



Call 805-781-4058 or email Coalition Coordinator Maggie Payne at mpayne@first5slo.org for more information

Overarching goal: To facilitate a regionwide, six county, cross-sector coalition to reinforce child care as a critical economic mobility strategy

OBJECTIVES

- Cultivate Regionwide/Cross-Sector Coalition
- Document/Showcase Regional Successes
- Build/Pursue Regional Child Care Advocacy Plan
- Advance Regional Replication/Expansion of Proven Models

EXPECTED OUTCOMES

- **Collective mobilization to maximize our voices** in support of child care's power as an economic driver
- A dynamic **shared portfolio** of best practices in child care systems-building that together can contribute significantly towards healthy, equity-centered **economic development** on the Central Coast
- Local, regional, and state **legislative attention** on promising practices and needs identified and promoted by the coalition
- Sustained **multicounty, multi-sector commitment to investing** in innovation related to child care

WORK PLAN

1) COALITION CULTIVATION

- Convene a steering group
- Work to identify gaps in regionwide cross-sector representation across the six counties
- Host kick-off coalition convening (Zoom)
- Collaborate and align efforts with other child care advocacy work across the region
- Form best practice learning teams based on coalition member interests and common goals

2) DOCUMENTATION/CATALOGUING

- Catalogue a list of projects/approaches in practice and/or development that show promising solutions for the challenges faced across the six-county region
- Develop a publicly shareable portfolio inclusive of case examples/toolkits built from above cataloging activity

3) ADVOCACY and PUBLIC AWARENESS

- Work with the coalition membership to develop a regional child care policy platform
- Develop a Coalition Advocacy Campaign Plan
- Prepare a coalition "speakers bureau" to present policy platform and best practice portfolio at public meetings across the region and to advocate to elected officials and other community leaders
- Host at least one regional public/private sector convening centered on child care innovation and opportunity

4) REGIONWIDE SCALING/REPLICATION

- Identify/catalogue new scalable or replicable opportunities for region wide child care system-building
- Utilize established Coalition framework/relationships to facilitate activation of regionwide scaling/replication