



PRESCHOOL FOR ALL!

SOUTH SAN FRANCISCO

A campaign for the children and working families of South City

Why ECE?

- High-quality early care and education (ECE) is a human right, yet 1 in 3 families in the U.S. struggle to find child care.
- California's workforce has shrunk by 10% since 2019, worsening the shortage of qualified ECE teachers and workers.
- ECE is a cost-effective way to improve school performance and raise graduation rates while also lowering rates of teen pregnancy and incarceration.



Why South City?

- Half of SSF kids aged 2.5 to 5yo have no access to affordable ECE.
- SSF's existing public preschool program is popular and more than ready to expand.
- The average ECE worker makes little more than minimum wage.
- Winning universal ECE in SSF will encourage other San Mateo County communities to adopt similar measures.

The Challenge

- SSF's municipal ECE program is only partially funded: more than 700 working families are on the 4-year waitlist.
- The cost of living in San Mateo County continues to rise; the average monthly cost of preschool is \$1,800 per child.
- Experienced, qualified ECE teachers and workers are leaving the field to take better-paying jobs elsewhere.

Our Solution

Dozens of grassroots volunteers gathered 5800+ voter signatures to put our measure on the ballot this November 8, 2022. ECE 4 All SSF ("Preschool for All") will:

- Provide free ECE at the point of service.
- Pay all ECE workers a living wage, whether they're employed by the city or by licensed providers who have opted in.
- Tax the wealthiest corporations in SSF to raise millions every year for our children and working families.

Who We Are

We are a coalition composed of local teachers, ECE workers, care providers, parents, SSF residents, and advocates. Officially endorsed by teachers union AFT 1493 and the Peninsula Democratic Socialists of America (DSA).

Want to Get Involved?

Donate to our campaign and join our coalition! We meet on Zoom every Tuesday at 5:30 pm.

