



MEASURE C COMMUNITY ADVISORY COUNCIL MEETING AGENDA

Thursday, September 18, 2025
6:00 PM – 8:00 PM

Oakstop California Ballroom
1736 Franklin St.
Oakland, CA, 94612

The public may access the meeting via

Zoom Webinar ID: 884 4313 9988

Passcode: 760339

Link: <https://first5alameda-org.zoom.us/j/88443139988?pwd=f4GCvsbgtNwXCXUFNa8wcfFh8qkCsZ.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 August 27, 2025 Meeting Minutes

4. 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 and 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.

a. **Items not on the Agenda**

b. **Items on the Agenda**

5. National Panel Discussion on Early Care and Education Implementation

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.

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Measure C Community Advisory Council Meeting Minutes

August 27, 2025, 6:00pm-8:00pm

First 5 Alameda County Conference Center, Alameda, CA

Community Advisory Council Members Present: Heidi Gerard, Maéva Marc, Paulene McCarthy, Savitha Moorthy, David Padilla, Bry'Ana Wallace, and Robert E. Williams

Community Advisory Council Members Not Present: Tracey Black, Nancy Harvey, Kym Johnson, and Mitch Sigman

First 5 Alameda County Staff Present: Ana Apodaca, Daisy Perez, Alma Reyes, Kristin Spanos, Steve Spiker

Facilitator: Dania Torres Wong

Guest Presenters: Josh Bader, Sara Farmer, Page Tomblin

Agenda Item Speaker	Discussion	Follow Up
1. Welcome & Call to Order D. Torres Wong A. Reyes	<p>Alma Reyes, Cultural Access Services Administrator, provided instructions to the public on how to access interpretation services in Spanish and Cantonese for in person and virtual attendees.</p> <p>Facilitator Torres Wong called the Community Advisory Council meeting to order at 6:14pm.</p> <p>Facilitator Torres Wong announced public comment for items not on the agenda would be taken during Agenda Item 7.</p> <p>Facilitator Torres Wong shared the goals for the meeting:</p> <ul style="list-style-type: none">• Provide an update on Measure C work• Deep dive into the Kindergarten Readiness Assessment Tool (the Early Development Instrument)• Roundtable Discussion with CAC members	None.
2. Roll Call D. Torres Wong	<p>Facilitator Torres Wong led roll call.</p> <p>Council members Heidi Gerard, Maéva Marc, Paulene McCarthy, Savitha Moorthy, David Padilla, Bry'Ana Wallace, and Robert E. Williams were present.</p>	None.



Agenda Item Speaker	Discussion	Follow Up
	<p>Council member David Padilla joined virtually with Just Cause.</p> <p>Council members Tracey Black, Nancy Harvey, Kym Johnson, and Mitch Sigman were excused.</p>	
<p>3. Review Agenda & July 16, 2025 Meeting Minutes</p> <p>D. Torres Wong</p>	<p>Facilitator Torres Wong reviewed the meeting agenda and asked if Council members had any corrections to the July 16, 2025 meeting minutes.</p>	<p>None.</p>
<p>4. Measure C Updates</p> <p>K. Spanos S. Spiker A. Apodaca</p>	<p>Kristin Spanos, First 5 CEO, announced the Measure C announcements for the meeting would focus on the Measure C Early Care and Education (ECE) Emergency Grants for providers, recent provider outreach and support efforts, and the Measure C Orientation Sessions (see attached).</p> <p>Steve Spiker, Chief Impact Officer, presented a progress update on the Measure C ECE Emergency Grant applications.</p> <p>Council members asked clarifying questions and offered comments on the ECE Emergency Grant update.</p> <p>Ana Apodaca, Government Affairs and Policy Officer, presented an update on the first two Measure C Orientation Sessions held in July and August and announced the upcoming session on Saturday, September 20, 2025. Ana also announced sessions would be held monthly through the end of the year, and that planning has begun for orientation sessions in 2026.</p>	<p>None.</p>
<p>5. Presentation on Kindergarten Readiness Community Study: Early Development Instrument</p> <p>K. Spanos</p>	<p>Kristin Spanos, CEO, introduced the Kindergarten Readiness Community Study and shared how First 5 is evolving the use of kindergarten readiness data to measure collective progress towards our “north star” as well as how systems, through the use of the data, can better support communities, families, and children through practice and investment (see attached).</p>	<p>None.</p>



Agenda Item Speaker	Discussion	Follow Up
D. Perez J. Bader S. Farmer P. Tomblin	<p>Daisy Perez, Kindergarten Readiness Officer, presented background on the evolution of the Kindergarten Readiness Community Study in Alameda County and the countywide adoption of the Early Development Instrument (EDI).</p> <p>Josh Bader, Project Director of Data Informed Futures at the UCLA Center for Healthier Children, Families & Communities, presented (virtually) on the EDI tools and data.</p> <p>Page Tomblin, Co-Director at Oakland Starting Smart and Strong, and Sara Farmer from Oakland Unified School District (OUSD), presented on their experience with implementing the EDI in OUSD.</p> <p>Council members asked clarifying questions and offered comments on the Kindergarten Readiness Community Study and Early Development Instrument.</p>	
6. Roundtable Discussion <i>(scheduled for 7:15pm)</i>	<p>Facilitator Dania Torress Wong facilitated a discussion with the Community Advisory Council members who were asked:</p> <p>What are some of the emerging issues, policy updates, or changes you are seeing that affect the ECE landscape in Alameda County?</p> <p>Input was received from each Council member.</p>	None.
7. Public Comment D. Torres Wong	<p>Facilitator Dania Torres Wong opened public comment for agenda items 4, 5, and 6.</p> <p>The Community Advisory Council members received public comment from:</p> <p><u>In Person Agenda Item 4:</u> Lisa Zarodney Shruti Agarwal</p> <p>Facilitator Dania Torres Wong opened public comment for Agenda Item 7, Matters not on the agenda.</p>	None.



Agenda Item Speaker	Discussion	Follow Up
	<p>The Community Advisory Council members received public comment from:</p> <p><u>Virtual Participants:</u> Regina L. Cannon Karen Ramirez</p> <p><u>In Person Participants:</u> Shruti Agarwal</p>	
8. Adjournment D. Torres Wong	<p>Kristin Spanos, CEO, announced the next Community Advisory Council meeting will be held on Thursday, September 18, in tandem with a public film screening of the documentary <i>Make a Circle</i> on Friday, September 19. The September Council meeting will feature a panel of national ECE leaders from San Francisco, CA, Multnomah County, Oregon, New York City, NY, and San Antonio, Texas.</p> <p>Facilitator Torres Wong adjourned the meeting at 8:07pm.</p>	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

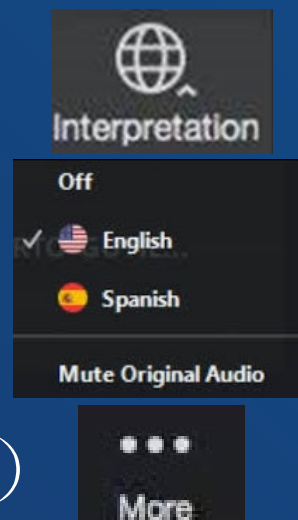
我們提供同步翻譯-請各位選擇一種語言

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 SEPTEMBER 18, 2025, 6:00 PM – 8:00 PM



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- 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.

Today's Meeting

GOALS

- Hear from national experts about the changing ECE landscape

AGENDA

1. Welcome and Call to Order
2. Roll Call
3. Public Comment
 - Items on the Agenda
 - Non-Agenda Items
4. Panel Discussion
5. Questions from CAC and Audience
6. Adjourn

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SHARING NATIONAL PERSPECTIVES

PANEL DISCUSSION



Alameda County Measure C

**Child Care, Preschool, and
Early Education Program
Plan and Budget 2025-2030**



Meeting the Moment

Measure C in the ECE Landscape

- ▶ On June 10, the 5-Year Plan was approved by the Alameda County Board of Supervisors after an extensive participatory planning process with the Community Advisory Council
- ▶ The **Measure C 5-Year Plan includes over \$1B** for early care and education
- ▶ First 5 has rapidly entered a major implementation phase
- ▶ We want to learn from national leaders doing groundbreaking ECE systems change work across the country to inform Alameda County's model

\$1 Billion

Measure C funding over the next 5 years

Moderators



Kym Johnson
CEO; BANANAS
+ *Community Advisory
Council (CAC) Member*



Kristin Spanos
CEO; First 5 Alameda County

Panelists



EMMY LISS

Policy Consultant & Researcher; former COO for **Early Childhood Education, New York City Department of Education**



**INGRID
MEZQUITA**

Executive Director; **San Francisco Department of Early Childhood**



**BROOKE CHILTON
TIMMONS**

Strategy & Communications Manager; **Multnomah County**



**LARISSA
WILKINSON**

Deputy CEO; **Pre-K 4 San Antonio, Texas**



SHARING NATIONAL PERSPECTIVES DISCUSSION



Questions?



THANK YOU



@first5alameda



@first-5-alameda-county



first5alameda.org



FIRST 5 ECE Emergency Grants

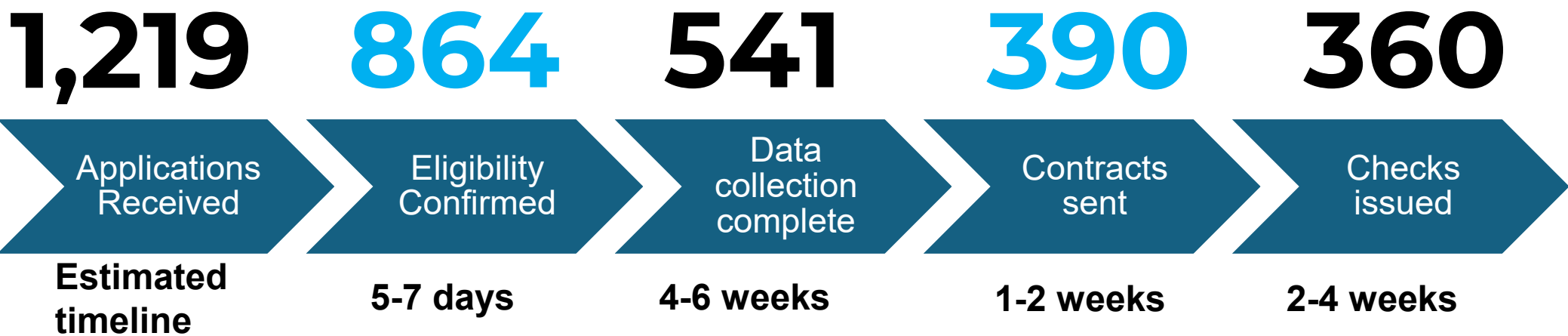
Data in this slide deck were extracted on September 15, 2025.

first5alameda.org | 1



ECE Emergency Grants

Processing stages – as of September 15



** Eligible applicants complete data entry that is verified by First 5
Data were extracted on September 15, 2025.*

ECE Emergency Grants

Applications & Sites



\$45M

Grant amount estimated
for current, eligible
applications



3,630

Educators receiving
stipends

Data were extracted on September 15, 2025.

Supervisory District Stats

update

	District 1	District 2	District 3	District 4	District 5
# Estimated sites eligible	207	275	311	377	265
# FCCs Applied	179	213	196	268	117
# Centers Applied	83	56	74	59	71
Est Grant Amount Total for Eligible Applications*	\$6M	\$8M	\$10M	\$11M	\$8M

Data were extracted on September 15, 2025.

*District amounts in this table do not sum to the "Grant amount estimated for current, eligible applications" on the previous slide due to rounding.

Sites by City/Place

City/Place	# Sites Applying	# Estimated Eligible Sites	City/Place	# Sites Applying	# Estimated Eligible Sites
Alameda	64	78	Livermore	52	44
Albany	15	12	Newark	35	24
Berkeley	80	113	Oakland	367	447
Castro Valley*	51	69	Piedmont	1	0
Dublin	72	47	Pleasanton	38	41
Emeryville	8	18	San Leandro	90	96
Fremont	185	157	San Lorenzo*	44	36
Hayward	164	195	Union City	63	53

Data were extracted on September 15, 2025.

*Census designated place

ECE Emergency Grants

Processing Speed

June Applications



61 days

from application date to
first checks cut

July Applications



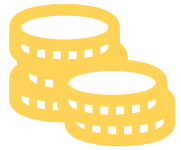
43 days

from application date to
first checks cut

Data were extracted on September 15, 2025.

Facilities Funding Interest

update



642

Applications
with facilities
funding interest



266

Applicants offer
nontraditional
hours of care
to families



337

Serve children
with special
needs



387

Applications
facing closure
or reduced
enrollment



598

Would use funding
to add or preserve
infant/toddler spaces

Data were extracted on September 15, 2025.

Provider Outreach & Support



2,054

Postcards mailed to ECE providers (June 2025; September 2025)



739

Outreach Calls to sites who have not applied (Aug - Sept 2025)



128

Sites have applied since receiving a call



2,641

Technical Assistance inquiries



83%

of TA inquiries resolved (avg of 8 days to resolve)

Outreach & TA by Supervisorial District

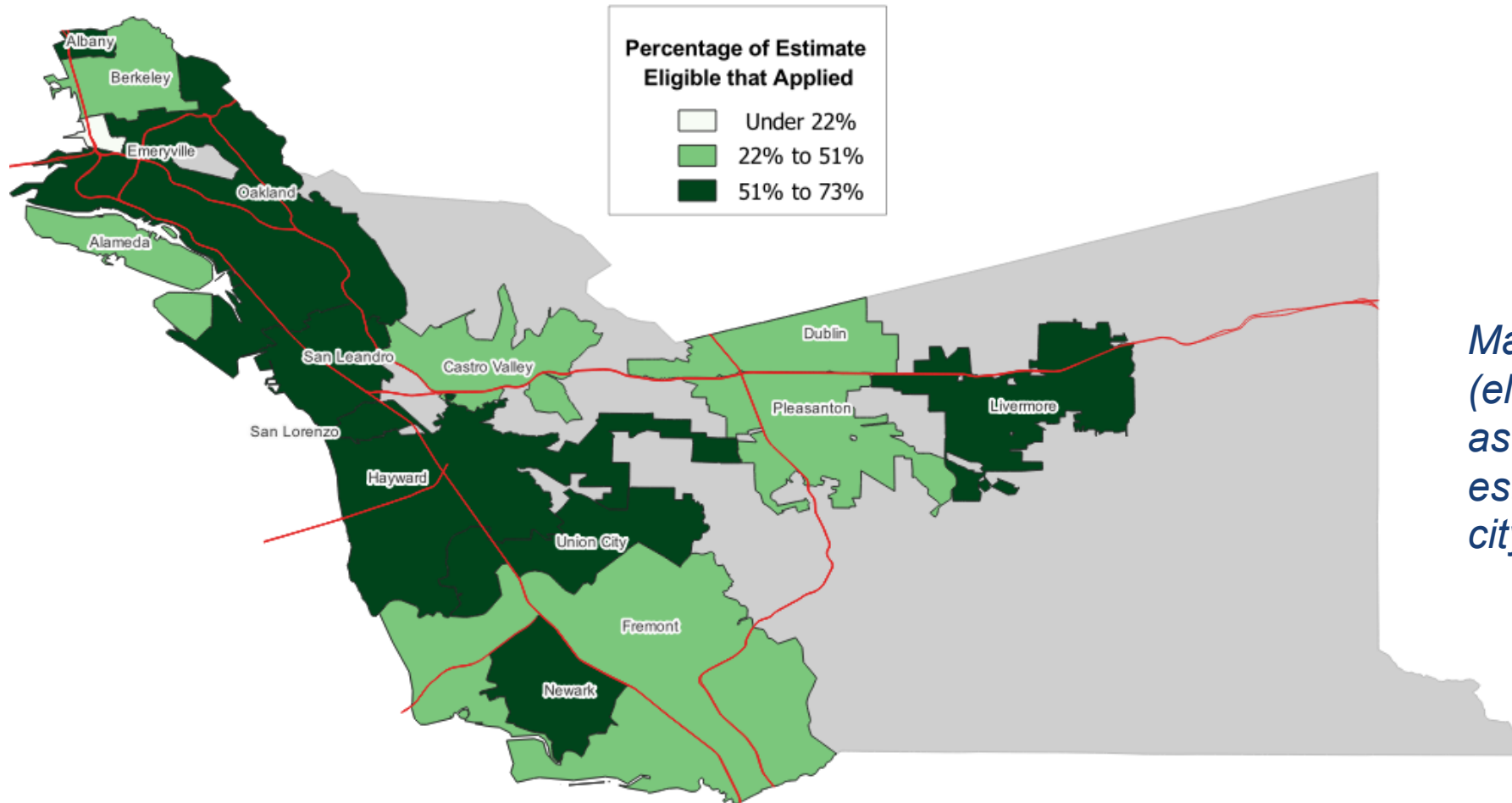
as of September 15

	District 1	District 2	District 3	District 4	District 5
# of Outreach Calls Made	184	141	118	158	138
# (%) Sites Applied in August	32 (17%)	21 (15%)	27 (23%)	32 (20%)	21 (15%)
# of Technical Assistance Inquiries*	260	393	430	563	291
# Total Estimated Sites Eligible	207	275	311	377	265

Data were extracted on September 15, 2025.

* District amounts in this table do not sum to the "Technical Assistance Inquiries" on the previous slide. Not all technical assistance inquiries have been associated with a BOS district.

Application Uptake



Map shows the # of current (eligible) sites who have applied, as a percentage of our estimated # eligible sites per city, as of August 25, 2025.

REQUEST FOR PROPOSALS

Provider Emergency Revolving Fund Grantmaking Partner

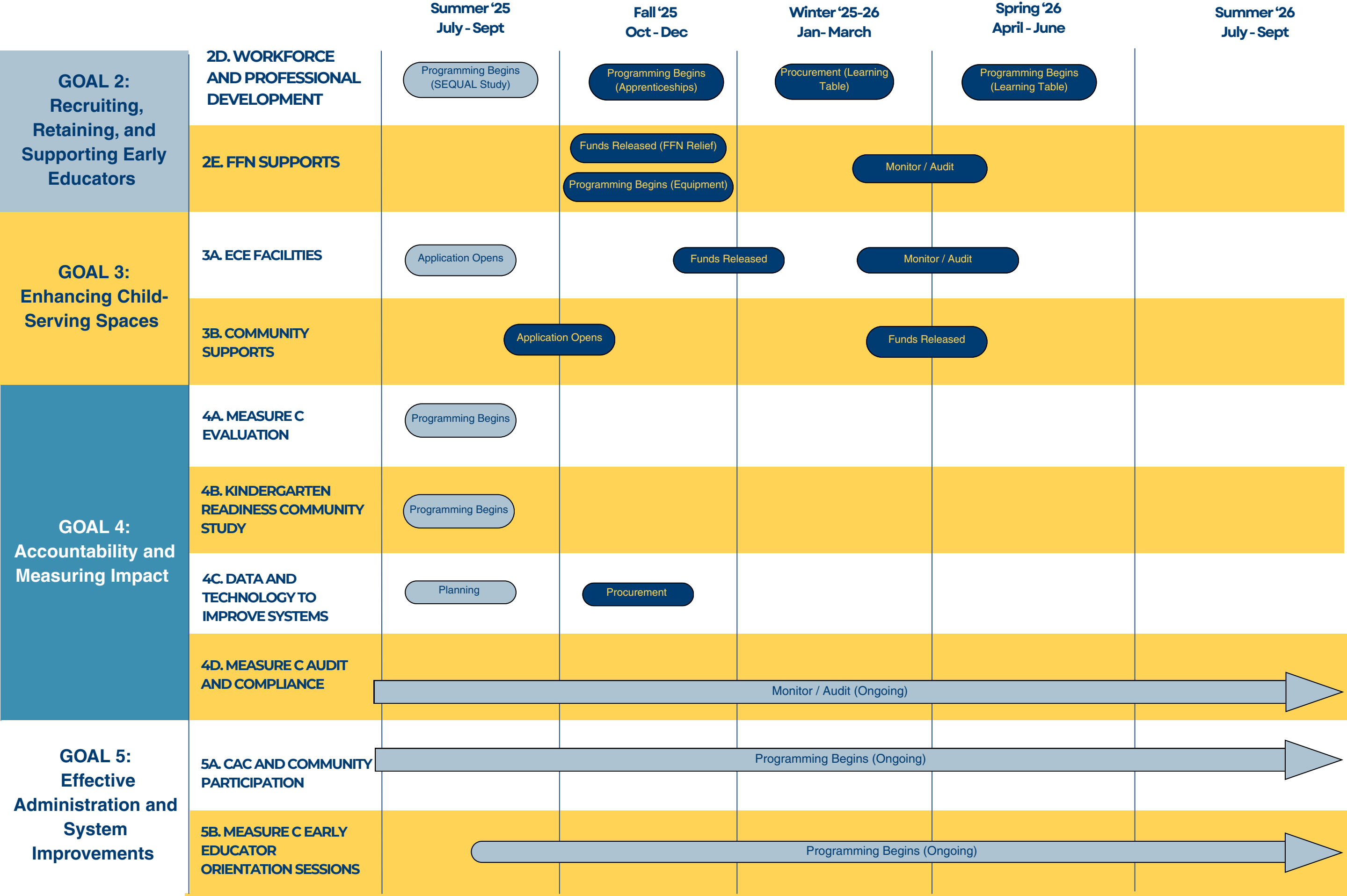
APPLICATIONS DEADLINE: OCTOBER 6, 2025, 5PM PDT

General Application Information:

1. To be considered, all sections of the application must be completed.
 2. Applicants are invited to attend an optional bidder's conference on **Tuesday, September 23, 2025, from 11am – 12pm PDT**. Please register here: [Meeting Registration - Zoom](#)
 3. Completed applications should be emailed to rfp-rfq@first5alameda.org
 4. Applications must be received by **October 6, 2025 at 5pm PDT**.
Applications must be emailed. WE WILL NOT ACCEPT FAXED OR MAILED COPIES.
 5. All applicants will be notified by October 31, 2025.
- If you have any questions, please contact First 5 via email at rfp-rfq@first5alameda.org.

		Summer '25 July - Sept	Fall '25 Oct - Dec	Winter '25-26 Jan- March	Spring '26 April - June	Summer '26 July - Sept
GOAL 1: Increasing Access to Child Care Services	1A. MEASURE C FFN SUBSIDIZED VOUCHERS	Planning	Procurement	Programming Begins/ Funds Released		Monitor / Audit
	1B. MEASURE C SUBSIDIZED SLOTS AT CENTERS & FCCS	Planning		Procurement		Programming Begins/ Funds Released
	1C. INCLUSIVE SUPPORTS FOR ALL CHILDREN	Planning	Programming Begins		Monitor / Audit	
	1D. CONNECTING FAMILIES AND CAREGIVERS TO RESOURCES		Application Opens (FRC/Shelter Grants)	Funds Released (FRC/Shelter Grants)	Programming Begins (Navigation & Referrals)	Monitor/Audit
	1E. USE OF TECHNOLOGY TO SUPPORT ACCESS	Planning	Procurement		Programming Begins	
	1F. PARENT AND CAREGIVER TRAINING AND ENGAGEMENT	Planning		Programming Begins		
GOAL 2: Recruiting, Retaining, and Supporting Early Educators	2A. EMERGENCY GRANTS	Application Opens Funds Released	Monitor / Audit			
	2B. MINIMUM WAGE FLOOR AND OPERATING GRANTS	Planning		Procurement		Programming Begins
	2C. PROVIDER EMERGENCY REVOLVING FUND	Procurement (RFP Released)	Planning	Funds Released		

*Subject to Change



*Subject to Change

Underway

Scheduled to Begin

DEFINITIONS

Planning

Research, planning, and community engagement to ensure effective implementation of strategy.

Procurement

Securing consultants or contractors through Request for Proposals (RFP) or other procurement methods.

Application Opens

Application for specific grant or funding opens to eligible applicants.

Funds Released

Funding / Grants distributed to approved recipients.

Programming Begins

Implementation of services.

Monitor / Audit

Ongoing oversight to ensure compliance with Measure C requirements.