




# The **JOURNEY** OF **MEASURE A**

A VISUAL STORY ABOUT  
COMMUNITY, CONNECTIVITY AND CHANGE



VISUALS CREATED BY KAT HAUGH 

# WHAT IS MEASURE A?

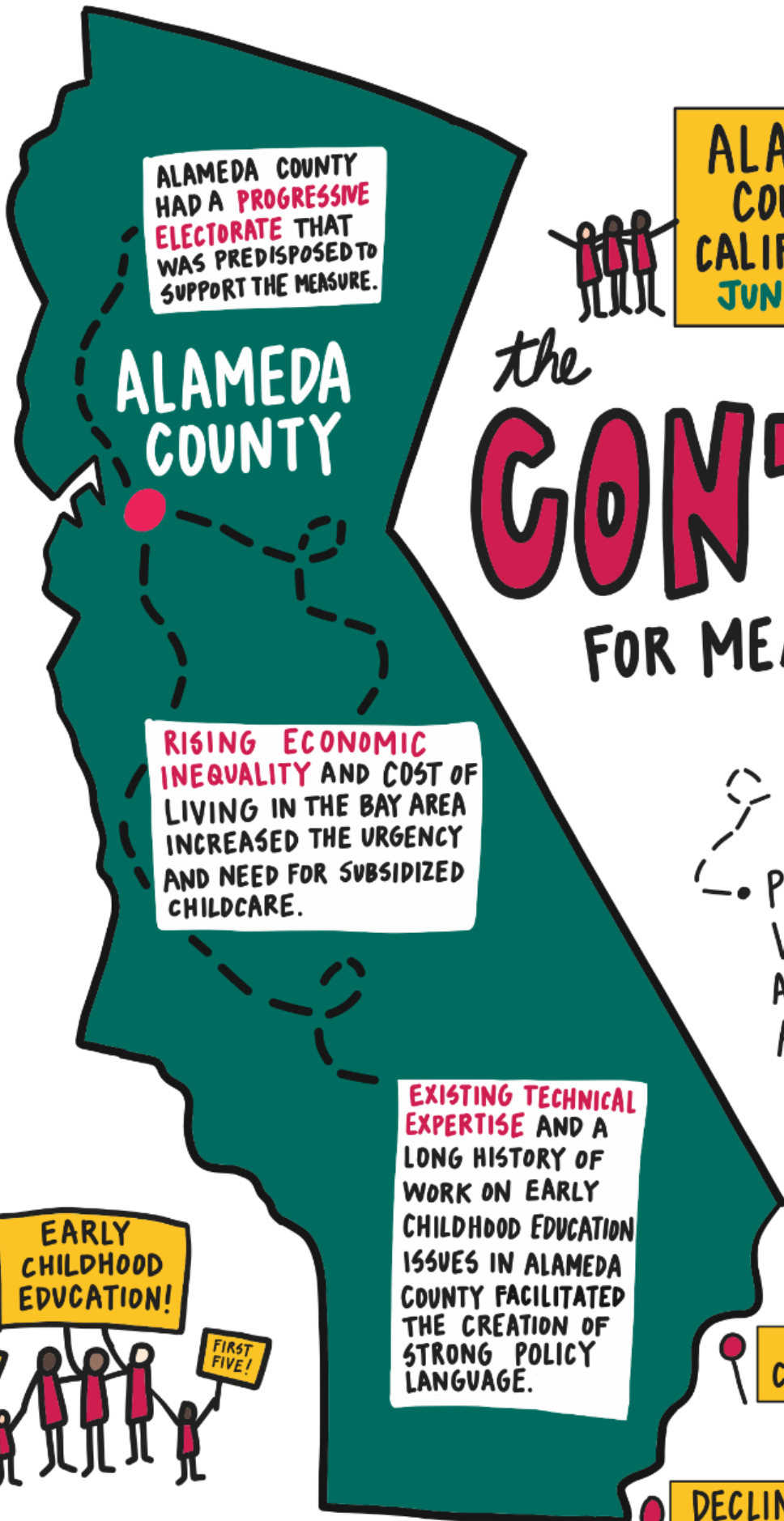


MEASURE A WAS A **JUNE 2018** **BALLOT** MEASURE to FUND A WIDE RANGE OF EARLY CHILDHOOD SERVICES IN ALAMEDA COUNTY, CALIFORNIA



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 HAD A **PROGRESSIVE ELECTORATE** THAT WAS PREDISPOSED TO SUPPORT THE MEASURE.

ALAMEDA COUNTY

**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.

ALAMEDA COUNTY, CALIFORNIA  
JUNE 2018

the  
**CONTEXT**  
FOR MEASURE A

• PRIOR LOCAL EVENTS WERE THE **IMPETUS** AND **MODEL** FOR MEASURE A, INCLUDING

MINIMUM WAGE INCREASE IN OAKLAND

SAN FRANCISCO'S CHILDREN AND YOUTH FUND

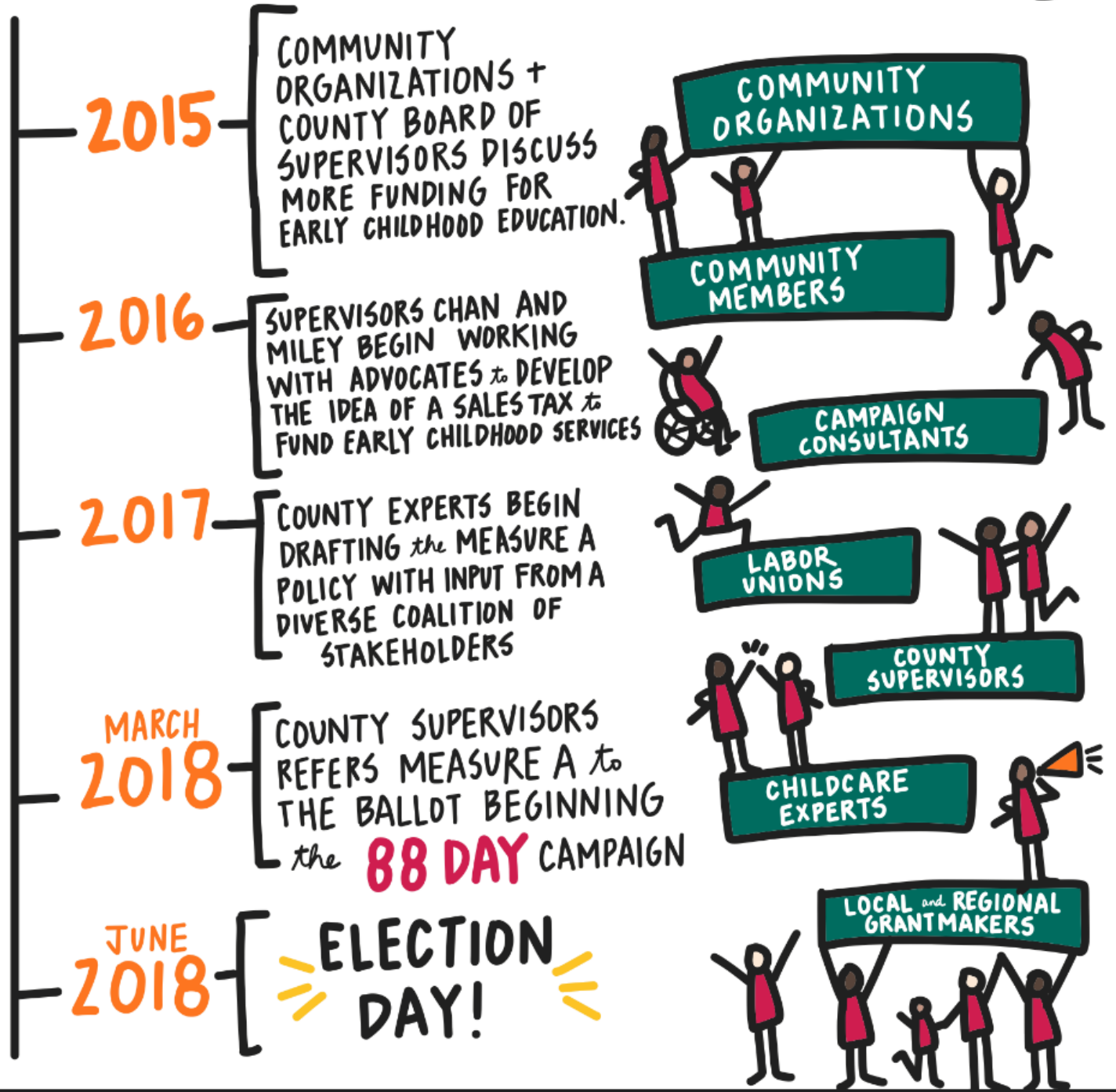
DECLINING REVENUES FOR THE COUNTY'S EXISTING EARLY CHILDHOOD EDUCATION PROGRAM

EARLY CHILDHOOD EDUCATION!

FIRST FIVE!

# MEASURE A

## TIMELINE AND KEY PLAYERS



# WHAT!

# DID THEY ACHIEVE?

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

DID THEY  
ACHIEVE  
IT?

## SUCCESS FACTORS

1

DIVERSE  
CAMPAIGN  
PARTNERS

THAT CAME TOGETHER  
FROM DIFFERENT FIELDS  
AND COMMUNITIES.



EARLY SUPPORT



2

EARLY  
ADVOCACY  
AND SUPPORT

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

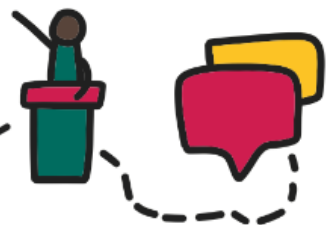
CHAN  
MILEY



3

STRONG  
SUPPORT OF THE  
SEIU LABDR

UNION BROUGHT  
RESOURCES, CONNECTIONS,  
AND POLITICAL POWER TO THE  
POLICY DEVELOPMENT PROCESS  
AND THE CAMPAIGN.



# HOW

DID THEY  
ACHIEVE  
IT?

## SUCCESS FACTORS

4

PROACTIVE  
FUNDING

COMMUNITY

WITH A COMMITMENT  
TO SUPPORTING CHILD  
CARE.

WE CAN  
DO THIS!

EXECUTIVE  
DIRECTOR  
PARENT  
VOICES  
OAKLAND



6

ENGAGING  
DIRECTLY

AFFECTED PEOPLE  
IN THE POLICY

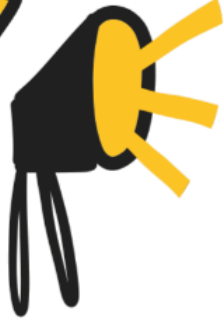
CREATION and CAMPAIGN  
GROUNDED THE CAMPAIGN IN  
THE REAL IMPACTS the MEASUREMENT  
WOULD HAVE ON FAMILIES AND  
CHILDREN.

5

THE LEADERSHIP,  
EXPERTISE, AND  
PERSISTENCE OF

CLARISSA DOUTHERD

WHO WAS AN ADVOCATE FOR EARLY  
CHILDHOOD EDUCATION POLICY.



# PARENT VOICES OAKLAND'S

# CONTRIBUTION

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

\* TRAINING PARENTS TO TELL THEIR STORIES AT PUBLIC EVENTS

ENGAGING DIRECTLY AFFECTED PARENTS IN THE CAMPAIGN

CONNECTING THE CAMPAIGN TO TRUSTED COMMUNITY ORGANIZATIONS



CONDUCTING PHONE BANKING AND CANVASSING



# the **ROLE** of **COMMUNITY** **CHANGE**

COMMUNITY CHANGE SUPPORTED  
PVO IN THE POLICY DEVELOPMENT  
PROCESS AND CAMPAIGN

POWER FROM  
the GROUND UP  
**COMMUNITY  
CHANGE**

**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

# WHAT CHALLENGES

DID COMMUNITY ORGANIZATIONS FACE?

1

BALANCING  
AUTHENTIC  
COMMUNITY  
ENGAGEMENT *with*  
QUANTITATIVE  
CAMPAIGN  
GOALS

2

WE ARE  
LEARNING!  
STAFF AND  
VOLUNTEERS *NEW*  
TO ELECTORAL  
WORK

3

DECISIONS  
GETTING  
DECISION-MAKING  
POWER IN  
TRADITIONAL  
CAMPAIGN  
STRUCTURE

# WHAT CHALLENGES

DID COMMUNITY ORGANIZATIONS FACE?



**THANK**  
**YOU!**

A cartoon illustration of a person with a green shirt and black outline, standing with arms raised in a celebratory gesture. The person is positioned between the words 'THANK' and 'YOU!'. To the left and right of the person are three yellow exclamation marks, each with a black outline, arranged in a fan-like pattern.