

About First 5 Alameda County



OVERVIEW

WHAT WE DO

First 5 Alameda County is a public agency and system builder working to ensure every child—regardless of race, income, or neighborhood has a strong start in life. We align public funding, partners, and data to build an integrated, equity-centered early childhood system that supports the whole child, whole family, and whole community.

As the administrator of Measure C, we steward voter-approved funding to expand access to early care and education, strengthen family stability, and invest in the providers and caregivers families rely on. Through leadership and coordination across initiatives, including the Oakland Children's Initiative and other countywide efforts, we help align programs, reduce fragmentation, and ensure systems work better for families.

Together with our partners, we are moving beyond fragmented services toward a coordinated system that uses public dollars for the public good—so every child enters kindergarten ready to learn and thrives beyond.

► FUND

We fund organizations and initiatives that support young children and their families, with a focus on those with the greatest need. Our investments prioritize equity and expand access to culturally relevant services and local cultural institutions that enrich learning, connection, and community belonging.

- First 5 Early Care and Education Emergency Grants: Helps Family Child Care programs and child care centers stay open.
- Measure C Family Resource Center and Family Shelter Grants: Strengthens community based supports for families with young children.

► PARTNER

We partner with parents, child care providers, community organizations, and public agencies to build the best early childhood system for Alameda County.

Partnerships include:

- Services providers, eg. teachers, program administrators, healthcare providers
- Community organizations like Alameda County Advanced payment agencies
- Families and Caregivers

► ADMINISTER

We administer programs for young children that offer tangible services like family resource navigation, Fatherhood programming, coaching for providers, access to affordable child care, pediatric care and coordination, and provider training.

Much of our work is tax funded from the following sources:

- The Children's Health & Child Care Initiative for Alameda County (Measure C)
- Oakland Children's Initiative (Measure AA)

► ADVOCATE

We advocate for equitable policies that address socioeconomic inequities, including workforce conditions and wage growth, so families and those who care for young children can thrive.

We advocate for and invest in:

- Families
- Learning and Care
- Thriving Neighborhoods + Community Leadership
- Health & Well-being

A Place, People, and Policy framework guide our public system building work.

► PLACE

We work with communities to create safe, livable, kid-friendly neighborhoods—supporting economic opportunity, access to good jobs, and place-based investments like parks and recreation that benefit the whole community.

► PEOPLE

We ensure communities and families have the resources they need for children to thrive including basic needs like health care, food, housing, reliable transportation, and wage growth alongside services that support job success, strong family relationships, and positive mental health.

► POLICY

We advance policy and systems change to support children and families, working across the full ecosystem of providers, community-based organizations, and families. By centering community voice and lived experience, we help align policies, programs, and services into a more coordinated system that supports young children and those who care for them.

► MEASURE C

The Children's Health & Child Care Initiative for Alameda County (Measure C) is a local sales tax in Alameda County that invests in early educators, young children, and their families. Because of Measure C, everyone in Alameda County pays a 0.5% sales tax when they buy something. This sales tax was approved by voters in 2020 to generate approximately \$150 million annually for expanding access to early childhood education in Alameda County. In June 2025, First 5 received final approval to begin using these funds. Over the next five years, Measure C provides nearly a billion dollars to support kids and families.

First 5 Alameda County is the administrator of the child care, preschool, and early education portion of Measure C's revenue: 80 percent of the generated funds. The plan for how Measure C money will be spent over the next five years was shaped by community voice at every step. The impact of Measure C will be felt across every corner of the county.

► PROPOSITION 10

Passed by California voters in 1998, Prop 10 established the 58 county First 5 commissions and provides dedicated funding through a tobacco tax to support the healthy development of children ages 0–5. For First 5 Alameda County, Prop 10 funding supports a range of core early childhood investments, including programs like pediatric care coordination, fatherhood initiatives, investments in neighborhoods, developmental screening, and broader school readiness efforts. These funds are designed to strengthen families, promote early health and development, and build the foundation for children to enter kindergarten ready to learn and grow.

► THE OAKLAND CHILDREN'S INITIATIVE

OCI is a City parcel tax (Measure AA) designed to expand cradle-to-career supports for Oakland families, including increasing access to high-quality early care and education for the city's youngest children. First 5 Alameda County serves as the City's Implementation Partner, working closely with City leadership and OUSD to develop and advance a roadmap for universal preschool in Oakland. In this role, First 5 acts as a fiscal intermediary and steward, strategically braiding local funding across Measure C and OCI to align programs and investments, and to strengthen coordination and system-building across partners.

► [Learn more at first5alameda.org](https://first5alameda.org)