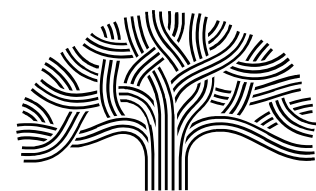




Purpose. Impact. What's Next.

Education Partnership Committee Presentation

Jennifer Cabán
Accountability Officer



CITY OF
OAKLAND



General Overview of the Oakland Children's Initiative (Measure AA)

<https://www.oaklandca.gov/boards-commissions/childrens-initiative-oversight-commission>

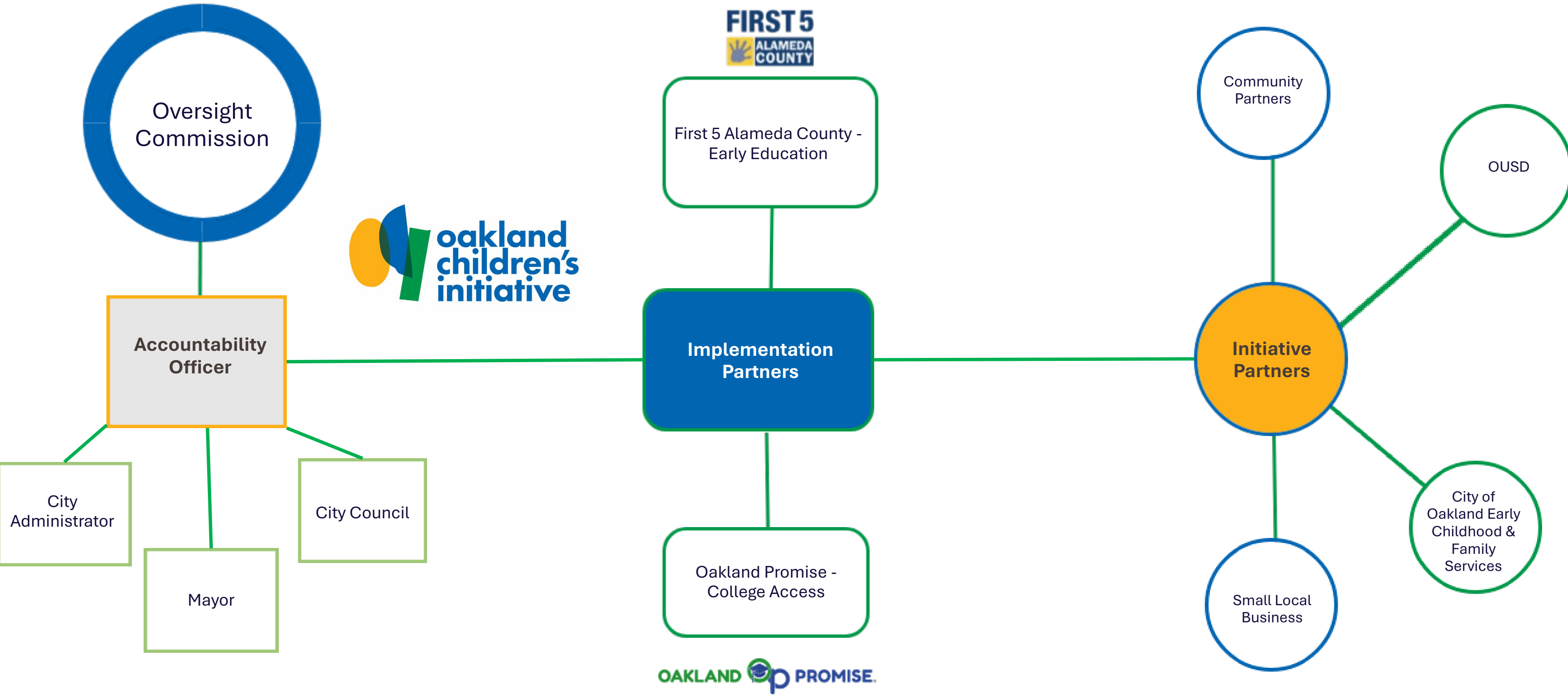
The Oakland Children's Initiative is a parcel tax, driven to the ballot by community advocacy, is a **2018 Charter Amendment passed by the citizens of Oakland to deepen the early investment in children and support them through college graduation, by expanding access to high quality preschool and providing college access**, and scholarship support services for students to obtain 2-year or 4-year college or technical degrees.



Purpose: Why OCI Exists

Not just funding programs—aligning systems for long-term impact

Organizational Structure



Ordinance Requirements

Early Education Fund

(Implementation Partner - First 5 Alameda County)

62% to Early Education Fund (Section 1604) to:

- support programs to expand and enhance access to and quality of early care and education and preschool
- increase educational outcomes and reduce educational inequality

Implementation Partner must be a public agency

5-Year Guidelines are in priority order starting with low-income & high need families with 4-year-old children

Requires funding priority to go toward expanding Oakland's existing public services, specifically Early Education programs at OUSD & Oakland Head Start



College Access Supports

(Implementation Partner - Oakland Promise)

31% to the Oakland Promise Fund (Section 1607) to:

- Reduce disparities for traditionally unrepresented students in post-secondary education
- Increase college awareness and expectations; college savings and/or family economic well-being; college and career access; college application, enrollment, and admissions rates; affordability; graduation rates and persistence

Implementation Partner must be a non-profit or public agency

5-Year Guidelines are not in priority order and target high need families

Requires funding support for public school students (i.e., school district, charter)



Oversight Commission Responsibilities

- **Approve subsequent 5-year guidelines** after the expiration of the initial 5-year guidelines established in the ordinance
- **Approve or reject recommendations on the selection, terms, extension, or termination** of the Implementation Partner from Accountability Officer; submit final approval to city council for adoption without amendment
- **Approve annual financial audits**
- **Review performance appraisals and external evaluation findings**



Accountability Officer Responsibilities

- **Oversee programs** and provide recommendations to the Citizens' Oversight Commission
- **Preparing subsequent 5-year guidelines** after the initial 5-year guidelines set forth in the ordinance
- **Leading the selection process and contracting for the Implementation Partners** for the Early Education Fund and Oakland Promise, making recommendations to the Citizens Oversight Commission.
- **Ensuring independent financial audits** and presenting the to the Citizens' Oversight Commission
- **Monitoring performance** of Implementation Partners
- **Oversee external evaluations, including selection of evaluator**
- Other duties as assigned by the City Administrator
- **Training** for members of the Citizens' Oversight Commission



Early Education Fund Five-Year Guidelines



1. Increase overall attainment and reduce socioeconomic and/or other demographic disparities, in child educational outcomes, such as kinder-readiness, and provide family support services, to achieve the following outcomes prioritized as follows, such that plans to fund a lower priority outcome may only be implemented if the Early Education Implementation Partner has determined that the next highest priority goal is reasonably achievable within the five-year period:

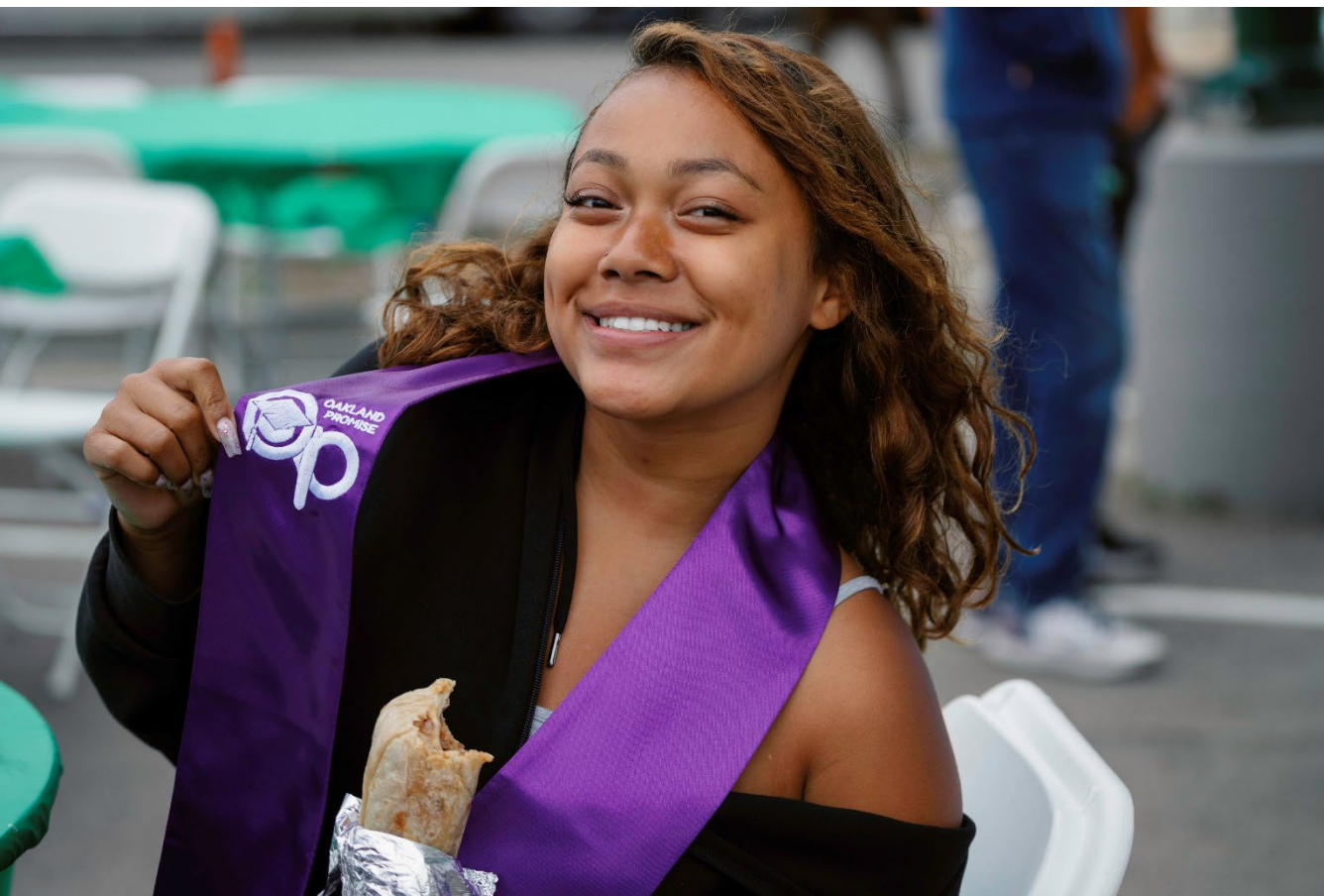
- **Make available free or affordable and high-quality early education and/or preschool for four-year old children from low-income families, such as those who make less than eighty-five-percent (85%)** of the state median income, with a priority on serving the children of families with the lowest incomes and/or those who are in high need, while also supporting such families who need family, friend, and neighbor care.
- **Increase the availability of free or affordable and high-quality early education and/or preschool for three-year-old children from low-income families,** with a priority on serving the children of families with the lowest incomes or those who are in high need, while also supporting such families who need family, friend, and neighbor care.
- **Increase the affordability and/or quality of preschool for all four-year-old children,** with a priority on serving the children of families with the lowest incomes or those in highest need, while also supporting such families who need family, friend and neighbor care.
- **Increase the affordability and/or quality of preschool for three-year-old children,** with a priority on serving the children of families with the lowest incomes or those in highest need, while also supporting such families who need family, friend and neighbor care.
- **Increase the availability and/or quality of child development support services for children and families from low-income backgrounds** with children from birth through age three, while also supporting such families who need family, friend, and neighbor care.

Early Education Fund Five-Year Guidelines con't

- 2) **Provide for a rigorous external evaluation of the impact of the early education programs**, such as on child outcomes data including kindergarten-readiness, that will facilitate assessment of whether the early education programs are achieving the goals of the Act and provide information on how to mitigate disparities, such as those by wealth and income or for children in high-need.
- 3) **Ensure that professional development and coaching are generally available for educators**, and that participating center-based preschool programs generally are able to do the following within a reasonable timeframe:
 - a) Achieve a baseline rating of at least three (3) or higher on the regional Quality Rating and Improvement System (QRIS), or a successor system;
 - b) Utilize a developmentally-appropriate curriculum aligned with California Department of Education standards, and in addition that is also evidence-based and/or has demonstrated success in improving preparation for kindergarten;
 - c) Conduct formative assessments to shape instruction; and
 - d) Participate in valid, regular, and reliable assessments of early education quality in order to foster continuous improvement and to reduce disparities, such as those by income and wealth, in child outcomes.
- 4) **Ensure that funding streams** from federal, state and local sources, including Head Start, **are coordinated** to reduce the administrative burden of program beneficiaries in accessing services, and to ensure that existing high-quality early education programs are not made financially unviable.
- 5) **Give priority consideration to expanding higher quality programs and/or facilities for children who are in the highest need**, from the lowest-income backgrounds, live in areas of high unmet early education need, and/or who are traditionally underserved, as resources allow, which could include enhanced services, such as bilingual or dual-language instruction, supports to enhance cultural competency, or a higher rating on the QRIS or a successor system.

Early Education Fund – Priority Partners

- 2) **Provide for a rigorous external evaluation of the impact of the early education programs**, such as on child outcomes data including kindergarten-readiness, that will facilitate assessment of whether the early education programs are achieving the goals of the Act and provide information on how to mitigate disparities, such as those by wealth and income or for children in high-need.
- 3) **Ensure that professional development and coaching are generally available for educators**, and that participating center-based preschool programs generally are able to do the following within a reasonable timeframe:
 - a) Achieve a baseline rating of at least three (3) or higher on the regional Quality Rating and Improvement System (QRIS), or a successor system;
 - b) Utilize a developmentally-appropriate curriculum aligned with California Department of Education standards, and in addition that is also evidence-based and/or has demonstrated success in improving preparation for kindergarten;
 - c) Conduct formative assessments to shape instruction; and
 - d) Participate in valid, regular, and reliable assessments of early education quality in order to foster continuous improvement and to reduce disparities, such as those by income and wealth, in child outcomes.
- 4) **Ensure that funding streams** from federal, state and local sources, including Head Start, **are coordinated** to reduce the administrative burden of program beneficiaries in accessing services, and to ensure that existing high-quality early education programs are not made financially unviable.
- 5) **Give priority consideration to expanding higher quality programs and/or facilities for children who are in the highest need**, from the lowest-income backgrounds, live in areas of high unmet early education need, and/or who are traditionally underserved, as resources allow, which could include enhanced services, such as bilingual or dual-language instruction, supports to enhance cultural competency, or a higher rating on the QRIS or a successor system.



College Access Supports Five-Year Guidelines



- **Reduce socioeconomic and/or demographic disparities**, such as those related to wealth and income, for children from an early age, in **College readiness, access, affordability, applications, enrollment, retention and completion**, particularly for students in high-need or who are traditionally underrepresented in post-secondary education.
- **Increase early College savings and asset building for families with children ranging in age from zero to grade five**, such as through the creation and seeding of college savings accounts and the provision of financial coaching and supports to families.
- **Increase the expectations and resources to attend College among children and families of all socioeconomic backgrounds in Oakland public schools**, with a priority for students from low-income backgrounds and/or traditionally underrepresented in College, through strategies, such as increasing school-based programming that builds the college-bound identity of students and a college-going culture in elementary, middle, and high schools.
- **Increase College awareness, application, and eligibility, as measured by increases in completing courses required for College enrollment**, such as those required by the University of California, and in College acceptance rates of Oakland Public School students, through means such as providing College access services that are integrated into schools.

Oakland Promise Fund Five-Year Guidelines con't

- **Increase College affordability**, including by expanding access to public and private student financial aid, such as by increasing FAFSA or Dream Act Application completion rates, increasing the direct provision of College scholarships including multi-year last dollar scholarships, and partnering with educational institutions in order to provide institution-specific scholarships and to reduce tuition, room and board, and/or other college expenses.
- **Increase College admission, matriculation, and enrollment rates**, such as increasing the percent of students who enroll in College in the fall directly following high school graduation through a focus on the above strategies.
- **Increase full-time College persistence rates for students enrolled in College**, especially persistence between their first and second year of enrollment, through means such as mentoring, peer advising, and on-campus supports.
- **Increase the number of Oakland students graduating from College within six (6) years of high school graduation.**

Impact to Date: Early Progress, Strong Foundation

Jan 2023 - Present



Reaching Children & Families

- Expanded early learning access
- College access, persistence & scholarships

Strengthening Partnerships

- Deeper alignment: City, OUSD, ECFS, Community Partners
- Leveraging resources for greater reach

Addressing System Barriers

- Enrollment & access challenges
- Administrative complexity
- Cross-system misalignment
- Data Infrastructure Gaps

Bottom line:

We are building both programs and the conditions needed for success



What's Next: Deepen Impact



- Strengthen **City–District alignment**
- Deepen **cross-sector partnerships**
- Advance **next 5-Year Guidelines (community-informed)**
 - Build **capacity: staffing, data, systems**
- Focus on **long-term outcomes & generational impact**

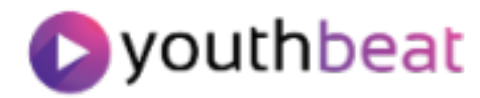
Bottom line (bold close):

From early progress → to sustained, system-level change

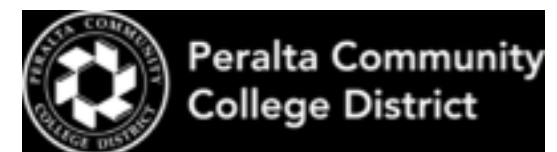
Community



Integrity



We ♥ our Community Partners!



Justice



Service



Trust

Community Partners

THANK YOU





Education Partnership Committee

April 13, 2026



OPPORTUNITY CHANGES EVERYTHING®

Our North Star

By 2035, Oakland Promise will improve **cradle-to-career outcomes** for children and youth ages 0-25 by catalyzing a community-centered ecosystem that **provides high-quality educational pathways that promote social and economic mobility.**



Improving Outcomes for Oakland's children



Direct Service



Coordinating & Convening



Grantmaking

Priority C2C Outcomes

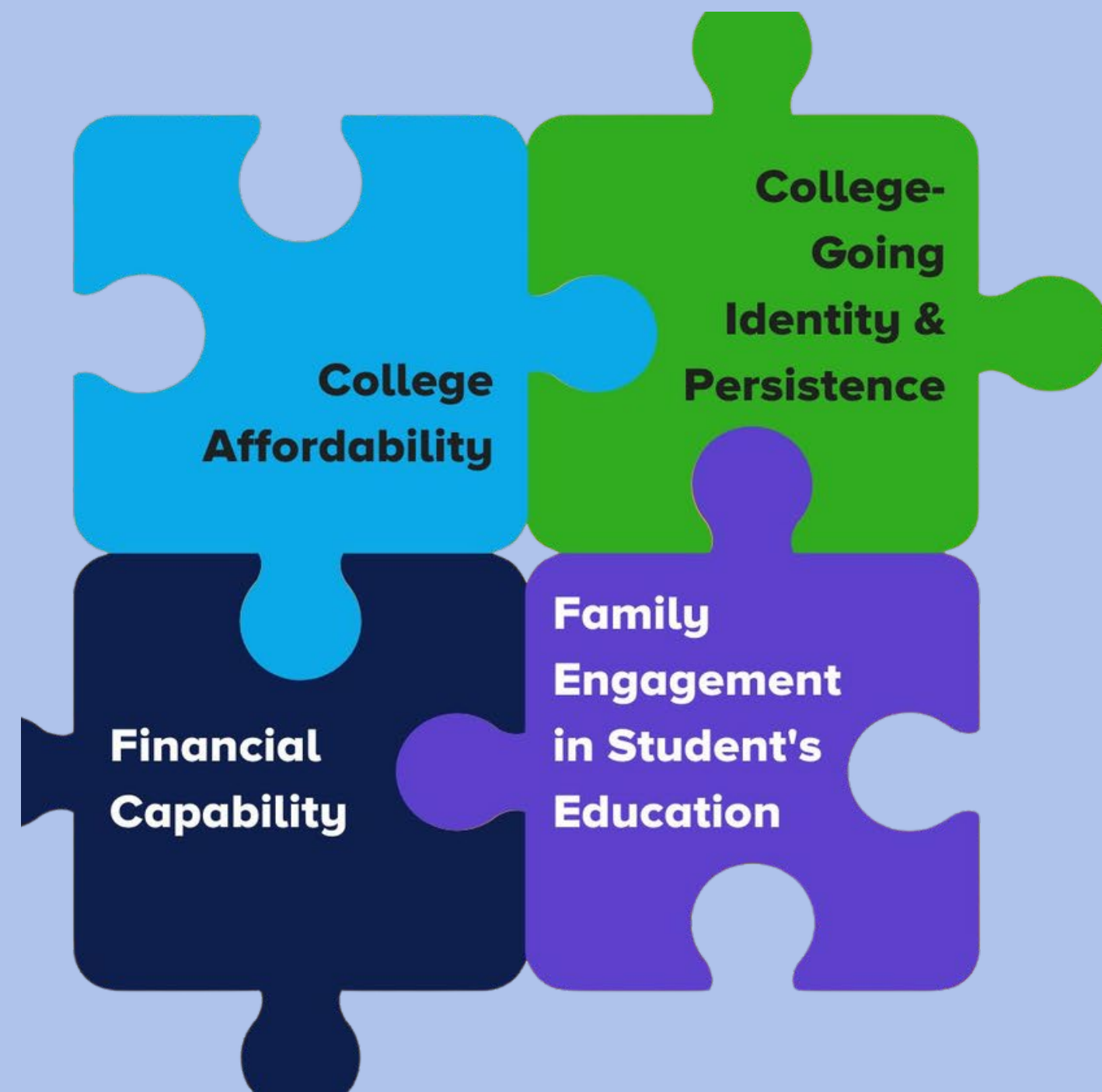
Strengthen Financial Literacy & Asset Building

Expand Access to High-Quality Educational & Workforce Development Pathways

Deepen Student & Family Navigational Support for Postsecondary Success

Our Impact to Date

4 Areas of Influence



Enrolled over 3,300 babies in college savings accounts (CSAs) seeded with nearly \$2M toward their education



Awarded over 45,000 kindergarteners with scholarships for their postsecondary education



Over \$34M in scholarships awarded to ~7,000 students



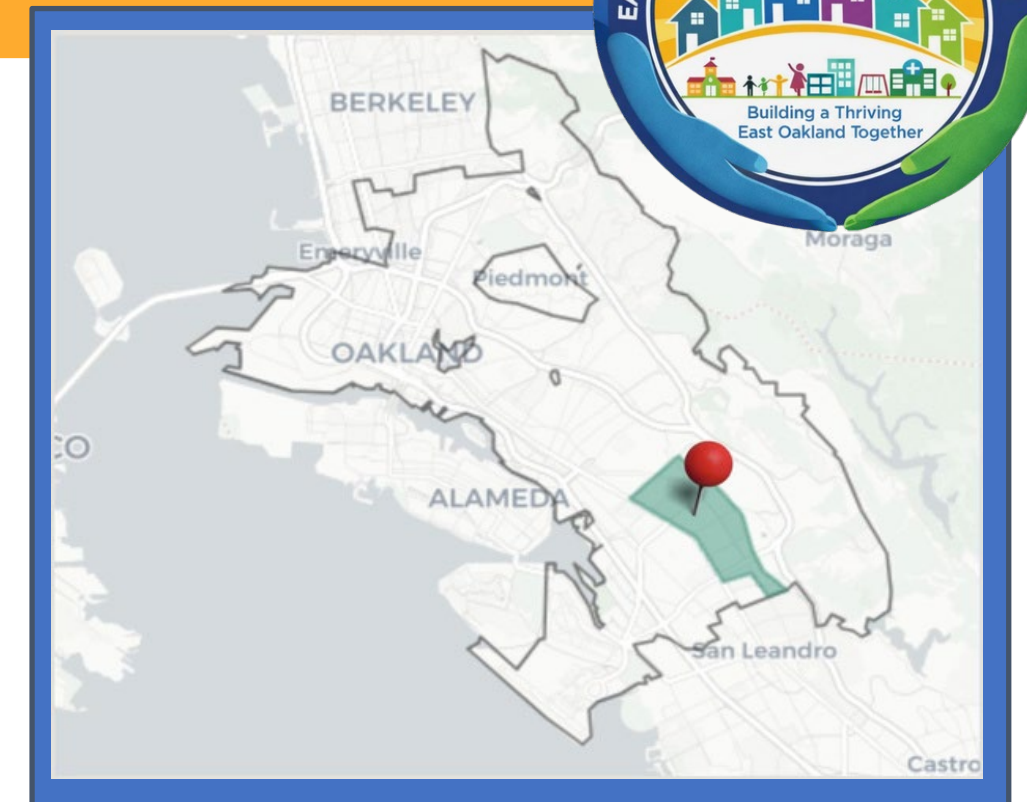
Invested nearly \$7M in community partnerships to advance coordinated community-wide impact

Cradle-to-Career Continuum



East Oakland Promise Neighborhood

East Oakland Promise Neighborhood (EOPN) is a Federal place-based initiative focusing on strategic coordination and well-resourced interventions in a 2.5-square-mile area of East Oakland that includes 4 OUSD schools. The Promise Neighborhood framework is a proven national model that combines system-level coordination with community-based partners to create wraparound services for students, families, and community members. Oakland Promise is working with city and state level partners to increase advocacy and investment for Promise Neighborhoods across the country.



EOPN Goals:

- 1 Increase family stability
- 2 Reduce chronic absenteeism and promote school safety
- 3 Strengthen coordination between schools and CBOs in the EOPN



Our Accomplishments as an OCI Implementation Partner

as of FY2024-2025



As an Implementation Partner, Oakland Promise has significantly increased college access resources and opportunities with the Oakland Children's Initiative investment.

- \$7M** Invested in Partners to expand college access supports across the city
- \$5M** Distributed to Oakland postsecondary students in scholarships to increase college affordability
- \$2.3M** Deposited to Oakland children in College Savings Accounts and K-9th Grade Scholarship to increase a caregiver's college-bound identity and encourage education planning earlier
- \$3.5M** Unlocked federal funding through the US Department of Education

Direct Service	Coordinating & Convening	Grantmaking
<ul style="list-style-type: none">• 126.3% increase of CSA enrollments• 58% increase of 12th grade scholarship• 62.8% increase in number of scholars receiving persistence supports• Established 40+ strong partnerships	<ul style="list-style-type: none">• Established the East Oakland Promise Neighborhood Collaborative• Established the Oakland Postsecondary Education & Workforce Development Collaborative• Coordinated sustainable strategies and investments with system and community partners to increase impact	<ul style="list-style-type: none">• Established Subcontracting infrastructure• Built a Partnerships team to manage compliance, contracts, reporting, and technical assistance• Built partner data management systems to increase transparency and data-informed decision making



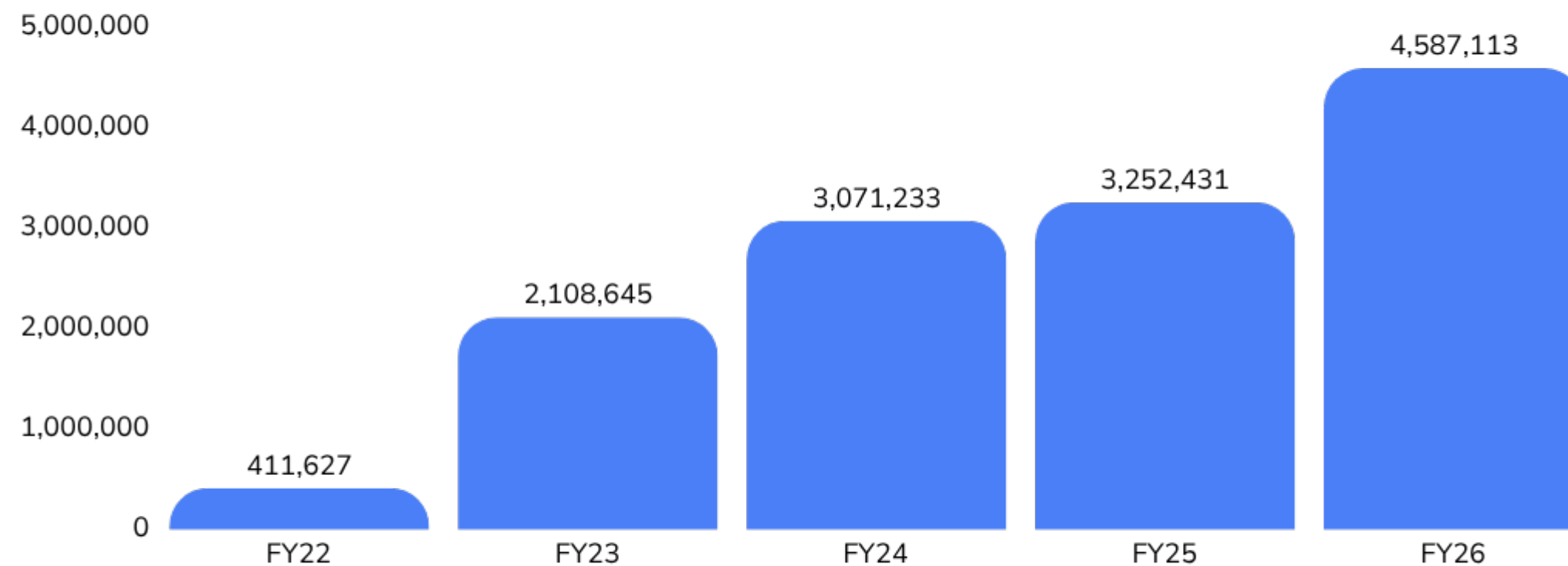


Partnership Investments

FY2022-2025

Oakland Promise regrants city, state, and federal funding to community partners each year to expand services to support more students and families reach their postsecondary goals.

Overall Partner Investments*



*All amounts are in millions.

Technical Assistance

- S/LBE Webinars with the City of Oakland
- 1:1 S/LBE Application Support
- Reporting and Survey Office Hours
- Implementation Support
- Quarterly Check-ins

City of Oakland Small & Local Business Certification

Oakland Promise has supported 30+ business/organizations get S/LBE certified.

OCI FY25-26
Total LBE, SLBE &
VSLBE*
28%

*This percentage includes system partner awards.





LOOKING FORWARD

Scaling services to reach more people

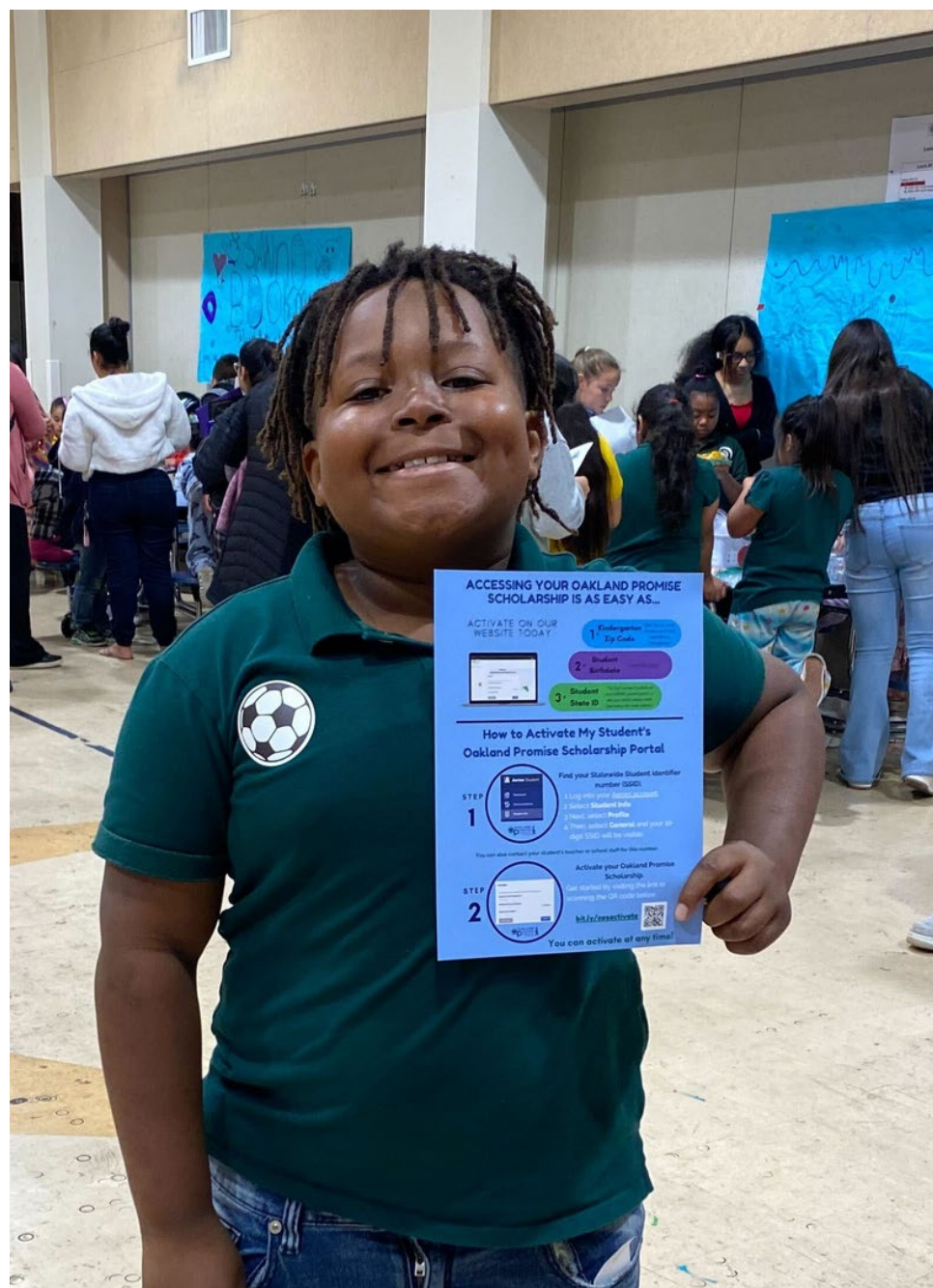
Oakland Promise is partnering with 30+ organizations to coordinate, convening, and implement services across the city.

Building sustainable capacity

Oakland Promise is ensuring we continue to build infrastructure to create capacity to reach students and families furthest from opportunity.

Join us in this movement!

Learn more about our impact in the OCI Oversight Commission Presentation January 2026



EDUCATION PARTNERSHIP COMMITTEE MEETING



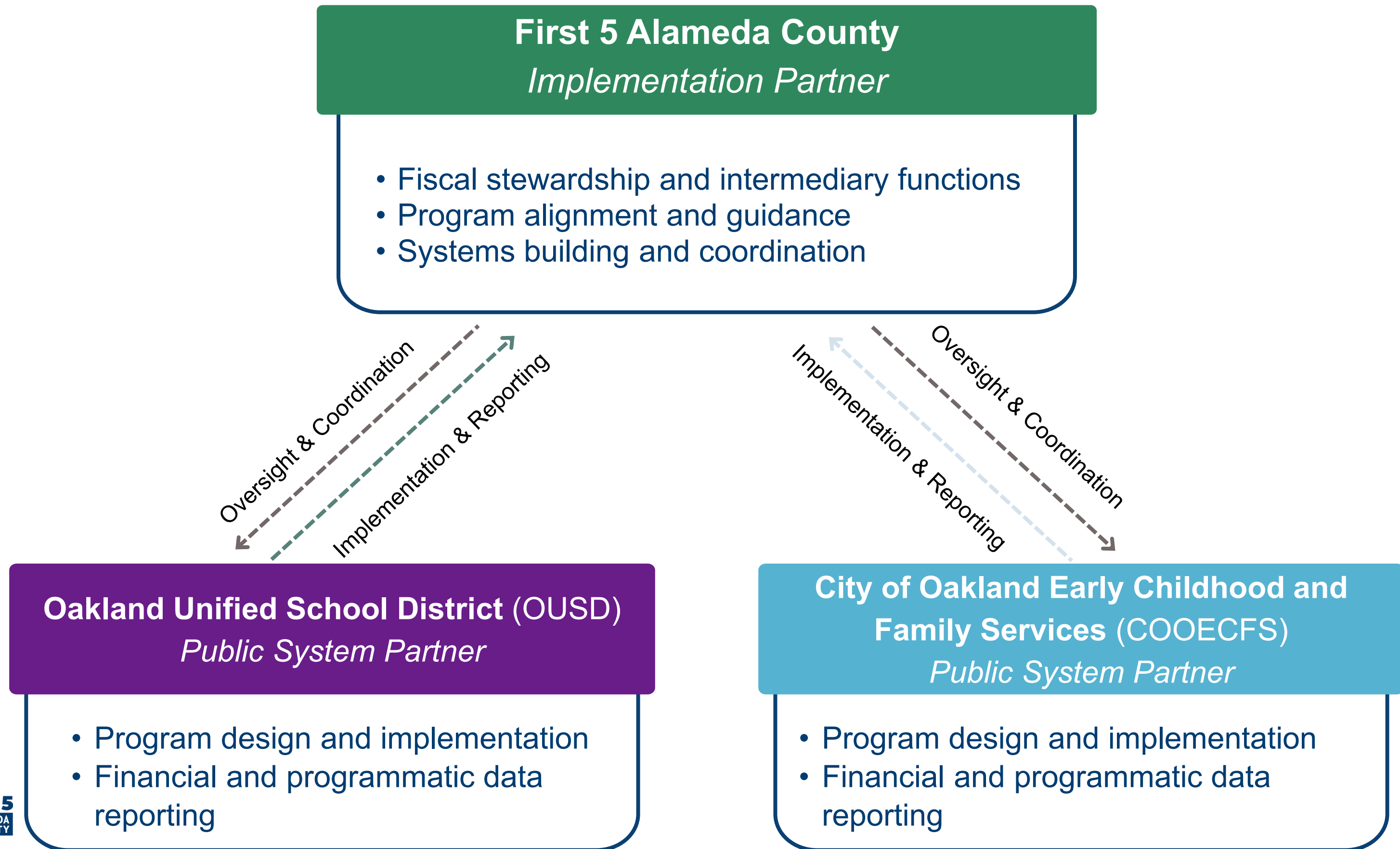
First 5 Alameda County

April 13, 2026

MEASURE AA (Oakland Children's Initiative - OCI)	BALLOT MEASURE	MEASURE C (Alameda County - Children's Health and Child Care Initiative)
~\$30M annually 30-year parcel tax	REVENUE	~\$150M annually 20-year 1/2 cent sales tax
Passed: November 2018 Upheld: Dec 2021	DATES	Passed: March 2020 Upheld: April 2024
Child care, preschool + college readiness	SUPPORTS	Child care, preschool, and early education (CCPEE) + pediatric health
62% to Early Education Fund	PERCENT	80% to the CCPEE Account
Contracted Early Education Implementation Partner	FIRST 5 ROLE	Ordinance-named Administrator of the CCPEE account
KINDERGARTEN READINESS AND EDUCATION OUTCOMES	GOALS	KINDERGARTEN READINESS AND EDUCATION OUTCOMES



Implementation & Public System Partner Roles



OCI Early Education Fund Roadmap

co-developed by partners, endorsed by Mayor

VISION

All 3- and 4-year-olds in Oakland have access to affordable, high-quality preschool, prioritizing families with low incomes first as mandated by legislation.

Strategic Goals

EXPAND ACCESS & ENROLLMENT

1. Close the estimated **enrollment gap** for 2,700 unserved eligible 3-and 4-year-olds

ENHANCE QUALITY OF CLASSROOM EXPERIENCES

2. Co-create a shared, citywide **framework for preschool quality** that ensures equitable, developmentally appropriate learning environments

ELEVATE THE EARLY CHILDHOOD WORKFORCE

3. Expand and retain a **qualified, well-compensated early education workforce** reflective of Oakland's diversity

STRENGTHEN THE SYSTEM

4. Build and sustain an **integrated, transparent, and accountable** early learning system

OCI Reaching Young Children

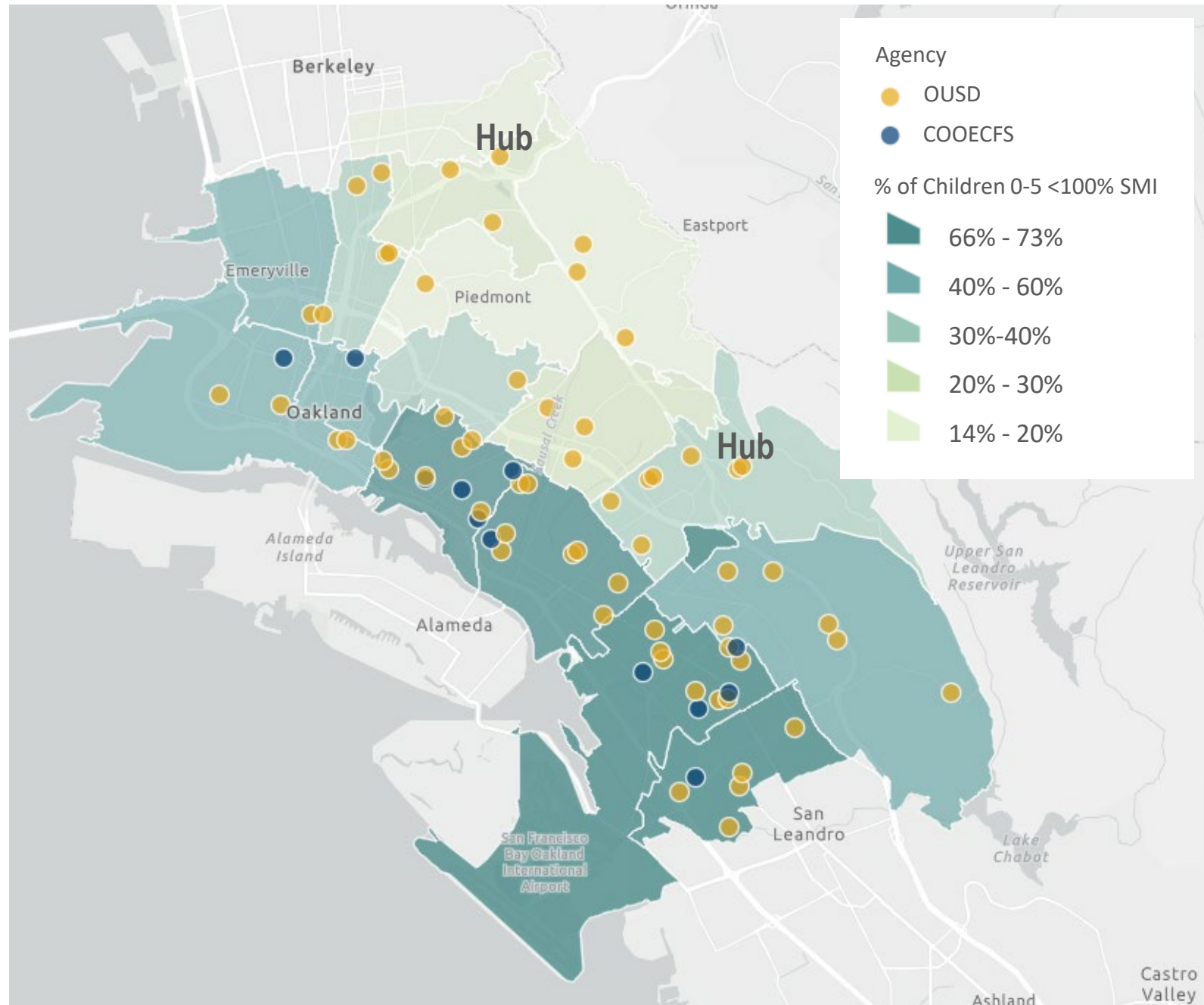


1 in 3 children of the 6,300 children ages 3-4 in families with low incomes* in Oakland are enrolled in a program funded by the **OCI Early Education Fund**

* Defined as under 100% State Median Income. For a family of 4 in 23-24 was 100% SMI \$113,292.
Note: Population estimates have a high margin of error and are subject to revision.

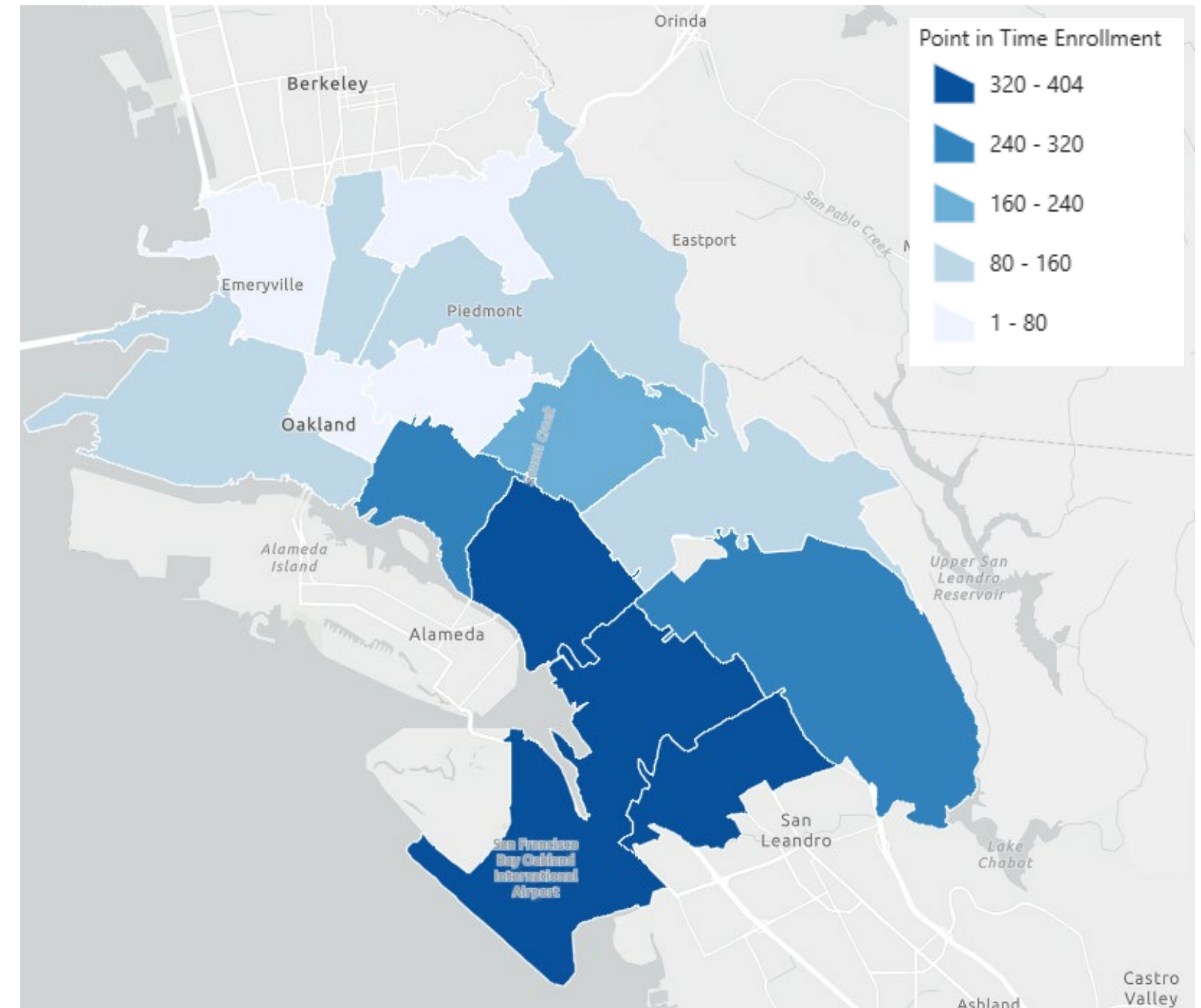
Distribution of The Need, OCI Sites, and Enrollment by Home Zip Code (2024-25)

**How are need and partner sites distributed?
Estimated Percentage of Children Aged 0-5 <100% SMI**



American Community Survey PUMS 2023 population estimates.
Please note, these data are not exact estimates; they have a high margin of error and methodology is subject to change.
SMI < 100%: State Median Income of less than 100%. SMI for a family of 4 in 2024-25 was \$122,993.

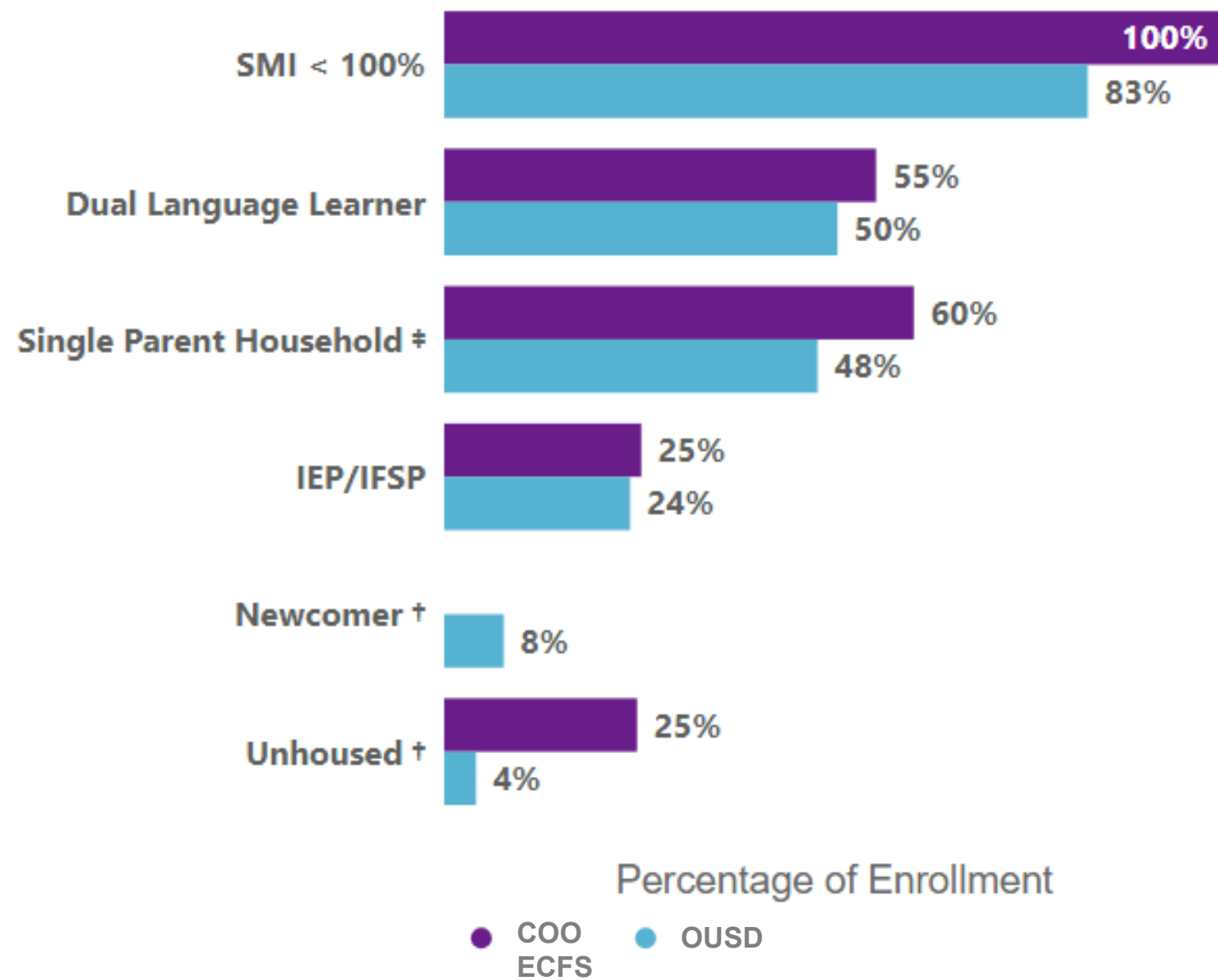
**Where do enrolled children live?
OCI Programs, Oakland Children, 2024-25**



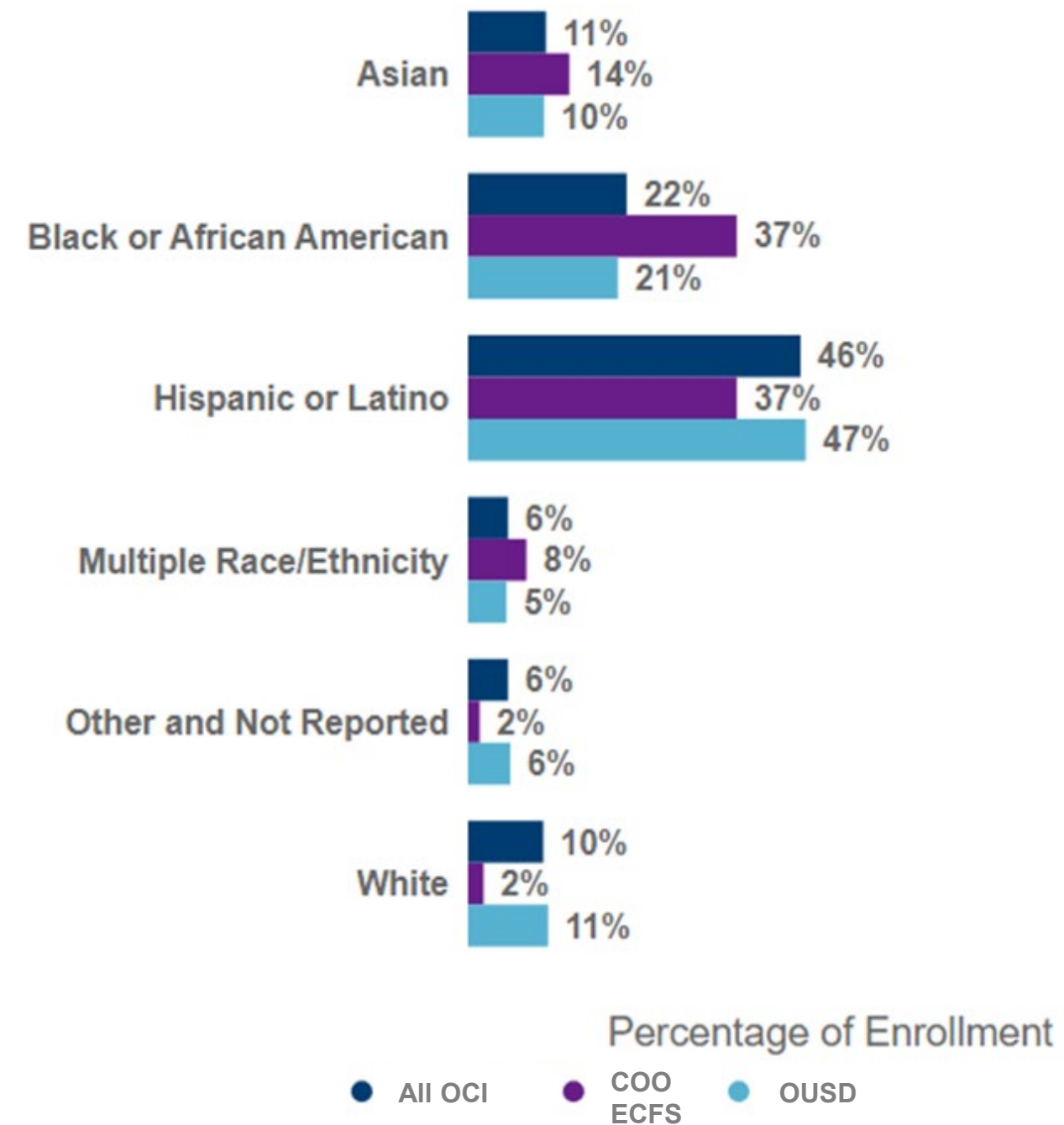
OCI point in time enrollment 2024-25, reflect data within January to March of the year indicated. 0-5 year-olds.

Priority populations ages 5 and under served at OCI partner sites in OUSD and COOECFS

Children Served by Priority Population, FY 24-25



Children Served by Race/Ethnicity, FY24-25



Percentages out of:
 - OUSD: 2,316
 - COOECFS: 186

*State Median Income (SMI) for a family of 4 in 2024-25 was ~\$123K.

Population estimates from ACS PUMS 2023, 5-year; population methodology subject to change. Estimates have a high margin of error. Enrollment data are point in time enrollment and reflect data within January to March of the year indicated. SMI < 100%: State Median Income of less than 100%. SMI for a family of 4 in 2024-25 was \$122,993.



THANK YOU

FIRST 5



**ALAMEDA
COUNTY**

QUESTIONS

