



COUNTY OF SAN MATEO
BOARD OF SUPERVISORS
Inter-Departmental Memorandum

DATE: October 17, 2001

BOARD MEETING DATE: October 23, 2001

TO: Honorable Board of Supervisors

FROM: Supervisor Mark Church *mc*

SUBJECT: Request for Resolution Endorsing Child Care Action Campaign

RECOMMENDATION

Adopt a resolution to endorse the San Mateo County Child Care Action Campaign, and support the Campaign in such other manner as the Board may deem appropriate.

BACKGROUND

Based on the San Mateo County Children's Report, *Children in Our Community: A Report on Their Health and Well-Being*, child care availability was selected as a top county priority at the Children's Summit in 2000. As a result of the Children's Report process and Summit, a Children's Report Management Team was convened consisting of leaders from various county agencies and councils. Collaborative funding resulted in the hiring of a Children's Report Initiative Manager and the Children's Report Initiative.

The purpose of the Campaign is to increase public and private sector investments in existing, viable facilities and workforce initiatives. These investments will contribute to a 10% increase, within five years, in licensed child care supply throughout San Mateo County for all children ages 0-13, including those with disabilities.

The Child Care Action Team is a community-wide, interdisciplinary group planning the Campaign, as part of the Children's Report Initiative. The team convened on April 18,

2001 and consists of approximately 30 members representing city government, businesses, parents, community-based organizations, public agencies, faith-based organizations, commissions, education and labor unions. The team was created to follow up on the County priority of improving child care availability identified at the Children's Summit 2000. The team is chaired by Jan Stokley, Executive Director of the Child Care Coordinating Council, Jeanie McLoughlin of the San Mateo County Child Care Partnership Council and County Office of Education, and Kristen Anderson, the Redwood City Child Care Coordinator. It is staffed by Joanna Caywood, Children's Report Initiative Manager.

DISCUSSION

The Child Care Action Campaign is being launched this Fall to improve the availability of licensed child care for all children in San Mateo County. The Campaign aims to increase public and private sector investments in existing, viable facilities and workforce initiatives.

Public and private sector groups are asked to join the Campaign by:

- (1) Becoming an official endorser;
- (2) Meeting with Campaign representatives to learn more about the Campaign and ways to contribute; and/or
- (3) Taking one or more of the following suggested actions:
 - Make a donation and/or encourage the public and private sectors to add dollars to the **San Mateo County Child Care Action Fund**, which **recruits and retains qualified child care professionals** through educational stipends and incentives.
 - Make a donation, provide in-kind support, and/or encourage others to add dollars to the **Peninsula Quality Fund for Early Childhood Facilities**, a fund used for physical improvements in existing child care centers.
 - Make a donation and/or encourage the private and public sectors to add dollars to the **Child Care Facilities Expansion Fund**, a restricted account currently being developed for new child care facilities.

- Advocate for local governments to **remove barriers to child care expansion** and cause both public and private land to be set aside for child care facilities, as appropriate.

Campaign Strengths:

- Does not duplicate existing efforts, but rather, supports and strengthens them;
- Furthers the goals of the Child Care Partnership Council's Strategic Plan;
- Serves as one unified, countywide voice for child care in support of effective, integrated solutions;
- Community-driven by a broad-based, multidisciplinary group;
- Mobilizes untapped community resources by drawing in new partners such as parents, religious and business leaders who may not have previously been involved in child care issues.

Fiscal Impact

The endorsement of the Child Care Action Campaign has no fiscal effect. However, the County Board of Supervisors could choose to direct funds or other efforts toward the Child Care Action Campaign, which would result in a fiscal impact to the County.