
DATE: August 13, 2025
TO: Executive Committee
FROM: Serena Moore, Project and Program Coordinator
RE: **Measure X Year End Performance Status Report**

BACKGROUND

In 2023, the Measure X Early Childhood Education (MX ECE) initiative was launched to strengthen child care services across Contra Costa County. Administered by the Workforce Development Board (WDB) of Contra Costa County, the initiative supports workforce retention, the inclusion of children with disabilities and developmental needs, and equitable access to quality care for families.

In FY 2024–2025, the MX ECE initiative funded three core programs, each targeting a key area of system transformation:

1. **First 5 Contra Costa** – Inclusion in Early Learning Project
2. **CocoKids** – Stipends Program for Early Educators
3. **CocoKids** – Vouchers Program for Low-Income Families

PROGRAM HIGHLIGHTS

1. First 5 Contra Costa: Inclusion in Early Learning Project

Objective: Strengthen inclusive practices in early learning environments by building provider capacity through targeted training, individualized technical assistance, and the distribution of inclusive materials—equipping educators to better support children with disabilities and developmental needs.

Context: This project was shaped by input from families, providers, and local stakeholders who emphasized the urgent need for trauma-informed training, mental health consultation, and culturally relevant inclusion resources. Many participating providers serve children with diverse needs and limited access to early intervention support.

Accomplishments:

- Delivered 30+ inclusive practice workshops, including 4 trainings in Q4 reaching 86 providers.
- 34 providers participated in peer-based Inclusion Learning Communities.
- Onboarded 18 providers not previously participating in the county’s Quality Matters system into a new four-part inclusion workshop series—expanding inclusive training access to a broader network of educators.
- Distributed 140 total shopping passes, including \$600 passes to 53 providers in Q4, for inclusion-related materials.
- Assembled and distributed 200 inclusion toolkits in Quarter 4.
- Launched the Ages & Stages Questionnaire (ASQ) pilot, a developmental screening TA program at 7 sites, with 17 hours delivered.
- Contracted with 5 CBOs to reach 2,058 Spanish- and Mam-speaking parents with developmental milestone outreach.

- Rolled out a new Early Childhood Mental Health Consultation program, supporting 15 child care sites with trauma-informed strategies.

2. CocoKids: Stipend (Boost) Program for Early Educators

Objective: Support the recruitment and retention of early educators by offering reliable monthly stipends to qualifying providers, with priority given to high-need zip codes. The program aims to reduce workforce attrition, ease financial strain, and support quality improvements through reinvestment in classrooms and professional development.

Context: CocoKids, in partnership with the Workforce Development Board of Contra Costa County, implemented this county-funded initiative as part of Measure X Early Childhood Education investments. The program began with targeted outreach in early 2025 and continued through Q4, offering stipends and technical assistance to selected providers.

Accomplishments:

- Hosted 2 information sessions in January with 252 attendees.
- Received 381 applications (FCC: 328 | CCC: 53), with 280 from priority zip codes.
- Selected 122 providers via lottery:
 - FCC: 38 sites / 58 individuals
 - CCC: 6 sites / 64 individuals
- Distributed the first round of stipends on March 21 totaling \$132,576.
- Monthly stipends ranged from \$1,000 to \$1,167 depending on role and hours worked.
- Participants reported using stipends for classroom improvements, professional development, and family expenses.
- Maintained monthly stipends across Q4 for all 122 selected educators.
- Providers consistently expressed improved morale, stronger peer engagement, and a greater sense of economic security.

3. CocoKids: Vouchers Program for Low-Income Families

Objective: Increase access to affordable, stable child care for low-income families by offering flexible vouchers that allow parents to select care options that best meet their needs. The program also strengthens the local provider network by ensuring timely reimbursements and continuity of care.

Context: This Measure X-funded initiative was implemented to address long-standing affordability and accessibility barriers to child care in Contra Costa County. CocoKids, in partnership with WDBCCC, provides ongoing bilingual case management and voucher administration to families throughout the region.

Accomplishments:

- Across the fiscal year, 241 children were enrolled from 194 families—serving infants, toddlers, preschoolers, and school-age children with younger siblings.
- Partnered with 101 licensed providers: 50 centers, 27 large family homes, and 24 small family homes.
- Designated Enrollment Specialists in Antioch, Concord, and Richmond offered flexible, in-language intake support.
- Families received referrals for housing, health, and additional supportive services.
- Providers were reimbursed based on verified attendance, with payments processed 2–3 times monthly.

- Family narratives underscore program impact—such as a single mother returning to full-time work after separation, a medical worker accessing child care after years on a waitlist, and a family overcoming enrollment barriers with help from program staff. (Printed stories available as attachments.)

Conclusion And Next Steps

These collective efforts reflect a coordinated, community-informed approach to building a more inclusive, stable, and accessible early care and education system across Contra Costa County. Throughout FY 2024–25, the Measure X ECE initiative made measurable strides in stabilizing the childcare workforce, increasing provider capacity to support children with disabilities, and expanding access to childcare for low-income families.

The initiative’s impact includes embedding trauma-informed, inclusive practices into early learning environments; distributing over \$130,000 in educator stipends to improve retention and reduce burnout; and enrolling over 240 children in quality childcare—many of whom would not have otherwise had access.

As the program moves forward into FY 2025–26, partner agencies will continue to deepen and refine this work:

- **First 5 Contra Costa** will advance professional development through ongoing learning communities and host a convening focused on neurodivergence in early childhood—addressing developmental differences such as autism, ADHD, and sensory processing challenges. Mental and emotional wellness will remain a core focus through trauma-informed consultations. The agency will also distribute 200 inclusion toolkits and release multilingual developmental screening videos and tools in collaboration with trusted CBOs.
- **CocoKids (Stipend Program)** will continue monthly educator stipends while monitoring workforce outcomes, retention, and professional growth as part of a long-term workforce stabilization strategy.
- **CocoKids (Vouchers Program)** will maintain and expand enrollment, uphold timely provider reimbursements, and ensure families continue receiving referrals for essential services such as housing and healthcare.

For further questions, please contact Serena Moore, Project & Program Coordinator, at (925) 655-3817 or smoore@ehsd.cccounty.us