

INVESTING IN FAMILIES

OUR WORK SUPPORTS AND EXPANDS COMMUNITY SERVICES THAT ENABLE FAMILIES
TO WORK AND BUILD ECONOMIC STABILITY

Local Investment in Child Care: The Value of an Economic Impact Report

LINCC Symposium
June 23, 2004

CHILDREN, YOUTH AND FAMILIES

National Economic Development and Law Center



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Session Overview

- Background and rationale
- Process and structure
- Methodology and findings
- Release and roll-out



BUILDING AND LEVERAGING INVESTMENTS IN LOW-INCOME COMMUNITIES

Founded in 1969, NEDLC is a national non-profit specializing in community economic development



BUILDING AND LEVERAGING INVESTMENTS IN LOW-INCOME COMMUNITIES

NEDLC SERVICES

Economic Analysis

Legal Services

Technical Services

Public Policy Department

Foundation Advisors

Field Services

Demonstration Projects

Program Development

Network Building

Resource Development



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Reasons to Conduct an Economic Impact Report

- Re-frame the early care and education issue
- Engage the business, financial, and governmental sectors in a discussion about generating funds and policies that support the licensed child care industry
- Increase the capacity of local child care leaders to take on economic development issues



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Process: How to Maximize Outcomes

- Build support in child care community
- Create a Data Committee
- Convene Advisory Board of diverse stakeholders
- Write and revise
- Plan on an eight-month process minimum



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Engaging Strategic Partners

GOVERNMENT

- Board of Supervisors & City Councils
- Office of Economic Development
- County/City Planning Departments
- Office of Housing & Community Development
- Redevelopment Agencies

CHILD CARE

- Local Planning Councils / Child Care Coordinators
- Resource & Referral Agencies
- Child Care Providers
- Community Colleges (Early Childhood Ed. Programs)

FINANCIAL

- Commercial & Alternative Lenders
- Community Development Financial Institutions (CDFIs)
- Community Development Corporations
- Small Business Development Corporation (SBDC)

PRIVATE SECTOR

- Small Business Administration
- Chambers of Commerce
- Private Industry Councils (PICs)
- Unions
- Trade Associations
- Large Local Employers
- Legal Community



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Economic Impact Report Contents

- Demographic and economic trends relating to child care
- Economic profile of the child care industry in the state
- Child care linkages to economic development and business
- Recommendations for business, government, and the child care industry



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Data Requirements

- Demographic and economic information
- Comprehensive, accurate cost and enrollment information for private-pay and all types of subsidized children
- Information about economic development and business activities related to child care
- Statewide information about child care's effect on parental employment, school readiness, etc.



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Report Release and Roll-out

- Target specific audiences
- Target business and government press, not child or education reporters
- Use Advisory Board to reach out to new individuals
- Prepare appropriate materials for diverse audiences (props, one-pagers, executive summaries, etc.)



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Next Steps: The Overall Goal

Create systemic change in investment strategies and programs to grow and sustain the child care industry



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LINCC Impact Areas

- Land Use & Economic Development Planning
- Facilities Development Assistance
- Facilities Financing
- Business Management Training
- Private Sector Investments
- Media & Public Relations



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MONTEREY COUNTY

- Original EIR 1997 - tremendous learnings in process and presentation (one of 1st)
- Revised EIR in Fall 2003



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MONTEREY COUNTY

1st Step: Advisory Committee

- Incorporate Private Partners – meet once with NEDLC reviewing process
- Teleconference or e-mail feedback
- Not always easy to get feedback, but necessary
- Positive to choose an influential community leader as key member of advisory committee



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MONTEREY COUNTY

2nd Step: Production

- Include key Child Care Partners in community – especially those responsible for collecting data - R&R and CCPC.
- Assign one contact person to coordinate with NEDLC



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3rd Step: Reproduction & Distribution

- Bind copy of Executive Summary only
- Make full EIR available electronically
- Post both on CCPC website
- Send mailings to critical partners and distribute through presentations to others



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MONTEREY

4th Step: Roll Out

- Press Conference and Award Event at local employer who has on-site child care
- Followed by presentations and mailings throughout the community – Economic Development, Children’s Issues, Land Use and Planning, Major Employers: CCPC, First Five, Children’s Council, Rotary Clubs, Economic Organizations, Board of Supervisors, Planners, City Mayors, Workforce Investment Boards....



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5th Step: The Wave

- Watch the wave gently grow as your information gets disseminated and awareness & investment shifts in the community
- Direct result—developer donating $\frac{3}{4}$ acre of land to a child care center in a new community

