Bay Area Jobs First Collaborative

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BAY AREA JOBS FIRST COLLABORATIVE

Agenda

- **Welcome + Agenda**
- **Early Care & Education**
  - Beth Altshuler Muñoz, BAM Consulting
- **Healthcare**
  - Bekka Rosenbaum, Still Waters Consulting
- **Regional Announcements**
- **Closing**

Next Meeting: March 25th

BAY AREA JOBS FIRST COLLABORATIVE

Early Care & Education Sector Proposed Activation Plan

June 30, 2025

Version 3.0

Image credits: Top - Low Income Investment Fund. Bottom - SquareCare Oakland

Prepared for:

BAY AREA JOBS FIRST COLLABORATIVE In Partnership with CALIFORNIA JOBS FIRST

Prepared by:

BAM Consulting, uff, CSCCE Center for the Study of Child Care Employment 25, Sarah Sullivan Consulting, Parent Voices

Bay Area Jobs First Collaborative

Early Care & Education Activation Plan

Stakeholder Meeting - February 25, 2026

BAM Consulting

uff capital for healthy families & communities

CSCCE Center for the Study of Child Care Employment 25 years

PARENT VOICES

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Tactical Work Plan | Strategies and Tactics

STRATEGY A: WORKFORCE	STRATEGY B: ACCESS	STRATEGY C: INFRASTRUCTURE	STRATEGY D: PROCESS AND STRUCTURE
Transform ECE careers into viable, family-supporting, high-road, high-quality economic opportunities by raising the wage floor.	Identify and remove barriers for families and caregivers to increase equitable access.	Provide and enhance the physical infrastructure needed for the sector to sustain and grow.	Create and provide backbone support to an inclusive and effective Bay Area ECE Sector Investment Implementation Process.

STRATEGY A: WORKFORCE	STRATEGY B: ACCESS
A.1: High-road ECE wage scales and benefits A.2: Expanded ecosystem of support A.3: High-road standards work environments. A.4: Pathways programs	B.1: Regional Child Care Needs Assessment B.2: Regional ECE funding B.3: Build ECE supply for target pops B.4: Simplify application and enrollment with common data systems and tech platforms B.5: Support Resource and Referral (R&R) capacity
STRATEGY C: INFRASTRUCTURE	**STRATEGY D: PROCESS AND STRUCTURE**
C.1: Regional Child Care Facilities Fund C.2: Child-centered land use planning policies C.3: Co-develop with housing sector C.4: ECE on publicly-owned land	D.1: Engage ECE stakeholders in refining and implementing the ECE Activation Plan.

Recent ECE Activities

Attempted ECE incorporation into two Round II Applications

Statewide ECE sector cohort participation

Engaged over 200 ECE stakeholders on Webinar

Explored WDB as an ECE partner

Continuted conversations with ECE Labor Reps (Child Care Providers United, SEIU 521, UDW)

Bay Area ECE workers data release

Continued Search for a Regional ECE Home

Identified gap that there is no HOME for coordinated REGIONAL ECE work

- CCCCA comes close - but limited to LPCs
  - Currently mostly info sharing but collaborating on things beyond county work
- SCC Catalyst starting Advisory and Steering Committees!
  - But limited to 4 counties
- **Other ideas? Please let us know!**

2026 Streams of Work

1. Landscape Scan
2. High Road Jobs in ECE - Model Work Standards Integration
3. Going Younger - How the Bay Is Pivoting to Birth to Three
4. Municipal ECE Playbook
5. Local ECE Ballot Initiatives Education with Counties
6. ECE Policy and Legislative Update (co-hosted with CCCCA - Bay Area)
    —> statewide connections

Landscape Scan

- Compiling streamline and standardized information and data about ECE by each county
- Mapping current relevant information
- Identifying commonalities & opportunities
- Coordinating with SCC Catalyst project to align data collection, presentation, and dissemination

High Road Jobs in ECE
Model Work Standards Integration

Goal is defining and implementing "liveable ECE jobs" that align with both Biden administration good jobs principles and local Bay Area needs.

- Integrates "High Road Jobs" principles with CSCCE's existing ECE "Model Work Standards"
  - to create better early childhood education jobs in the Bay Area.
- Revamp our standards framework and develop three targeted toolkits:
  - 1. CCR&Rs: systems-level implementation
  - 2. Child care directors: program-level job creation
  - 3. Workers: empowerment and career pathways.
- Includes stakeholder summits for each audience to gather input and build regional coordination.

Going Younger - Pivoting to Birth to Three

Goal understand ways Bay Area early childhood programs are adapting as Universal Pre-K expands and they shift focus to serving younger children (birth to three).

- Focus groups with center directors and family child care providers to understand their challenges and strategies
- Publish regional fact sheets showing local impacts
- Host three sub-regional convenings (East Bay, Peninsula, North Bay) to build community and share best practices.
- Final result = Actionable briefs on what program leaders, support organizations, and policymakers can do to make this transition successful.

Will be coordinating with the SCC Catalyst grantee, subgrantees, and CCCCA to possibly co-host /co-sponsor the events.

Municipal ECE Playbook

- ECE + Workforce Development Boards
  - Administered ECE survey to WDBs
  - Summarized findings and compiled case studies in a memo
  - Planning meeting with WDBs to discuss findings and solidify recommendations
- ECE + Economic Development Departments
  - Hope to do something similar as WDBs process
- ECE + Planning Departments
  - *Seperate from BAJFC, LIIF is crafting legislation to require City and County General Plans to include ECE policies and actions*
  - ECE SIC team will create model language and guidelines for Bay Area planners that can be used regardless of state legislation status
    - Hope to include this in statewide GP guidelines

ECE Ballot Initiatives

Will be providing TA on Ballot measure progress and next steps.

- 3 Counties with existing initiatives specifically dedicated to ECE
  - San Francisco
  - Alameda
  - Sonoma
- 3 Counties actively exploring ballot initiatives
- 3 Counties not actively exploring

Policy and Legislative Update Event

- Planning to co-host event with the Child Care Coordinators Association (CCCCA) - Bay Area Chapter
  - Local, state, and assembly delegations of elected officials with Bay Area ECE orgs and agencies

- Connected with statewide ECE Coalition
- Leveraging LIIF's expertise and connections with Bay Area Caucus of CA State Legislators

CJF - Statewide ECE Sector Cohort Group

CJF - Statewide ECE Sector Cohort Group

- **WHO:** ECE (mostly) and Econ / Workforce Dev (some) reps from 12 of the 13 CJF Regions
- **Purpose:** Discuss strategies for reducing childcare-related barriers to accessing high-quality jobs.
- **Three priority objectives:**
  - Identifying opportunities for shared advocacy
  - Improving the childcare business model
  - Uplifting best practice models

CJF - Statewide ECE Sector Cohort Group

6 meetings since July 2025

- Peer-learning
- Resource sharing
- Exploring how to work on ECE within the CJF structure
- Starting to plan some external facing work

Webinar:

Child Care as an Inclusive Economic Development Strategy

April 1, 2026
2:00-3:15 pm

April 1, 2026
2:00 PM - 3:15 PM

Zoom

REGISTER AT: Link

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CSCCE Center for the Study of Child Care Employment 25 years

PARENT VOICES

SARAH KINAHAN CONSULTING

Healthcare:

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HEALTHCARE SECTOR ACTIVATION PLAN

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WHY HEALTHCARE?

#1 Largest Employment Sector in the Bay Area

390K+ Healthcare Workers

Faces Persistent workforce shortages

PRIORITY SUB-SECTORS

- Long-Term Care
- Behavioral Health
- Primary Care
- Hospital Systems

THE VISION

This regional strategy strengthens the Bay Area's healthcare sector as both a driver of economic mobility and a foundation for equitable access to care. By leveraging workforce and economic development strategies and the unique strengths of the Bay Area's healthcare industry, the Activation Plan will enable a coordinated approach to equitable growth for the sector.

FIVE CORE STRATEGIES DRIVING THE WORK

- **Job Quality Improvement**
- **Healthcare Access Equity**
- **Career Pipeline Expansion**
- **Future Ready Workforce**
- **Economic Development via Anchors**

KEY TACTICS

Establish Regional Convener and Task Force
Create coordinated leadership across Bay Area subregions

Identify and Prioritize Best Practices
Document proven strategies and develop investment-ready projects

Create Healthcare Career Pathway Maps
Provide clear guidance on advancement opportunities

Strengthen Employer Engagement
Expand work-based learning and high-road practices

Maintain Community Clinic Capacity
Ensure FQHCs can deliver culturally competent care

Mobilize Anchor Institutions
Develop shared strategy for equitable hiring and investment

Prepare for Future Healthcare
Integrate digital literacy and innovative care models

HEALTHCARE SECTOR SNAPSHOT

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THE WALL STREET JOURNAL.

ECONOMY | JOBS

Healthcare Jobs Have Become the Engine of America's Labor Market

NEWS

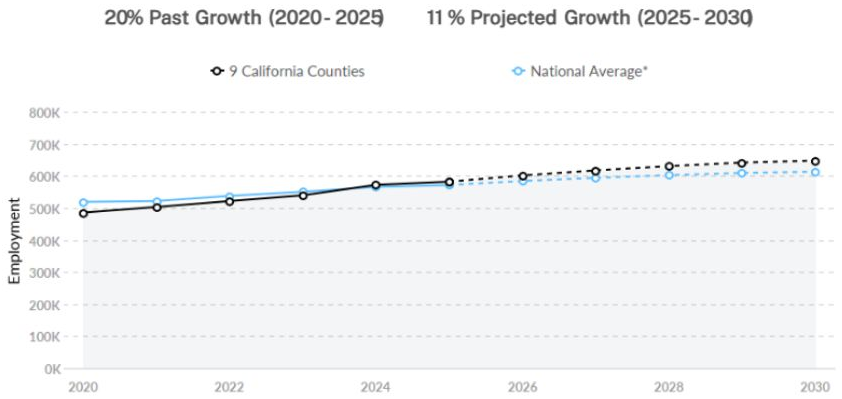
Healthcare Jobs Surged in January 2026—Making Up 63% of All New U.S. Jobs Added

Updated 1 week ago

Healthcare drives job growth as other sectors shrink

Edited by Laura Stewart, Editor at LinkedIn News

Let's look a little closer...



Healthcare sector snapshot, 9 Bay Area Counties

Job Title	Employed in Industry (2024)	Employed in Industry (2026)	% Change (2024 - 2026)	% of Total Jobs in Industry (2025)	Median Hourly Earnings
Home Health and Personal Care Aides	174,624	191,236	10%	30.50%	$17.79
Registered Nurses	50,312	50,998	1%	8.40%	$93.31
Medical Assistants	21,610	22,254	3%	3.60%	$29.70
Medical Secretaries and Administrative Assistants	18,488	18,707	1%	3.10%	$30.24
Nursing Assistants	14,935	15,782	6%	2.60%	$25.73

WHAT'S AHEAD: H.R. 1

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Major Medicaid Provisions of H.R.1

**Bottom Line: Up to 2 million Medi-Cal members may lose coverage;
Tens of billions in federal funding is at risk annually;
major disruption in Medi-Cal financing structure for safety nets.**

Eligibility/Access Requirements	State Financing Restrictions	Immigrant Coverage Limitations	Abortion Providers Ban
» Work requirements » 6-month eligibility checks » Retroactive coverage restrictions » Cost sharing	» Managed Care Organization (MCO) and Provider Tax limitations » State Directed Payment (SDP) restrictions » Federal funding repayment penalties for eligibility-related improper payments	» Reduction in FMAP* for emergency UIS** » Restrictions on lawful immigrant eligibility (increases UIS) ** Federal Medical Assistance Percentage* ***Unsatisfactory immigration status*	» One-year ban on federal Medicaid funding for "prohibited entities" that provide abortion services

How Will H.R. 1 Affect Californians?

Funding for Hospitals and Providers

- Hospitals will see lower reimbursement rates.
- Providers will see lower payment rates.
- Rural hospitals, which serve areas already burdened by severe provider shortages, will be at higher risk of closure.
- Tax restrictions will block California's ability to fund Medi-Cal

Barriers to Enrollment

- Many Medi-Cal enrollees will face new work requirements
- Medi-Cal enrollees will have to renew eligibility more frequently
- Protections to prevent disenrollment of eligible people will no longer be mandatory
- Some immigrant populations and other groups will lose Medi-Cal eligibility

See more in the CA Budget and Policy Center's analysis here

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WHAT'S NEXT?

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Priorities for 2026

Stakeholder Coordination and Information Sharing

- Peer Convening #2 (April 2026)
- Funder Convening #2 (May 2026)

Understand healthcare worker & job seeker priorities

- Information available through partners & public sources
- Gap analysis

Investible project identification

- Project portfolio and criteria creation
- Funding crosswalk

Funding and policy engagement

- Preparation of concept notes
- Coordination with Sector Investment Coordinators

Regional Updates

Next Stakeholder Meeting

Wednesday, March 25th

10:00am - 11:00am

Make sure to register here!

For all questions, email us at:

bayarea-JFC@allhomeca.org

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