



The LINCC Experience: Alameda County

LINCC Symposium

June 23, 2004



Alameda County LINCC Organization

- Collaborators, starting in 1998:
 - Child Care Planning Council (CCPC)
 - Child Care Resource and Referral Agencies (3!)
 - (The Child Care Fund, after it was developed)
 - Alameda County General Services Agency
- CCPC houses staff: Full time/ currently half time (3 coordinators over LINCC Project)
- Initial program focus: Child Care Fund development and Economic Impact of Child Care report release by County region.



EICC: First Launch March, 1999

- Author: NEDLC
- Launch: LINCC, with Child Care Links, convened East County breakfast/awards
- Dublin Mayor and County Supervisors gave welcoming remarks
- Goals Included: Catalyze action on variety of LINCC strategies (promote EICC with peers, select aspect of LINCC workplan to champion, identify LINCC contact in attendees' agency)



EICC: First Launch

- Outcomes:
 - Formed ongoing networks with Economic Development Directors, elected officials; County planners
 - Press coverage: East Bay Business Times, San Francisco Business Times



EICC: Second Launch, February, 2001

- Launch: LINCC, with 4 C's, convened South County Forum, "Planning for the Future: A Leadership Forum on Child Care and Economic Development in Southern Alameda County"
- Result of one year comprehensive planning process cochaired with Resource and Referral agency with city human services and local and state elected officials' staff among others
- Keynote by elected officials and George (I Guarantee It) Zimmer
- Goals Included: Catalyze action on variety of LINCC strategies--city planning, general plan, etc.

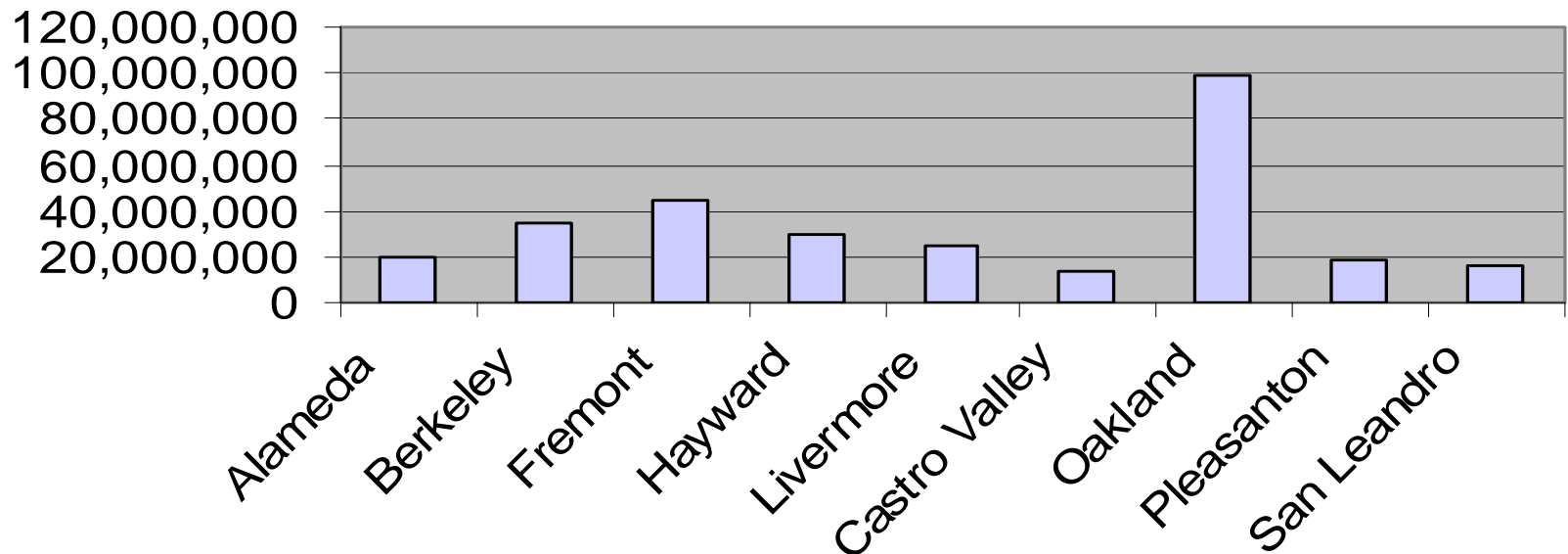


Second EICC: Launch, 2001

- Outcomes:
 - Planning galvanized stakeholders who are still involved in facilities development network in the County.
 - Increased elected officials' awareness of child care as economic contributor to economy.
 - Press coverage: Included Oakland Tribune, Argus, Daily Review

Second “Launch” and Second EICC Broke Out Industry Revenue By Cities

**Alameda County Jurisdictions with
Greatest Child Care Revenue, 2002**





Second EICC: Launch, 2001

- Author: Economics consultant, based on LINCC methodology
- Second version included city fact sheets
- Launch: Board of Supervisors Planning and Transportation subcommittee and Human Services subcommittee presentation, press releases, selected city outreach.
- Goals Included: Mitigate impact of new development on child care (developer fees and agreements); encourage public and private investment in child care facilities; encourage some zoning and planning modifications.



Second EICC: Launch, 2001

- Outcomes Included—
 - Supervisor request to recommend process for efficient child care integration with development projects (pursuing child care nexus fee study with CDA);
 - Press: Piggy back on Contra Costa EICC with SF Business Times;



Alameda's Initial Emphasis: Child Care Fund

□ LINCC convened advisory committee that:

➤ Provided input on design

➤ Raised seed funding (\$300,000 SSA, \$400,000 Providian Financial, \$800,000 First 5 Alameda)

➤ Transferred Fund to First 5 Alameda for program development and management.



Alameda's Initial Emphasis: Child Care Fund

- First 5 Alameda managed:
 - Needs Assessment: Surveys, focus groups and interviews on facility and business development needs to licensed centers and family child care providers,
 - Development of loan, grant, training and technical assistance programs based on the needs of the field, and
 - Secured ongoing management and fiscal support from First 5 Alameda, and raised additional funding from Sobrato Family Foundation (\$30,000) and the United Way (\$50,000).



Alameda's Initial Emphasis: Child Care Fund

- Today, the Fund operates independently of LINCC, providing loans and grants and business training to child care providers
- For detail on current Child Care Fund operations, see facilities development session



With Launch of Fund, Alameda LINCC
Focuses on Land Use Policy, Outreach and

Child Care Facility System Development

- Land Use/Zoning: Did two planning department surveys of child care facilities permit process
- Land Use/General Plans: Proposed and/or supported inclusion of child care in seven city general plans and County plan
- Transportation and Smart Growth: Support inclusion of child care in regional and local program and funding criteria development



Land Use Policy: Why Work To Include Child Care With Smart Growth Policy?

- There is considerable state, regional and local activity around designing and building more dense, mixed use, and transit oriented communities: the resources are being redesigned and distributed now and child care is not always considered or proposed as an allowable expenditure or project.
- Example:
 - County Congestion Management Agency just formulated “Transit Oriented Development Policy” which will drive future land use development with transportation dollars. Child care is cited as exemplary use.



Land Use Policy: Why Work To Include Child Care With Smart Growth

Policy?

□ Challenges

- More analysis is needed of opportunities to efficiently target local child care community time and resources.
- State/local funding for transportation and other infrastructure is strained as is child care funding. There is no silver bullet funding stream for child care facilities.



Why Work to Include Child Care With Transportation Planning and Policy?

- ❑ Child care trips add to traffic congestion, children's time in cars
- ❑ Child care program location near transit can increase transit use
- ❑ The dollars appear to be huge, even though in reality most of them are committed
- Regional transportation plan is being written to distribute billions of dollars over 25 years. Although 90% of funds are already committed, \$8 billion over 25 years can be reconfigured.



Why Work to Include Child Care With Transportation Planning and Policy?

- Challenges:
 - Better substantiation of the link between child care and increased traffic, and parent need for child care related transportation could be needed to bolster case for strained transportation dollars;
 - Knowing where and how to target outreach and education efforts, some coalitions are well formed and experienced.



Alameda's Outreach Targeting

- Once you have some tools and networks, how do you cultivate and/or expedite child care facilities development work in a large county with 14 cities, a Child Care Fund and 3 local resource and referral agencies? (Thank goodness we aren't Los Angeles!)
- City and County Strategic Priorities Can Include:
 - Pursuing once in a decade opportunities, like general plans
 - Reducing restrictive zoning/high fees
 - Planning and policy in areas with high child population growth
 - Identifying major development projects and positioning child care consideration ahead of the curve
 - Proposing child care in infrastructure policy being reshaped to drive major public funds
 - City interest/resources



Alameda Is Working To Systematize Child Care Facilities Development

Resources

- LINCC is currently working with the R and Rs to define resources needed and available for facilities location and development in our County.
- We are using the 20 Step Timeline for Child Care Facilities as a springboard for our discussion of some essential tasks and who performs which function.