



Measure I

Sonoma County Child Care & Children's Health Ordinance

Community Advisory Council

July 31, 2025

Ancestral Land Acknowledgement

Today, the First 5 Sonoma County Commission and the Measure I Advisory Council is humbled to bring us together on the ancestral lands of the Southern Pomo People.

We celebrate the active work of their descendants to preserve & nourish their indigenous culture and identity.

We acknowledge the Southern Pomo People as the traditional stewards and custodians of this area and honor with gratitude the land itself, all of its ancestors - past, present and future.

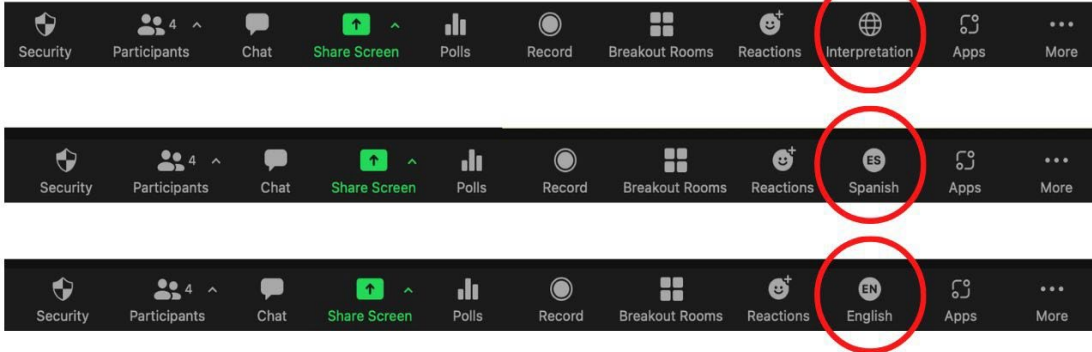
Welcome! ¡Bienvenidos!

Zoom Interpretation/Interpretación de Zoom



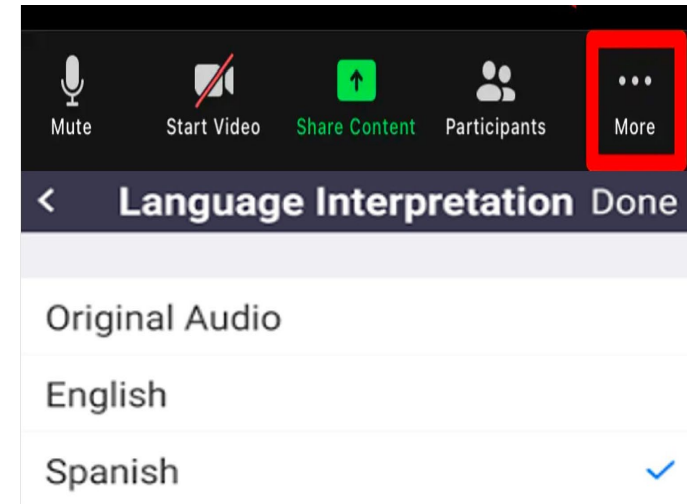
Computer / Computadora

1. Click on the "Interpretation" icon
2. Select your preferred language



1. Haga clic en el icono "Interpretación"
2. Elige su idioma preferido

Phone / Por Telefono



Agenda Review & Minutes Approval

Community Agreements



Public comment
on non-agendized items

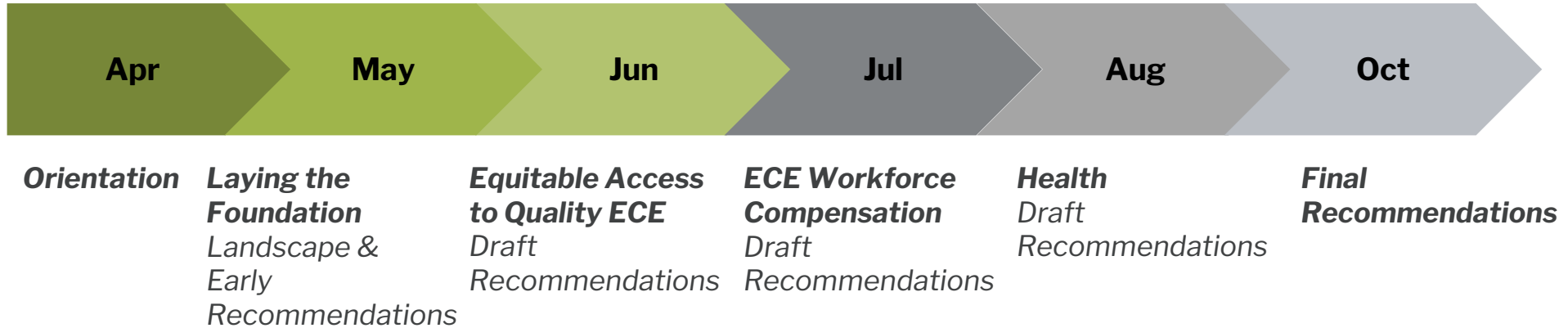
Comentarios públicos sobre
temas no incluidos en la agenda

Guidelines for Public Comment

Directrices para los comentarios públicos

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Measure I: CAC Meeting Sequence



ECE means Early Care and Education and is the term used professionally in the field. Others may refer to this as preschool, child care, etc.



VIVA
social impact
partners

ECE Workforce Compensation

Measure I CAC
July 31, 2025



“Low wages and traveling to work and [being] expected to do so much takes a lot on a teacher's mental health and stress levels.”

—Provider Focus Group Participant
(Sonoma County CCPC's 2024-2025 Needs Assessment)



ECE Workforce Settings



Types of Early Care and Education Settings



Informal Care (unlicensed/ license - exempt)

- Family, Friend, or Neighbor
- Alternative settings (e.g., caregiver play groups, ECE enrichment programs, home visiting, etc.)



Family Child Care Home (Licensed)

- Small FCCH can serve up to 8 children
- Large FCCH can serve up to 14 children



Center - Based Care (Licensed)

- Offered in community settings (not a home) and may be one or more classrooms
- This can be offered on a school site



District Preschool (License - exempt)

- Located on a school site, and administered by Local Education Agency (LEA)



Transitional Kindergarten

- A “new” grade which is not competensary
- Schools are required to serve children who are age eligible



How is ECE Paid for in Different ECE Settings?



Informal Care
(unlicensed/
license - exempt)

- *Privately paid*
- *Unpaid*
- *Subsidy (AP Vouchers)*



**Family Child
Care Home**
(Licensed)

- *Privately paid*
- *Subsidy (AP Vouchers)*



**Center - Based
Care**
(Licensed)

- *Privately paid*
- *Subsidy (AP, Head Start, CSPP, CCTR, Etc.)*



**District
Preschool**
(License - exempt)

- *Subsidy: CSPP*



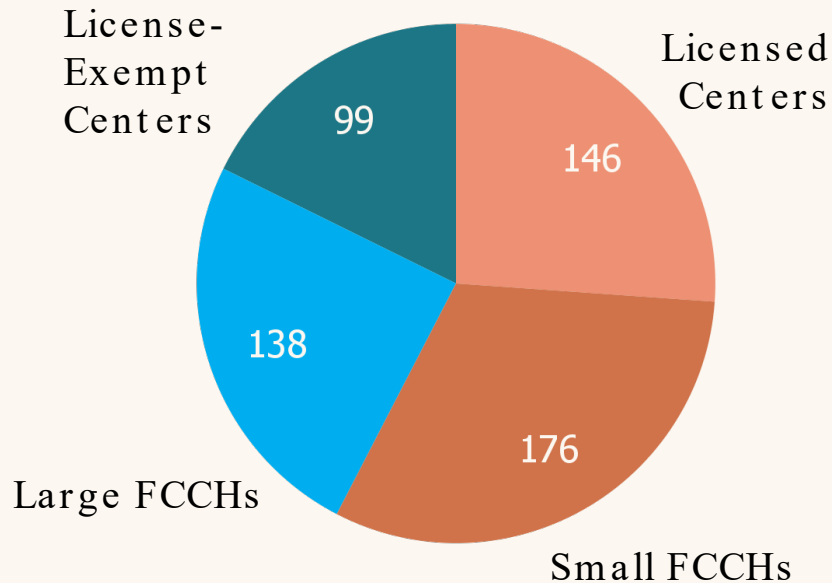
**Transitional
Kindergarten**

- *Free (funded through Prop 98, education funding)*



Child Care Landscape in Sonoma County*

Sonoma County had **559** early care and education programs in **2024**:



This represents a sharp decline from **2019**:

↓ The number of licensed providers declined by **10.4%** (624 → 559 providers)

↓ The number of slots declined **30%** (20,937 → 14,759 slots)

* This does not take into account new children served by Transitional Kindergarten (TK)



ECE Workforce: Descriptive Characteristics



Sonoma County ECE Workforce: Descriptive Characteristics



Diversity

Latina educators are **nearly half** of the workforce, however White educators are 74% of center directors.



Education

58% of center directors, 37% of teachers, and 20% of FCC providers hold a **bachelor's degree** or higher.



Experience

79% of center directors and 53% of FCC providers have **over 15 years** in the field.

*Source: Powell, A., Muruvi, W., Austin, L., & Petig, A. (2024). The Early Care and Education Workforce of Sonoma County. Center for the Study of Child Care Employment, University of California, Berkeley.



Sonoma County ECE Workforce: Descriptive Characteristics

Compensation

\$62,400

Average annual income for Center Directors

\$34,000 - \$44,600

Average annual income for FCCH providers

\$41,080 - \$46,550

Average annual income for center-based lead teachers

\$36,400 - \$39,520

Average annual income for center-based asst. teachers

Note: Average hourly wages for center-based lead teachers and center-based assistant teachers were converted to full time equivalents for comparison.

*Source: Powell, A., Muruvi, W., Austin, L., & Petig, A. (2024). The Early Care and Education Workforce of Sonoma County. Center for the Study of Child Care Employment, University of California, Berkeley.



Public Benefits

Many providers in Sonoma County are using ***one or more*** public benefits such as Medi-Cal, SNAP, and WIC.

- Center Teachers & Assistants - 50%
- Family Child Care - 45%
- Center Directors- 28%



Sonoma County ECE Workforce: Descriptive Characteristics

Mental Health

67%

of Center Directors report high levels of
perceived stress

39%

of Center Teachers/Assistants report
significant depressive symptoms

Physical Health

71%

of Family Child Care providers report a chronic
health condition

52%

of Family Child Care providers report being
moderately to very concerned about exposure to
infections at work



Subsidized Care



Understanding Subsidized Care vs Private Care Payment

Private Payment vs Subsidized Payment

- Private pay is based on the rate set by the provider, which they can change based on market conditions and demand.
- Most subsidized payments other than Head Start are based on a *California Regional Market Rate Study* and vary based on ages of children served, type of setting, and other factors. Contractors are “reimbursed” based on actual enrollment/attendance.
- Head Start contracts are made directly from the federal government to the contractor as a grant award. Payment drawdowns from the grant are based on expenses to deliver the program and not adjusted based on actual attendance.



Regional Market Rate

The State Regional Market Rate (RMR) is calculated by the California Department of Social Services for each county based on prices charged by child care providers and paid by families in a given child care market region.

Providers caring for children on subsidies are currently getting reimbursed based on RMR ceilings set in 2022 based on a **2018 market study**.

If a Standard Reimbursement Rate (SRR) is higher, then the county can use the SRR rather than the RMR. The SRR is a single rate across the state, without regional variation.



Regional Market Rate Example

	Full Day Rate for California State Preschool
Sonoma	\$55.39
Fresno	\$55.27
San Francisco	\$87.22
Los Angeles	\$62.66

“Cost of Care Plus” is not included in this rate



1 Week Full Time Care:

Regional Market Rate vs Cost of Care

Setting	Age Group	2022 RMR Ceiling	2024 Avg. Cost of Care	Deficit
Center	Infant	\$373	\$421	- \$48
Center	PreK	\$278	\$307	- \$29
Family Child Care	Infant	\$270	\$312	- \$42
Family Child Care	PreK	\$243	\$296	- \$53

“Cost of Care Plus” is not included in this rate



Efforts to Raise Compensation



Subsidized Rate Reform

- *Many efforts* have taken place to improve workforce compensation statewide.
- Some have been one - time or temporary.



Collective Bargaining

- In 2023, California passed legislation enabling collective bargaining for licensed family child care providers
- Any family child care provider in CA can join Child Care Providers United (CCPU)



Child Care Providers United

California and CCPU signed its first agreement for 7/1/23 - 7/1/25. Family Child Care Providers who joined received access to:

- Monthly stipends to “top off” reimbursement rates
- One time payments
- Alternative methodology for payments
- Healthcare benefits trust
- Retirement benefits trust
- Fund for professional development

Must be providing care to at least one child receiving a subsidy. CCPU is currently negotiating its next contract, which has not yet been agreed to or signed.



Rate Reform

Currently: Reimbursement based on market studies

Future: Payments will be based on a cost estimation model based on true cost of care

What is the difference? CA current investment for subsidized care is \$7.8 billion for 2025 - 26. Under the new methodology it would be \$18.7 billion.

When will this change be made: At least two years away, assuming funding is available, due to significant changes that need to be made in payment systems and data infrastructure.

Source: CDSS, Child Care and State Preschool Rate Reform, July 2025 Quarterly Update. (7/9/25)



Early Care & Education:
*Framework for Proposed Measure I
ECE Investments*

2026-2031 Strategic Plan

Measure I Investment Recommendations 2026-2031 ECE Strategic Framework



Equity-Driven Investments

Our Approach:

- **Racial equity** is the foundation because that's where the deepest gaps begin
- We apply a **Targeted Universalism** lens - we set a universal goal, and invest most in those furthest from it
- We **prioritize** children in families who are **low -income, unhoused, or historically underserved**
- **Equity** means building a system that meets providers and families where they are and removes barriers to opportunity
- Our strategies aim to **address systemic barriers**, so families can access high quality care, and providers are supported to offer it

Measure I Investment Recommendations 2026-2031 ECE Strategic Framework



Where do we start?

- Start where the need is greatest
- Invest in what makes quality possible - people, environments, and data
- Center family voice, racial equity, and community partnerships

Strategic Allocation Approach

- Phased investments over 5 years - some strategies scale slowly, others are funded at a steady scale
- Balance urgent needs with long-term system building
- Stabilize access for families, support educators, and strengthen infrastructure

Measure I Investment Recommendations 2026-2031 ECE Strategic Framework



What is an allocation?

- An allocation refers to a **high-level estimate** of how much funding is planned for a particular strategy, goal, or initiative during a specific period.
- Allocations help with long-term planning and transparency by showing how funds may be distributed over time.
- While allocations are based on current priorities and available funds, they may be adjusted over time to respond to changes in needs, capacity, or funding levels.

Please note: The proposed allocations are based on an estimated \$30 million in annual revenue, with approximately \$18 million (60%) dedicated to ECE investments each year, totaling \$90 million over five years.

Quality ECE Investment Goals



**Goal 1: Expand Equitable Access
to High -Quality Care**

**Goal 2: Stabilize Workforce and
Advance Education Pathways**

**Goal 3: Support Quality and
Equity in Early Learning**

**Goal 4: Invest in Safe and
Sustainable Facilities**

**Goal 5: Strengthen Early Learning
through Meaningful Data, Family
Voice, and Community Awareness**

Public Member Comment & CAC Discussion



Process

1. CAC Questions for clarification
2. Public Member Comments - 2 minutes maximum per member
 - a. These will be charted
3. CAC Questions and Comments
 - a. Feedback/Ideas for consideration will be charted
4. CAC Discussion
 - a. Focused on what feedback to incorporate into the draft recommendation for a vote
 - b. Vote on draft recommendations

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Next Community Advisory Council Meeting:
August 28, 2025
3:00-5:30 pm