



**Sonoma County Measure I
Child Care and Children's Health Initiative
FY 25-26 Early Investments Plan**



MEASURE I PRIORITY	GOALS	STRATEGIES	FUNDING RECIPIENTS	FY 25-26 ALLOCATION
EARLY CARE & EDUCATION (60%)	Expand Access to Quality Early Learning Opportunities	Fund ECE facilities grants to address existing and emerging facility needs, including support to address health and safety repairs, promote quality physical environments, expand licensing capacity, and related efforts.	Multiple grants to ECE Providers	\$2,250,000
		Provide mini-grants to ECE providers for quality early learning supplies.	Multiple grants to ECE Providers	\$450,000
	Understand Facility Needs and Promote Sustainable ECE Development	Assess and develop long term plan for countywide ECE facilities needs for all types of care, including analysis of current County/city planning policies. child care deserts and opportunities	Community engagement (stipends, food, child care); consultant fees	\$500,000
	Develop ECE Workforce Compensation and Family Scholarship Models	Community engagement to co-create Sonoma County's Workforce Compensation and Family Scholarship model, including: ECE key partner participation, expert facilitation, listening sessions and engagement of providers	Community engagement (stipends, food, child care); consultant fees	\$500,000

MEASURE I PRIORITY	GOALS	STRATEGIES	FUNDING RECIPIENTS	FY 25-26 ALLOCATION
EARLY CARE & EDUCATION (60%)	ECE Workforce Development and Stabilization	Financial incentives for Family Child Care & Center-Based child care providers, prioritizing the most critically needed care throughout Sonoma County: Infant/Toddler care, weekend and shift work schedules, early morning & evening care; care for young children with significant health and other special needs.	Financial incentives to child care providers	\$2,000,000
		Support access to the Sonoma County ECE Paid Apprenticeship program, including unmet costs of apprentice pay and program staffing	Grant to Santa Rosa Junior College	\$500,000
	Increase Awareness, Provide Critical Information to Parents, Direct Residents to Existing Resources	Plan and implement a mixed media multilingual outreach and communication campaign regarding importance of early brain development, early care and education, and providing ECE resource connections for Sonoma County families.	Communication & outreach (billboards, advertising); community engagement (stipends, food, child care)	\$500,000

MEASURE I PRIORITY	GOALS	STRATEGIES	FUNDING RECIPIENTS	FY 25-26 ALLOCATION
CHILDREN'S HEALTH & PERINATAL MENTAL HEALTH (40%)	Expand Access to Perinatal Mental Health Screening & Community- based & Clinical Interventions	Strengthen and build clinical and community-based workforce to support Perinatal and Early Childhood Mental Health, including tuition reimbursement, scholarships, training, and similar workforce-building supports.	Grant to Healthcare Foundation of Northern Sonoma County & grants to multiple local community-based training providers	\$1,100,000
		Pilot and scale holistic perinatal health and wellness supports.	Multiple grants to community-based providers.	\$400,000
		Expand clinical & community-based lactation support, including specialized support for families with special needs infants; implement family and partner-centered design, workplace supports, and employer engagement.	Multiple grants to providers, business associations & employers	\$1,200,000
	Expand Access to Mental Health/Behavioral Health Support for Children 0-5 and Their Families within Homeless Services and in ECE Settings	Support health and mental health needs of young children, pregnant women, and families with children 0-5 who are experiencing homelessness.	Multiple grants to community-based providers.	\$600,000
		Increase access to behavioral and early intervention consultation services for ECE providers.	Expand existing contract to Early Learning Institute for behavioral consultation	\$200,000

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	Address Inequitable Geographic Access to Birthing Supports	Build on existing efforts to assess needs and conduct analysis of feasibility and leveraging opportunities for a birth and postpartum services and supports center in South County.	Community engagement (stipends, food, child care); consultant fees	\$100,000
	Increase Integration & Coordination across Systems and Organizations	Build on existing efforts to develop countywide Early Relational Health Consortium and Roadmap.	Community engagement (stipends, food, child care); consultant fees	\$300,000
	Increase Awareness, Reduce Stigma, and Direct Residents to Existing Resources	Plan and implement a mixed media, multilingual outreach and communication campaign that increases awareness of the perinatal period, provide education, and resource connections for Sonoma County families	Communication & outreach (billboards, advertising); community engagement (stipends, food, child care)	\$500,000
EVALUATION & ACCOUNTABILITY	Create the Measure I Program Evaluation Plan including data collection strategy	Develop an initiative-level Measure I Evaluation Plan across all goals and strategies, including grantee-level data collection strategy	Initiative-level evaluation consultant	\$300,000

TOTAL Planned Measure I Community Investments for Fiscal Year 25-26: \$11,400,000