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First 5 Association: Expanded Child Care Funding in San Diego and Marin Counties Will Help Children Succeed and Strengthen Local Economies

SACRAMENTO, CA (November 13, 2026) — Voters approved San Diego County's Measure B and Marin County's Measure P, tax measures that will make child care more affordable and accessible by increasing funding, by 52 percent and 53 percent, respectively, as of Monday.

Measure B is a half-cent sales tax that provides child care subsidies, provider stipends, and early childhood mental and behavioral health services in San Diego County, while Measure P is a parcel tax expected to help pay for child care and early childhood education in Marin County.

"The First 5 Association commends the voters and leaders of San Diego and Marin counties for supporting child care and health services for working families. But we know it is not enough," said Avo Makdessian, Executive Director of First 5 Association of California. "The First 5 Association hopes these measures will inspire statewide action to expand child care funding and early childhood health services. We look forward to working with Gov.-elect Xavier Becerra to expand access to child care, better prepare California's children for school and life, and boost the state's economy."

"Measure B will bring the critical resources we need to continue elevating the great work led by First 5 San Diego and increase the impact of our collective efforts throughout our region," said Alethea Arguilez, Executive Director of First 5 San Diego. "We couldn't be more excited for what this means for our littles, their families, and our amazing providers in the coming days. Sending our deep appreciation to our amazing champions that made this possible for San Diego County."

"Marin voters have made a clear statement that young children and the families raising them are a community priority," said Maria Patricia Niggle, Executive Director of First 5 Marin. "Measure P means more families will be able to find and afford quality child care, and the educators who care for our youngest children will be valued for the essential work they do."

Background: Research shows that investing in universal child care and early childhood education not only helps children succeed in school and life, but also strengthens California's economy. A new UC Berkeley brief found that a $1,000-per-pupil increase in state preschool funding put students nearly a quarter-year ahead in math and reading three to four years after kindergarten. A recent Stanford study estimates that workforce gains from universal child care could add $23 billion to California's economy.

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About First 5 Association of California

First 5 Association of California represents First 5 commissions across the state. Together, First 5 supports over 1.2 million children and families each year, advancing policies and investments that ensure young children are healthy, safe, and ready to learn. The Association works to advance state and federal public policies and funding that support California's young children and families. Our policy work is informed by local communities and local First 5 commissions and is grounded in a whole child / whole family lens. We do this while centering the fact that low-income communities, communities of color, and historically marginalized Californians face disproportionate impacts due to systemic racism, wealth inequality, and environmental hazards. Learn more at www.first5association.org.