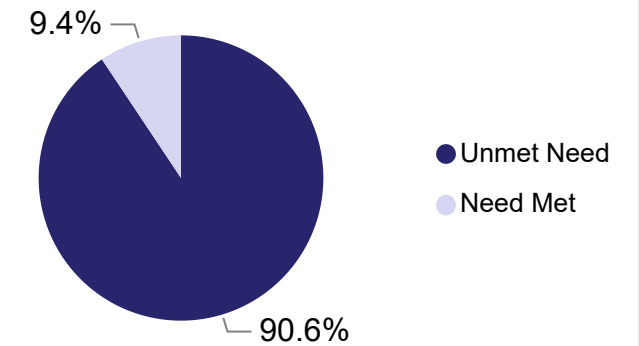


### Change in Licensed Capacity

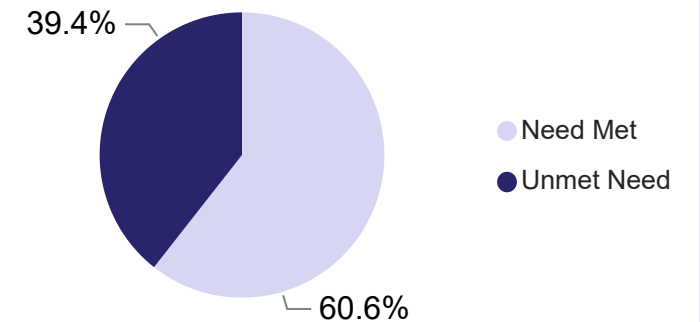
From 2019 to 2021, licensed **center** capacity for children birth to age 5 has changed by **8.1%**. Since 2006, licensed center capacity for children birth to age 5 has changed by **-10.3 %**.

From 2019 to 2021, licensed **family child care** capacity for children birth to age 5 has changed by **-36.7%**. Since 2006, licensed family child care capacity for children birth to age 5 has changed by **-49.3 %**.

Infant/Toddler Unmet Need for Licensed Child Care Spaces Compared to Child Population (2020/2021)



Preschool Unmet Need for Licensed Child Care Spaces Compared to Child Population (2020/2021)



# 2022 Pleasanton City Profile: Early Care and Education Data

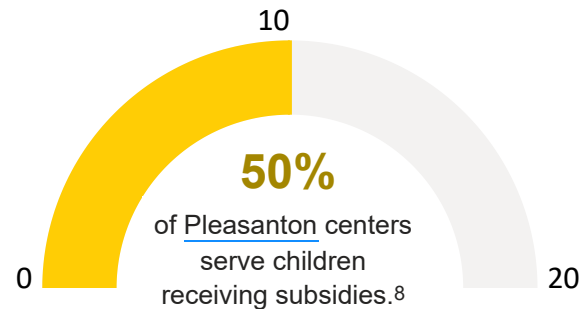


## Subsidized Child Care Sites

### Centers (2021)

In Pleasanton, there are 20 licensed child care centers.<sup>7</sup> 10 (50 %) of these sites serve **children who are receiving subsidies.**<sup>8</sup>

% Subsidized Centers Out of All Licensed Centers

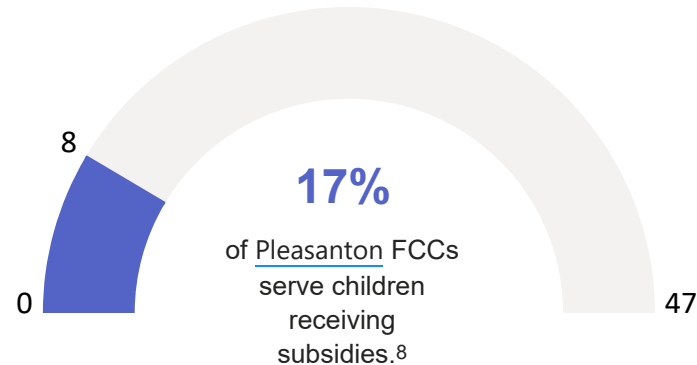


Subsidized centers receive alternative payment vouchers and/or state or federal contracts to serve children eligible for subsidies. Of these subsidized centers, there are 0 head start centers, 0 Title 5 centers (state contracted), and 10 centers receiving voucher payments. Some programs receive voucher payments **and** state/federal funding.<sup>8</sup>

### Family Child Care (2021)

In Pleasanton, there are 47 family child care sites.<sup>7</sup> 8 (17%) of these sites serve **children who are receiving subsidies.**<sup>8</sup>

% Subsidized FCCs Out of All Licensed FCCs



Subsidized FCCs receive alternative payment vouchers and/or participate in a Title 5 subcontract through Hayward Unified School District or City of Oakland EHS/HS subcontract through BANANAS to serve children eligible for subsidies.<sup>8</sup>

### Family, Friend, and Neighbor (2019)

In Pleasanton, there are 12 License Exempt Care Sites (which includes Family, Friend, and Neighbor Care)<sup>7</sup> who care for 75 **children who are receiving subsidies.**<sup>8</sup>

This includes family, friend and/or neighbor caregivers who serve children using Alameda County Alternative Payment vouchers from CalWORKs Stage 2 and 3 and the California Alternative Payment Program (CAPP).

# 2022 Pleasanton City Profile: Early Care and Education Data



## Child Care Subsidies

### Income Eligibility for Subsidized Care, Family Size of 3 (2020)<sup>9</sup>

Eligibility	Income Standard	Annual Standard 2020
CalWORKs	CalWORKs Initial Eligibility Limit	\$17,520
Early Head Start / Head Start	Federal Poverty Level	\$21,960
State Subsidized (CCTR, CSPP, CAPP)	85% of State Median Income	\$78,135

### Number of Children Served by Subsidy Type for Children Birth-5 (2020)<sup>6</sup>

Center-Based Subsidies	Voucher-Based Subsidies
<b>1</b> Early Head Start/Head Start	<b>4</b> CalWORKs Stage 2
<b>0</b> CA State Preschool Program (CSPP) Part Day	<b>5</b> CalWORKs Stage 3
<b>0</b> CA State Preschool Program (CSPP) Full Day	<b>38</b> California Alternative Payment Program (CAPP)
<b>2</b> General Child Care and Development (CCTR)	

All subsidy data reported is for children living in Oakland; it is not reported by provider location.

**3** Total Center-Based Subsidies      **47** Total Voucher-Based Subsidies

**161**  
Transitional Kindergarten (TK)

### Unmet Need for Subsidized Care<sup>6</sup>

#### Infant/Toddler

In Pleasanton, **772** infants/toddlers who are eligible for child care subsidies are not enrolled in subsidized care, meaning that there is **97.6 %** unmet need for subsidized infant/toddler care.

#### Preschool

**611** eligible preschoolers are not enrolled in subsidized care. The unmet need for subsidized preschool care is **95.3 %**

# 2022 Pleasanton City Profile: Early Care and Education Data



Workforce<sup>10</sup>

## Number of ECE Professionals (2020)

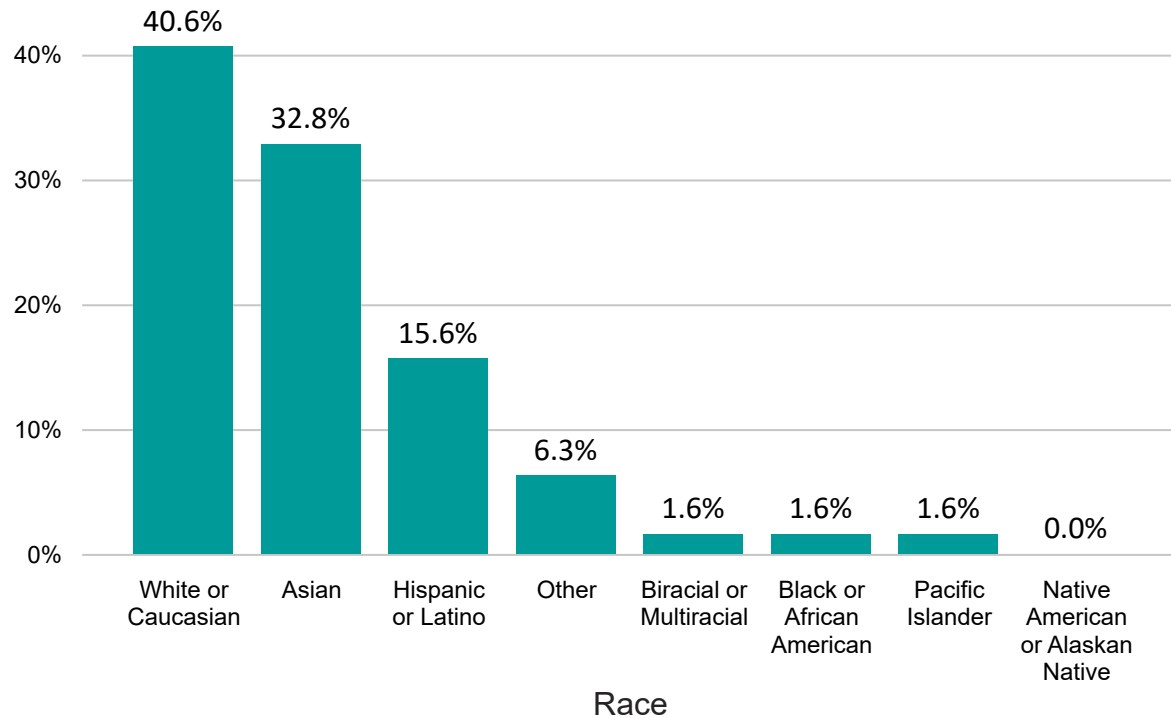
<b>238</b>	<b>155</b>	<b>393</b>
Center Workforce	FCC Workforce	Total ECE Professionals

## ECE Professional Wage (2020)

<b>\$20.00</b>	<b>\$20.59</b>
Median Hourly Wage	Mean Hourly Wage

In Pleasanton, **37.5 %** of ECE professionals are **over 50 years old.**

Pleasanton ECE Professional Race/Ethnicity (2020)



Pleasanton ECE Professional Hourly Wage (2020)





# 2022 Pleasanton City Profile: Early Care and Education Data



## Sources

(1) 2012, 2018 & 2020 American Institutes for Research Early Learning Needs Assessment Tool (ELNAT). Notes: Zip codes overlap city boundaries. Cities that make up at least 5% of the zip code were included in the city label. Data captured at different points in time may differ slightly due to changes in geographic boundaries and demographics.

(2) 2018 & 2020 American Institutes for Research Early Learning Needs Assessment Tool (ELNAT). 2006 Alameda County City Profiles. Note: Race/ethnicity categories are defined in a variety of ways depending upon the entity collecting the data. Categories are reported according to source categorization.

(3) 2018 American Institutes for Research Early Learning Needs Assessment Tool (ELNAT). Note: City data is calculated by combining proportional data from relevant zip codes. Due to data limitations, data for unincorporated areas could not be calculated in this way and therefore, are not reflected as separate jurisdictions in this chart. English Language Learner (ELL) is a California Department of Education (CDE) term that does not exactly match our Alameda County focus on Dual Language Learners. ELL is used here as that is how CDE collects and reports the data.

(4) 2010-2018 Healthy Alameda County / American Community Survey (5-year estimates)

(5) October 2019, Alameda County Social Services Agency. Note: City data is calculated by combining proportional data from relevant zip codes. Due to data limitations, data for unincorporated areas could not be calculated in this way and therefore, are not reflected as separate jurisdictions in this chart.

(6) 2020 American Institutes for Research Early Learning Needs Assessment Tool (ELNAT). Note: City data is calculated by combining proportional data from relevant zip codes. Due to data limitations, data for unincorporated areas could not be calculated in this way and therefore, are not reflected as separate jurisdictions in this chart.

(7) 2019 and 2021 CA R&R Resource and Referral Network, BANANAS, 4Cs of Alameda County, and Hively Alameda County Child Care Site data. Family, friend, and neighbor data from Alameda County Alternative Payment Agencies.

(8) First 5 Alameda County analysis of subsidized child care sites from the 2021 CA R&R Resource and Referral Network, BANANAS, 4Cs of Alameda County, and Hively Alameda County Child Care Site data; Alameda County Alternative Payment Agencies data (2019); and the Quality Counts Common Data File (2020-21).

(9) CalWORKS Eligibility Limit from 2021-22, California Department of Social Services, CalWORKs Cost of Living Adjustment Increase to the Minimum Basic Standards of Adequate Care (MBSAC) Levels. Federal Poverty Level from the 2019 and 2021, U.S. Department of Health and Human Services Poverty Guidelines. 85% of SMI from 2021-22, California Department of Education, Management Bulletin 21-09, Schedule of Income Ceilings (85 percent SMI) for Recertification.

(10) Source: October 2020, CA ECE Workforce Registry date. Note: Graph reflects self-reported data for 2,348 people registered in the Alameda County Workforce Registry as of October 2020. The Workforce Registry only represents a subset of the ECE workforce as it is a voluntary database. The Registry includes an overrepresentation of those working at child care centers and Title 5 programs compared to other child care program types.

(11) Federal Poverty Line (FPL): <https://aspe.hhs.gov/topics/poverty-economic-mobility/poverty-guidelines/prior-hhs-poverty-guidelines-federal-register-references/2019-poverty-guidelines>  
State Median Income (SMI): <https://www.cde.ca.gov/sp/cd/ci/mb1803.asp>

For a list of acronyms, please see Appendix A (Section 12.1) of the 2021 Alameda County ECE Needs Assessments at <http://www.first5alameda.org/files/2021%20Alameda%20County%20ECE%20Needs%20Assessment%20FINAL.pdf>