

SAN MATEO COUNTY



CHILD CARE INVESTMENT INITIATIVE

Every family, Every child, In Every Zip Code.

We have a workforce crisis that starts in the crib.

Workforce Consequences



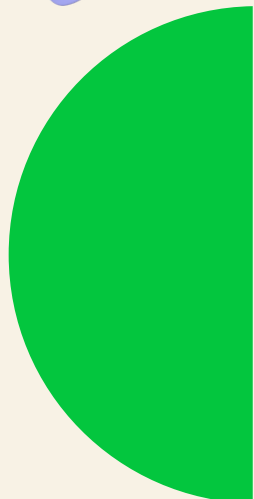
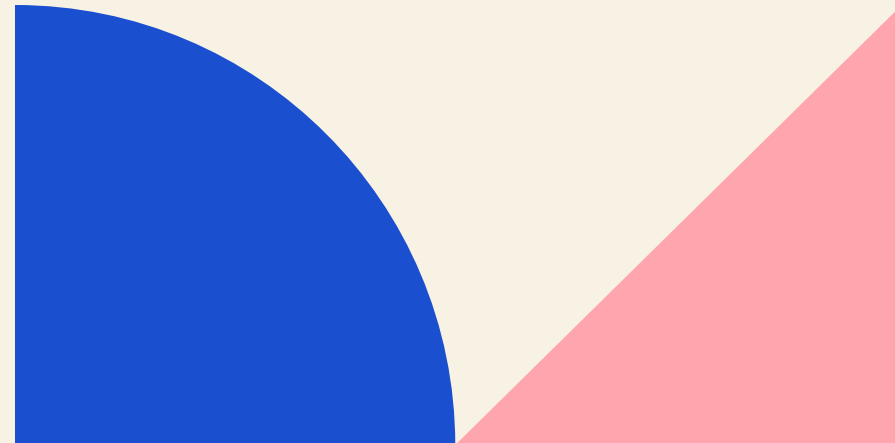
- 81% of parents say childcare issues affect their work
- 60% have reduced their work hours
- 46% have reported that they or their partner have left the workforce entirely

Child Care Cost Comparison



Annual Costs			
Housing	CA College Tuition	Child Care	Subsidized Child Care
Rent for a 1 bedroom apartment: \$36,000-\$43,000	Average Tuition at Public Institution: \$15,000	Average Infant Care: \$31,000	Infant Care: \$18,500
	Average Tuition at Private Institution: \$32,000	Average Care for 1 Infant, 1 Preschooler: \$60,000	Care for 1 Infant, 1 Preschooler: \$35,000

What Parents Do to Pay for Child Care



They Cut spending
72% cut spending



They Sacrifice Their Future
53% decreased retirement savings



They Use Up Savings
43% used up all emergency savings



They Accrue Debt
41% accrued credit card debt



They Borrow Money
32% borrowed money from friends or family



*On average,
families contact
over 7 providers
before securing a
child care spot.*

Child Care Shortage

Table 5: Surplus or Deficit of Child Care, San Mateo County, 2025

	Infant (under 2 years)	Preschool (2 to 4 years)	School Age (5 to 12 years)
Number of Center-based spaces	1,901	18,240	19,275
Number of Family Child Care spaces	1,269	2,510	1,708
Total Spaces	3,170	20,750	20,983
Surplus or Deficit of Spaces	(1,403)	6,019	(7,501)
Percent of Demand Met	69%	141%	74%



The Benefits Cliff

Most state subsidies only provide assistance to families below 85%-100% of the State Median Income (SMI)

When earning more means getting less.

Percentages of State Median Income Compared to Federal Poverty Level

Family Size	State Median Income for FY25-26		Federal Poverty Level, 2025	
	100%	85%	500%	400%
2	\$96,854	\$82,326	\$105,750	\$84,600
3	\$109,904	\$93,418	\$133,250	\$106,600
4	\$127,338	\$108,237	\$160,750	\$128,000

Monthly Take-Home Income

\$6,000

Monthly Expenses (after subsidy)

\$9,050

Rent	\$4,000
Subsidized Childcare	1,660
Utilities	\$350
Groceries	\$1,000
Diapers & Supplies	\$150
Health Insurance	\$400
Car Payment	\$450
Gas/Transportation	\$250
Internet	\$120

Monthly Deficit: \$3,050



Maxed Out

8,800 credit card debt
just to pay bills



Only Option Left

Sophia's father moved in
Pays half the rent & groceries
On Social Security and side jobs



Still Falling Behind

Expenses reduced to \$6,550
Still \$550 short every month
= \$6,600/year

This isn't poor planning. It's a broken system.
Multigenerational families are becoming
the default safety net.



*They cut everything
they could but the
math still doesn't work.*



MONTHLY INCOME	MONTHLY EXPENSES
\$12,290.46	Housing
	Mortgage (Principal & Interest) 5,046.33
	Property Tax 1,039.50
	Homeowners Insurance 200.00
	Childcare 4,708
	Childcare for Two Toddlers
MONTHLY DEFICIT -\$2,133.55	Essentials
	Groceries 500.00
	Health Insurance Premiums 250.00
	Utilities 260.00
	Car Payment (1 vehicle) 380.00
	Gas Insurance 200.00
	Gasoline 160.00
	Miscellaneous (clothing, entertainment) 90.00
	Total Essentials 3,430.01

*Serving our community.
Struggling to stay.*

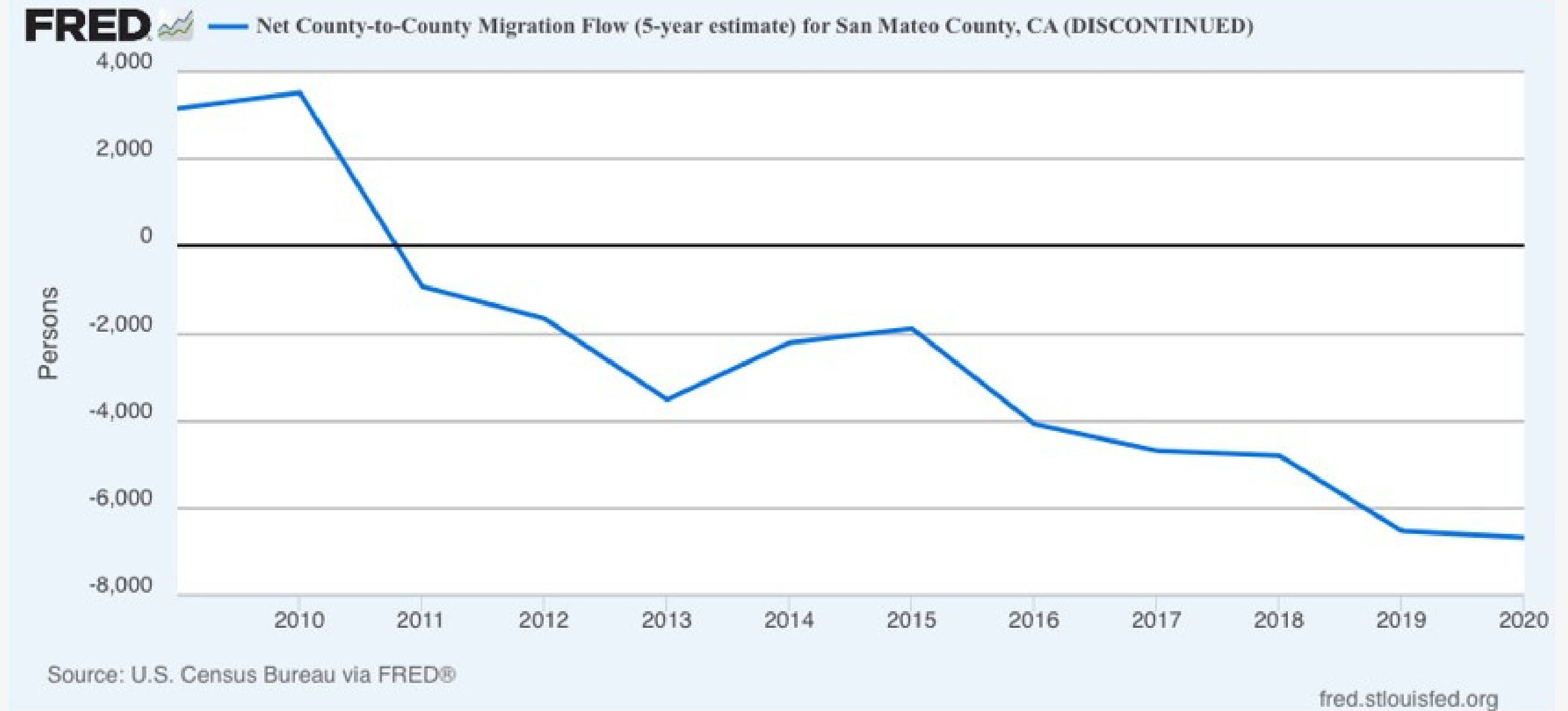
“It’s like running up a down escalator.”

Families Leaving the Region

Families
Leave



Barbell
Communities



Poverty —  — Extreme Wealth

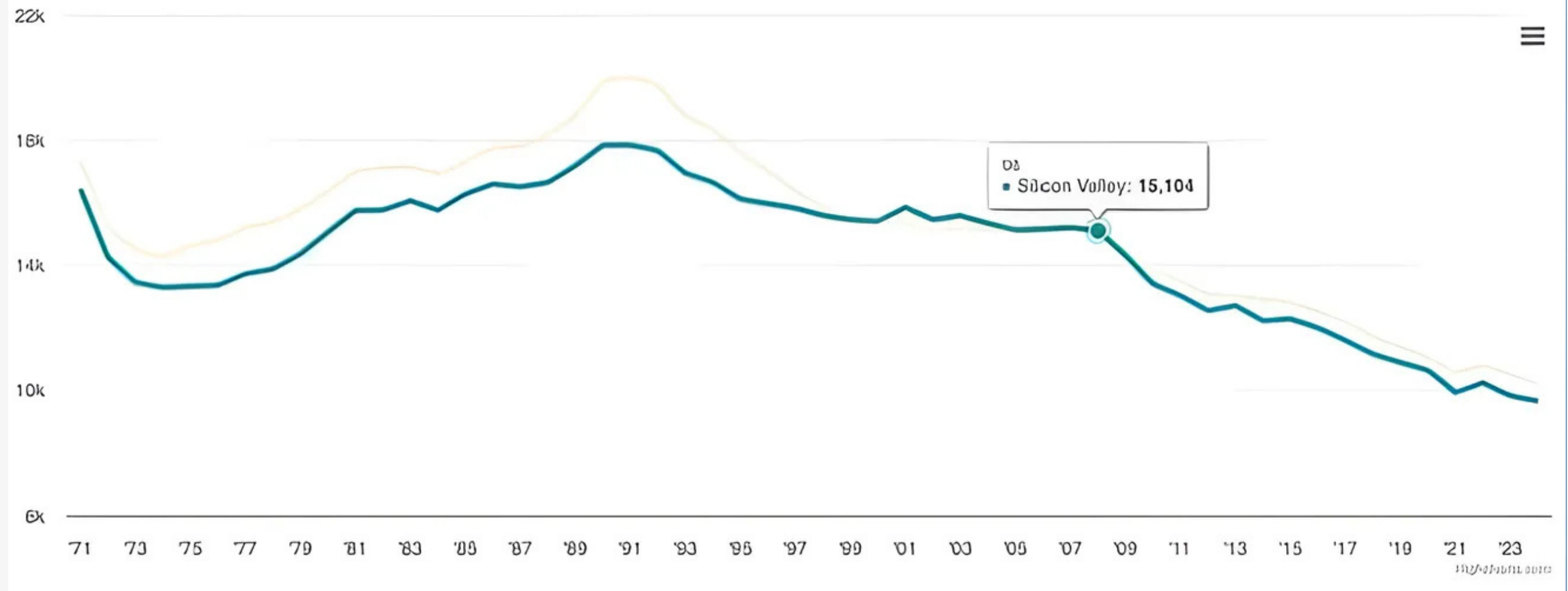
Declining Birth Rate

Fewer
Children



Fewer workers
Fewer taxpayers
tomorrow

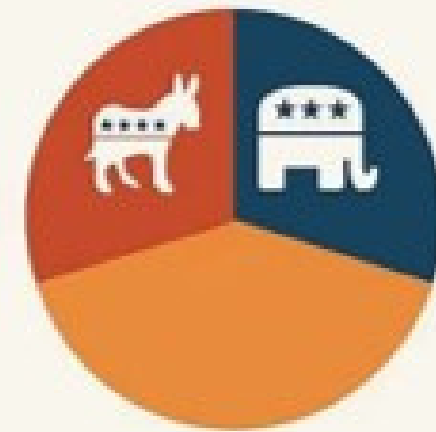
Births Per 1,000 People
Santa Clara & San Mateo Counties, and California



San Mateo County is losing **\$775 million** in lost productivity

15% decrease in female workforce
due to child care related issues.

**ACROSS PARTY LINES.
ACROSS GENERATIONS.
CHILD CARE CAN'T WAIT.**



82%



of San Mateo County
residents want elected
officials to prioritize child care

Who cared for Rosie the Riveter's Children?



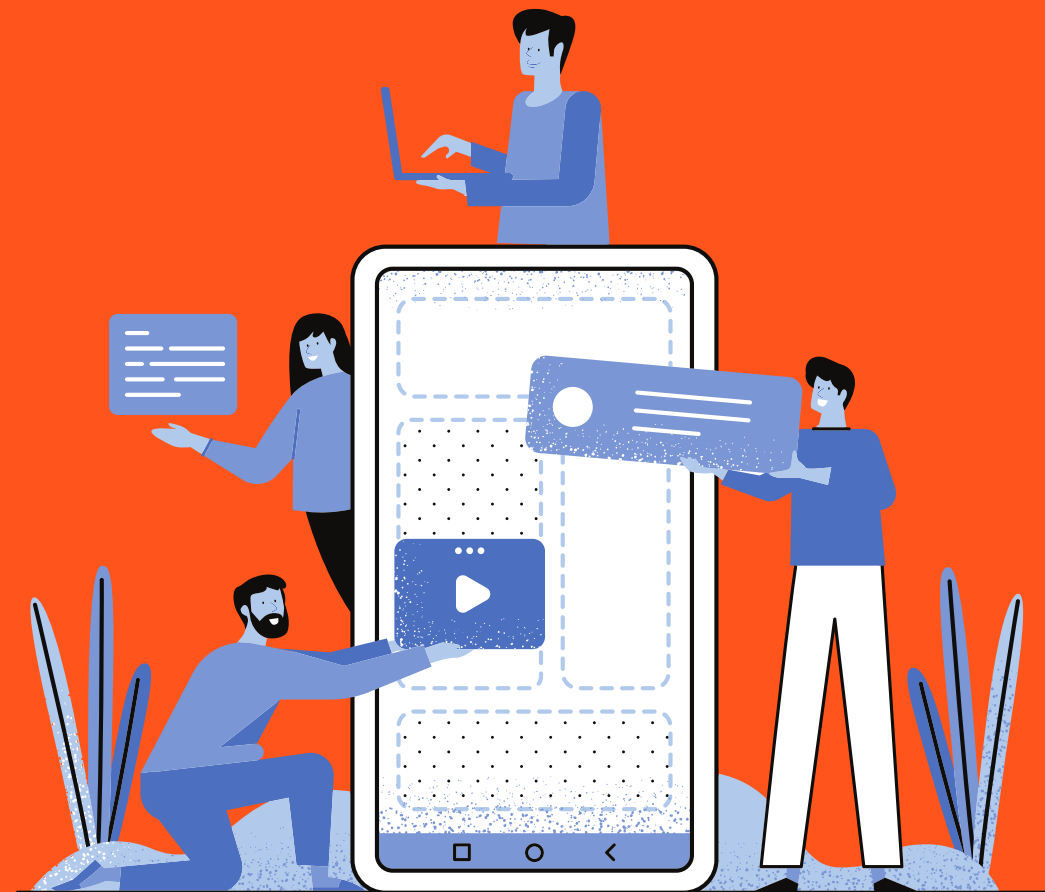
We Can Do it!

- Lanham Act
- 3,000 state of the art child care centers
- 600,000 children
- The U.S Military followed suit
 - 200,000 Children
 - \$1.1 billion expansion approved in 2024

CHILD CARE PORTAL

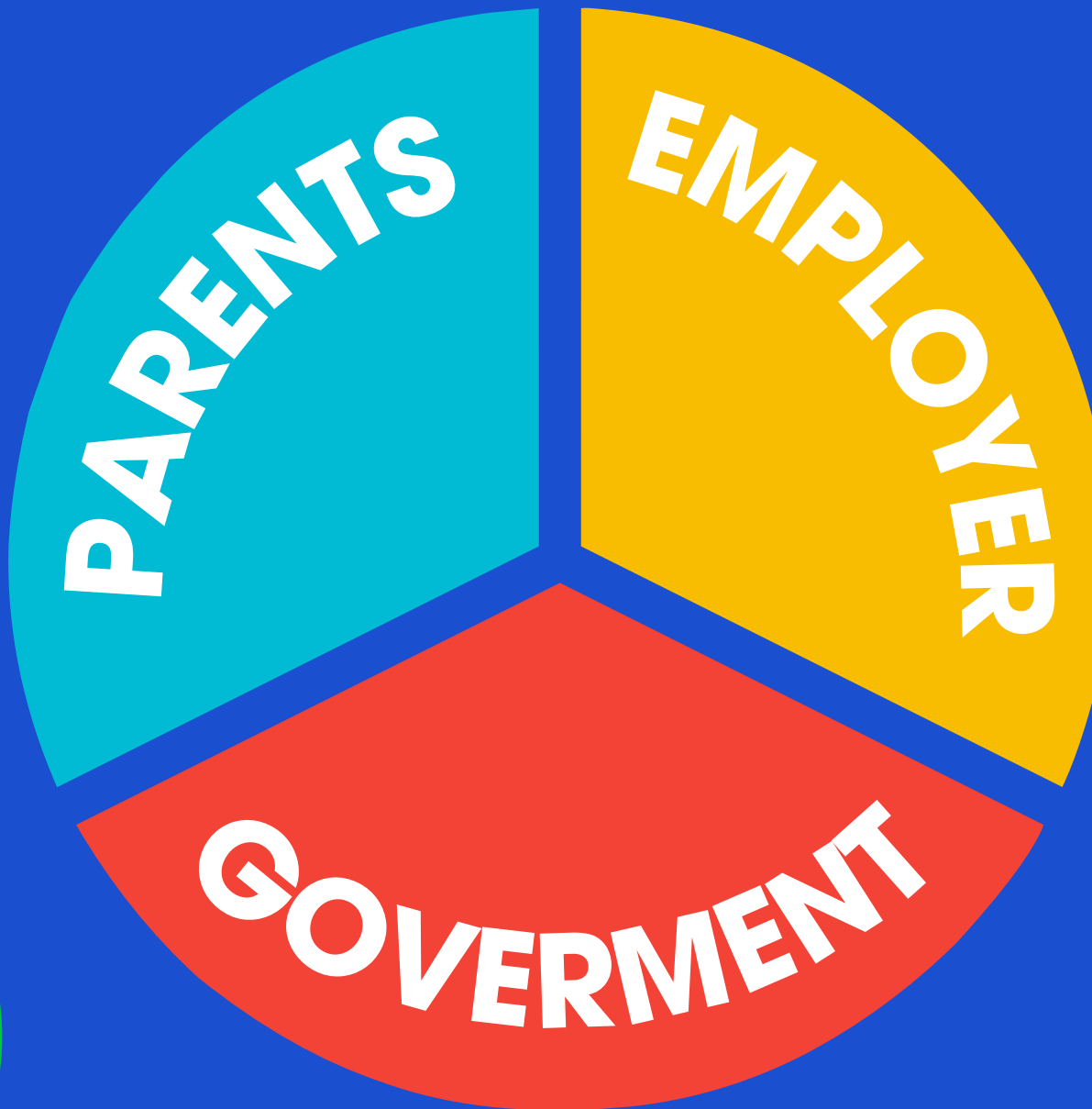


- Connect with licensed providers
- Compare costs, types, and language offerings
- Apply for multiple programs with one application
- Determine eligibility for subsidies



Tri-Share

**DESIGNED TO TARGET
MIDDLE INCOME FAMILIES
WHO DON'T QUALIFY FOR
SUBSIDIES**



**WORKFORCE RETENTION
STRATEGY THAT REDUCES
PARENTS' CHILD CARE
COSTS BY 66%**



Child care isn't charity, it's smart economics.

Michigan Outcomes

- 82% of employees say they're more likely to stay at their jobs
- 63% of employers report improved rates of retention
- Michigan families saved an average of \$6,000/year



*Parent OR
Professional? You
can't have both.*

HOW CAN WE PAY FOR THIS?

- ½ Cent Sales Tax → \$130 Million
- Vehicle Rental Tax → At 1.5% ↑ = %7.5 million
- Measure K Funds



What our neighbors are doing



ALAMEDA COUNTY

Measure C: 1/2 cent
sales tax for early
childhood and care



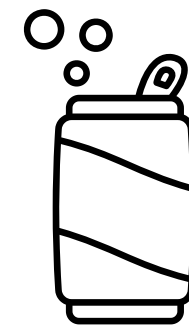
SONOMA COUNTY

Measure I: 1/4 cent
sales tax for early child
care and health



SAN FRANCISCO

Prop C: Commercial Rent
Tax for early education



SANTA CRUZ

Measure Z: 2 cent sales tax
on distributors of sugary
drinks for youth services

COUNTY CONSTRUCTION



ARROYO GREEN

Built
78 infant-preschool
spots

MIDWAY VILLAGE

Under Construction
109 infant-preschool
spots

MIDDLEFIELD JUNCTION

Under Construction
36 infant spots



*The message is
loud and clear.
Families need
help.*





Thank You
Questions?