



MEASURE C COMMUNITY ADVISORY COUNCIL MEETING AGENDA

Wednesday, July 16, 2025
6:00 PM – 8:00 PM

First 5 Alameda Conference Center
1115 Atlantic Avenue
Alameda, CA, 94501
Conference Room A

The public may access the meeting via
Zoom Webinar ID: 883 3986 0831
Passcode: 699750

Link: <https://first5alameda-org.zoom.us/j/88339860831?pwd=NTtoXNVE7GnlwKS5Qs2UEXvN9N8TvG.1>

Community Advisory Council Members:

Tracey M. Black, Heidi Gerard, Nancy Harvey, Kym R. Johnson, Maéva Marc, Paulene McCarthy, Savitha Moorthy, David Padilla, Mitch Sigman, Bry'Ana Wallace, and Robert E. Williams

1. Welcome & Call to Order

Facilitator Dania Torres Wong will call this meeting to order at 6:00 PM.

2. Roll Call

3. Review Agenda and May 21, 2025 Meeting Minutes

4. Measure C Implementation

- a. Next Phase of Community Advisory Council Meetings
- b. Updates

5. Public Comment

This portion of the meeting is reserved for persons desiring to address the Community Advisory Council. At this time, the Public is invited to make any comments related to items not on the agenda within the Council's purview. The Council will receive public comment in person or by Zoom utilizing the Q&A Box. Speakers are limited to two minutes. Public comment will be limited to 15 minutes.

6. Adjournment

Information about access:

If you need special assistance to participate in this meeting, including interpreter services, please contact Evelyn Navarro at evelyn.navarro@first5alameda.org or (510) 279-6350 at least 7 business days before the scheduled Community Advisory Council meeting so First 5 can make reasonable arrangements to ensure accessibility. Times indicated are estimates and subject to change.

Teleconferencing Guidelines

The Measure C Community Advisory Council meetings may be teleconferenced. Please be aware that not all meetings are teleconferenced (hybrid). It is important to check the top of the public agenda for specific meeting details.

For teleconferenced meetings, members of the Public may watch and provide public comment as follows:

- Spoken public comments will be accepted during the teleconference meeting. To address the Community Advisory Council, click on the meeting link located at the top of the meeting agenda to access the Zoom-based meeting. You may also join the meeting by smartphone. Please read the following instructions carefully.
- Written comment is accepted 24 hours prior to the scheduled meeting, unless otherwise noted on the meeting agenda. To provide written comment on an agenda item or to raise an issue as Public Input, you may send an email to Evelyn.Navarro@first5alameda.org. Please include your name and indicate either the agenda item number you are addressing or that your comment falls under general Public Input. Copies of all written comments submitted by the deadline above will be provided to each Community Advisory Council member and will be added to the official record. Written comments submitted after the deadline will only be added to the official meeting record. Comments will NOT be read into the record during the meeting.

You may download the Zoom client or connect to the meeting in-browser. If you use your browser, make sure you are using a supported operating system and current, up-to-date browser. Certain functionality may be disabled in older browsers, including Internet Explorer. You will be asked to enter an email address and name.

If you would like to offer spoken public comment:

- We request that you identify yourself by name as this will be visible online and will be used to notify you that it is your turn to speak.
- At the start of the meeting or when the item on which you wish to speak is taken up by the Community Advisory Council, please utilize the Zoom Q&A Box to notify First 5 staff that you would like to make public comment. When it is time for public comment, staff will activate and unmute speakers in turn. Speakers will be notified shortly before they are called to speak.
- When called, please limit your remarks to the time limit allotted on the meeting agenda.

Information about access:

If you need special assistance to participate in this meeting, including interpreter services, please contact Evelyn Navarro at evelyn.navarro@first5alameda.org or (510) 279-6350 at least 7 business days before the scheduled Community Advisory Council meeting so First 5 can make reasonable arrangements to ensure accessibility. Times indicated are estimates and subject to change.



Measure C Community Advisory Council Meeting Minutes

May 21, 2025, 4:30pm-8:30pm

First 5 Alameda County Conference Center, Alameda, CA

Community Advisory Council Members Present: Heidi Gerard, Nancy Harvey, Kym R. Johnson, Paulene McCarthy, Savitha Moorthy, David Padilla, Mitch Sigman, Bry'Ana Wallace, and Robert E. Williams

Community Advisory Council Members Not Present: Tracey Black and Maéva Marc

First 5 Alameda County Staff Present: Vanessa Cedeño, Cally Martin, Ayano Ogawa, Alma Reyes, Kristin Spanos, Steve Spiker, and Nick Zhou

Facilitators: Ramee Serwanga, Natalie Walrond, and Dania Torres Wong

Agenda Item Speaker	Discussion	Follow Up
1. Welcome & Call to Order D. Torres Wong A. Reyes	Alma Reyes, First 5 Cultural Access Services Administrator, provided instructions to the public on how to access interpretation services in Spanish and Cantonese for in person attendees. Facilitator Torres Wong called the Community Advisory Council meeting to order at 4:47pm. Facilitator Torres Wong announced public comment for items not on the agenda would be taken during Agenda Item 4. Facilitator Torres Wong reminded attendees and the Council that the purpose of the meeting was to review the Measure C 5-Year Plan and receive feedback from the Council and members of the public as well as to share next steps.	None.
2. Roll Call D. Torres Wong	Facilitator Torres Wong led roll call. Council members Heidi Gerard, Nancy Harvey, Kym R. Johnson, Paulene McCarthy, Savitha Moorthy, David Padilla, Mitch Sigman, and Robert E. Williams were present.	None.



Agenda Item Speaker	Discussion	Follow Up
	Council members Tracey Black and Maéva Marc were excused. Council member Bry'Ana Wallace joined the meeting at 4:52pm.	
3. Review Agenda & May 7, 2025 Meeting Minutes D. Torres Wong	Facilitator Torres Wong reviewed the meeting agenda and asked if Council members had any corrections to the May 7, 2025 meeting minutes.	None.
4. Public Comment D. Torres Wong	Facilitator Torres Wong opened public comment for items not on the agenda, Agenda Item 4. The Community Advisory Council members received public comment from: <u>Virtual Participants:</u> Shruti Agarwal	None.
5. Closed Session: Conference with Legal Counsel – Anticipated Litigation (§ 54956.9(d)(2)) & 54956.9 (e)(3) [Receipt of Written Communication Threatening Litigation, Available for Inspection Pursuant to § 54957; Significant exposure to Litigation, Number of Potential Cases: 1] D. Torres Wong	Facilitator Torres Wong opened public comment for Agenda Item 5, Closed Session. No public comment was received. The Community Advisory Council recessed for closed session at 4:52pm and reconvened at 5:56pm. Facilitator Torres Wong stated there were no reportable actions to report out from closed session.	None.
6. Measure C Child Care, Preschool, and Early Education Program Five-Year Plan and Annual	Facilitator Torres Wong referenced the Measure 5 Year Plan Development Process and Timeline and congratulated the CAC and West Ed for their dedication and thoughtful engagement throughout the process.	On June 5, First 5 will present the completed Five-Year Plan to First 5 Commission for review and approval.



Agenda Item Speaker	Discussion	Follow Up
<p>Expenditure Plan Presentation</p> <p>K. Spanos D. Torres Wong V. Cedeño R. Serwanga N. Walrond</p>	<p>Vanessa Cedeño, First 5 Chief of Staff, provided an update on the Measure C Logo Children’s Art Contest and shared the final designed logos that will help brand and raise awareness about Measure C investments in the community.</p> <p>Kristin Spanos, First 5 CEO, announced First 5 successfully began testing the Early Care and Education (ECE) Emergency Grant application process through a pilot group this week. The pilot includes ~150 Child Care Centers and Family Child Care providers. The group is testing the application ahead of the broader rollout so that First 5 can identify and address administrative and technical barriers in advance of the application’s official launch. The goal is to be ready to distribute Measure C emergency grant funds to providers shortly after the Measure C 5-Year Plan is approved by the Alameda County Board of Supervisors.</p> <p>Kristin Spanos, First 5 CEO, provided an overview of the Five-Year Plan frame work (attached). The 5-Year Plan outlines the ordinance requirements, tying them to the 5-Year Plan goals, strategies, investments, and estimated impact. A detailed overview of year 1 and year 2 strategies, investments, planning estimates, and estimated impact were presented along with a high level investments summary for Years 3-5 (attached).</p> <p>Facilitator Dania Torres Wong went around the room and asked Council members for their input. Community Advisory Council members offered their comments and asked clarifying questions that were addressed by First 5 staff.</p> <p>Facilitators Natalie Walrond and Ramee Serwanga facilitated a discussion exercise for Council members to provide their input and ideas on how and through which communications channels First 5 can increase the public’s awareness about Measure C.</p> <p>Facilitator Dania Torres Wong called on each Council members to answer two questions:</p>	<p>On June 5, 2025, First 5 Alameda staff will submit the final Measure C Child Care, Preschool, Early Education Plan and Budget 2025-30, including the Fiscal Year 2025-26 Annual Expenditure Plan, to the First 5 Alameda County Commission for their consideration and approval.</p> <p>Should the Commission approve the proposed 5-Year Plan, on June 10, First 5 staff will present the final Measure C Child Care, Preschool, Early Education Plan and Budget 2025-30, including the Fiscal Year 2025-26 Annual Expenditure Plan, to the Alameda County Board of Supervisors for their consideration, approval, and appropriation of Measure C funding.</p>



Agenda Item Speaker	Discussion	Follow Up
	<p>1. Who needs to know?</p> <p>2. How?</p> <p>The Community Advisory Council recessed for an informal break from 7:18pm-7:30pm.</p> <p>Facilitator Torres Wong opened public comment for Agenda Item 6.</p> <p>The Community Advisory Council members received public comment from:</p> <p><u>In Person Participants:</u></p> <p>Anne Bauer Charlene Sigman Melody Davis Lisa Zarodney Sowmya Ramakrishnan Shruti Agarwal Page Tomblin Clarissa Doutherd Jumia Simmons Alia Phelps Vanessa Velasco Sarah Silva Morgan Pringle Horage Owens Sarika Rathi</p> <p><u>Virtual Participants:</u></p> <p>Carolyn Carpenter Kimberly de Mateo</p>	



Agenda Item Speaker	Discussion	Follow Up
	<p>Noni Galloway Krishna Angela Louie Howard</p> <p>Kristin Spanos, First 5 CEO, shared closing remarks and appreciated the Community, Community Advisory Council, First 5 Staff, WestEd, and Dania Torres Wong for their commitment and partnership throughout the strategic planning process.</p> <p>Council member Bry'Ana Wallace left the meeting early at 8:15pm.</p>	
7. Adjournment D. Torres Wong	Facilitator Torres Wong adjourned the meeting at 8:19pm.	None.

WELCOME / ¡Bienvenidos! / 歡迎

The meeting will begin momentarily.

- Spanish and Chinese interpretation is available
- Please silence your cell phone

WELCOME / ¡Bienvenidos! / 歡迎

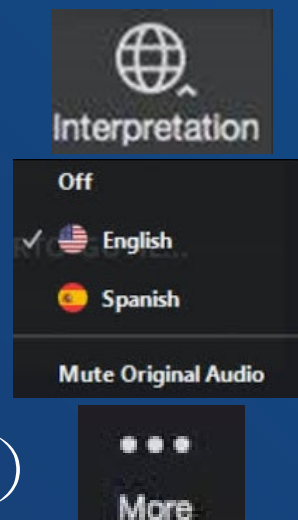
我們提供同步翻譯-請各位選擇一種語言

用電腦參與視訊

- 點擊位於螢幕底部的地球圖標
- 選擇中文

用手機參與視訊

- 按螢幕右下角的三個點（更多）
- 點選語言翻譯
- 選擇中文
- 按螢幕右上角的完成



INTERPRETACIÓN SIMULTANEA AL ESPAÑOL DISPONIBLE - TODOS DEBEN ELEGIR UN LENGUAJE

ENTRANDO A ZOOM POR COMPUTADORA

- Apriete el símbolo del Globo terráqueo ubicado en la parte inferior de la pantalla.
- Elija ESPAÑOL
- Apague el Audio Original (para solo escuchar una voz)

ENTRANDO A ZOOM POR TELEFONO INTELIGENTE

- Presione los 3 PUNTOS sobre la palabra MORE o MAS y busque INTEPRETACIÓN
- Elija ESPAÑOL
- Presione DONE o FINALIZAR, arriba y de lado derecho de la pantalla

MEASURE C COMMUNITY ADVISORY COUNCIL MEETING – PUBLIC COMMENT JULY 16, 2025, 6:00 PM – 8:00 PM



- Public comment for agendized and non-agendized matters within the Council’s purview will be taken at the end of the meeting.
- There is a 2-minute time limit for public comment. The timer will beep when time has expired.
- Public comment will be limited to 15 minutes.
- When submitting your request to make public comment, please share your name, affiliation (if any), and the agenda item you would like to comment on (when appropriate).

Instructions for virtual public comment:

- Submit your request to make public comment in the Q&A Box **prior** to the presentation and discussion of that agenda item.
- Virtual attendees are muted. When it is your turn to speak, the host will call your name and unmute you. You will also need to **unmute** your microphone.

Instructions for in-person public comment:

- Sign up to provide public comment on the public comment sign up list, **prior** to the Public Comment item at the top of the agenda, so that your name can be called by a First 5 team member.



**Community Advisory
Council**
July 16, 2025

**Measure C
Status Updates
& the Next
Phase of Work**



Today's Meeting

GOALS

Provide updates on Measure C work

Receive input from CAC on Measure C program plans and progress

Determine next steps

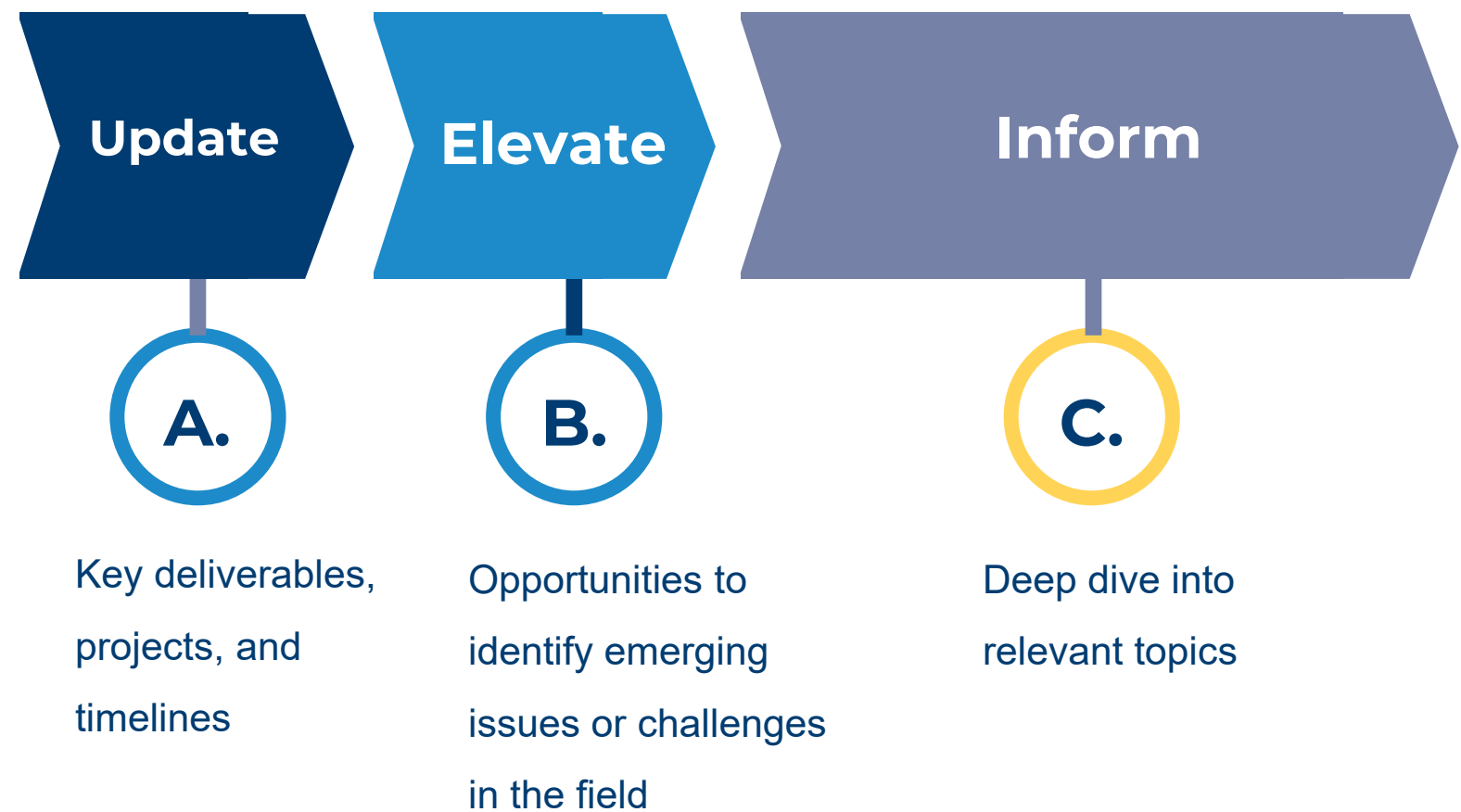
AGENDA

1. Welcome and Call to Order
2. Roll Call
3. Agenda Review
4. Measure C Implementation
 - Next Phase of CAC Meetings
 - Updates
5. Public Comment
6. Adjourn

The Next Phase of Work

The 5-Year Plan was approved by the BOS on June 10. We are excited to work with you as we enter this next phase of work.

Going forward you can expect the following information and opportunities for input at CAC meetings:



Updates

Measure C and First 5 Happenings

update

Community Partnership & Outreach (Strategy 5A & 5C)

ECE Emergency Grants (Strategy 2A)

Facilities Grants (Strategy 3A)

FFN Grants and Equipment (Strategy 2E)

FRC and Shelter Grants (Strategy 1D)

\$10M Emergency Revolving Fund (Strategy 2C)



Ordinance Requirement(s)	5-Year Plan Goal	5-Year Plan Strategy
2.08.303.A.1.	GOAL 1: INCREASING ACCESS TO CHILD CARE SERVICES	<ul style="list-style-type: none"> • 1A.* Measure C Family, Friend, and Neighbor Subsidized Child Care Vouchers • 1B.* Measure C Subsidized Slots at Centers and FCCs • 1C. Inclusive Supports for All Children ★ 1D. Connecting Families & Caregivers to Resources • 1E. Use of Technology to Support Access • 1F. Parent and Caregiver Training and Engagement
2.08.303.A.2. 2.08.306. C and D	GOAL 2: RECRUITING, RETAINING, AND SUPPORTING EARLY EDUCATORS	<ul style="list-style-type: none"> ★ 2A. Emergency Grants • 2B.* Minimum Wage Floor and Operating Grants ★ 2C. Provider Emergency Revolving Fund • 2D. Workforce and Professional Development ★ 2E.* Family, Friend, and Neighbor Caregiver Supports
2.08.306.D.	GOAL 3: ENHANCING CHILD-SERVING SPACES	<ul style="list-style-type: none"> ★ 3A. Early Care and Education Facilities • 3B. Community Spaces
2.08.307.C.2 2.08.307.D.	GOAL 4: ACCOUNTABILITY AND MEASURING IMPACT	<ul style="list-style-type: none"> • 4A. Measure C Evaluation • 4B. Kindergarten Readiness Community Study • 4C. Data and Technology to Improve Systems • 4D. Measure C Audit and Compliance
2.08.303.A.3. 2.08.307. B.	GOAL 5: EFFECTIVE ADMINISTRATION AND SYSTEM IMPROVEMENTS	<ul style="list-style-type: none"> ★ 5A. Community Advisory Council (CAC) and Community Participation • 5B. Measure C Early Educator Orientation Sessions ★ 5C. Communications • 5D. Administration

Community Partnership & Outreach

Updates and Upcoming Dates

Progress

- ▶ Developing calendar of CAC topics including Measure C implementation updates and learning opportunities.
- ▶ Developing an outline of upcoming Measure C presentations to community partners and officials.
- ▶ Measure C Communications planning to support implementation and broad public awareness underway, incorporating CAC input provided on May 21, 2025.

Upcoming Dates

- ▶ Make a Circle screening Sept 2025



MEASURE C ECE Emergency Grant Progress

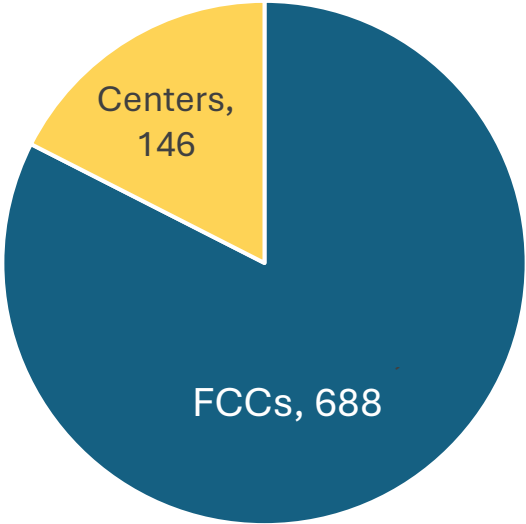
Data in this slide deck were extracted on July 8, 2025.



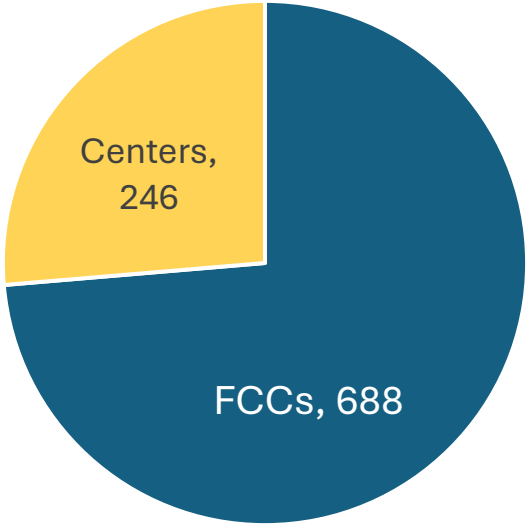
ECE Emergency Grants

Applications & Sites (FCC and Center)

Applications by Type



Sites by Type

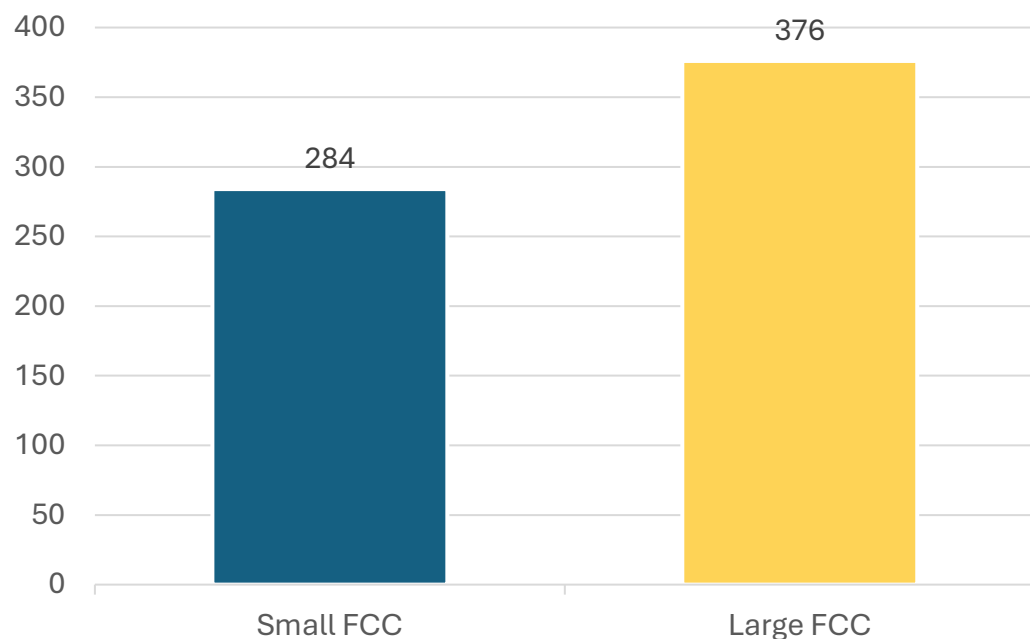


Data were extracted on July 8, 2025.

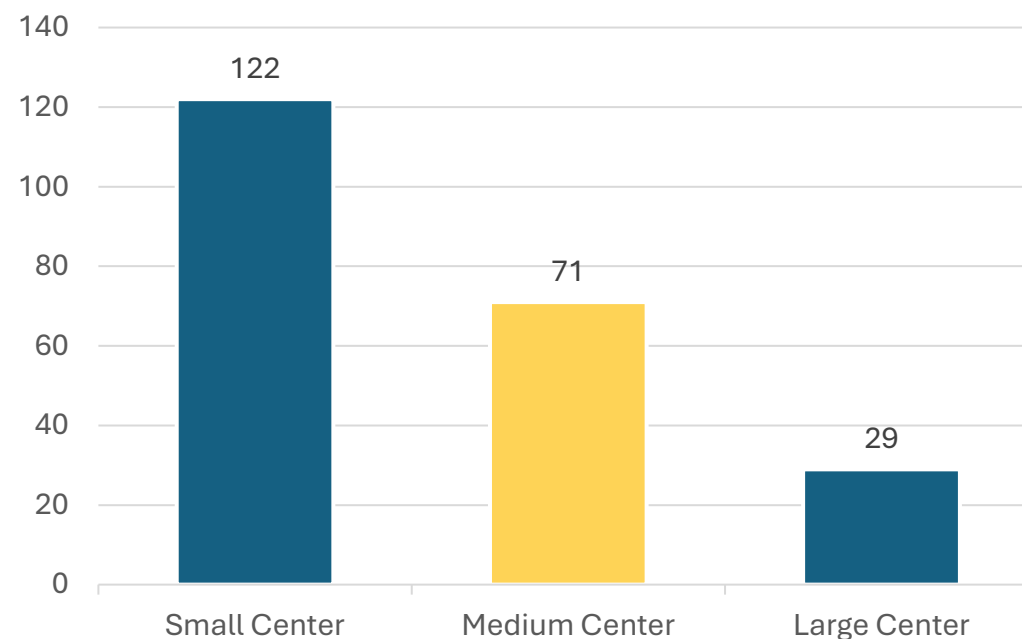
ECE Emergency Grants

Applications by Type & Size

Applications by FCC Size



Applications by Center Size



Data were extracted on July 8, 2025.



ECE Emergency Grants Applications & Sites



834

Applications to date



88

Contracts ready
to sign



934

Sites included



80%

Of unduplicated
applications are eligible

Data were extracted on July 8, 2025.



ECE Emergency Grants

Impact Estimates – as of July 8

\$35M

Grant amount estimated
for current, eligible
applications

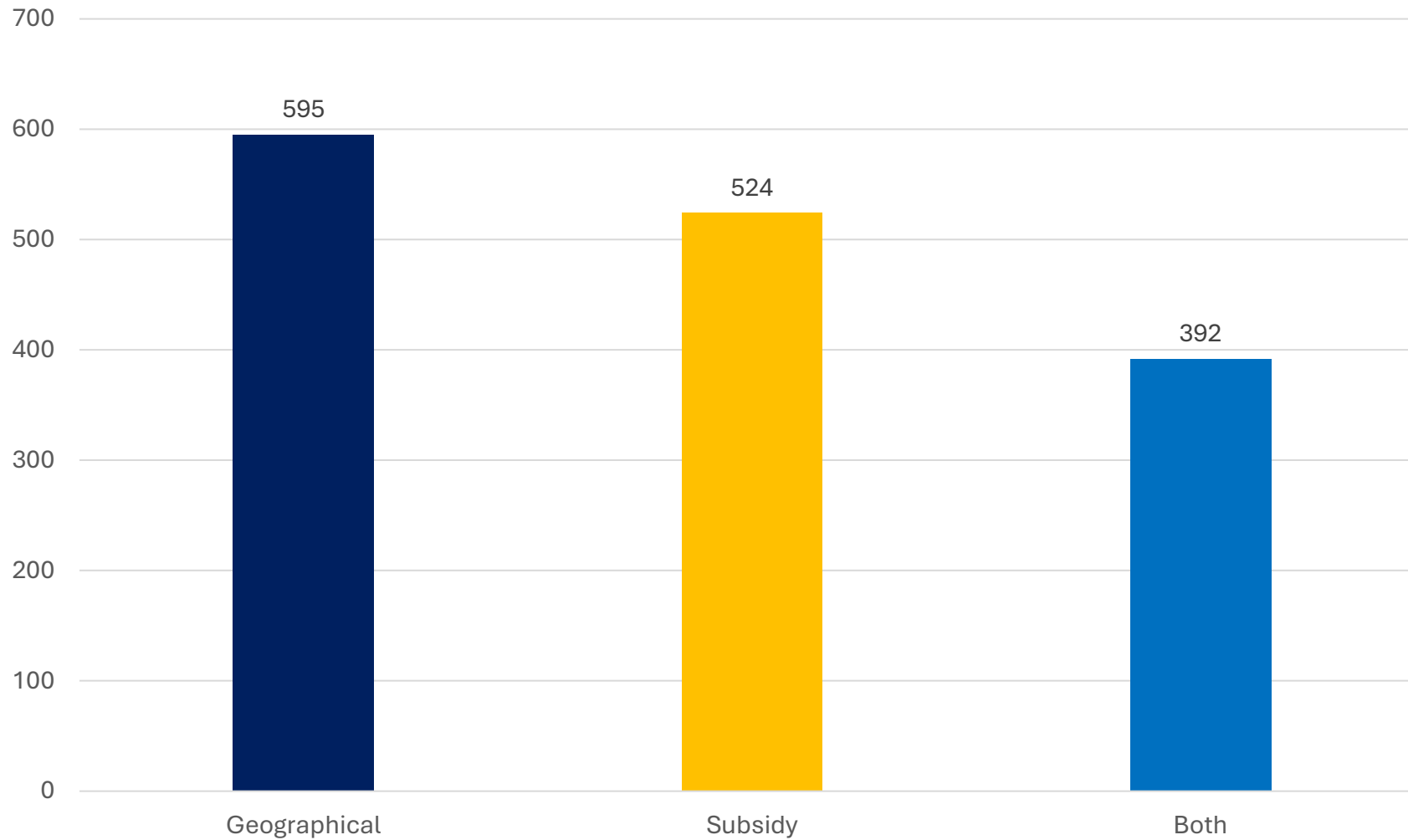
2,712

Educators receiving
bonuses

Data were extracted on July 8, 2025.

Site Eligibility

update



District Stats

update

	District 1	District 2	District 3	District 4	District 5
# Sites Applied	177 (86%)	190 (69%)	188 (60%)	235 (62%)	120 (45%)
<i># Estimated sites eligible</i>	207	275	311	377	265
# FCCs Applied	117	143	139	196	72
# Centers Applied	60	47	49	39	48
Est Grant Amount Total for Eligible Applications	\$5.2M	\$7.6M	\$7.8M	\$9.4M	\$5.6M

Data were extracted on July 8, 2025.

* % of total eligible

Sites by City

update

City	# Sites Applying	# Estimated Eligible Sites	City	# Sites Applying	# Estimated Eligible Sites
Alameda	41	78	Livermore	38	44
Albany	11	12	Newark	22	24
Berkeley	58	113	Oakland	241	447
Castro Valley*	35	69	Piedmont	1	
Dublin	55	47	Pleasanton	25	41
Emeryville	4	18	San Leandro	64	96
Fremont	109	157	San Lorenzo*	37	36
Hayward	128	195	Union City	41	53

*Census designated place

** % of total eligible

Data were extracted on July 8, 2025.

www.first5alameda.org



ECE Emergency Grants

Processing – as of July 8



Facilities Funding Interest

update

332

Applications with
facilities funding
interest

192

Applications facing
closure or reduced
enrollment

146

Applicants offer
nontraditional
hours of care to
families

178

Serve children
with special
needs

170

Would use funding
to add or preserve
infant/toddler
spaces

Facilities Grants

Strategy 3A.

Progress:

- ▶ 332 ECE EG applicants have indicated they have an urgent facilities need

Key Design Elements:

- ▶ Intake and review will be a rolling process throughout the year; all interested programs will remain in pipeline
- ▶ Community engagement process being designed for Year 2 grants

Upcoming Dates

- ▶ By July 30: Anticipated signature on LIIF Contract
- ▶ LIIF will start hiring staff to do intake following contract finalization (August)
- ▶ September 1: Intake will have started to assess urgency; first grants possible by December



FFN Grants & Equipment

Strategy 2E.

Progress:

- ▶ Finalizing contracts with the Alameda County Alternative Payment Agencies to administer FFN relief grants and support provision of health and safety equipment.

Key Design Elements:

- ▶ \$4,000 relief grants available to FFN caregivers caring for a child birth to age 12 who is receiving a child care voucher from an Alameda County Alternative Payment agency.
- ▶ Equipment available to FFN caregivers caring for a child birth to age 5 who is receiving a child care voucher from an Alameda County Alternative Payment agency.

Upcoming Dates

- ▶ Grants expected to be distributed starting in Fall 2025



FRC & Shelter Grants

Strategy 1D.

Progress

- ▶ Finalizing implementation plan for Family Resource Center (FRC) and shelter grants.

Key Design Elements

- ▶ First 5 is crafting a letter of interest (LOI), application, and selection processes.
- ▶ Grants will be prioritized based on multiple criteria including their impact on families and communities and geographic distribution of funding across the County.

Upcoming Dates

- ▶ FRC and shelter grant LOI and application expected in fall 2025, with initial awards by early 2026.

update



Emergency Revolving Fund

Strategy 2C.

update

Progress:

- ▶ Plan to secure an external entity to administer the Provider Emergency Revolving Fund through a competitive procurement process

Key Design Elements as Informed by the CAC:

- ▶ \$10 million annually
- ▶ Funding for FCCs and Centers at risk of closure
- ▶ Open to all providers, regardless of accepting subsidy or Census tract
- ▶ Providers can apply once per year
- ▶ Establish thresholds for “at risk of closure” and what constitutes an emergency, such as:
 - ▶ Overdue rent, mortgage, car, medical, or utility payments
 - ▶ Other urgent issues jeopardizing continued operation
- ▶ Grant amounts will be based on specific risk circumstances, operational costs, and program characteristics

Upcoming Dates

- ▶ RFP release in Fall 2025
- ▶ Funding available to providers starting in 2026



The Changing Landscape

Elevate

Are there any emerging issues, policy updates, or changes you are seeing that affect the ECE landscape in Alameda County?

Next Steps

Upcoming potential deep dive topics:

- FFN Vouchers (*anticipated August*)
- Apprenticeships
- Audit and Compliance Plans
- Coordinated Eligibility and Enrollment (CEE) System
- Family Resource and Care Navigation
- Inclusion and Defining Quality
- Measure C Evaluation
- ECE Speakers and Leaders



Next Steps

Next Meeting

August 13, 2025
6PM - 8PM

Deep Dive Topic:
FFN Vouchers

Key Updates for next meeting

- ECE Emergency Grants (FCC, Center, FFN)
- Apprenticeships
- Inclusion

Any other key updates on 5-Year Plan strategies you might want to see?

MEASURE C COMMUNITY ADVISORY COUNCIL MEETING – PUBLIC COMMENT JULY 16, 2025, 6:00 PM – 8:00 PM



- Public comment for agendized and non-agendized matters within the Council’s purview will be taken at the end of the meeting.
- There is a 2-minute time limit for public comment. The timer will beep when time has expired.
- Public comment will be limited to 15 minutes.
- When submitting your request to make public comment, please share your name, affiliation (if any), and the agenda item you would like to comment on (when appropriate).

Instructions for virtual public comment:

- Submit your request to make public comment in the Q&A Box **prior** to the presentation and discussion of that agenda item.
- Virtual attendees are muted. When it is your turn to speak, the host will call your name and unmute you. You will also need to **unmute** your microphone.

Instructions for in-person public comment:

- Sign up to provide public comment on the public comment sign up list, **prior** to the Public Comment item at the top of the agenda, so that your name can be called by a First 5 team member.



THANK YOU



@first5alameda



@first-5-alameda-county



first5alameda.org

MEASURE C CAC 5-YEAR PLAN UPDATES

Goal	Strategy	Progress (i.e. procurement completed, partners engaged)	Key Design Elements (i.e. procurement method, allocation, eligibility)	Anticipated Impact (from 5-Year Plan)	Upcoming Dates (anticipated - subject to change) (i.e. RFP release, anticipated award)
Goal 1: Increasing Access to Child Care Services	1A. Measure C FFN Subsidized Care Vouchers	Implementation discussions in progress.	Vouchers for families with children birth to age 5, with priority for high-needs groups, including infants and toddlers, families needing after-hour care, children with special needs, families experiencing homelessness, and those in the foster care system. (pg. 33)	~1,000 children gain access to subsidized FFN child care.	Procurement for administration of FFN vouchers expected this fall/winter for implementation in early 2026.
	1B. Measure C Subsidized Slots at Centers and FCCs	Finalizing contract for TA on implementation structure, coordinated with Wages 2B. Implementation discussions to begin July/Aug.	Subsidized child care slots for families with children birth to age 5, with equitable distribution across the County and technical assistance to support prepare providers to accept subsidized slots. 50% of slots distributed to providers who meet subsidy eligibility requirements for wage enhancements and 50% to those who do not, which will create a pathway into Measure C wage enhancements. (pgs. 35-36)	~1,400 children gain access to subsidized Center/FCC child care.	Procurement for administration of subsidized slots expected by spring 2026.
	1C. Inclusive Supports for All Children	In discussions with Parent Voices Oakland to engage the Alameda County Early Childhood Policy Committee (ACECPC) and community regarding community-based research to inform inclusion supports.	Community-based research to gather information and prepare policy recommendations on inclusion supports. (pg. 37) Free developmental screening tools, training and resources for	Community input to inform future investments. Increased inclusion via training, screening tools, classroom	Implementation expected by end of 2025.

Goal	Strategy	Progress (i.e. procurement completed, partners engaged)	Key Design Elements (i.e. procurement method, allocation, eligibility)	Anticipated Impact (from 5-Year Plan)	Upcoming Dates (anticipated - subject to change) (i.e. RFP release, anticipated award)
		Early Care & Education and Pediatric Care Coordination teams engaging in implementation discussions on inclusion investments.	ECE providers to improve inclusive practices, including expansion of Help Me Grow services in ECE settings. (pg. 38)	modifications, materials.	
	1D. Connecting Families and Caregivers to Resources	<p>Finalizing contracts with the Alameda County Resource & Referral (R&R) agencies to provide enhanced child care referrals and navigation services for families.</p> <p>Finalizing implementation plan for Family Resource Center (FRC) and shelter grants.</p>	<p>Equal budget allocations to R&Rs in Year 1 to provide enhanced child care referrals and navigation services.</p> <p>To solicit FRC and shelter grantees, First 5 is crafting a letter of interest (LOI) and application and selection processes. Grants will be prioritized based on multiple criteria, including their impact on families and communities (including numbers served) and geographic distribution of funding across the County.</p>	<p>Increased access to child care through increased child care referral and navigation supports.</p> <p>Increased access to family navigation services at FRCs and shelters for critical wraparound services and referrals to R&Rs for families in need of child care.</p>	<p>R&R agency contracts to be finalized shortly.</p> <p>FRC and shelter grant LOI and application expected in fall 2025, with initial awards by early 2026.</p>
	1E. Use of Technology to Support Access	<p>Received final landscape analysis from consultants School Readiness Consulting (SRC) and SRI, including interviews with other states/localities implementing Coordinated Eligibility and Enrollment (CEE) systems, local leaders and community design needs from Design Team meetings.</p> <p>Received technical specifications and recommendations from SRI, including development roadmap.</p>	<p>Technology system that provides centralized information on subsidized child care programs across the county and streamlined operational data and technology support to child care providers serving child care subsidies.</p> <p>First 5 has selected a vendor for User Interface Design Services, and will issue further procurements for technology development services and/or</p>	<p>Families have all the information, options, and support to choose their preferred early care and education experience for their child.</p> <p>Providers and subsidy administrators are supported through recruitment and enrollment efforts,</p>	<p>RFP for technology development services anticipated August/Sept 2025.</p> <p>Initial phase launch anticipated April 2026.</p>

Goal	Strategy	Progress (i.e. procurement completed, partners engaged)	Key Design Elements (i.e. procurement method, allocation, eligibility)	Anticipated Impact (from 5-Year Plan)	Upcoming Dates (anticipated - subject to change) (i.e. RFP release, anticipated award)
		Finalizing contract for User Interface (UI) design services. Developing branding for the system.	commercial off-the-shelf modules according to the community-identified needs for functionality and interoperability.	fostering collaboration with the community to maximize enrollment. Maximize public funding across the mixed delivery system.	
	1F. Parent and Caregiver Training and Engagement	Implementation discussions to begin July/August.	Trainings for ECE providers, community organizations, and other entities on parent/caregiver engagement strategies. (pg. 44) Leadership and skill development opportunities for parents and caregivers that meet them where they are. (pg. 44)	Increased expertise in and opportunities for parent/caregiver engagement and leadership.	Implementation expected by end of 2025.
Goal 2: Recruiting, Retaining, and Supporting Early Educators	2A. Emergency Grants	Grants have been open for 1 month: 800+ applications, 75+ contracts have been sent to applicants.	Processing applications and data gathering is underway	\$80M invested in FCC and Centers.	
	2B. Minimum Wage Floor and Operating Grants	Finalizing contract for TA on implementation structure, coordinated with Slots (1B). Implementation discussions to begin in July/August.	In Year 2, establish \$25/hour wage floor for early educator employees, including FCC assistants and center lead teachers, assistant teachers, and associate teachers at sites serving children birth to age 5 enrolled in an Alameda County ECE subsidy program through wage enhancements and operating grants. (pg. 50)	Increased wages for early educators at Measure C providers to at least \$25/hour <ul style="list-style-type: none"> ~1,225 FCC sites with estimated 1,900 teachers serving up to 13K children ~400 Center sites with estimated 3,600 teachers 	Procurement for administration of wage enhancements and operating grants expected by spring 2026.




Goal	Strategy	Progress (i.e. procurement completed, partners engaged)	Key Design Elements (i.e. procurement method, allocation, eligibility)	Anticipated Impact (from 5-Year Plan)	Upcoming Dates (anticipated - subject to change) (i.e. RFP release, anticipated award)
				serving up to 24K children	
	2C. Provider Emergency Revolving Fund	Working to develop RFP to procure external administrator.	\$10 million annually Funding for FCCs and Centers at risk of closure	FCCs and Centers at risk of closure	Release RFP in Fall 2025. Funding available to providers starting in 2026.
	2D. Workforce and Professional Development	<p>SEQUAL study launched on May 22nd. Over 800 responses received thus far.</p> <p>Finalizing contract with Early Care & Education Pathways to Success (ECEPTS) to support existing Registered Apprenticeship Programs.</p> <p>Engaging in implementation discussions for ECE pathways to quality jobs learning table.</p>	<p>SEQUAL study gathers key workforce data from ECE administrators, teaching staff, FCC owners, and FCC assistants.</p> <p>ECEPTS currently supports six existing Registered Apprenticeship Programs across the County.</p> <p>Learning table will be facilitated by a consultant (to be identified) and will include diverse stakeholders such as ECE staff, policymakers, higher education representatives, community organizations, and more.</p>	<p>High-quality workforce data to inform future investments.</p> <p>Increased access to ECE apprenticeship programs.</p> <p>Identification of additional workforce pathways.</p>	<p>SEQUAL study analysis and report expected in early 2026.</p> <p>ECEPTS contract expected shortly.</p> <p>Consultant procurement for learning table expected by end of 2025.</p>
	2E. FFN Supports	Finalizing contracts with the Alameda County Alternative Payment Agencies to administer FFN relief grants and support provision of health and safety equipment.	<p>Relief grants available to FFN caregivers caring for a child birth to age 12 who is receiving a child care voucher from an Alameda County Alternative Payment agency. (pg. 85)</p> <p>Equipment available to FFN caregivers caring for a child birth to age 5 who is receiving a child care voucher from an Alameda</p>	<p>\$4k in relief grants for ~2,500 FFN caregivers serving approx. 5K children.</p> <p>New equipment for ~1,200 FFN caregivers serving approx. 1,500 children.</p>	AP contracts to be finalized shortly with implementation expected in Fall 2025.

Goal	Strategy	Progress (i.e. procurement completed, partners engaged)	Key Design Elements (i.e. procurement method, allocation, eligibility)	Anticipated Impact (from 5-Year Plan)	Upcoming Dates (anticipated - subject to change) (i.e. RFP release, anticipated award)
			County Alternative Payment agency. (pg. 85)		
Goal 3: Enhancing Child-Serving Spaces	3A. ECE Facilities	<p>ECE Providers have the option to express their interest in a facilities grant through the ECE Emergency Grant application. Thus far, over 332 applicants have indicated that they have an urgent facilities need.</p> <p>Finalizing FY 25-26 contract with the Low Income Investment Fund (LIIF) to provide facilities technical assistance and administer facilities grants. Once in contract, LIIF will begin contacting a prioritized subset of interested providers in the fall to confirm facilities needs and conduct intake. Prioritized providers will then be invited to complete a grant application.</p> <p>Working with LIIF to finalize prioritization criteria, grant application, and grant approval process.</p>	<p>Outreach and review of interested providers will occur on a rolling basis. Grants will be prioritized based on multiple criteria, including the urgency of their needs, equity considerations, and geographic distribution of funding across the County. Applicants who do not receive funding in this initial round will be placed in a pipeline for future funding consideration. Throughout the process, LIIF will provide in-depth technical assistance to support providers.</p>	<p>Estimated 2,000 children gain greater access to safe, high-quality spaces.</p> <p>Increased infant/toddler care spaces to meet demand.</p>	LIIF contract to be finalized shortly with outreach to interested and prioritized providers to begin in Fall 2025 and initial grants awarded by end of 2025.
	3B. Community Spaces	Coordinating release of facilities grants with Family Resource Center (FRC) and shelter grants included in 1D to ensure alignment and streamlined processes for applicants.	To be eligible for a facilities grant, FRCs must be non-profit or public agency operated sites that have provided programming and navigation services for children birth to age 5 and their families since July 2022 and have ongoing weekly contact with children birth to age 5. (pg. 86)	Health and safety related improvements for FRCs and shelters in Year 1, with expansion to additional community spaces in future years.	FRC and shelter facilities grant application expected in Fall 2025.




Goal	Strategy	Progress (i.e. procurement completed, partners engaged)	Key Design Elements (i.e. procurement method, allocation, eligibility)	Anticipated Impact (from 5-Year Plan)	Upcoming Dates (anticipated - subject to change) (i.e. RFP release, anticipated award)
			Shelters must be non-profit or public agency operated family or domestic violence shelter sites that provide emergency shelter to children birth to age 5. (pg. 86)		
Goal 4: Accountability and Measuring Impact	4A. Measure C Evaluation	Executed short term contract with evaluation firm AIR to provide immediate data consultation services. In negotiation for long term evaluation contract, coordinated with AIR contract to evaluate the Oakland Children's Initiative (OCI).	Review and consultation of existing data sources and methodologies utilized by First 5 with the goal of improving methodologies, enhancing internal capacity for continuous monitoring of progress.	Establish foundation for the Measure C evaluation.	Long Term Contract Awarded by Fall 2025.
	4B. Kindergarten Readiness Community Study	School district recruitment in progress. 7 out of 17 districts have confirmed commitment for FY25-26. Recruitment strategies include follow-up calls with districts, distribution of EDI fact sheets, extended participation deadlines, and offering planning grants. Caregiver survey selected (Childhood Experiences Questionnaire) Community partner feedback on study implementation ongoing	Kindergarten teachers across participating districts complete the EDI observation tool for each child in their classroom. Collect complementary data, such as neighborhood indicators, assets, and the administration of a caregiver survey.	Establish a kindergarten readiness baseline in Alameda County. Use study data to provide an in-depth understanding of public system and community investment needs and inform future investments.	School district contracts awarded by Fall 2025. UCLA EDI Implementation contract awarded by Fall 2025. Launch EDI Coordinator Workgroup Series by Fall 2025.
	4C. Data and Technology to Improve Systems	Conceptual planning and landscape scan completed with Child Trends.	Covering impact and evaluation data needs for Measure C and OCI	Effective data system to understand the impacts of Measure C investments.	System selection by Fall 2025. Hiring Data Architect/Engineer by Spring 2026.
	4D. Measure C Audit and Compliance	Developing Measure C Compliance Plan.	Compliance plan for all ordinance mandates, including compliance checks of Emergency Grants	Compliance with ordinance mandates	Ongoing.




Goal	Strategy	Progress (i.e. procurement completed, partners engaged)	Key Design Elements (i.e. procurement method, allocation, eligibility)	Anticipated Impact (from 5-Year Plan)	Upcoming Dates (anticipated - subject to change) (i.e. RFP release, anticipated award)
Goal 5: Effective Administration and System Improvements	5A. CAC and Community Participation	<p>Developing calendar of topics including Measure C implementation updates and learning opportunities.</p> <p>Developing an outline of upcoming Measure C presentations to community partners and officials.</p>	Design and host CAC Meetings.	Keep CAC and community informed and engaged with Measure C work.	<p>CAC planning is ongoing.</p> <p>July 2025: Finalize the plan for community partner presentations.</p> <p>Summer – Fall 2025: meetings with officials including city leaders.</p>
	5B. Measure C Early Educator Orientation Sessions	Finalizing logistics, dates, venues, and approach to engagement of partners.	Host Measure C Orientation Sessions.	Ensure that participating child care and early education program staff understand the new programs, are informed of their rights, and best serve the interests of Alameda County families and children.	Launch sessions late July 2025.

**MEASURE C COMMUNITY ADVISORY COUNCIL COMMUNICATIONS
OUTREACH RECOMMENDATIONS FROM MAY 21, 2025
IMPLEMENTATION PLANNING STATUS UPDATES***

Comms & Outreach Categories	Actions in Progress	Status	Planned	Target Audiences
Media Outreach 	5-Year Plan press event and press engagement	COMPLETE	ECE Emergency Grant in-person check presentation press events (tentative late-July/early-August)	Parents, Providers, Taxpayers, General Public
	Local press and media pitches, including ethnic media (e.g. Chinese newspapers, Univision, etc.)	ONGOING		
	Responding to media inquiries with information/interviews	ONGOING		
Collateral Development 	Creation of posters, postcards, and flyers about ECE Emergency Grants	COMPLETE	Creation of updated Measure C FAQ Document	Providers, Parents, Taxpayers
	Updated Measure C one-pager (to be translated into multiple languages)	IN PROGRESS	Provide printed collateral to partner organizations and agencies and community spaces	
	Measure C Swag (T-Shirts, Buttons, Etc.)	IN PROGRESS		
Digital Content Development and Dissemination 	Sharing organic content on Instagram, Facebook, and LinkedIn about Measure C and ECE Emergency Grants	ONGOING	Paid social media ads to highlight Measure C stories and to support outreach for implementation, including multilingual ads as appropriate	Parents, Legislators, Partner Orgs, Taxpayers
	Regularly engage ECE Providers through ECE Provider newsletter	ONGOING	Develop library of assets (videos, photography, stories) featuring impact stories of local families, providers, and organizations	
	Send First 5 Top 5 Newsletter and assorted single-topic newsletters to list of 10,000+ subscribers	ONGOING	Write series of blog posts about ECE providers and system building	
	Gather stories and images from providers receiving ECE Emergency Grants through survey	BEGINNING		

*as of 7/15/25

Comms & Outreach Categories	Actions in Progress	Status	Planned	Target Audiences
Digital Content Design and Dissemination 	Create toolkit of assets for community partners to share stories of success, information, etc. (e.g. toolkit for ECE Emergency Grants outreach)	ONGOING		Parents, Legislators, Partner Orgs, Taxpayers
	Develop Annual Report highlighting Measure C impact alongside other First 5 activities	BEGINNING		
Info Sessions and Events 	ECE Emergency Grants Info Sessions	COMPLETE		Providers, Partner Organizations, Legislators, Policymakers, Leaders and Advocates
	Measure C Orientation Sessions for ECE providers	BEGINNING		
	"Roadshow" presentations to partner orgs and agencies, businesses, chambers, and elected officials at the city, state and federal level	IN PROGRESS		
	Present on Measure C during meetings, events, trainings, etc. by First 5 programs (e.g. presentation during Fatherhood Year-End Celebration)	ONGOING		
	Provide information on Measure C and First 5 programming (e.g. Help Me Grow, Fatherhood, etc.) at community event/tabling opportunities	ONGOING		
Marketing and Advertising 			Google Ads and other digital advertising (Fall/Winter 2025)	General Public, Taxpayers
			AC Transit and BART ads and other out-of-home advertising (Fall/Winter 2025)	
			Text message outreach (e.g., El Timpano)	

Comms & Outreach Categories	Actions in Progress	Status	Planned	Target Audiences
Reporting, Data, & Accountability 	Complete SEQUAL Study	IN PROGRESS	Create "State of Measure C" report	Legislators, Tax Payers, and Advocates
	AIR Evaluation (piggyback to the City of Oakland Children's Initiative evaluation)	IN PROGRESS		
	ECE Emergency Grants Application Dashboard	IN PROGRESS		
	Kindergarten Readiness Community Study/Early Development Instrument (EDI) implementation	IN PROGRESS		
Narrative Change and Thought Leadership 	Make a Circle documentary screening event	IN PROGRESS	Exploring national speaking opportunities for CEO and First 5 to uplift local work at conferences and events	State/ National Leaders, Advocates, and Other CA Counties
	Continue circulating Stanford Case Study about system building work	ONGOING	Pitch op-eds and stories to national media outlets	
			Engage First 5 CA, First 5 Association, and other county First 5s to provide information about system building work beyond Alameda County	
Community Partnerships 	Partner with local schools on EDI study and outreach (leveraging active EDI implementation)	IN PROGRESS	Provide information for families to pediatric providers working with Help Me Grow	Community Partners, Schools
	Engage APs and R&R to provide information to providers and families	ONGOING	Send mailer with Annual Report data to partners, elected officials, and community leaders	
	Engage unions and professional organizations to reach ECE providers	ONGOING	Direct outreach via email, phone, direct mail to libraries, shelters, and community spaces about facilities funding opportunities	

Provider Emergency Revolving Fund

Purpose & Background

The Emergency Revolving Fund is a \$10 million annual set-aside to support Family Child Care (FCC) providers and Centers facing immediate risk of closure.

This Fund was created in response to a request from the Community Advisory Council to establish an ongoing emergency safety net for child care providers across Alameda County. WestEd facilitated a session with the CAC around the eligibility and design of the fund.

First 5 Alameda County will conduct a competitive procurement process to identify an external partner to administer the Fund.

Key Design Elements

- **Annual Allocation:** \$10 million
- **Eligibility:** Open to all licensed FCCs and Centers—regardless of whether they accept subsidies or are located in a high poverty Census tract
- **Application Frequency:** Providers may apply no more than once per year

External Partner

- **RFP Development in Progress:** First 5 Alameda County is preparing to issue a competitive RFP for an administrative entity to manage the Fund.
- **External Partner Role:** Administer intake, review applications, disburse funds, and track outcomes

Proposed Criteria for Funding

(based on CAC feedback from May 5, 2025)

Grant amounts will be customized based on the applicant's specific risk circumstances, operational costs, and program characteristics, rather than a flat-rate formula.

To ensure that support reaches those most in need, applicants must demonstrate they are **at risk of closure** due to an emergency. Proposed qualifying emergencies may include:

- Overdue rent, mortgage, car, medical, or utility payments
- Significant debt payments (credit card, loan, medical, etc.)
- Other urgent liabilities jeopardizing continued operation

Timeline

- Request for Proposals (RFP) release: **Fall 2025**
- Funding availability to providers: **Beginning in 2026**



Measure C Community Advisory Council Meeting Policy Updates July 16, 2025

First 5 Alameda County is closely tracking policy developments at the local, state and federal level that impact families with young children. Below are high-level updates on recent developments and issues.

FEDERAL BUDGET RECONCILIATION (H.R.1)

- Signed into law on July 4th.
- **Historic cuts to health care, food assistance programs, eligibility changes to the Child Tax Credit, and Pell Grants.** Funds tax cuts that disproportionately benefit the wealthy.
- **Safety Net Impacts:**
 - Reduces participation in essential programs due to fear of repercussions and onerous **work-reporting requirements**.
 - Overloads safety net infrastructure (e.g., **emergency rooms, community clinics**).
 - Creates administrative burden on counties to verify eligibility amid new restrictions.
 - Expected to create a "**chilling effect**" where eligible immigrant families avoid applying for services.
- Timeline: Some changes (e.g. work reporting requirements and further immigrant restrictions) effective **immediately** and others phased in through **Federal Fiscal Year 2026–2028**.
- State Action:
 - CA Legislature holding a **hearing in late August** to assess state-level impacts.
 - Unknown if Governor will call a **special session** to revise the current state budget.

HEALTH AND HUMAN SERVICES NOTICE: IMMIGRATION STATUS VERIFICATION IN HEAD START

Key Provisions:

- The Administration for Health and Human Services issued a notice **adding 13 new programs as a "federal benefit"** and reinterprets eligibility. Programs impacted include Head Start and other family serving programs.
- **Some Head Start grantees would be required to verify immigration status** for program eligibility.
- **Nonprofits (which represent ~70% of Head Start grantees)** are **exempt** from the verification requirement under federal law.

Program Implications:

- Per the **Head Start Act**, children remain eligible for the full program year once enrolled, regardless of changes.
- The **Office of Head Start** has **not yet issued implementation guidance**, leaving grantees unable to act.

Outstanding Questions (Unanswered):

- What types of verification are required—for the child, parents, or both?
- Who is responsible for verifying status—grantees, subgrantees, or delegates?
- How should programs demonstrate compliance with the proposed rule?
- What are the consequences of noncompliance?
- How will this affect delegate agencies and smaller grantees?

Legal and Policy Context:

- **Legal challenges are expected**, particularly around civil rights and administrative process.
- The rule risks a **chilling effect** on participation from immigrant families—even those eligible.

Next Steps:

- The **public comment period is now open**. First 5 is preparing to submit comment.
- **National advocacy organizations** are preparing **guidance and comment templates**, expected within **2 weeks**.

FAMILY FEES

- **Governed by AB 1116**, signed into law in July 2023, authorized the current family fee structure.
- [FY25-26 Family Fee schedule](#) released June 2025—**no significant new changes** this year.
- Family fees shall **not be based on the cost of care** or the amount of subsidy payment.
- Starting on October 1, 2023, both of the following apply:
 - **Family fees** must not exceed **1% of a family's adjusted monthly income**, and
 - **Families earning < 75% SMI** are **exempt** from the fees
- Uncollected family fees accrued prior to 10/1/23 may be **forgiven**.
- **Child care providers serving children receiving state subsidies cannot absorb a reduction in pay** resulting from family fee reductions.
- **No reduction in child care contracted spaces and vouchers** due to a reduction in family fees.

ALTERNATIVE RATE METHODOLOGY

- FY25-26 State Budget:
 - Amended timeline for Alternate Methodology implementation—**delayed from January 1, 2026 to July 1, 2027**.
 - Directed **CDSS to adopt a Single Rate Structure** for reimbursements **based on cost-of-care**, moving away from the Regional Market Rate survey.
 - CDSS to provide quarterly updates through July 1, 2027.
 - **Cost of care plus payments extended with an increased percentage** to be calculated by the Department of Finance.
- **Final rate structure is not final**: Opportunity to continue advocating for a better rate structure and more accurate regional breakdowns.