



**Closing the Gap: How
CCR&Rs Can Help
Communities Meet
Their Child Care Supply
and Demand Needs**

May 14, 2019

Welcome and Introductions

Dr. Dionne Dobbins: *Senior Director of Research, Child Care Aware® of America*



Today's Presenters

- Maggie Norton: *Research Manager, CCAoA*
- Dr. Susan Savage: *Director of Research, Child Care Resource Center (California)*
- Jen Bump: *Senior Advisor, CCAoA*
- Lauren Robertson: *Digital Advocacy Manager, CCAoA*



What We'll Cover Today

- Report overview
- State story
- Share your strategies for using this report with:
 - Your State Administrator
 - Policymakers
- Your Questions



CLOSING THE GAP:

How CCR&Rs Can Help
Communities Meet
Their Child Care Supply
and Demand Needs

Maggie Norton
Jen Bump, MPA
Jessica Tercha
Lauren Robertson
Catherine Gardey



Let's get to know each other!

Please enter your organization name and role in the chat box.


Abstract light blue geometric shapes, including a large 'V' or checkmark-like shape and several overlapping rounded rectangles, are positioned in the bottom right corner of the slide.

Report Overview

- Follow up to our 2016 [Child Care Deserts](#) report, which introduced the topic and highlighted 7 states and communities
- Report laid the groundwork for our Mapping the Gap™ project
- Focus of this report is on:
 - The role of CCR&Rs and partners conducting research on child care supply and demand,
 - Examples of solutions for closing these gaps, and
 - Calls to action and policy recommendations

Child Care Deserts: Developing Solutions to Child Care Supply and Demand



September 2016

Dionne Dobbins, PhD
 Jessica Torchia
 Michelle McCready, MPP
 Anita Liu

Table of Contents

Introduction & Report Overview 1

Child Care Deserts 2

Demand and Supply of High-Quality Child Care 3

Parent Perceptions of Child Care Deserts 6

Theories of Decision-Making 6

Field Research 7

State- and Systems-Level Examination of Child Care Deserts 10

Summary 22

Policy Recommendations 23

Introduction

The Changing Landscape of Child Care

Over the past few decades, the needs of families living in the United States have changed dramatically. Painting a picture of the modern family's child care needs would require a very large canvas. From changes in the economy to shifting family structures, numerous factors have impacted children's increasingly diverse needs. Decades ago, child care was an experience for few families, but over the years, seeking child care from sources outside the family has become the norm. In the mid 1990s, changes in family structure—such as the increased prevalence of single parenting coupled with welfare reform and an economic boom—brought more parents into the workforce.¹ In addition, there are myriad factors, such as the expeditious return of new mothers to work after the birth of a child that continue to contribute to the ever-changing landscape of child care.² Consequently, it is important for the child care system to adapt to adequately support the evolving needs of the American family.

As the need for child care grows and diversifies with these changes, parents all too often face a lack of options for quality child care that meets their needs. Child Care Aware® of America (CCAoA) is committed to the mission of advancing a child care system that effectively serves all children and families. In working toward our vision, where every family has access to high-quality, affordable child care, it is important to evaluate the issues facing all families, especially those who are not adequately supported by the current system.

Report Overview

This white paper explores the concepts of child care supply and demand from both the perspectives of 1) parental choices and decisions made related to finding quality child care, and 2) state- and community-level approaches to documenting and addressing child care deserts. First, we highlight the themes around parent child care journeys that emerged from a series of focus groups with parents from vulnerable populations. Next, we provide an overview of several key informant interviews conducted with selected state- and community-level studies

Key Findings

In this report, we highlight many stories and solutions from CCR&Rs and state-level advocacy organizations.

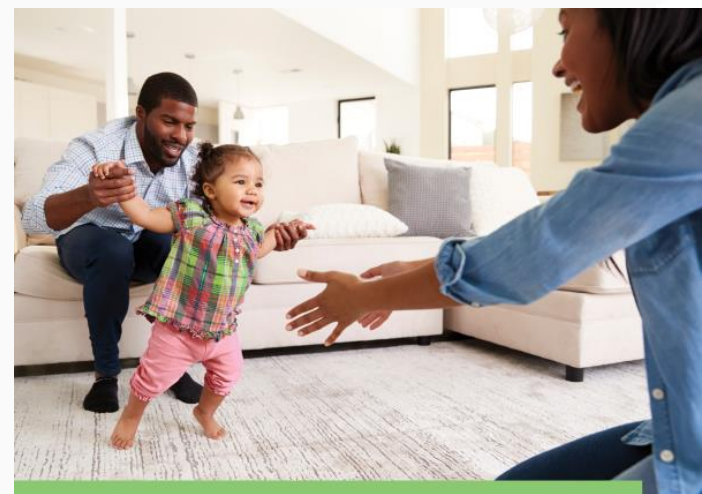
Through our research, we learned about and elevated several trends:

- Low access to child care for infants and toddlers
- Lack of child care during nonstandard hours
- Decline in the number of child care programs
- Data collection best practice: measuring providers' desired capacity



CCR&R and State-Level Advocacy Organization Stories

- Members' only benefit
- Stories about supply and demand analysis, impacts and outcomes, and looking ahead
- Solutions-focused with some lessons learned throughout
- Peer learning opportunities to come – stay tuned!



CLOSING THE GAP:

How CCR&Rs Can Help Communities Meet Their Child Care Supply and Demand Needs

STATE PROFILES

CCAAO conducted key informant interviews with CCR&Rs and advocacy organizations in 10 states that are conducting innovative work around child care supply and demand. The profiles that follow explain in detail the work these organizations are undertaking to reduce the gaps between child care supply and

demand. We wish to thank our colleagues for their thoughtful review of this report; we are thankful for your time, your insights, and your commitment to the advancement of policy and practice.

Research in Action: Child Care Resource Center (California)



The Decline in the Number of Family Child Care Homes

Family Child Care Homes in 2013

In 2013, there were 2,056 family child care homes.

This is an almost 10% decline from the 2,250 family child care homes in 2007.

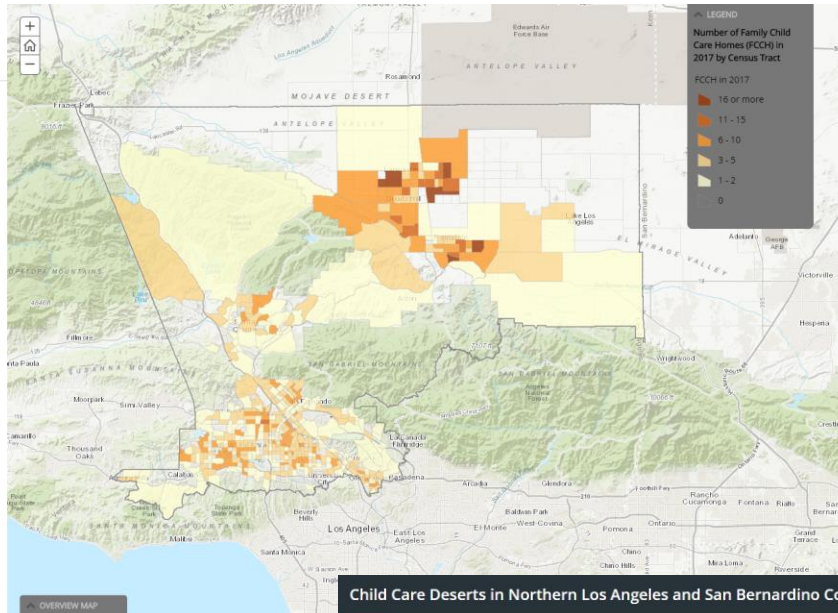
Family Child Care Homes in 2017

In 2017, the number of family child care homes was 1,794.

This shows a 12.7% decline since 2013 and a 20.3% decline since 2007. Basically, this amounts to approximately 1 in 5 of these small businesses closing their doors between 2007 and 2017.

Change in the Number of FCCH Between 2007 and 2017

Between 2007 and 2017, of the 593 census tracts in our study area, 44% had a net loss of family child care homes, and only 26% experienced a net gain of family child care homes. 31% of census tracts had a net zero change in the number of family child care homes, and about 15% of those census tracts were located in mountainous or sparsely populated areas where there were no family child care homes present in either 2007 or 2017.



Link to map:

<https://ccrc.maps.arcgis.com/apps/MapSeries/index.html?appid=ad5dc6ff934c41299e829f8d2b614f20>

Child Care Deserts in Northern Los Angeles and San Bernardino Counties

Home Definition Findings CCRC's Service Area Northern Los Angeles County San Bernardino County Urban, Rural, & Suburban Areas CCRC's Children Effects Supply Demand Policy Recommendations Credits

Working class families struggle across the nation to find affordable child care for their children. Cost is one of many prohibitive factors, but the geographic accessibility of child care centers stands out as well. A child care desert is a community that does not have the appropriate number of child care centers and child care slots to serve working families and their children. Many communities throughout the country are child care deserts. The limited availability of child care in these communities not only deprives children of the profound positive effects of early childhood programs, but it incapacitates working families as they struggle to find the proper balance between work, family, and their children's future.¹

According to the Center for American Progress, 51 percent of Americans live in child care deserts. The share of the population living in a child care desert ranges from 22 percent in Maine to 77 percent in Utah. Among urban, suburban, and rural areas, rural areas have a higher concentration of child care deserts. In terms of demographics, Latinos and Native Americans are more likely to live in child care deserts than other population groups. Economically, maternal labor force participation is lower in child care deserts compared to non-child care deserts.²

In California, 60 percent of the population lives in a child care desert. As observed nationally, particular areas and population groups are disproportionately affected. In the service area of the Child Care Resource Center (CCRC), consisting of Northern Los Angeles County and San Bernardino County, 80.9 percent of the population lives in a child care desert. The findings in CCRC's service area show that child care deserts have higher shares of Latinos, African Americans, and Native Americans. Child care deserts also have higher rates of non-traditional workers and child poverty, and lower rates of maternal labor force participation.

The following tabs discuss in detail each region or topic:

- Northern LA County
- San Bernardino County
- Urban, Rural, & Suburban Areas
- CCRC's Children



Link to map:

<https://ccrc.maps.arcgis.com/apps/MapJournal/index.html?appid=45e2842b1e0649f4863b3fe9468c58dc>



CCR&Rs as Part of the Solution: Capitalizing on the Report in Your State



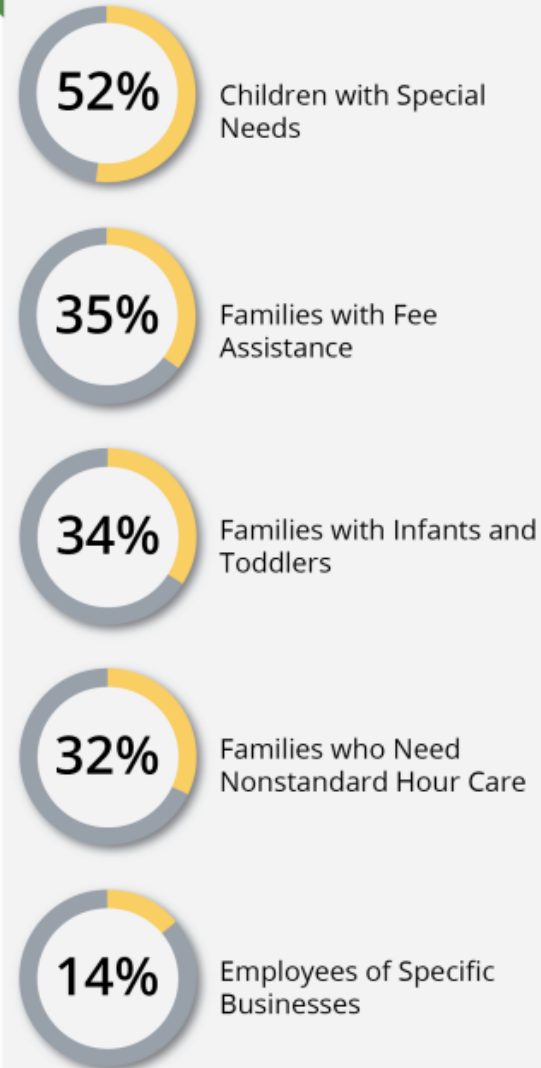
Key CCR&R Data



CCR&R's Targeted Supply Building



Percentage of CCR&Rs Offering Enhanced Child Care Referrals by Population Type



Combining Data with Messaging



CCR&Rs are the primary drivers in supply building:

- 84% recruit new child care programs overall
- 70% engage in activities to increase the supply of infant/toddler care
- 76% recruit child care programs to participate in QRIS
- 82% help potential child care businesses understand licensing requirements
- 72% offer coaching and mentoring



Combining Data with Messaging



Child Care Aware of America's 2018 survey of CCR&Rs found **100%** of receive funding from the Child Care and Development Block Grant.

Nearly **9 of 10 CCR&Rs (84%)** employ strategies to increase the supply of child care

Yet **less than half (44%)** receive targeted public funding to support this work.

CCAoA calls on legislators at the local, state, and national levels to take bold action to fully fund this important work.

What Strategies Will You Use to Compel
Your State CCDF Administrator
to Better Capitalize on the CCR&R System?





**Strategies for
Success: How
to use this
report in your
community**



Beyond the Cubicle:

Taking Action on Child Care Access

- Federal Policy Recommendations
 - Authorize and appropriate higher levels of funding for CCDBG
 - Support legislation that invests in the child care workforce
 - Support family-friendly policies that allow parents to work and their children to thrive



Beyond the Cubicle:

Taking Action on Child Care Access

- State and Local Policy Recommendations
 - Fully fund State CCR&R Networks to increase quality, consistency, and accountability.
 - Ensure CCR&Rs are funded for targeted recruitment, retention, and community engagement activities
 - Expand state and local investment in high-quality child care by establishing tiered CCDF reimbursement rates based on quality rating
 - Increase funds to support data collection and analysis within CCR&Rs
 - Collaborate with state and city planners to re-imagine land use and zoning laws
 - Improve compensation for the child care workforce



Beyond the Cubicle:

Taking Action on Child Care Access

- Messaging
 - What common messages do you hear about child care supply?
 - How can you use this paper to frame the message in a positive, forward thinking way?



Beyond the Cubicle:

Taking Action on Child Care Access

- Child care supply is so low because...
 - There are too many regulations
 - Providers are leaving the field for higher paying jobs
 - States have to choose between quality and quantity



Beyond the Cubicle:

Taking Action on Child Care Access

- Child care supply is so low because...
 - We are not investing nearly enough in the families, providers, and infrastructure that make up the child care system. Policy solutions that truly address access must also address all three.
 - How can you use this paper to frame the message in a positive, forward thinking way?



Beyond the Cubicle:

Taking Action on Child Care Access

- Who needs to hear this message?
 - Elected officials
 - Press
 - Who else?



Beyond the Cubicle:

Taking Action on Child Care Access

- How can we spread this message?
 - **Share the report** with your elected officials and tell them why your city/county/state needs to collaborate on improving access
 - Share on social media, too! #ClosingtheGap
 - Featured in the report? **Share the press release** that you can customize for your state. Our PR Manager is a resource for you!
 - Not featured? **Set up a meeting** with your elected officials and utilize the examples so they see this work is possible!
 - **Call on Congress** to invest more in CCDBG!



Beyond the Cubicle:

Taking Action on Child Care Access

- Do it now!
 - Encourage families, providers, and CCR&R staff affected by lack of child care access to share their experience: <https://childcareworks.org/shareyourstory/>
 - Look up who represents you (and share with your networks): <https://childcareworks.org/take-action/find-legislators/>
 - Take action on CCDBG: <https://childcareworks.org/take-action/fy2020-ccdbg-ask/>



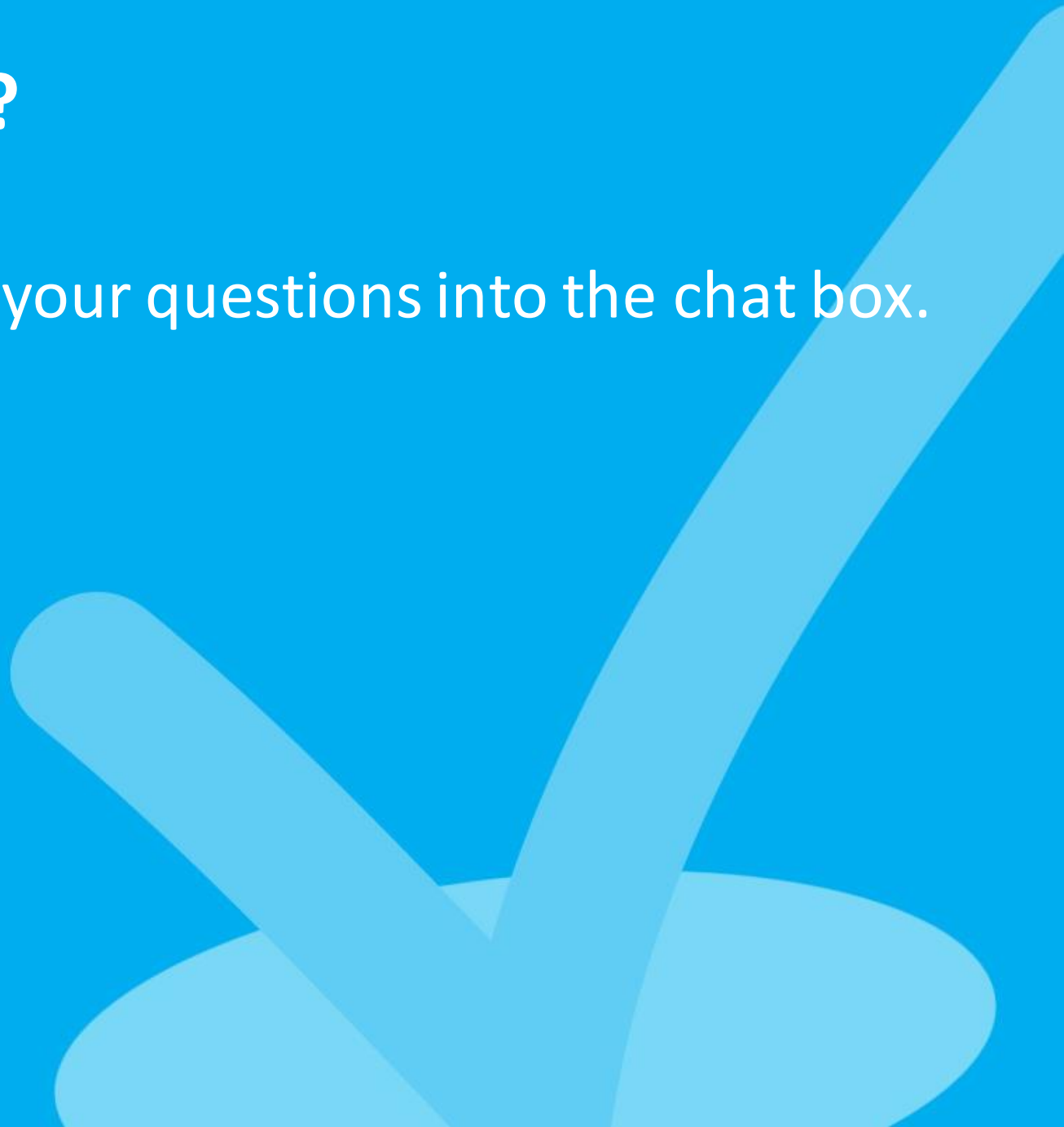
Beyond the Cubicle:

Taking Action on Child Care Access



Questions?

Please enter your questions into the chat box.



What's Next?

Full report release: Thursday, May 16

Peer Learning Opportunities: *coming soon* – stay tuned for updates in the membership newsletter and on social media

Thank you for coming!

Please feel free to reach out to any of us with questions:

- Maggie Norton: Maggie.Norton@usa.childcareaware.org
- Jen Bump: Jen.Bump@usa.childcareaware.org
- Lauren Robertson:
Lauren.Robertson@usa.childcareaware.org
- RaeAnn Pickett: RaeAnn.Pickett@usa.childcareaware.org
- Dr. Susan Savage: SSavage@ccrcca.org