



CHOOSE CHILDREN

CHOOSE CHILDREN 2024 is a partnership of organizations and individuals committed to creating a future in San Mateo and Santa Clara communities where families with children can live and thrive.

We champion babies, toddlers, and preschoolers and elevate issues important to families in local elections. We educate candidates for office on early care and learning and work to ensure that elected officials support investment and approaches that will advance young children, support caregivers, and bolster local economies.

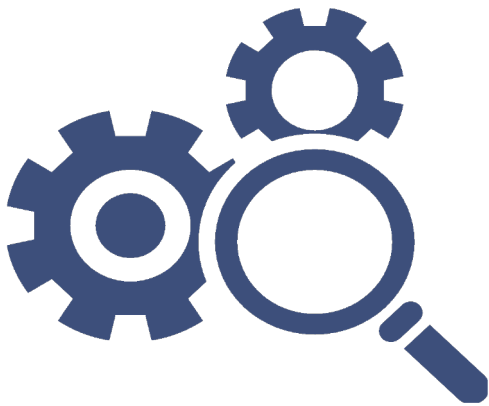
CHOOSE CHILDREN 2024 is an initiative of the Silicon Valley Community Foundation.



CHOOSE CHILDREN PARTNER ORGANIZATIONS



CHOOSE CHILDREN Strategy



Strategic Polling

Voters' attitudes toward child care and early childhood issues, conducted Jan 4 - 14, 2024



Direct Candidate Engagement

One-on-one candidate briefings, child and family-focused candidate forums during both primary and general elections



Expanded Media

Earned media, choosechildren.com & robust social media








San Mateo County Voter Attitudes Toward Early Childhood Policies

*Key Findings of a Countywide Survey
Conducted January 4-14, 2024*



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	January 4-14, 2024
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2024 Voters in San Mateo County
Total Interviews	531
Margin of Sampling Error	±4.4% at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Comparison Survey	2022
Languages	English, Spanish and Vietnamese

(Note: Not All Results Will Sum to 100% Due to Rounding)

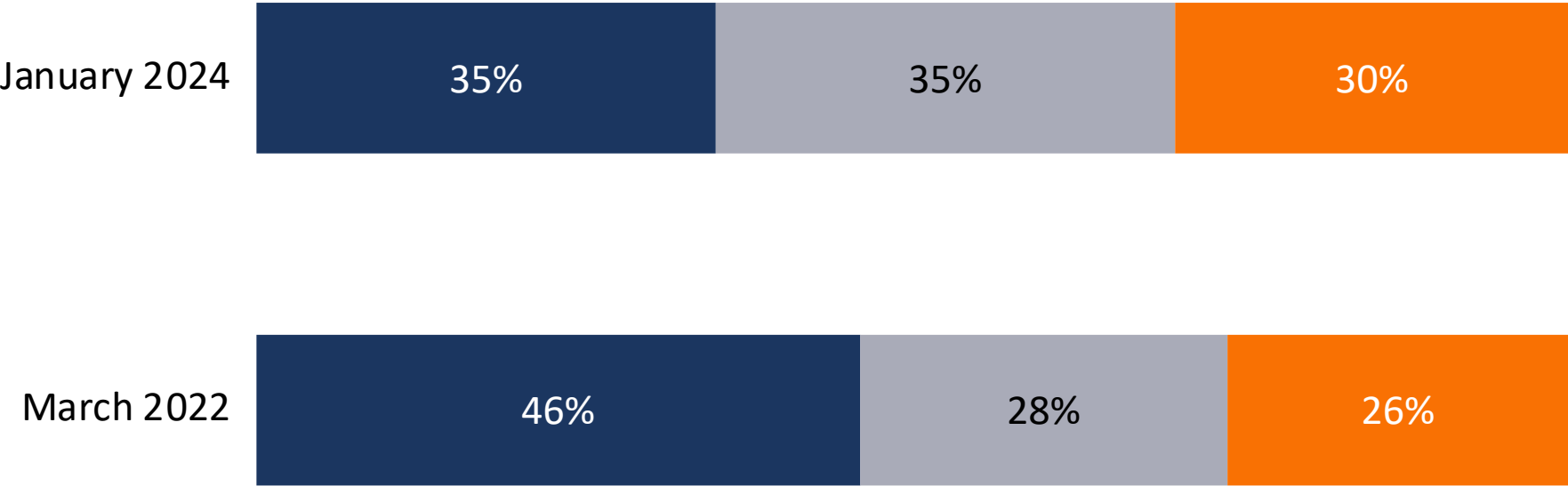


Mood of the County

Voters are split on the direction of the County and less optimistic than in 2022.

Do you think things in San Mateo County are headed in the right direction or are they on the wrong track?

■ Right Direction ■ Don't Know ■ Wrong Track

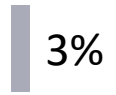
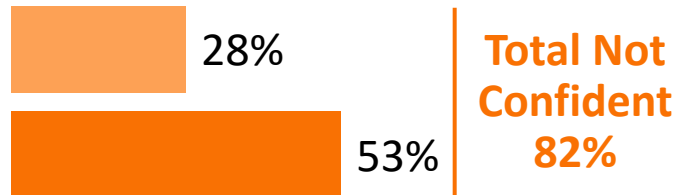
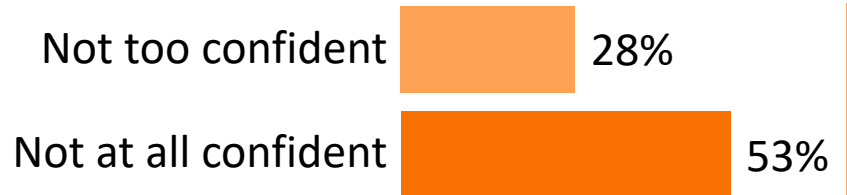
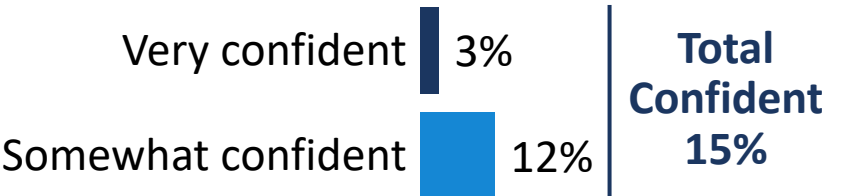


More than four in five are not confident their children and grandchildren will be able to afford to live in the area.

How confident are you that future generations, like your children or grandchildren, will be able to afford to live in your community: very confident, somewhat confident, not too confident, or not at all confident?

March 2022

January 2024



The lack of confidence cuts across age groups, party affiliation and supervisorial district.

Demographic Group	Total Confident	Total Not Confident	Don't Know
All Voters	15%	82%	3%
Age			
18-49	14%	83%	3%
50-64	10%	84%	6%
65+	21%	77%	2%
Party			
Democrats	17%	80%	3%
Independents	14%	83%	3%
Republicans	10%	86%	4%
Supervisorial District			
1	10%	85%	5%
2	16%	80%	4%
3	14%	84%	2%
4	16%	80%	4%
5	20%	77%	3%

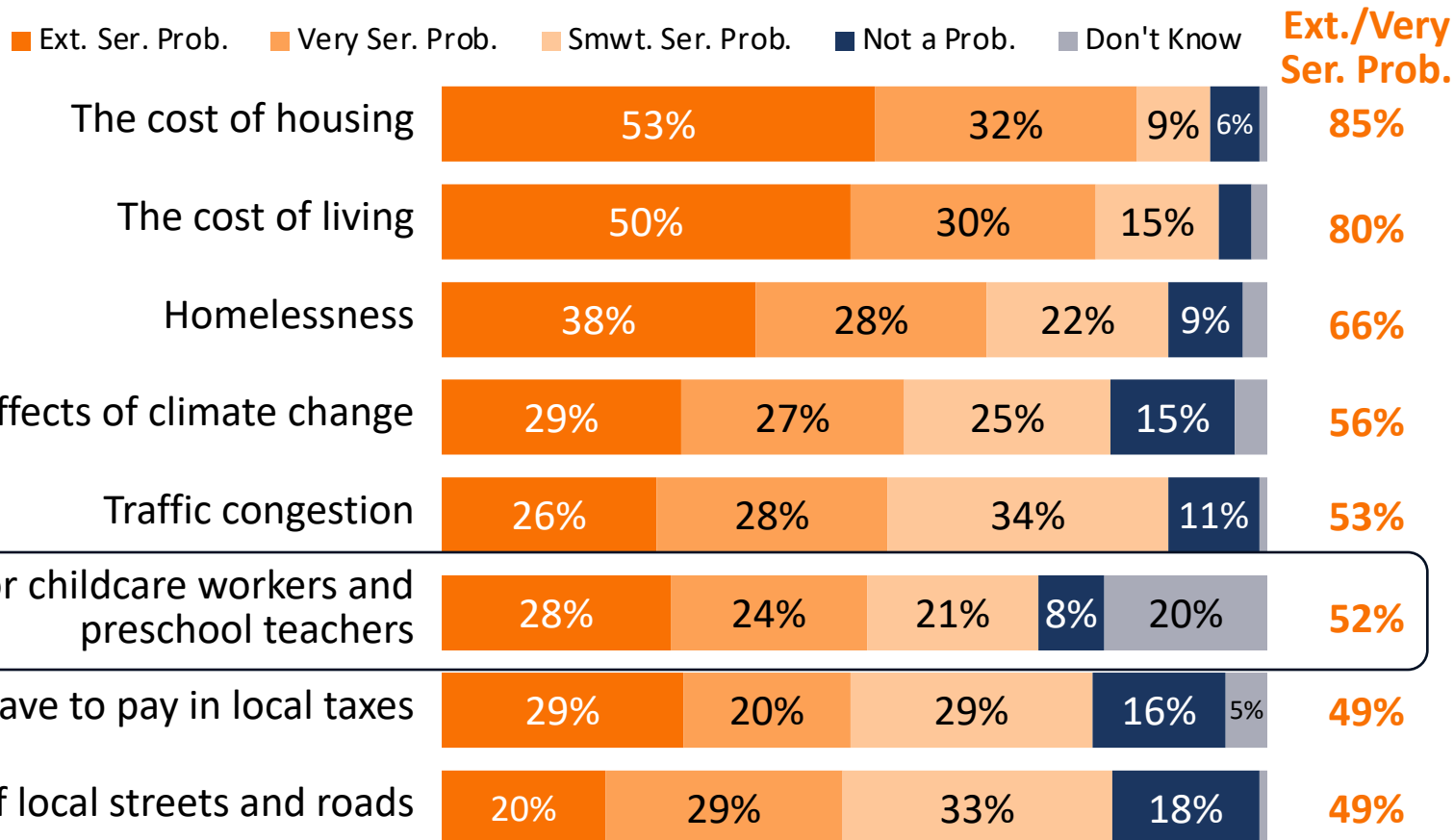
Q5. How confident are you that future generations, like your children or grandchildren, will be able to afford to live in your community: very confident, somewhat confident, not too confident, or not at all confident?

Voters of all income levels lack confidence in future generations' ability to afford to live in the area.

Demographic Group	Total Confident	Total Not Confident	Don't Know
Household Income			
<\$60,000	15%	78%	7%
\$60,000-\$120,000	13%	84%	3%
\$120,000+	16%	80%	3%
Have Children Under Age 18			
Parents	15%	85%	1%
Non-Parents	15%	81%	4%

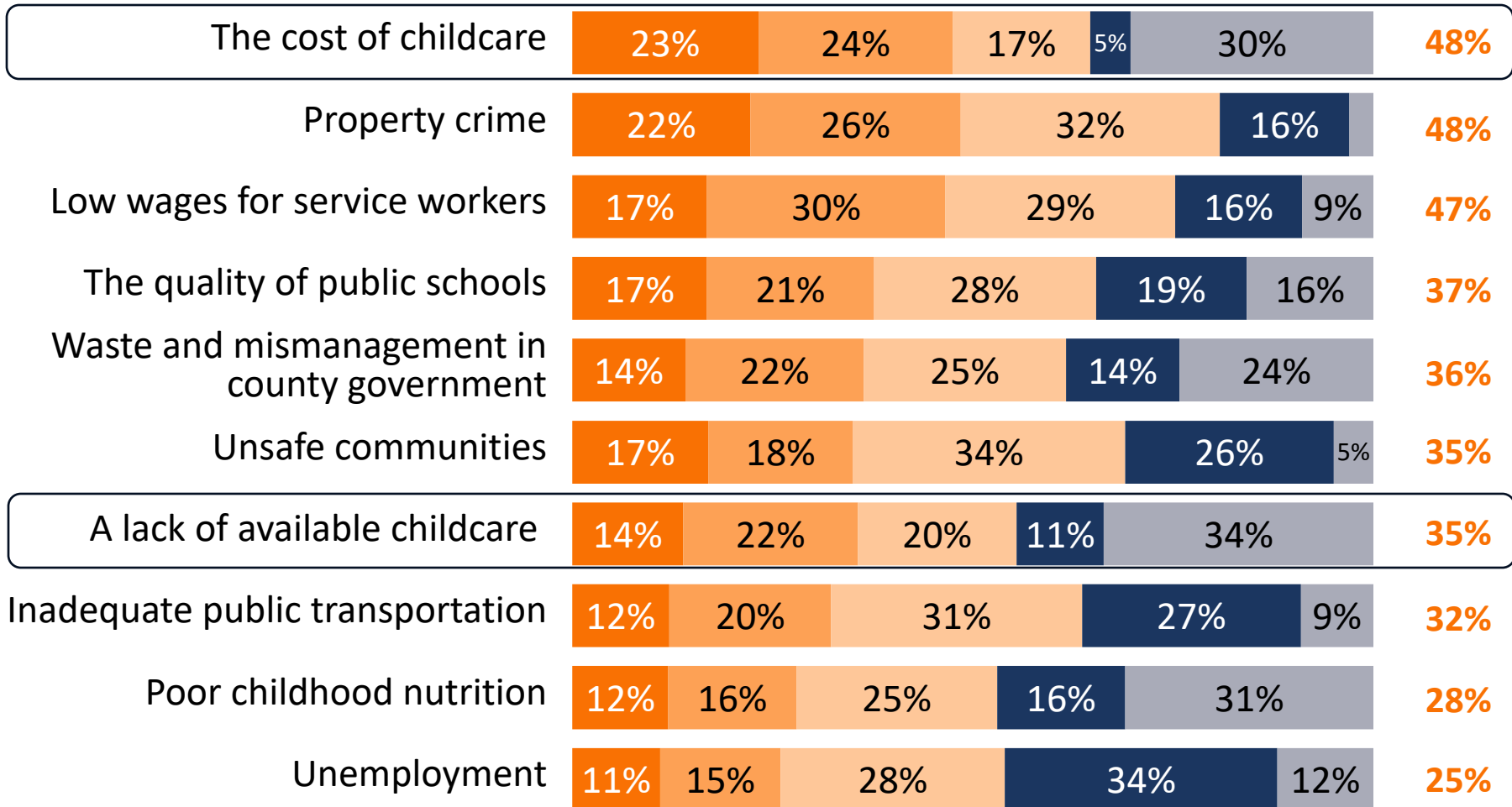
The cost of housing and cost of living are rated the most acute problems facing San Mateo County.

I'm going to read you some issues that some people say may be problems in your area. Please tell me whether you think it is an extremely serious problem, very serious problem, somewhat serious problem, or not a problem in your area.



About half view the cost of childcare as a “very serious” problem.

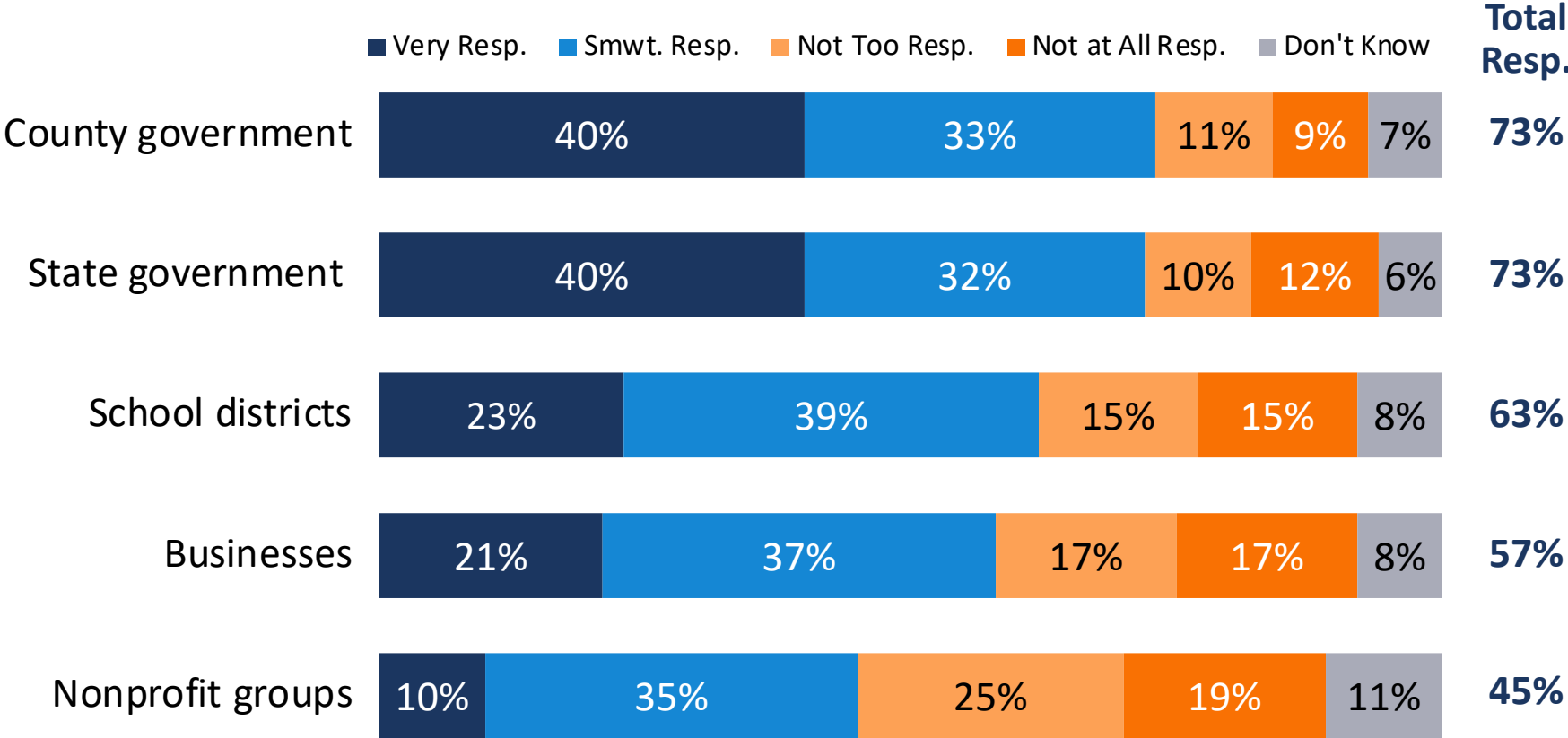
■ Ext. Ser. Prob.
 ■ Very Ser. Prob.
 ■ Smwt. Ser. Prob.
 ■ Not a Prob.
 ■ Don't Know
 Ext./Very Ser. Prob.



Q3. I'm going to read you some issues that some people say may be problems in your area. Please tell me whether you think it is an extremely serious problem, very serious problem, somewhat serious problem, or not a problem in your area. Split Sample

Voters view county and state government as equally responsible for ensuring access to childcare.

Here is a list of organizations. Please tell me how responsible you think each should be for **(HALF SAMPLE: providing funding to ensure) (HALF SAMPLE: ensuring)** that families in your community have access to high-quality, affordable childcare: very responsible, somewhat responsible, not too responsible, or not at all responsible.



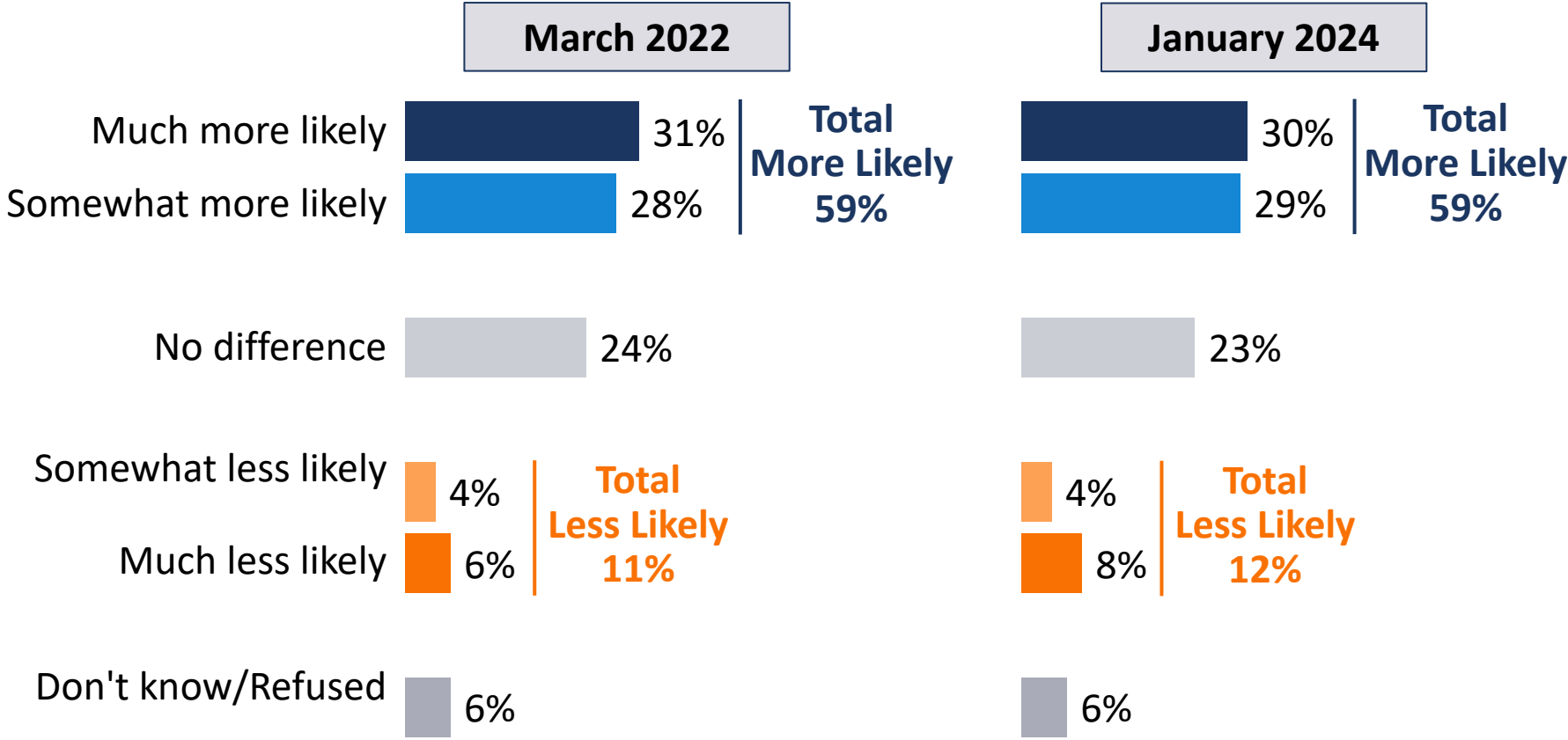
Overwhelming majorities in San Mateo agree that elected officials should prioritize family-friendly policies.

Elected officials should prioritize policies that make San Mateo a place where families with young children can live and thrive

Demographic Group	Total Agree	Total Disagree	Don't Know
All Voters	82%	13%	5%
Gender			
Men	82%	13%	5%
Women	81%	13%	6%
Age			
18-29	88%	6%	6%
30-39	83%	11%	6%
40-49	83%	11%	5%
50-64	75%	18%	7%
65-74	82%	15%	3%
75+	82%	14%	4%
Party			
Democrats	88%	8%	4%
Independents	75%	18%	7%
Republicans	68%	26%	6%

Nearly three in five say they would be more likely to support a candidate that backed greater investment in early childhood.

Suppose a candidate for County Supervisor supported increasing investment in early childhood programs providing education and care for babies, toddlers, and preschoolers. Would you be more likely to support that candidate, less likely to support that candidate, or would their position make no difference?





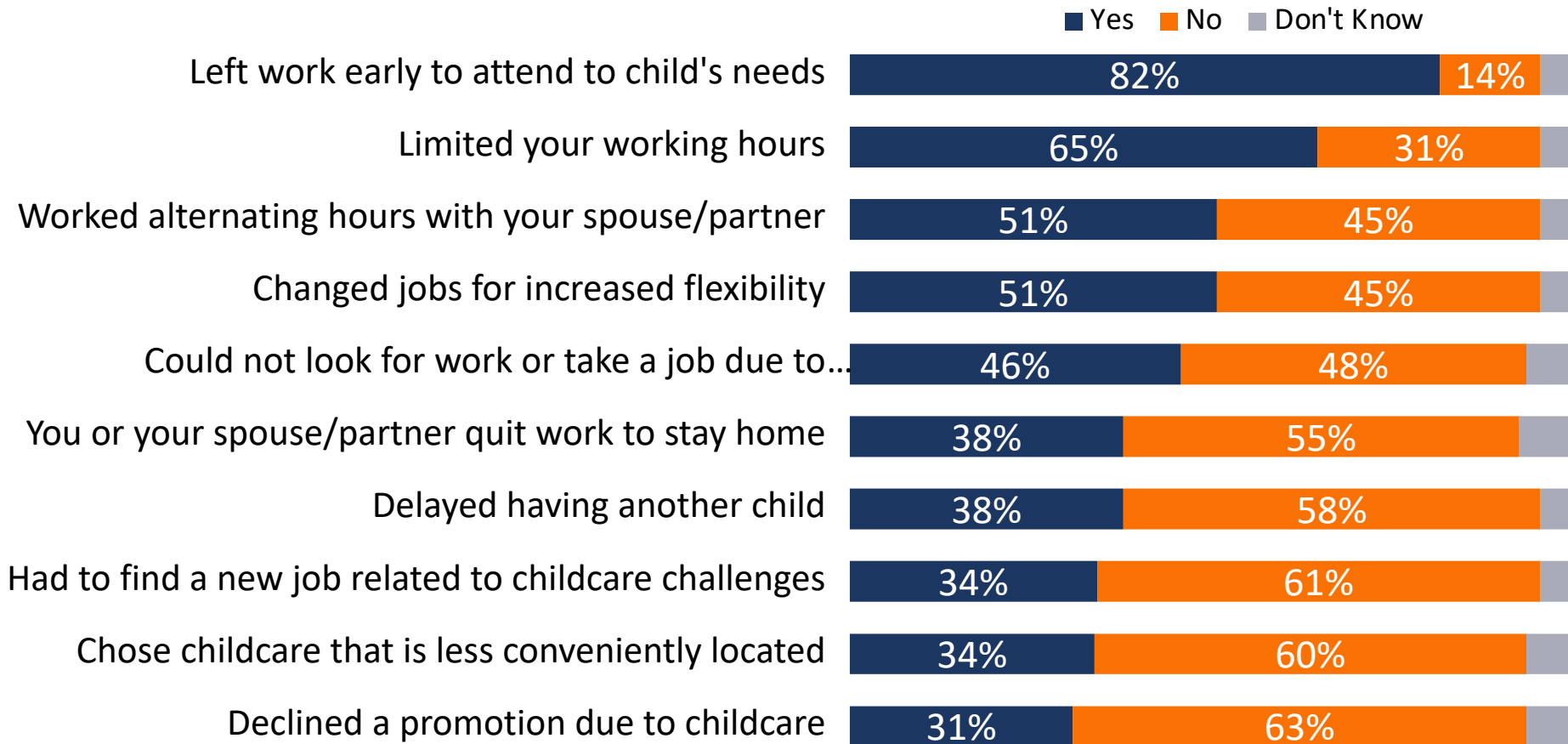
Parent Experiences with Childcare

Majorities of parents make adjustments to their work schedules to afford childcare.

Sometimes parents make *lifestyle* changes to afford childcare.

Have you ever had to make any of the following lifestyle changes in order to afford childcare?

(Asked of Those With Children Under 18 Years Old)



Parents across all incomes have made lifestyle changes although the lowest-income parents were most impacted.

Lifestyle Change	% Making a Lifestyle Change			
	All Voters	Household Income		
		<\$60,000	\$60,000-\$120,000	\$120,000+
Left work early to attend to child's needs	82%	79%	75%	85%
Limited your working hours	65%	76%	44%	70%
Changed jobs for increased flexibility	51%	88%	40%	49%
Worked alternating hours with your spouse/partner	51%	57%	35%	51%
Could not look for work or take a job due to childcare challenges	46%	87%	49%	43%
You or your spouse/partner quit work to stay home	38%	39%	30%	42%
Delayed having another child	38%	46%	36%	35%
Had to find a new job related to childcare challenges	34%	56%	27%	32%
Chose childcare that is less conveniently located	34%	75%	16%	31%
Declined a promotion due to childcare	31%	26%	33%	27%

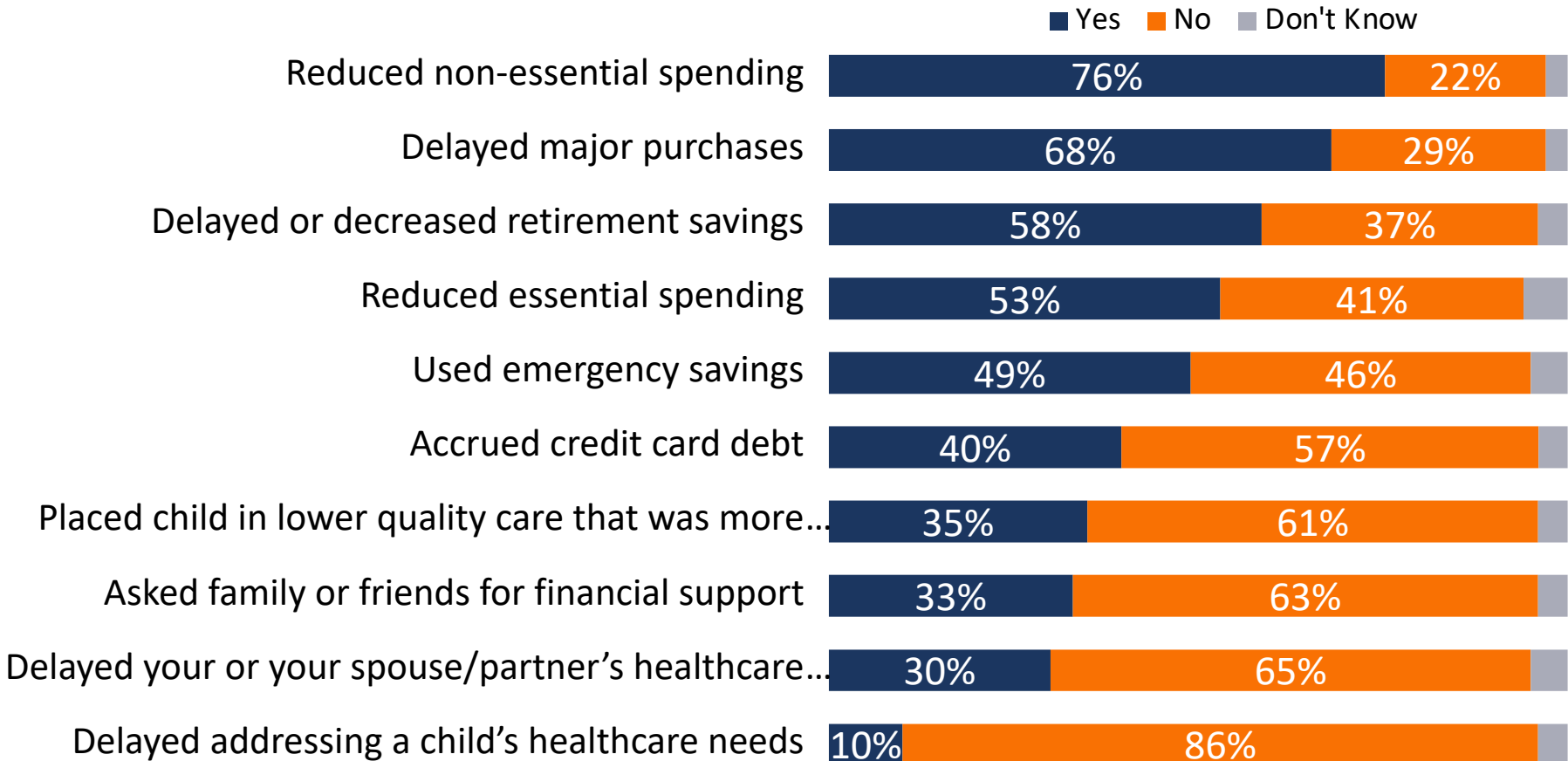
Q9. Sometimes parents make *lifestyle* changes to afford childcare. Have you ever had to make any of the following lifestyle changes in order to afford childcare? (Asked of Those With Children Under 18 Years Old)

Majorities of parents have reduced spending and decreased savings to afford childcare.

Sometimes parents make *financial* changes to afford childcare.

Have you ever had to make any of the following financial changes in order to afford childcare?

(Asked of Those With Children Under 18 Years Old)



Latino voters are most likely to have reduced spending to afford childcare.

Financial Change	% Making a Financial Change					
	All Voters	Race/Ethnicity				
		Whites	Latinos	African Americans*	Asians/ Pacific Islanders	All Voters of Color
Reduced non-essential spending	76%	76%	81%	39%	78%	75%
Delayed major purchases	68%	69%	84%	39%	72%	69%
Delayed or decreased retirement savings	58%	59%	64%	39%	60%	59%
Reduced essential spending	53%	47%	62%	39%	65%	57%
Used emergency savings	49%	42%	65%	39%	57%	53%
Accrued credit card debt	40%	28%	58%	39%	47%	48%
Placed child in lower quality care that was more affordable	35%	30%	49%	39%	41%	40%
Asked family or friends for financial support	33%	30%	51%	39%	34%	37%
Delayed your or your spouse/partner's healthcare needs	30%	26%	34%	65%	38%	35%
Delayed addressing a child's healthcare needs	10%	4%	20%	39%	15%	16%

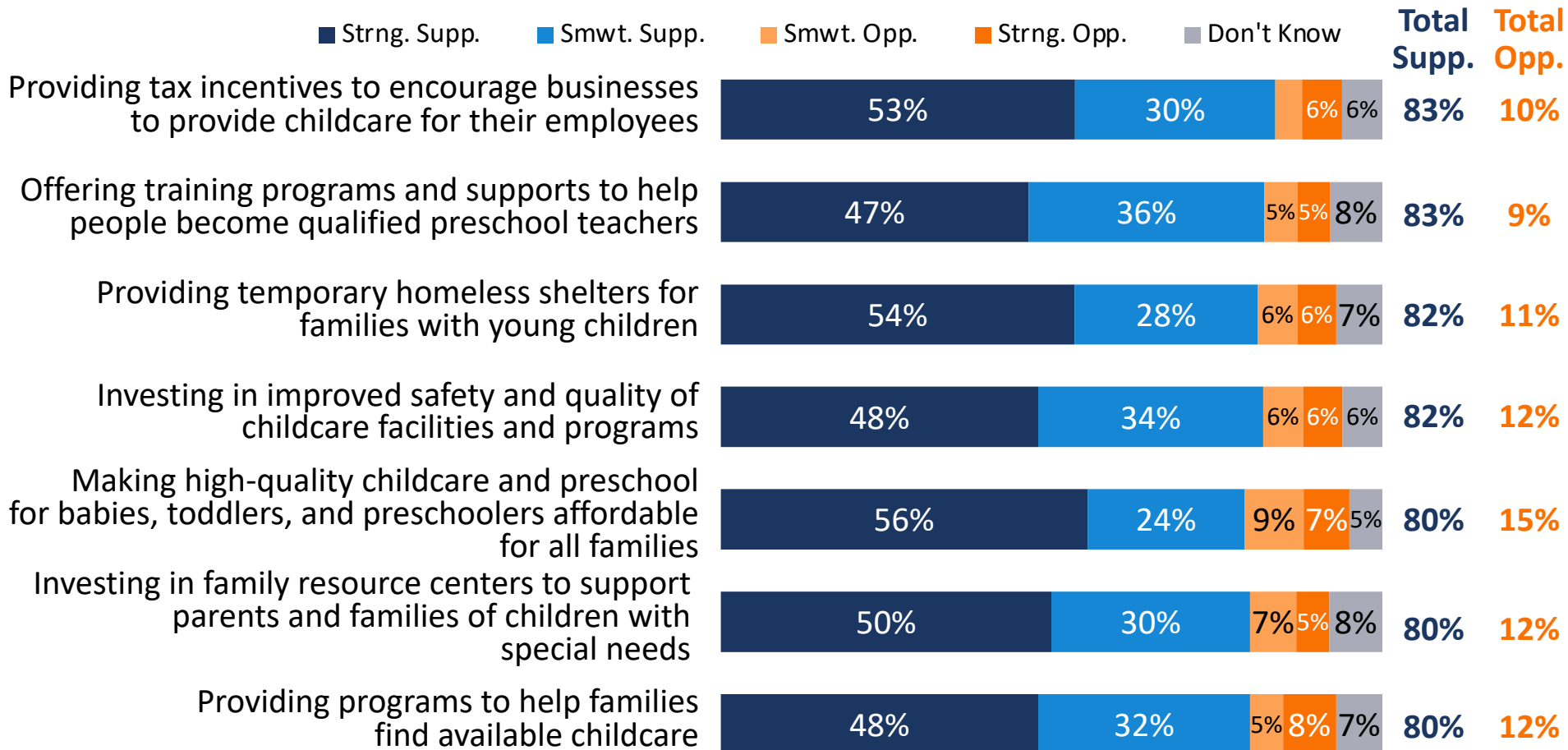
Q10. Sometimes parents make *financial* changes to afford childcare. Have you ever had to make any of the following financial changes in order to afford childcare? (Asked of Those With Children Under 18 Years Old) *Small Sample



Attitudes Toward Childcare Policies

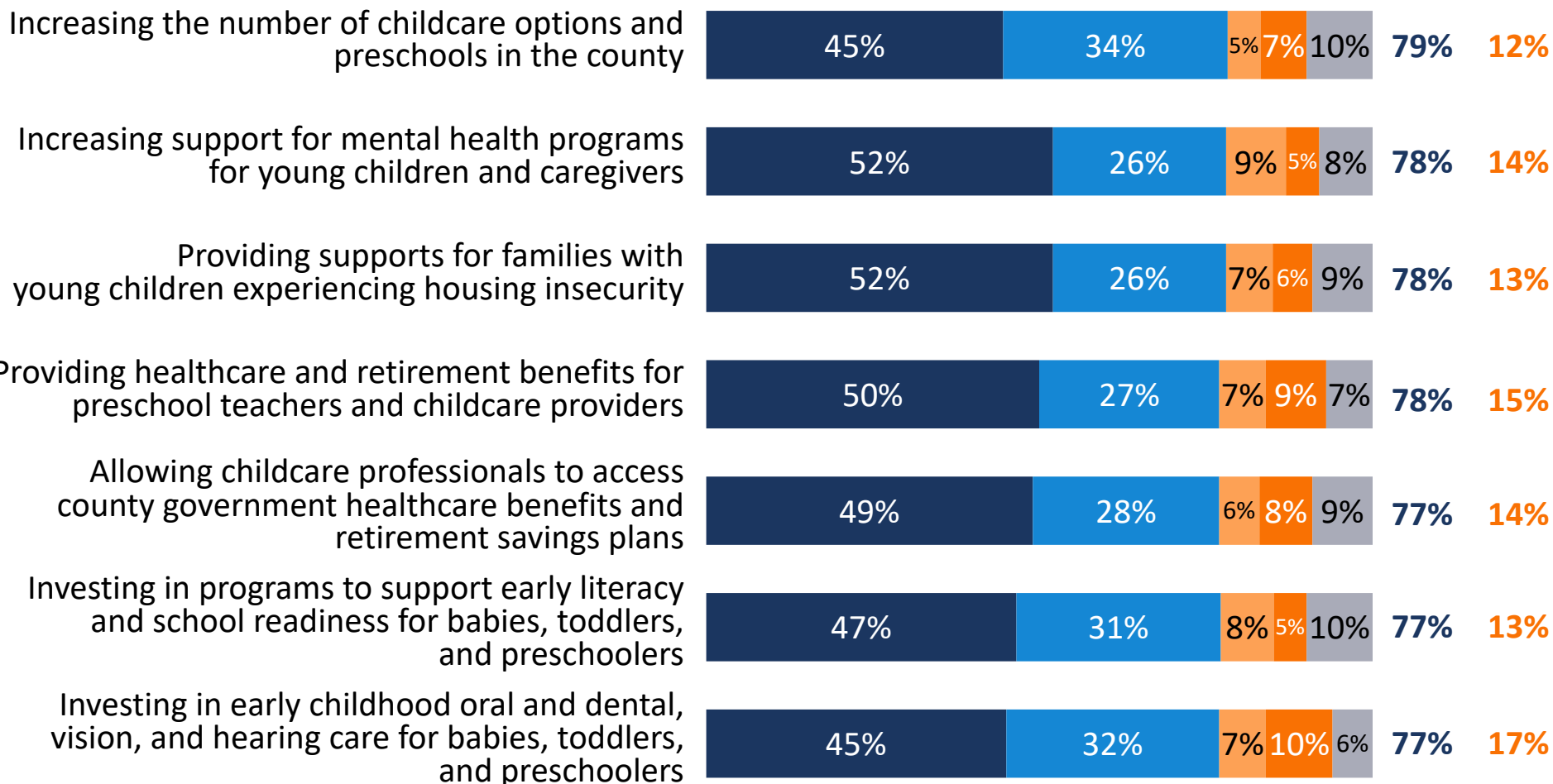
San Mateo voters offer strong majority support for all policy actions tested.

Please tell me whether you would strongly support, somewhat support, somewhat oppose, or strongly oppose county government taking each of the following actions.



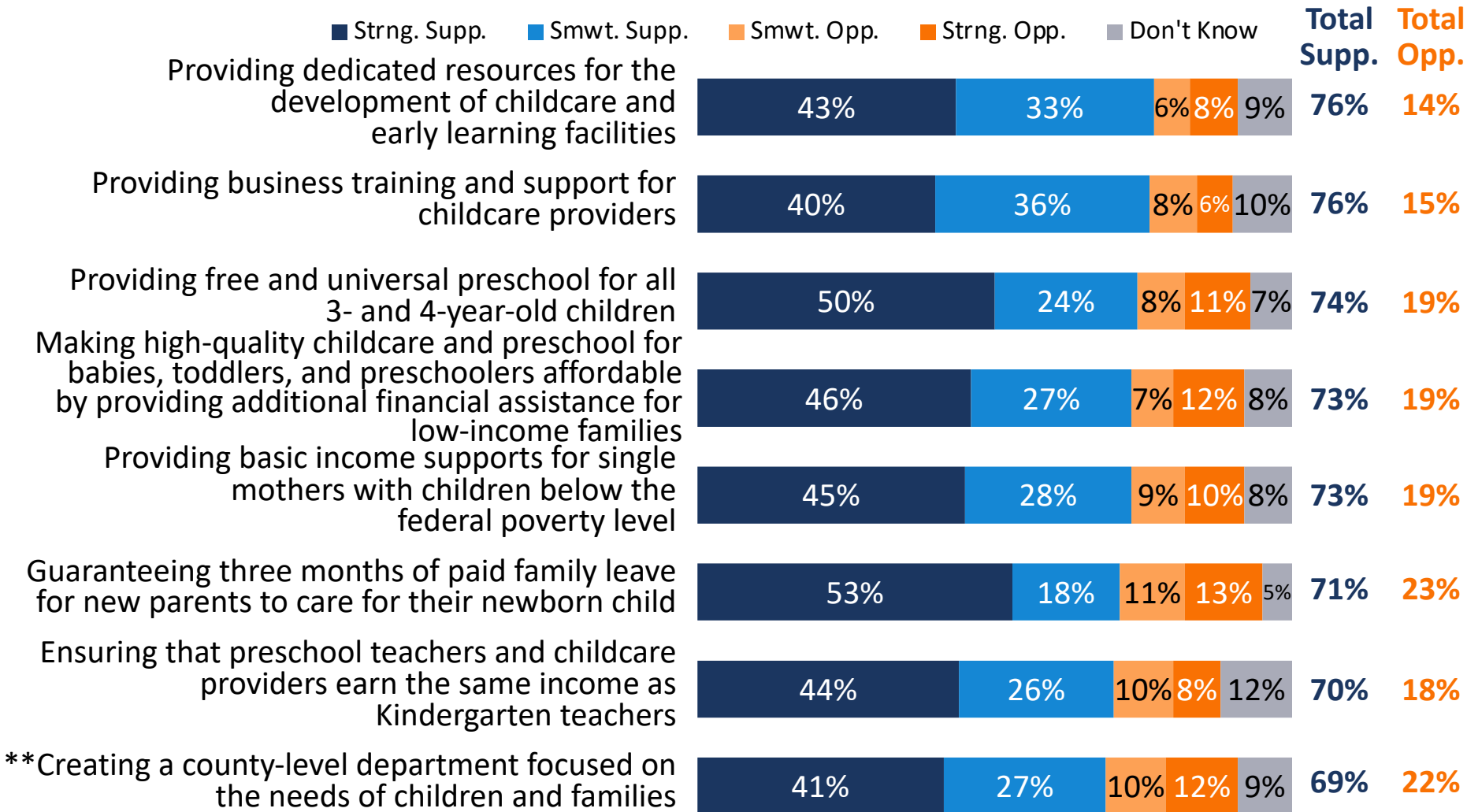
Nearly four in five support increasing childcare options in the county.

■ Strng. Supp.
 ■ Smwt. Supp.
 ■ Smwt. Opp.
 ■ Strng. Opp.
 ■ Don't Know
 Total Supp. **Total Opp.**



Q11. Please tell me whether you would strongly support, somewhat support, somewhat oppose, or strongly oppose county government taking each of the following actions. Split Sample

All policies tested received support from more than two-thirds of San Mateo County voters.



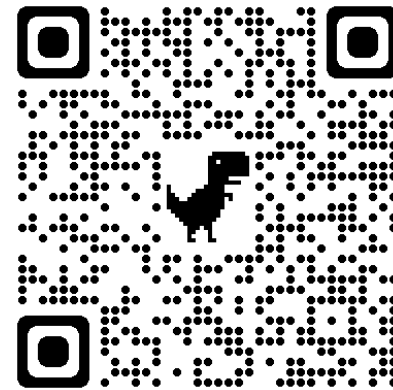
**Creating a county-level department focused on the needs of children and families

Q11. Please tell me whether you would strongly support, somewhat support, somewhat oppose, or strongly oppose county government taking each of the following actions. Split Sample; ** Asked in San Mateo County Only



Get Involved

- Sign on as a partner and join us!
- Follow, share, and like us
- Attend a candidate forums and share-out online recordings
- Stay up-to-date at: choosechildren.org





First 5 California

Annual Report for
FY 2022-23

Review of the 2022-23 F5 California Annual Report

- It is a requirement of Prop 10 that each year's First 5 California Annual Report is reviewed in a public hearing by each First 5 County Commission
- The full F5CA 2022-23 report can be accessed online at:
https://www.ccfc.ca.gov/pdf/about/budget_perf/annual_report_pdfs/F5CA_2022-23_Annual%20Report_ADA.pdf

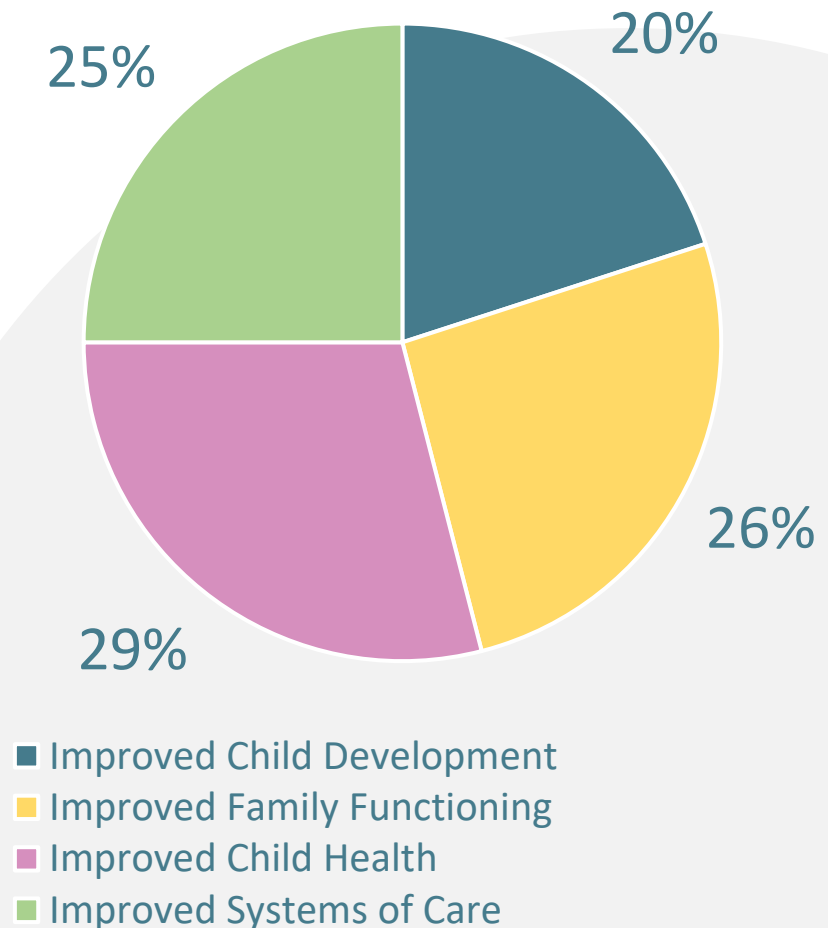


Investments



In FY 2022-23, First 5 County Commissions invested **\$285 million** in Services and **\$86 million** in Systems Change

Total Expenditures by Result Area

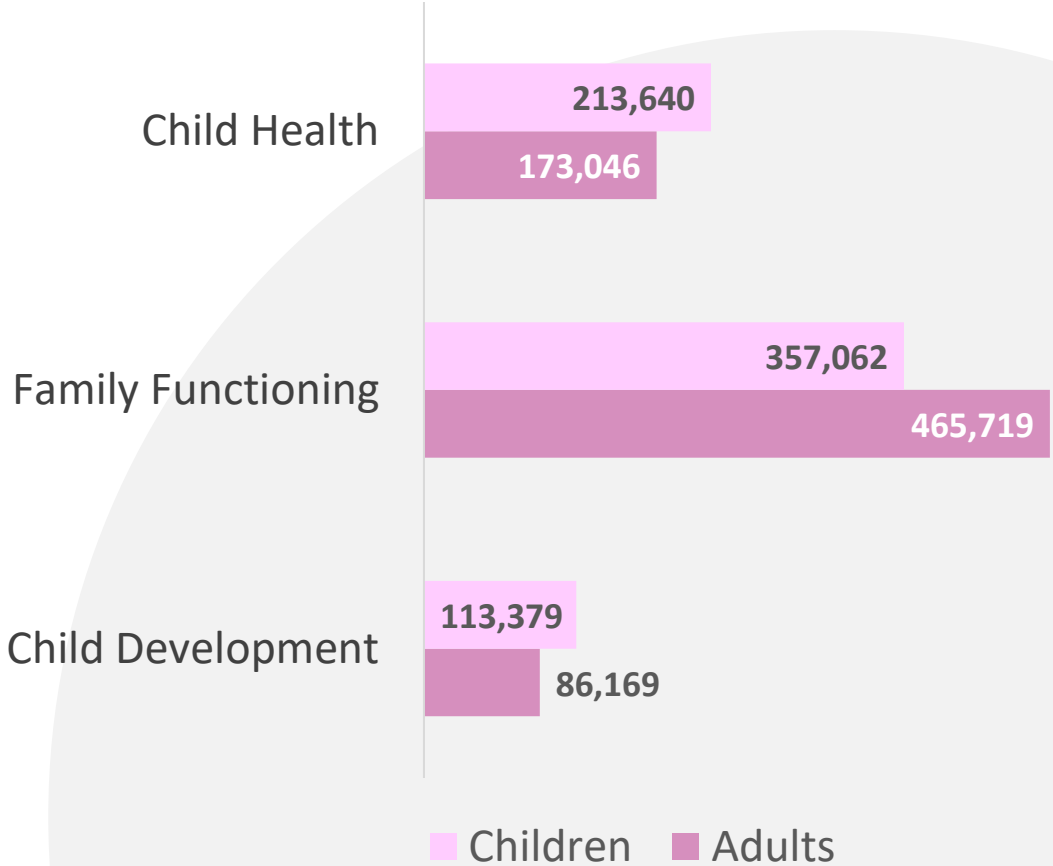


Clients Served



In FY 2022-23, First 5 County Commissions provided **684,081** child services, **724,934** adult services, and distributed over **130,000** Kits for New Parents

Services by Result Area & Recipient





Quality Counts California & Impact 2020

- 9,999 sites participate across the state, an increase of 9% from the prior fiscal year
- Participating sites included 3,692 Family Child Care Homes and 1,503 family, friend, and neighbor providers
- QCC sites serve the following priority populations:
 - 63% serve infants and toddlers
 - 16% serve children in foster care
 - 11% serve unhoused children
 - 29% serve children/families with a voucher
 - 46% serve children with an IFSP or IEP
 - 75% serve dual language learners
- In total, 382,263 California children ages 0 to 5 benefitted from the quality improvement support provided by QCC

Refugee Family Support Program

A total of \$3 million was allocated to six CA Counties, with program implementation starting in September 2022

- Participating Counties were: Fresno, Los Angeles, Placer, Sacramento, San Diego, and Santa Clara
- Services include: resettlement coordination; socio-cultural adjustment support; child care; housing assistance

Service participants included:

- Nearly 1,100 refugee families from 18 countries
- Over 3,000 individuals, including 112 expectant mothers and 1,650 children ages 0-5





Stronger Starts Media Campaign

F5CA launched this campaign in Spring 2023 to educate caregivers about the effects of toxic stress on children, and provide realistic steps to protect them:

- Educational messaging for TV, radio, digital, and outdoor ads
- An experiential exhibit that traveled to community events throughout the State
- A website for caregivers garnered 220,000 visits

Questions and Comments

Check out the full report at:

https://www.cafc.ca.gov/pdf/about/budget_perf/annual_report_pdfs/F5CA_2022-23_Annual%20Report_ADA.pdf