



EXPANDING QUALITY EARLY CARE AND EDUCATION FOR ALAMEDA COUNTY

JULY 2017

Alameda County

2

Alameda County is a vibrant, diverse community. It recently has become a destination for technology companies and other industries, which has driven up the cost of living.

Families living within Alameda County struggle with:

- Stable housing
- Affordable access to quality early care and education

Presentation Outline

3

- Early Care and Education Crisis
 - ▣ Kindergarten Readiness Gap
 - ▣ An Access Gap
 - ▣ A Quality Gap
 - ▣ Quality Gap- Low Wages of ECE Providers
 - ▣ Affordability Gap
- Children Served
- Overview of Initiative & Revenue Efforts
- What's Involved
- Opinion Research Results
- Fall Public Engagement



ALAMEDA COUNTY EARLY CARE AND EDUCATION CRISIS

JULY 2017

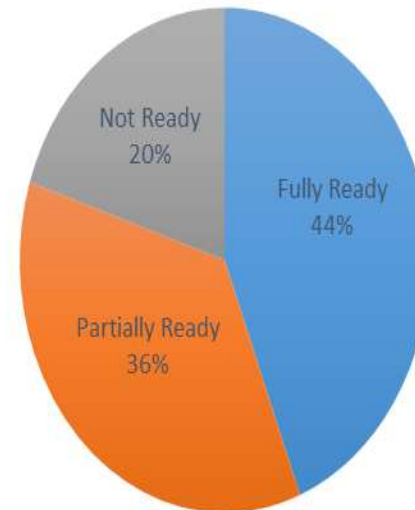
Early Care and Education Crisis

5

Kindergarten Readiness Gap

- Parents report that 37% of Oakland Preschoolers are in the 10th percentile of the number of vocabulary words they can say (this is linked to lower Kindergarten readiness levels)
- In Alameda County, 44% of children are Fully Ready, 36% are Partially Ready, and 20% are Not Ready for School.

Alameda County Children Ready For School



Early Care and Education Crisis

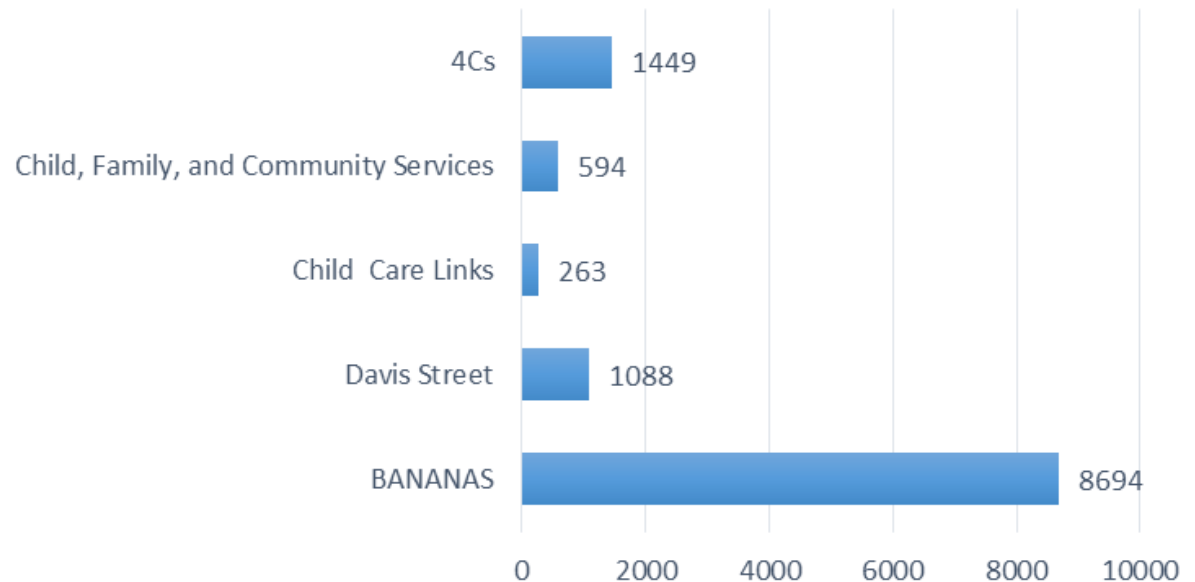
6

An Access Gap

There is a total of 12,088 children on a waiting list. The waiting list numbers has combined data from BANANAS, Child Care Links, 4C's, Davis Street, and Child, Family, and Community Services.

22.4% of Oakland children attending kindergarten in low-income schools had no early care and education experience in the previous year.

Number of Children on Waiting List



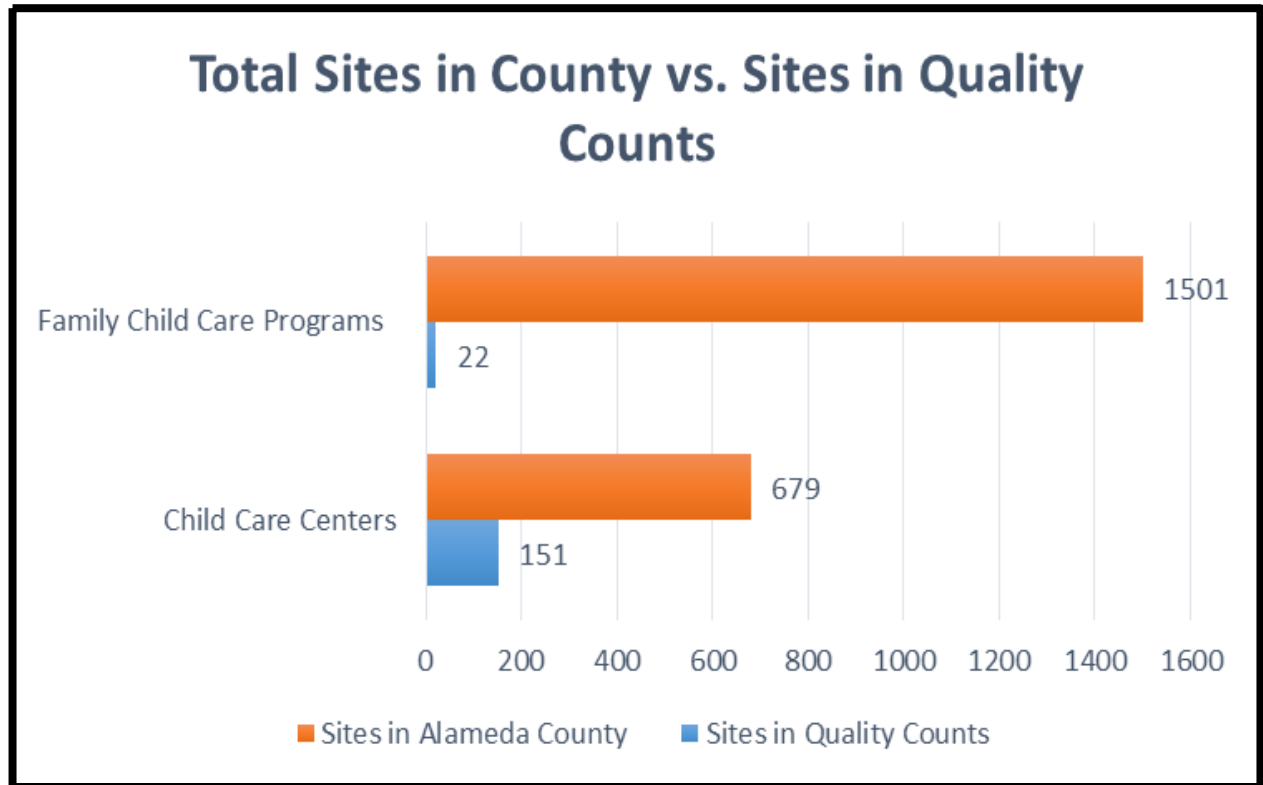
Early Care and Education Crisis

A Quality Gap

173 Alameda County programs have been rated (including 22 Family Child Care programs).

There is a total of 679 Child Care centers and 1501 Family Child Care programs.

This is 22% of all preschool centers and 1.5% of Family Child Care programs that have been rated.

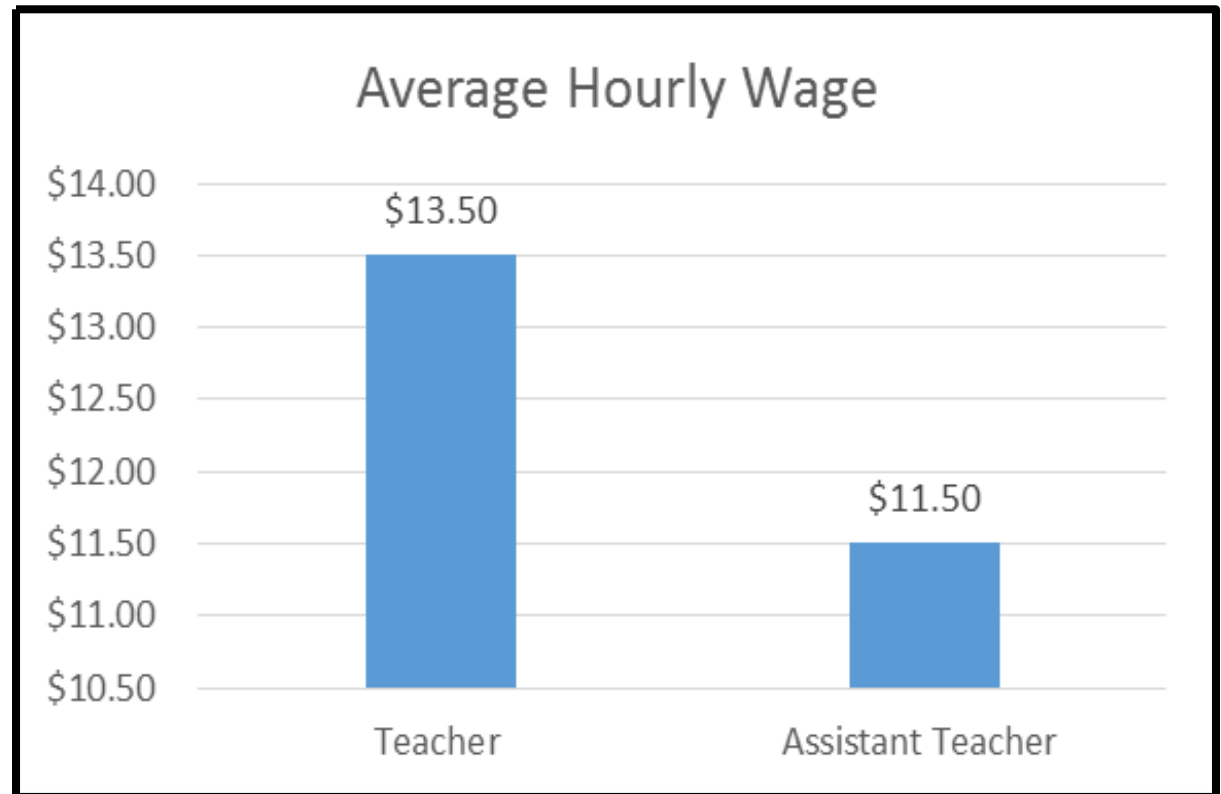


Early Care and Education Crisis

Quality Gap- Low Wages of ECE Providers

The average hourly wage for Teachers are \$13.50 and \$11.50 for Assistant Teachers.

Pre-K teachers in school-sponsored settings with bachelor's degrees earn, on average, three-quarters of the compensation of comparably educated women in the civilian labor force, and less than half of the compensation of comparably educated men.



Early Care and Education Crisis

9



“As an early educator, I have been faced with having to leave what I love doing in order to afford to care for my family. As a parent I've struggled to find affordable quality care. That is why I am joining together with other early educators, because quality care and a living wage go hand in hand, and we won't have either unless we come together.”

– Melinda King, Childcare Teacher

Early Care and Education Crisis

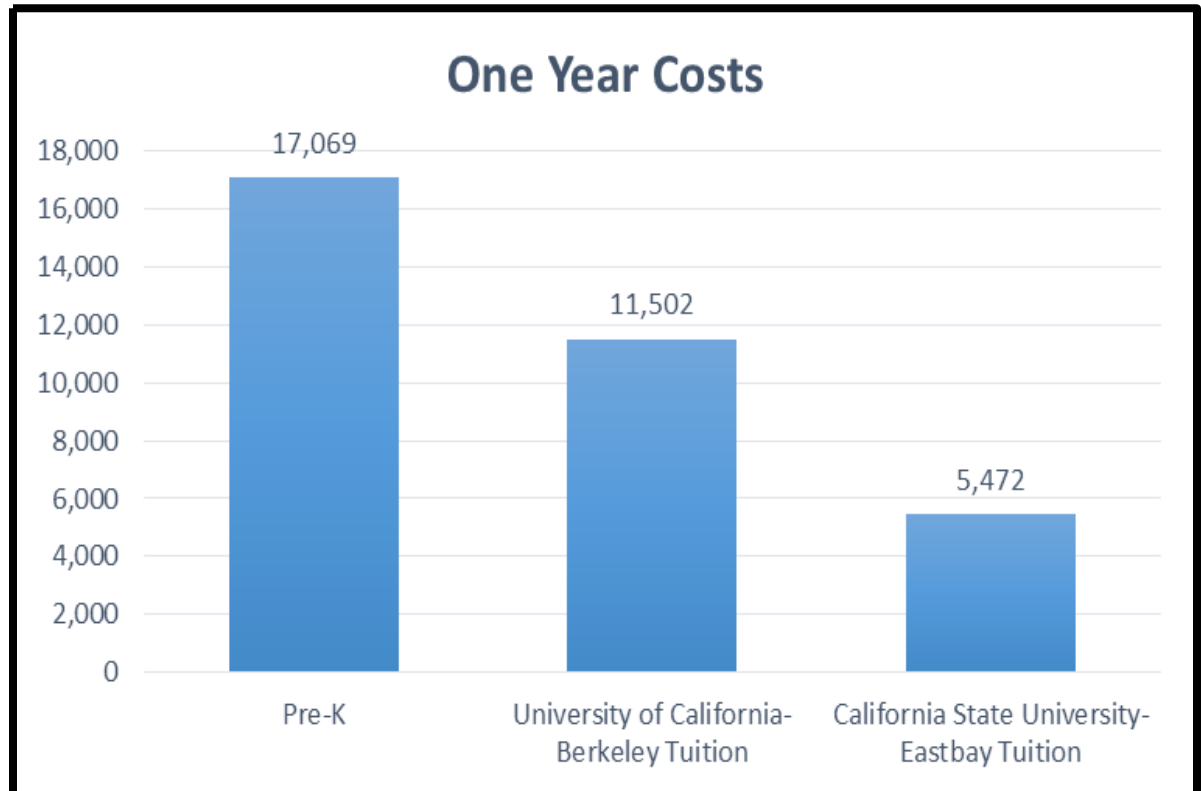
10

Affordability Gap

The true cost of high quality preschool for 3 & 4 year olds is \$17,069 per child per year.

However, the current reimbursement rate for state preschool is \$7,817 per child per year.

Child care is more expensive than college! One year tuition costs for UC Berkeley is \$11,502 and \$5,472 for CSU Eastbay



Early Care and Education Crisis



“With a daughter of my own, I often struggle to find affordable childcare. The irony, of course, is that I am an early educator myself. But without earning more, I have very few options. That’s why I’m a part of the movement to fight for \$15 and affordable child care for all, so that the next generation won’t have to fight the same battles all over again.”

--Eboni Warren, Staff, YMCA of the East Bay

Overview of Initiative

- Improve access by expanding high quality early care and education for the children in Alameda County
- Improve the quality of existing ECE providers
- Raise the pay of those who work in child care to at least \$15 per hour & address wage compression
- Any program can participate if they meet minimum quality standards

Potential Countywide Revenue Measure

13

- ❑ A local sales tax measure in 2018 will provide a reliable, long-term local revenue source
- ❑ Pending voter approval, the initiative would raise between \$70-140 million annually.
- ❑ More details will be developed with stakeholders as we move through 2017.

Previous County Revenue Efforts

14

Healthcare Services
Mar 2004 / 71.1% YES
Renewed 2014 / 75% YES



Transportation
Nov 2014 / 70.8% YES



Affordable Housing
Nov 2016 / 73.30% YES



What's Involved

15

The goal: A County-wide **ELECTION** In June or November 2018.

The Alameda County Board of Supervisors studies the issue, oversees ballot measure preparation and calls for the election.

Voters decide the fate of the measure when they **VOTE**.

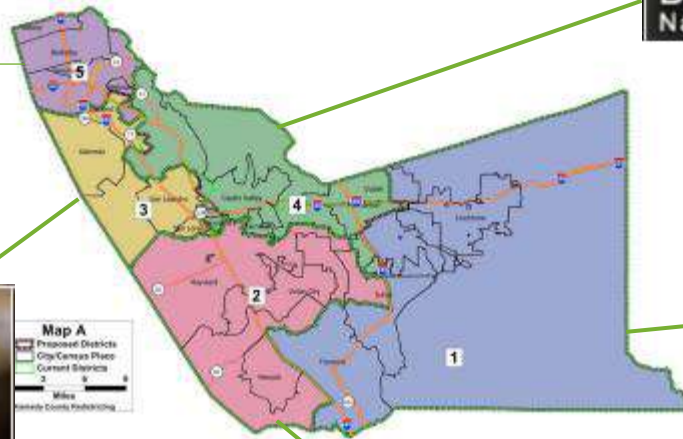


Early Interest is Encouraging

In early meetings, the **Alameda County Board of Supervisors** has expressed strong interest.

“Child care is a crisis. We need to move forward on a childcare measure.”

Keith Carson - June 2017



“The need is great. Child care strengthens families and our economy.”

Wilma Chan - June 2017



Early Feasibility: Public Opinion Research Highlights - June 2017



Research Highlights

Survey Methodology

500 telephone interviews with Alameda County voters likely to vote in November 2018

- 250 interviews with voters likely to vote in June 2018

Interviews conducted June 5-7, 2017

Interviews on landlines and cell phones

Margin of sampling error of +/- 4.4% at the 95% confidence level

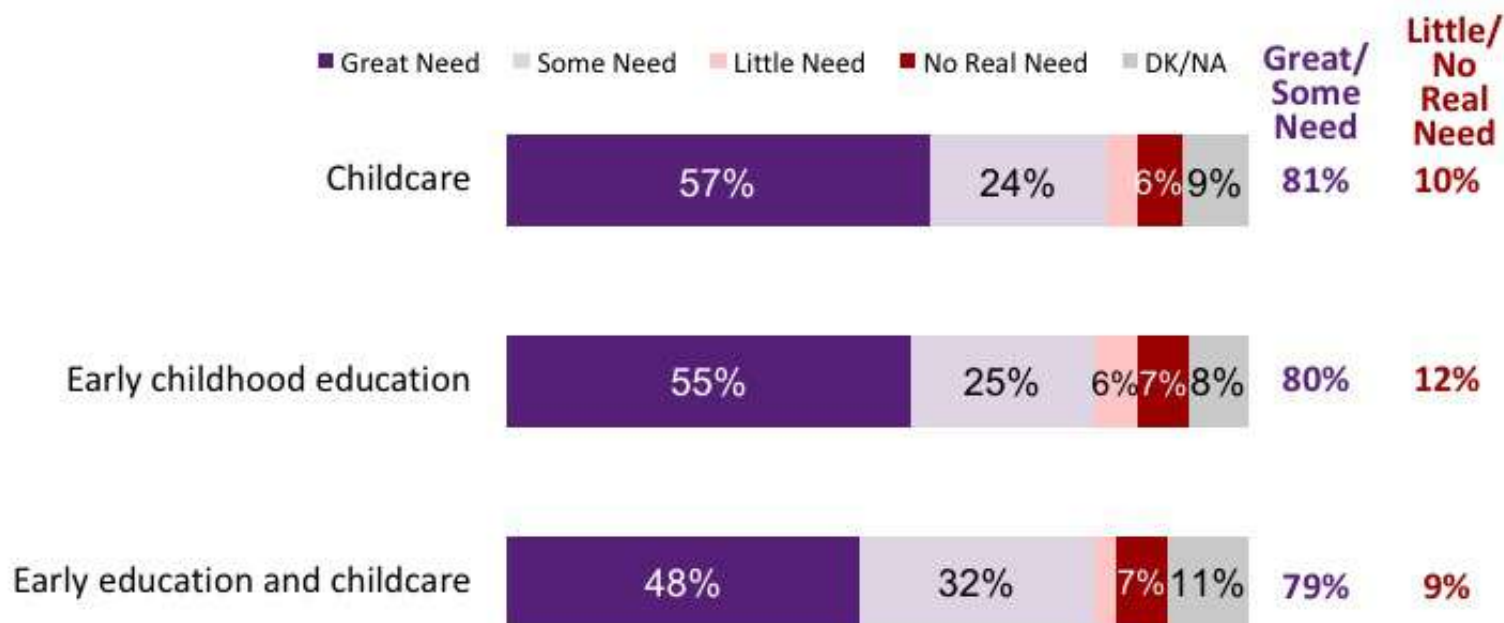
Some percentages may not sum to 100% due to rounding



Research Highlights

Voters' perceptions of the need for childcare and early education funding are comparable.

Generally speaking, would you say that there is great need for additional funding, some need, a little need, or no real need for additional funding for ___ in Alameda County.



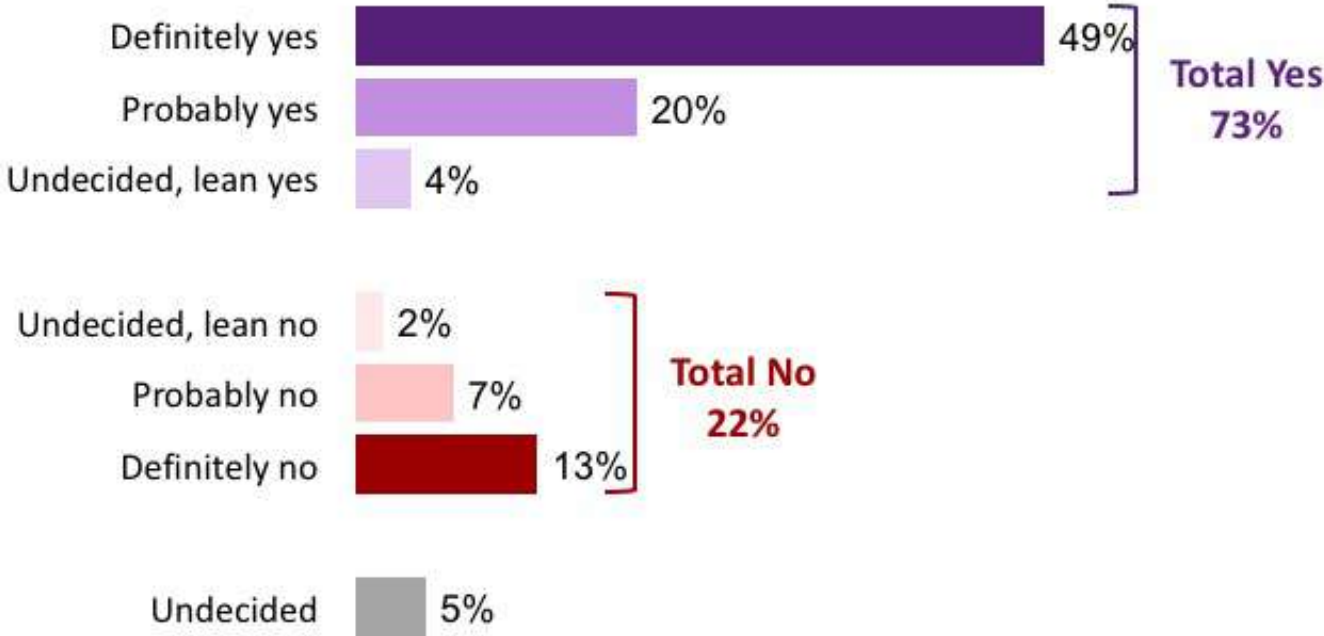
Ballot Language Tested

ALAMEDA COUNTY EARLY EDUCATION AND CHILDCARE MEASURE.

To expand access to childcare for low- and middle-income families; help at-risk and homeless children; attract and retain quality childcare workers; help prevent child abuse/neglect; and add spaces for childcare at existing facilities throughout the County, shall Alameda County enact a **(Half Sample: ¼ cent sales tax) (Half Sample: ½ cent sales tax)** until ended by voters providing **(Half Sample: \$65 million) (Half Sample: \$130 million)** annually with citizens' oversight, public disclosure of spending, mandatory annual audits?

Research Highlights

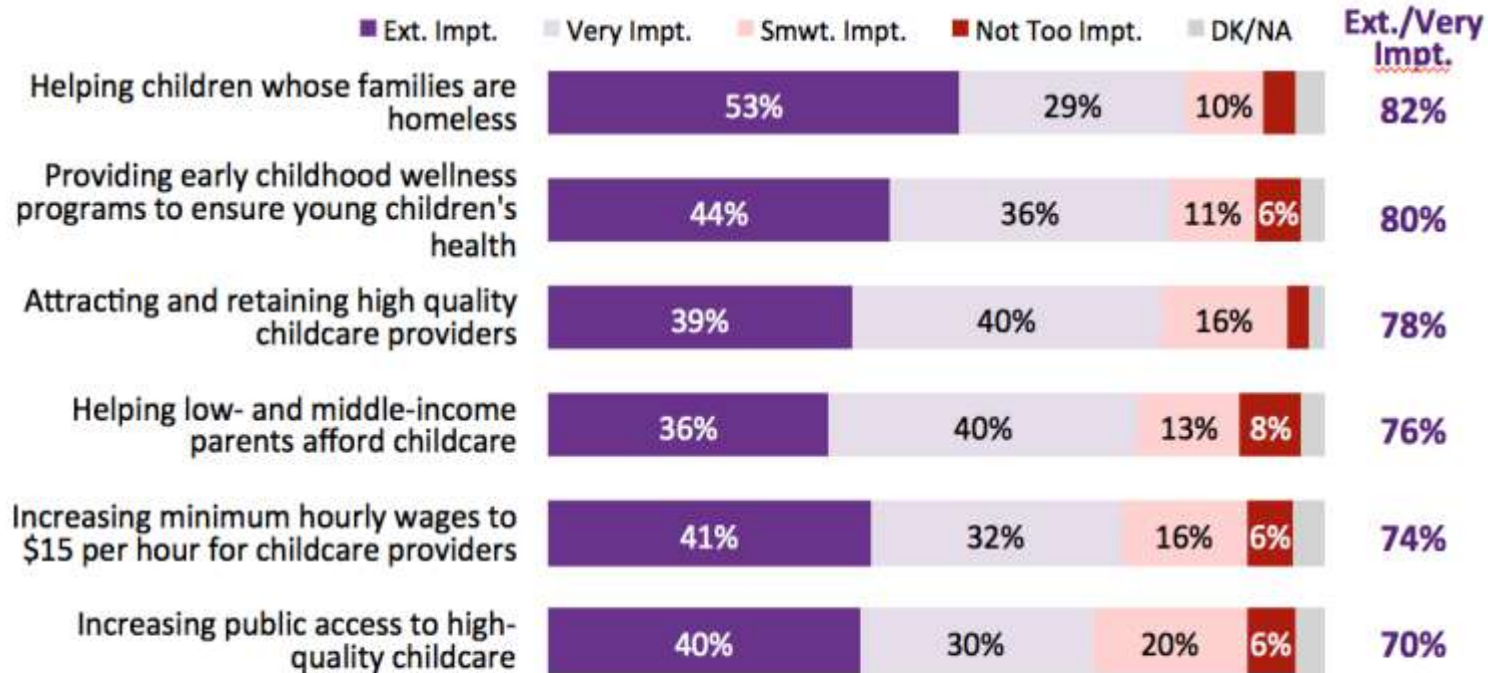
Nearly three-quarters of voters say they would vote "yes" on the measure.



Research Highlights

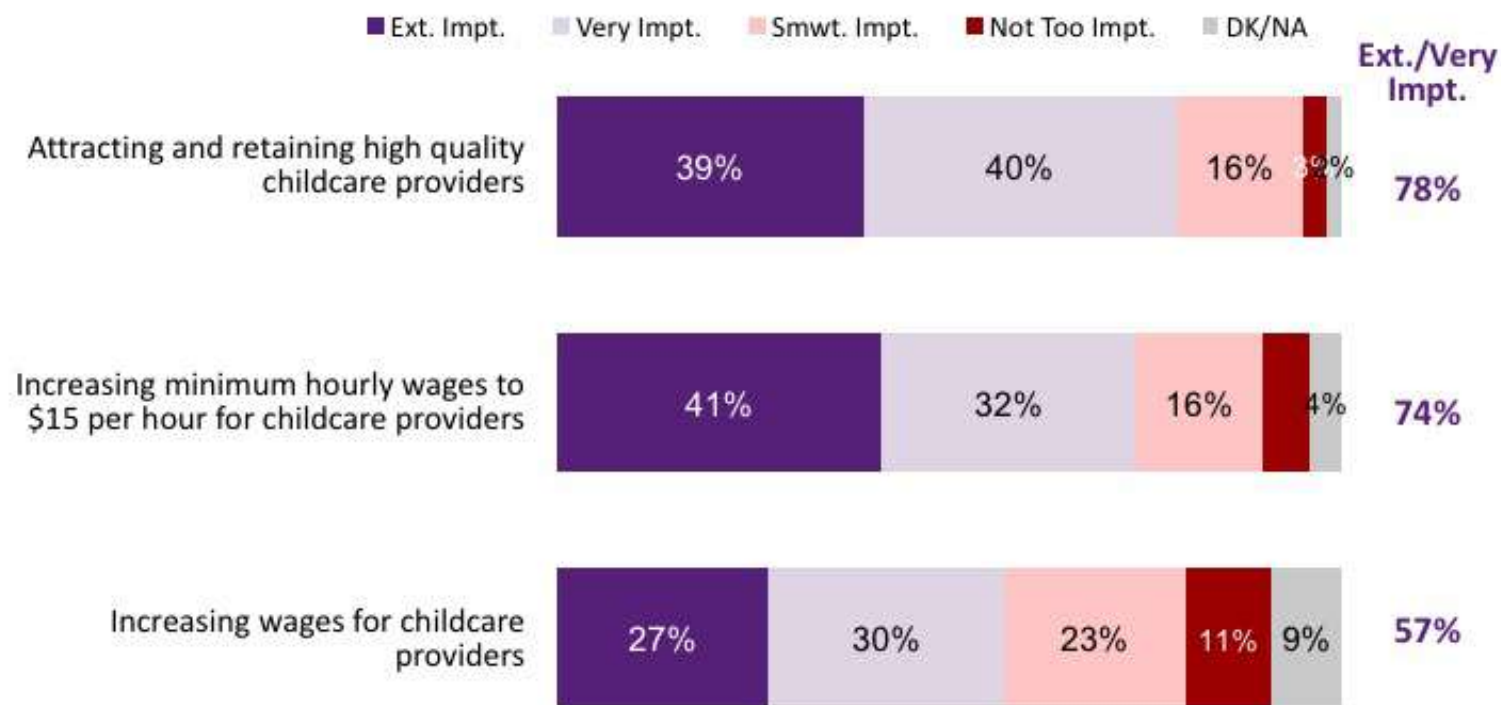
Helping homeless families, children's health programs and retaining quality providers are the most important spending areas.

I am going to read you a list of different ways that public funds from this measure might be invested in Alameda County. Please tell me whether you consider each to be an extremely important, very important, somewhat important, or a not too important priority.



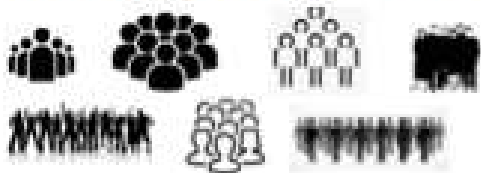
Research Highlights

Framing the wage issue in terms of attracting quality care providers and increasing the minimum hourly wage to \$15 is more effective than "increasing wages for childcare providers."





People support what they help create.



Fall 2017
Robust Community Conversation

“ We want YOUR input! ”