Measure C: Children’s Health and Child Care Initiative for Alameda County

**Measure C will be decided by Alameda County voters on March 3, 2020**

**Key Facts**

- Measure C would create a half percent (0.5%) sales tax to raise an estimated $150 million per year to expand access to free and low-cost pediatric health care and emergency services at UCSF Benioff Children’s Hospital Oakland (CHO) and increase access to quality child care, preschool, and early education across Alameda County.

- If Measure C passes, funds will be divided into two sub-accounts:
  - Pediatric Health Care Account (20%), overseen by citizen oversight committee
  - Child Care, Preschool, and Early Education Account (80%), administered by First 5 Alameda County (First 5)

- The Alameda County Board of Supervisors (Alameda County BOS) and Alameda County Early Care and Education Planning Council will appoint an 11-member Community Advisory Council (CAC) to advise on development of policy and program for child care, preschool, and early education.

- First 5 will oversee and administer the child care program. The Alameda County BOS has authority to replace First 5. First 5 will be responsible for drafting Five-Year Plans, developing annual budgets and spending plans, and reserving funds to adjust for fluctuations in revenue.

- If approved by voters, the earliest date for collecting the tax will be July 2020 with an expected program implementation date of July 1, 2021.

**Oversight of the Child Care, Preschool, and Early Education Account**

- Child care funds will be distributed after the First 5 Alameda County Commission and the Alameda County BOS approve a Five-Year Plan and budget developed by First 5 in collaboration with the CAC.
- Alameda County BOS will appropriate funds consistent with the Five-Year Plan and budget annually.
- Prior to drafting a new Five-Year Plan, First 5 must conduct a program evaluation and submit it to the Alameda County Early Care and Education Planning Council and Alameda County BOS.
- An independent audit will be reviewed by the CAC and received by the Alameda County BOS annually.

**Workforce Provisions and Implementation**

- Child care workers and early educators of Measure C participating providers will earn at least $15 per hour, with annual adjustments for inflation. Adjustments would not occur if the tax proceeds declined.
- Child care workers and early educators of participating providers will be required to attend orientation meetings offered bi-annually.
- First 5 will be required to collect data from participating providers about workforce issues.
- Participating providers will be required to honor requests for payroll deductions and be union neutral.