The Journey of Measure A
A Visual Story About Community, Connectivity and Change

Community Change
Parent Voices Oakland
Innovation Network

Visuals created by Kat Haugh
WHAT IS MEASURE A?

MEASURE A WAS A JUNE 2018 BALLOT MEASURE TO FUND A WIDE RANGE OF EARLY CHILDHOOD SERVICES IN ALAMEDA COUNTY, CALIFORNIA.

THE MEASURE PROPOSED A 0.5% RETAIL SALES TAX THAT WOULD HAVE RAISED $140 MILLION ANNUALLY.

THE REVENUE WOULD BE USED TO

1. IMPROVE QUALITY OF EARLY CHILDHOOD EDUCATION
2. INCREASE SCHOLARSHIPS FOR EARLY CHILDHOOD EDUCATION
3. INCREASE COMPENSATION AND BENEFITS FOR CHILDCARE PROVIDERS
Alameda County, California
June 2018

The Context for Measure A

Alameda County

Early Childhood Education!

First Five!

Rising economic inequality and cost of living in the Bay Area increased the urgency and need for subsidized childcare.

Existing technical expertise and a long history of work on early childhood education issues in Alameda County facilitated the creation of strong policy language.

Early Childhood Education!

Minimum wage increase in Oakland

San Francisco’s Children and Youth Fund

Declining revenues for the county’s existing early childhood education program

Alameda County had a progressive electorate that was predisposed to support the measure.
MEASURE A

TIMELINE

2015

COMMUNITY ORGANIZATIONS + COUNTY BOARD OF SUPERVISORS DISCUSS MORE FUNDING FOR EARLY CHILDHOOD EDUCATION.

2016

SUPERVISORS CHAN AND MILEY BEGIN WORKING WITH ADVOCATES TO DEVELOP THE IDEA OF A SALES TAX TO FUND EARLY CHILDHOOD SERVICES

2017

COUNTY EXPERTS BEGIN DRAFTING THE MEASURE A POLICY WITH INPUT FROM A DIVERSE COALITION OF STAKEHOLDERS

MARCH 2018

COUNTY SUPERVISORS REFERS MEASURE A TO THE BALLOT BEGINNING THE 68 DAY CAMPAIGN

JUNE 2018

ELECTION DAY!
Although Measure A did not garner the 66.7 percent of votes required for passage, the process resulted in several achievements:

- **Raised awareness and support for early childhood education among the public, county officials, and community leaders.**

- **Developed a strong policy for early childhood education that is being looked at as a model in other cities.**

- **Engaged a broad cohort of community and labor organizations, laying the foundation for future collaboration and campaigns.**

- **Pioneered an innovative funding model other funders are now looking to replicate.**
HOW

SUCCESS FACTORS

1. DIVERSE CAMPAIGN PARTNERS THAT CAME TOGETHER FROM DIFFERENT FIELDS AND COMMUNITIES.

2. EARLY SUPPORT AND EARLY ADVOCACY FROM SUPERVISORS CHAN AND MILEY WERE CRITICAL IN GETTING THE MEASURE ON THE JUNE 2018 BALLOT.

3. STRONG SUPPORT OF THE SEIU LABOR UNION BROUGHT RESOURCES, CONNECTIONS, AND POLITICAL POWER TO THE POLICY DEVELOPMENT PROCESS AND THE CAMPAIGN.
DID THEY ACHIEVE IT?

SUCCESS FACTORS

4. PROACTIVE FUNDING COMMUNITY WITH A COMMITMENT TO SUPPORTING CHILD CARE.

5. THE LEADERSHIP, EXPERTISE, AND PERSISTENCE OF CLARISSA DOUGHERT, WHO WAS AN ADVOCATE FOR EARLY CHILDHOOD EDUCATION POLICY.

6. ENGAGING DIRECTLY AFFECTED PEOPLE IN THE POLICY CREATION AND CAMPAIGN GROUNDED THE CAMPAIGN IN THE REAL IMPACTS THE MEASURES WOULD HAVE ON FAMILIES AND CHILDREN.

WE CAN DO THIS!
PVO is a parent-led grassroots organization that advocates for affordable, accessible, quality childcare in Oakland and statewide.

PVO played a critical role in the campaign:
- Engaging directly affected parents in the campaign
- Connecting the campaign to trusted community organizations
- Conducting phone banking and canvassing
- Staffed by volunteers
- Training parents to tell their stories at public events
The Role of Community Change

Community Change Supported
PVO in the Policy Development
Process and Campaign in
Five Key Ways

- Funding PVO and the Measure a Campaign
- Providing Hands-on, On-the-Ground Support to PVO
- Facilitating Communication and Relationship Building between PVO and Other Partners
- Providing Strategy, Policy and Communications Support to PVO
- Connecting PVO to External Resources, Including...

* National Childcare Cohort
* DDNDRS
* Influential National and Local Groups
DID COMMUNITY ORGANIZATIONS FACE?

1. Balancing Authentic Community Engagement with Quantitative Campaign Goals

2. Staff and Volunteers New to Electoral Work

WHAT CHALLENGES DID COMMUNITY ORGANIZATIONS FACE?

4. NEW TECHNOLOGY

5. DEMANDS ON FINANCIAL AND STAFF RESOURCES

6. COMPLICATED LEGAL AND REPORTING REQUIREMENTS
THANK YOU!