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# CITY OF SACRAMENTO

DEPARTMENT OF FINANCE

BUDGET DIVISION

August 6, 1985  
FA: 85374: BM: KMF

City Council  
Sacramento, California 95814

CITY MANAGER'S OFFICE  
**RECEIVED**  
AUG 6 1985

Honorable Members in Session:

**SUBJECT:** City Contribution to Statewide "Child Care Initiative"  
Sponsored by BankAmerica Foundation

**SUMMARY**

The attached request from Mayor Anne Rudin proposes a \$10,000 City contribution to the public-private "Child Care Initiative" project being sponsored by the BankAmerica Foundation. Funding would be provided by the General Fund Contingency. Also, the County has indicated that it will match this contribution amount.

**BACKGROUND**

A program description of the California Child Care Initiative is provided in Attachment A of the Mayor's memo.

**RECOMMENDATION**

It is recommended that the City Council adopt the attached Resolution appropriating \$10,000 from the General Fund Contingency to help support the "Child Care Initiative" program sponsored by BankAmerica Foundation.

Respectfully Submitted,

*Betty Masuoka*  
BETTY MASUOKA  
Budget Officer

AG85029A

**APPROVED**  
BY THE CITY COUNCIL

AUG 20 1985

OFFICE OF THE  
CITY CLERK

RECOMMENDATION APPROVED:

*Walter J. Slipe Jr.*  
fa: WALTER J. SLIPE  
City Manager

**RESOLUTION NO. 85-627**

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

**RESOLUTION AUTHORIZING FUNDING FOR  
THE "CHILD CARE INITIATIVE" PROGRAM**

WHEREAS, the City Council has made a commitment to providing quality child care to working parents in Sacramento; and

WHEREAS, the Mayor's Task Force on Child Care has been established to promote the development and expansion of quality child care; and

WHEREAS, the "Child Care Initiative" program sponsored by BankAmerica Foundation will facilitate the goals of the Mayor's Task Force on Child Care;

NOW, THEREFORE, BE IT RESOLVED by the Mayor and the members of the Council of the City of Sacramento that:

1. The City Manager is hereby authorized and directed to execute an agreement with the BankAmerica Foundation to provide a \$10,000 contribution to the "Child Care Initiative" program, and
2. \$10,000 shall be transferred from the General Fund Contingency (101-7012-0000-4599) to the Mayor/Council budget (101-0100-0000-4287) to provide funding for the above stated purpose.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

**APPROVED**  
BY THE CITY COUNCIL

AUG 20 1985

OFFICE OF THE  
CITY CLERK

Office of the Mayor

MEMORANDUM

August 2, 1985

TO: The City Council

FROM: Anne Rudin, Mayor

SUBJECT: City Contribution to Statewide "Child Care Initiative"  
Sponsored by BankAmerica Foundation

This is a request for a contribution in the amount of \$10,000 to support the "Child Care Initiative" sponsored in Sacramento by the BankAmerica Foundation. The County has indicated that it will match this contribution.

BankAmerica Foundation is leading an effort to increase the supply of quality child care statewide. Six pilot projects have been funded throughout the state, including one in Sacramento. Child Action, Inc., Sacramento's child care resource and referral agency, is the recipient of this grant.

The thrust of the initiative is to forge a public-private partnership dedicated to solving the child care shortage. To date \$415,000 has been raised from corporations (including BankAmerica Foundation, Chevron, Mervyns, Pacific Telesis, Clorox, Pacific Gas and Electric, and McKesson). The City and County of San Francisco have contributed \$25,000 while Contra Costa County has contributed \$10,000. A \$50,000 proposal is pending before the City of Los Angeles.

The total cost of the pilot project in Sacramento will be approximately \$100,000. BankAmerica Foundation has requested that the City of Sacramento provide \$10,000 in support of this project. The County of Sacramento is processing an identical request, and has indicated tentative support.

Attachment A provides a description of the statewide California Child Care Initiative.

The goals of their project are:

- a) recruit and train child care providers for the downtown area;
- and
- b) develop materials for urban planners for development of child care facilities.

I strongly recommend that the City appropriate the \$10,000 for this project.

# BANKAMERICA FOUNDATION

ROSEMARY MANS  
Vice President and  
Associate Director

## CALIFORNIA CHILD CARE INITIATIVE

### PROGRAM DESCRIPTION

During 1984, BankAmerica Foundation researched and designed the California Child Care Initiative, a collaborative effort to bring the supply of quality child care in the state into better balance with demand. This program description presents the origin of the Initiative, how it will work, and our progress toward implementation.

### ORIGIN OF THE INITIATIVE

Discussions in early 1984 between BankAmerica Foundation and Bank of America's human resources division led to the conclusion that child care was a substantial issue both externally as a need in communities where the Bank operates and internally as a personal concern of Bank employees. We decided to explore the subject and see if we could come up with a programmatic response that would make a difference on a statewide basis.

As we researched the subject, it became clear that child care is a complex issue composed of three basic sub-problems. First, there are problems associated with the quality of care available to parents. Second, affordability is a problem for many parents whose income cannot support the high cost of good quality care. Finally, there is the problem of basic availability of care -- demand for many types of care substantially exceeds the supply in California as well as nationally.

Given the urgency of the need, we wanted a practical solution we could move on quickly that would have a catalytic effect, multiplying the impact of our efforts. So we chose to focus on child care needs in the community context and to make BankAmerica Foundation the vehicle for addressing these needs. In particular we chose to focus on availability because, of the three problem areas, it seemed to be the one we could have the most substantial impact on.

As we explored child care needs in California and learned about the strengths and weaknesses of our current child care delivery system, we developed a set of premises which influenced the shape of the solution that ultimately emerged.

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These four were probably most important:

- The resources needed to address the shortage of child care are vast -- therefore a collaborative approach drawing upon funds from many sources, public and private, is called for.
- The California child care delivery system has important strengths -- therefore a solution that builds on existing momentum, rather than one that starts from scratch, is called for.
- The Bank is not an expert on child care and should not get into that business in a hands-on way -- therefore a solution using an intermediary is required.
- Local responsibility and community self-determination are vital to effective solutions to social problems -- therefore empowering community agencies and building their capacity to meet local needs is preferable.

#### DESIGN OF THE INITIATIVE

The design of the California Child Care Initiative really emerged from the marketplace itself. It was clear that one of the strengths of California's child care delivery system is its 56 resource and referral agencies (R+Rs) which connect parents with providers of care. As we probed into their activities, it was evident that many R+Rs are trying to do more than just make referrals to care givers. Some are doing provider training, others are offering information on start up, some are even trying to recruit new providers. In fact, these activities are all related to supply building. So, it seemed logical to take advantage of this momentum and find a comprehensive way to expand the role and functions of California's R+Rs.

The Initiative is diagrammed on page 5. Our objective is to demonstrate that R+Rs can be effective, community-based supply builders. Through the Initiative we will equip them with trained staff plus the tools and processes to:

- conduct a market survey to assess local supply and demand and identify the types of care most needed
- recruit and screen potential new child care providers
- work with existing providers who could expand or adjust their capacity to better meet demand
- train new and existing providers in delivery of good quality care as well as effective business management
- provide technical assistance to new providers in meeting state licensing requirements and local codes.

The program components are being developed by the California Child Care Resource and Referral Network, a nonprofit organization serving virtually all of the state's R+R agencies. The Network will also oversee the year-long pilot of the program at six agencies around the state.

The development phase began January 1 and will run through September 30 of this year. The pilot phase will begin in October and conclude in September 1986. A three-month evaluation period will follow.

PILOT PLANS

Our intention is to pilot the program under a range of conditions. This includes urban, suburban, and rural settings; areas that provide racial and ethnic diversity; and areas with diverse socio-economic characteristics. Given these considerations and the geographic preferences of funders, we are planning pilots in San Francisco, Contra Costa, Los Angeles, Sacramento, and Kern counties.

FUNDING

The total cost of the program will be between \$650,000 and \$700,000 with roughly \$200,000 for development and the balance for piloting. Last November, BankAmerica Foundation became the first funder of the California Child Care Initiative with its grant of \$100,000. From the start, our intention has been to invite other corporations and foundations as well as city, county, and state levels of government to become partners in this venture.

The San Francisco Bay Area business community has provided early support for the Initiative. Chevron U.S.A. Inc. became the second funder (\$100,000) followed by Pacific Gas and Electric (\$25,000), the Clorox Company Foundation (\$25,000), Mervyn's (\$100,000), McKesson (\$15,000), and Pacific Telesis Foundation (\$50,000). On the public side of the partnership, the Contra Costa County Board of Supervisors appropriated \$10,000 for the Initiative and the City and County of San Francisco has committed \$25,000.

We are actively approaching other corporations, foundations, and government officials to engage them in this venture. Based on the response to date, we are very optimistic about developing the balance of the resources to support the Initiative.

FLOW OF FUNDS

Because the project will span 1985 and 1986, funders have the flexibility of paying their grant in installments that accommodate budget cycles. And since there will be a multiplicity of funders as well as several different nonprofit agencies involved, we are simplifying the flow of funds by using the San Francisco Foundation as the intermediary to whom all grants will be made payable. On behalf of the funders, BankAmerica Foundation will be issuing directions to the San Francisco Foundation for payout either to the California Child Care Resource and Referral Network or the pilot resource and referral agencies, all of which are nonprofit organizations. The San Francisco Foundation is waiving its fee for its service as an inkind contribution to the program.

PROGRAM MANAGEMENT

BankAmerica Foundation will manage a steering committee of major funders which will oversee the entire program. This group will be instrumental in planning the campaign to publicize this program widely throughout California and, to the extent possible, nationally.

BankAmerica Foundation will also act as the liaison between the funding partnership and the agencies implementing the program, insuring that funder interests are met and that all program participants are kept informed of developments along the way.

ENDORSEMENTS

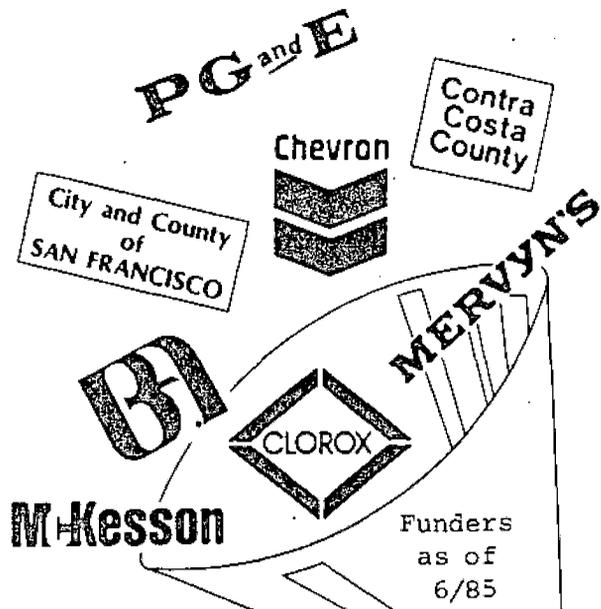
To date, the California Child Care Initiative has been endorsed by three organizations: the San Francisco Bay Area's Business Leadership Task Force, the Governor's Advisory Committee on Child Development Programs, and California's Public-Private Partnership Commission. In addition, the Commission has offered its assistance in promoting the Initiative around the state and in developing the funding base.

FOR INFORMATION

Anyone interested in discussing the Initiative should contact:

Rosemary Mans  
Vice President and Associate Director  
BankAmerica Foundation  
Department #3246  
Box 37000  
San Francisco, CA 94137  
Tel: (415) 953-3173

A COLLABORATIVE EFFORT BY CORPORATIONS, FOUNDATIONS, & THE PUBLIC SECTOR TO BRING THE SUPPLY OF LICENSED QUALITY CHILD CARE IN CALIFORNIA INTO BETTER BALANCE WITH THE RAPIDLY GROWING DEMAND



# CALIFORNIA CHILD CARE INITIATIVE

## DEVELOPMENT FUNDING

(Jan - Sept 1985)

## PILOT FUNDING

(Oct 1985 - Sept 1986)

Pilot Agencies based in:

- San Francisco
- Concord
- Sacramento
- Bakersfield
- Santa Monica
- Long Beach

**CALIFORNIA CHILD CARE RESOURCE & REFERRAL NETWORK**

- Program Development
- Pilot Implementation and Management
- Monitoring

**TRAINING & TECHNICAL ASSISTANCE**

**RESOURCE & REFERRAL AGENCY**

- Needs Assessment
- Recruitment
- Training
- Technical Assistance and Support



**CENTER-BASED CARE**

**HOME-BASED CARE**

MORE INFO:  
ROSEMARY HANS  
BANKAMERICA FDI

November 15, 1985

Ms. Rosemary Mans  
Vice President and Associate Director  
BankAmerica Foundation  
Department No. 3246  
Box 37000  
San Francisco, CA 94137

Dear Ms. Mans:

On August 20, 1985, the Sacramento City Council adopted Resolution No. 85-627 authorizing the execution of Agreement No. 85029A authorizing funding for the "Child Care Initiative" Program.

Per your request, Paragraph 3 of the agreement has been amended to include the phrase "or cause to be kept". Please initial all copies of the agreement as approval of this change. Enclosed are four (4) copies of said agreement executed by the City as authorized by the attached certified resolution.

Upon final execution, please return three (3) copies of said agreement to the Office of the City Clerk for the City's distribution.

Sincerely,

LORRAINE MAGANA, CITY CLERK



Connie Petersen  
Deputy City Clerk

CP/dah  
Enclosures

cc: Betty Masuoka, Finance Department