

Actionable Ways to Create a Family Friendly Workplace





Childcare Access in Larimer County

The State of the Sector

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Chief Executive Officer

What is the Early Childhood Council?

WHO ARE WE?

- Independent 501c3
- Comprehensive system of early childhood
- 34 Councils across the state
- Established via state statute
- Focus on access, affordability, health and mental health + advocacy and policy

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The State of the Sector

**\$12,000
A Year**

The average cost Larimer County families pay a year per child for childcare, often \$16-20k for an infant.

40% Shortage

in childcare access for families with preschoolers unable to find care.
75% with infants who cannot find care.

37% of INCOME

based on an average median HHI of \$64,919
Spent on childcare for a family of four with two kids under the age of 5

Why Does Early Childhood Matter?

The Base for Lifelong Health and Success

- A child that is an affordable and quality early education program will be better prepared for kindergarten, read earlier, be more likely to graduate high school and attend college, earn a higher wage, live a healthier life and have better developed life skills.

Why Does Early Childhood Matter?

The Base for Lifelong Health and Success

↓ Decreased
Healthcare Costs

↓ Decreased Crime
Rates

↓ Decreased
Unemployment
Costs

↑ Increased lifetime
earnings

Childcare Access and the Economy

- 10% of Colorado residents quit or don't take a jobs because of childcare challenges. During the pandemic, this challenge was heightened and families in Larimer County reduced their work by 42% due to lack of childcare.

Childcare Access and the Economy

- Lack of access to child care and early education leads to increased work absences and can remove talented employees from the workforce
- In the last year alone, more than 20 million women with children in the US have left the workforce due to lack of childcare access

Childcare Access and the Economy

- In 2008, United Way and the Coloradoan conducted a community-wide assessment of poverty in Larimer County and determined the absence of affordable childcare was the single greatest deterrent to a family's self sufficiency

Why is there such a shortage?

Childcare as a Market Failure

“The market failure is that we count on parents to pay for the bulk of the cost of child care, yet to provide good-quality care costs far more than many parents can afford” Gina Adams, Urban Institute

“It’s past time that we treat childcare as what it is – an element whose contribution to economic growth is as essential as infrastructure or energy.” Treasury Secretary Janet Yellen

Federal Health and Human Services- 7% of a family’s income is reasonable to spend on child care

Most families are paying between 13-30% of their annual income on child care, depending on number of children, cost of care and other factors.

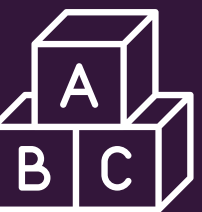


Why is there such a shortage?

WORKFORCE IS KEY!

- Early educators make an average of \$13-\$15 an hour
 - Not enough to afford housing in Larimer County
- Early educators require extensive education and credentials to work in an early childhood classroom
- Education in early childhood is a demanding field!
 - Long hours
 - Emotionally and Physically Taxing

Early childhood educators are leaving the field faster than we can hire them!



What Options are There for Families?

Affordability

- Colorado Child Care Assistance Plan (CCAP)
- United Way Larimer Child Care Fund
- Sliding Scales and Scholarships
- Colorado Preschool Program
- Head Start
- Coming soon...
 - Universal Pre-K

What Options are There for Families?

Finding Care

The screenshot shows the Larimer Child Care Connect website interface. At the top left is the logo "LARIMER CHILD CARE CONNECT". The main heading reads "Find child care, preschool, and school-age programs near you!". Below this are three search filters: "Search address, city or zip code" with a dropdown menu showing "Locations near you"; "Method of transportation" with a dropdown menu showing "Driving"; and "Children" with a dropdown menu showing "Add children". A "Submit" button is centered below the filters. Below the filters, it says "BROUGHT TO YOU BY" followed by the logo and text for the "Early Childhood Council of Larimer County", which is an independent nonprofit organization that rallies support, resources, and awareness to ensure every young child in our community has quality early childhood experiences so they thrive from day one. At the bottom, there are five program options, each with an icon and a label: "Full-time care" (clock icon), "Part-time care" (half-circle icon), "Before school programs" (sun icon), "After school programs" (cloud and sun icon), and "Summer camps / care" (sun icon).

LARIMER CHILD CARE
•:CONNECT:•

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The State of the Sector

Questions?

For more info, or to get involved:

info@ecclc.org

www.ecclc.org

www.larimerthrivebyfive.org

EXECUTIVES PARTNERING TO
INVEST IN CHILDREN



Child Care Access: Impact on Employers and Economic Output

April 19, 2022

About EPIC

A green arrow icon pointing to the right, with a white outline and a slight shadow.

Our Mission

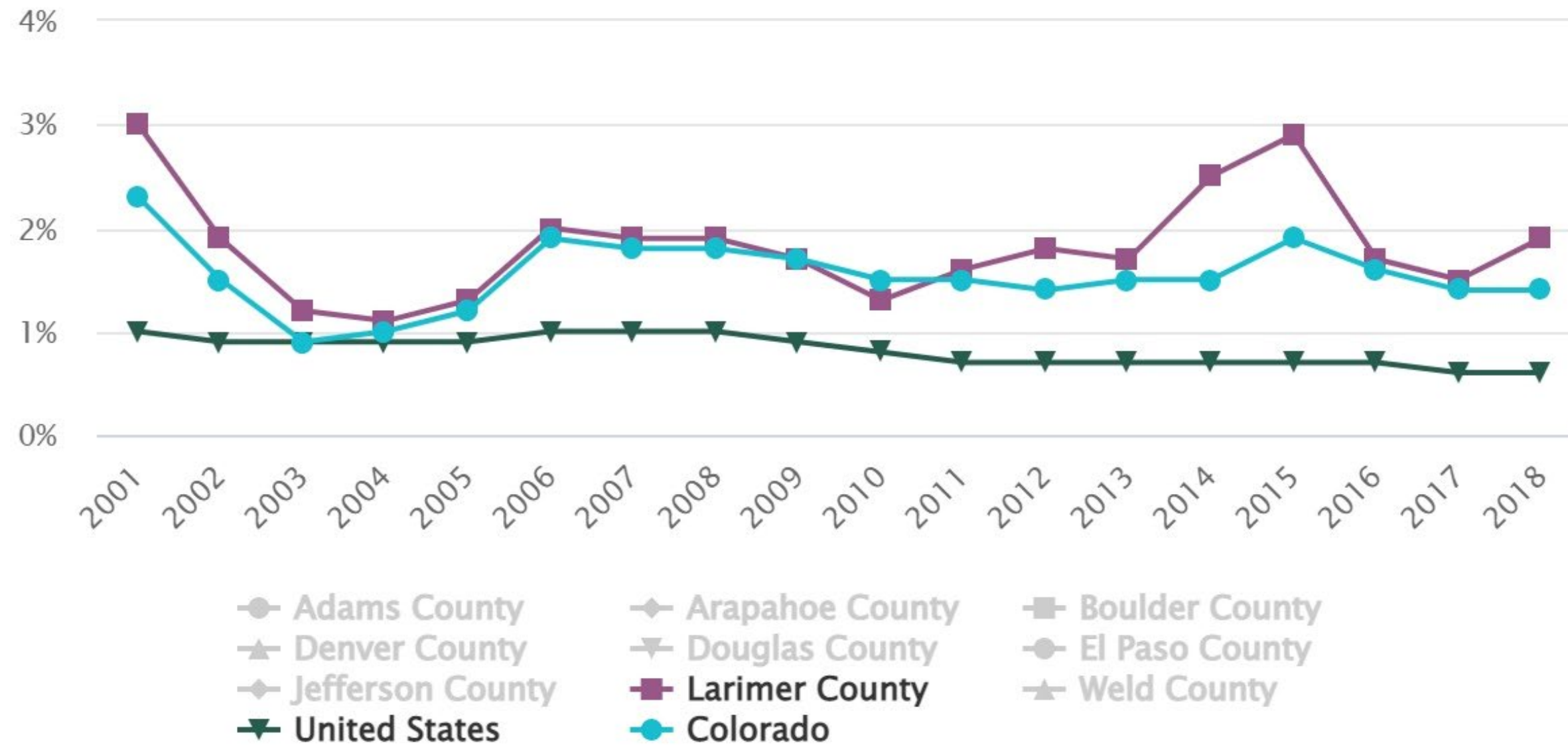
As the business community's nonpartisan voice for early childhood, EPIC leads efforts to build infrastructure and advance policies that support the workforce of today while developing the workforce of tomorrow.



The Economic Imperatives of Child Care

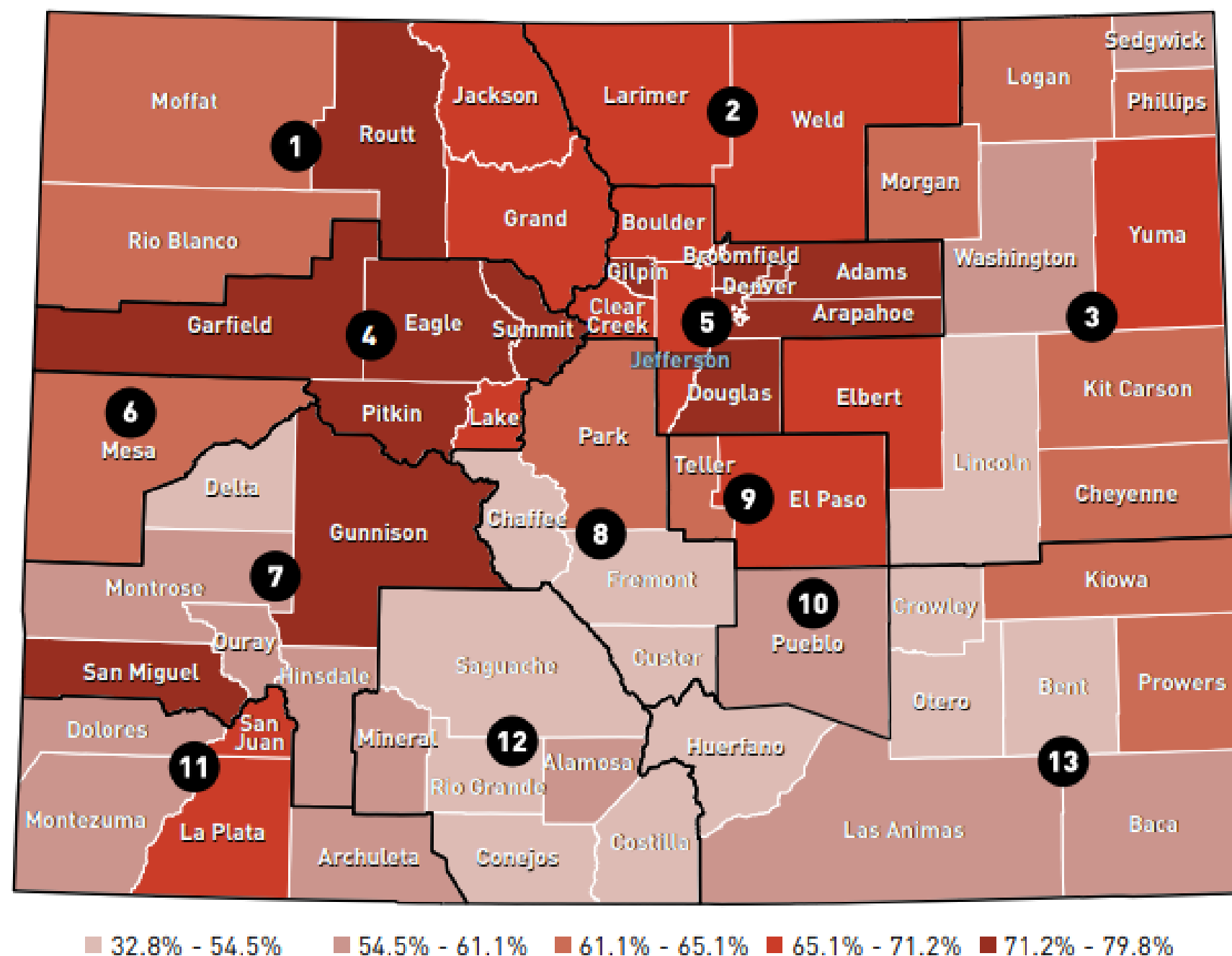
Population Growth (annual rate)

Source: U.S. Census Bureau Population Estimates



The Economic Imperative of Child Care

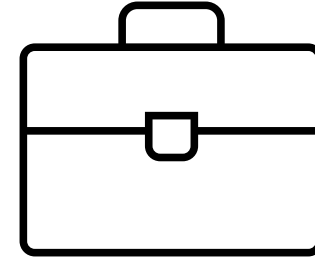
Figure 18: County Labor Force Participation Rate
Colorado, 2018



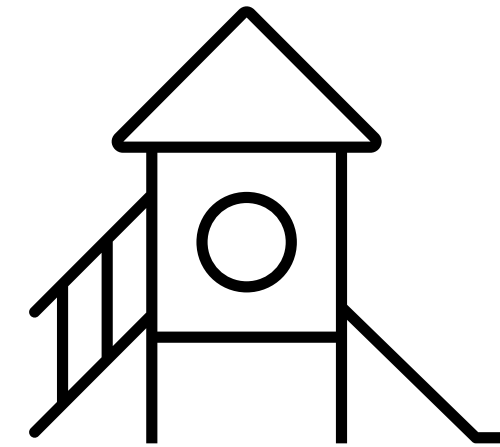
1. Northwest (69.4%); 2. North Front Range (67.6%); 3. Eastern (63.3%); 4. Rural Resort (76.4%); 5. Metro Denver (71.0%); 6. Mesa (62.6%); 7. Western (58.4%); 8. Upper Arkansas (46.6%); 9. Pikes Peak (67.5%); 10. Pueblo (56.6%); 11. Southwest (63.0%); 12. South-Central (54.7%); 13. Southeast (52.0%)
Source: 5-Year American Community Survey, U.S. Census Bureau

[Source](#)

Population, Job &
Industry Growth



Child Care
Access & Affordability



Child Care is Key to Attracting & Retaining Talent



Top reasons why U.S. workers left a job in 2021: Low pay, no advancement opportunities

Among those who quit a job at any point in 2021, % saying each was a ___ why they did so

	Major reason	Minor reason	Net
Pay was too low	37	26	63
No opportunities for advancement	33	30	63
Felt disrespected at work	35	21	57
Because of child care issues*	24	24	48
Not enough flexibility to choose when to put in hours	24	21	45
Benefits weren't good**	23	20	43
Wanted to relocate to a different area	22	13	35
Working too many hours	20	19	39
Working too few hours	16	14	30
Employer required a COVID-19 vaccine	8	10	18

Source: [Pew Research](https://www.pewresearch.org), US Chamber of Commerce Foundation

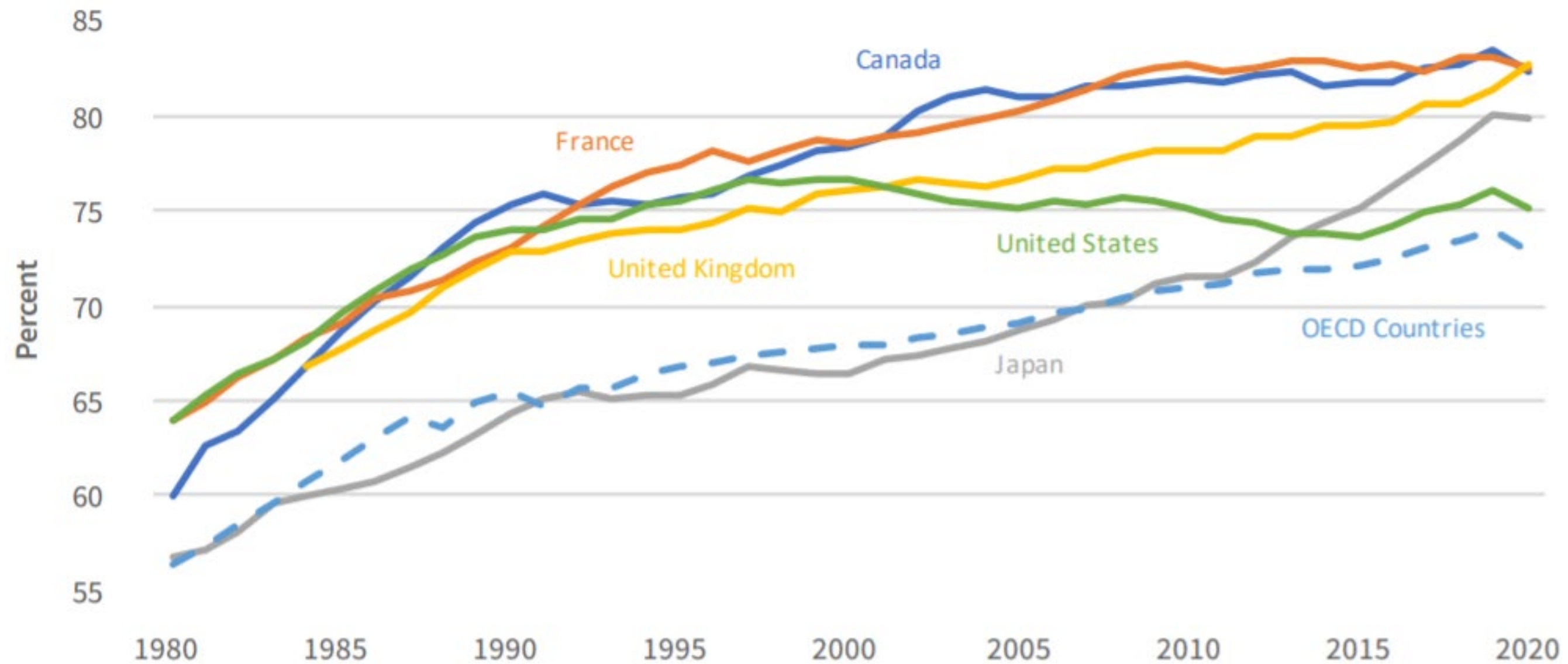
COVID Impacts: Employees & Child Care

- 16 percent of the US workforce—26.8 million people—are dependent on childcare in order to work (CO is closer to 20%)
- Among those who have *stopped* looking for work, child care was twice as likely to be cited as a reason by women than by men (approximately 25%)
- Only 39 percent of respondents with household incomes below \$50,000 and children at home said that they could afford childcare
- *45,981 CO parents are making career sacrifices due to issues with child care*

Source: McKinsey & Company Report (2021)

US Women in the Workforce

Figure 1: Prime-Age Women's Labor Force Participation in Select OECD Countries



SOURCE: OCED.Stat Labor Force Statistics

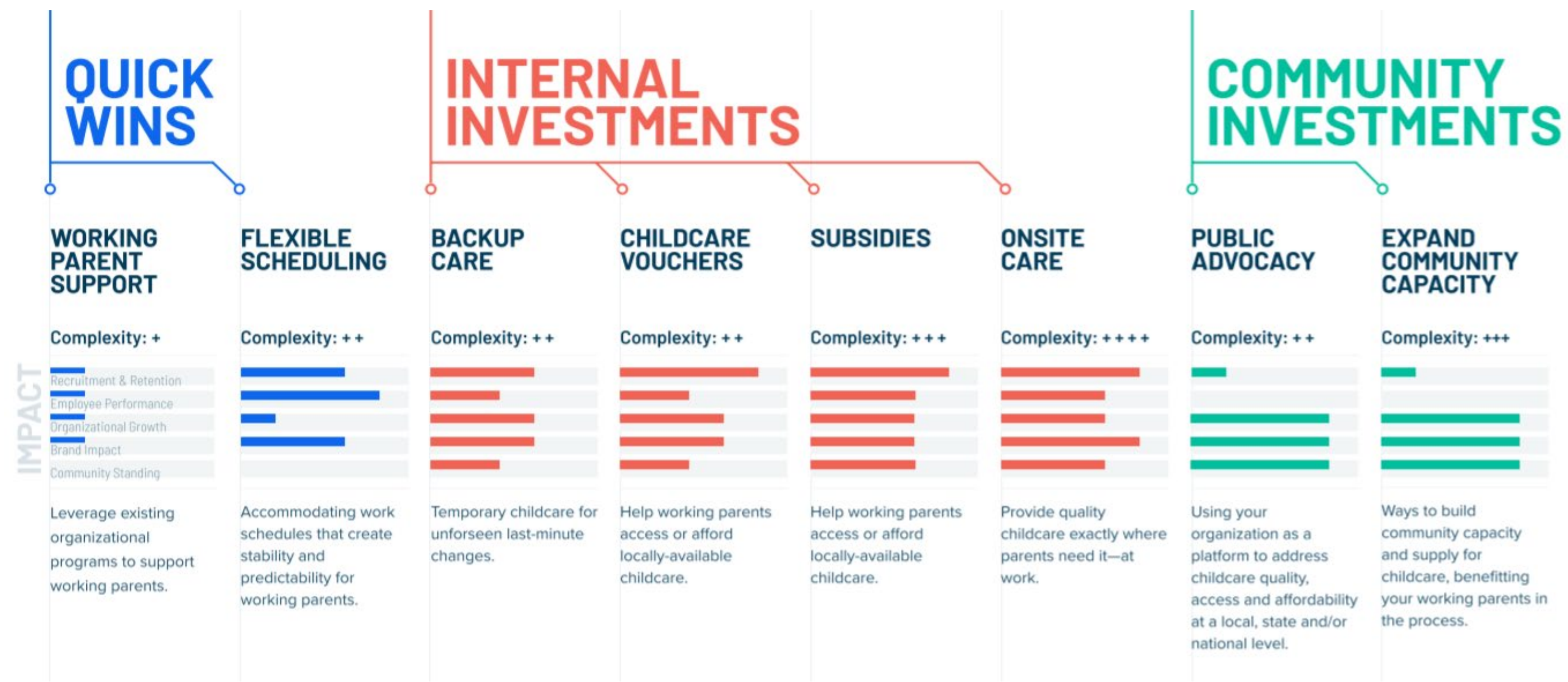
Economic Impact of Child Care Shortage in Larimer County (4.5% of State GDP)

Infant/toddler care shortage = \$2.2 billion in lost earnings, productivity, & revenue for CO; \$99 million for Larimer

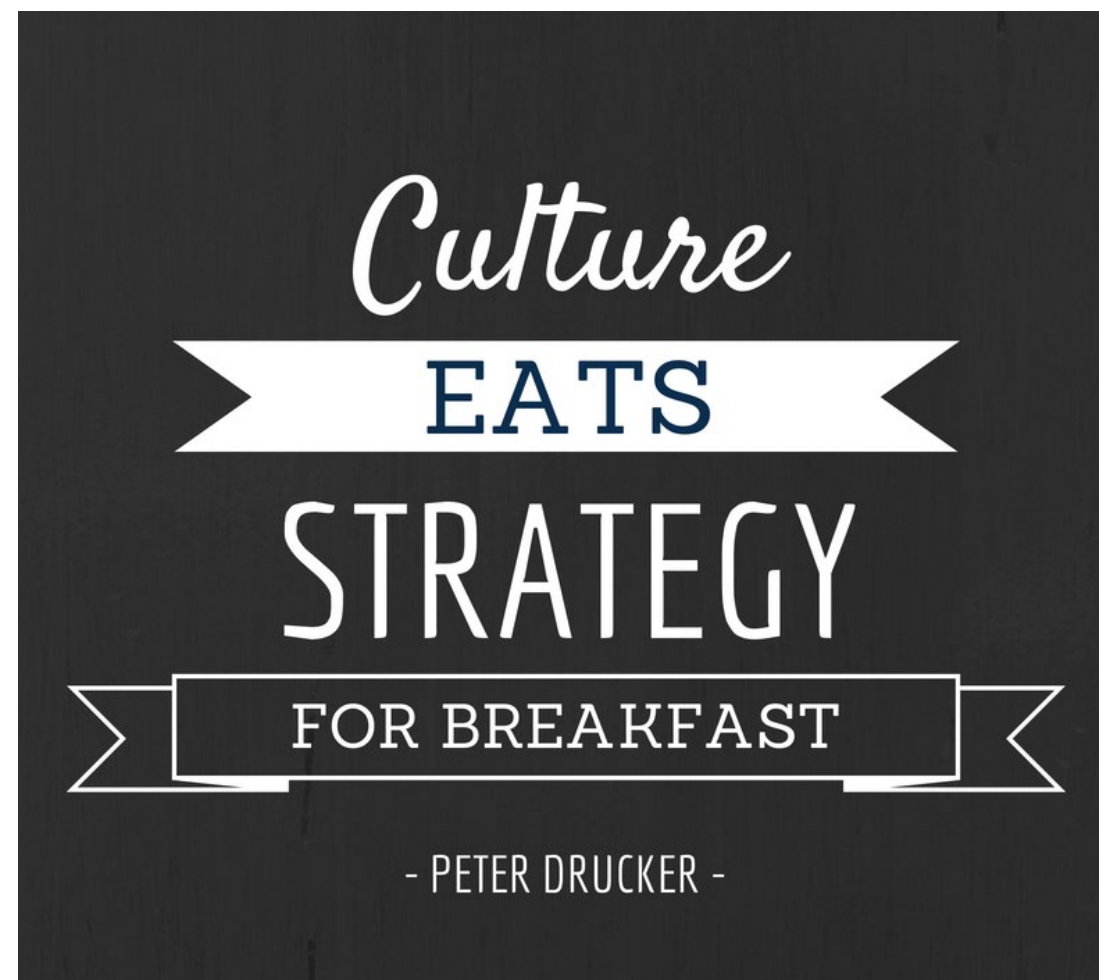
\$680 million lost by employers in CO; \$31 million in Larimer

Opportunity cost of over 900 jobs each year

Employers: Ways to Take Action



Culture & Quick Wins



- Ask for feedback & collect data (only 13% do this now)
- Check your training & norms
- Normalize challenges of working families
- Ensure consistency across supervisors and annual reviews
- Flexibility, job sharing & split shifts
- Interviewing & potential candidate accommodations

Internal Investments

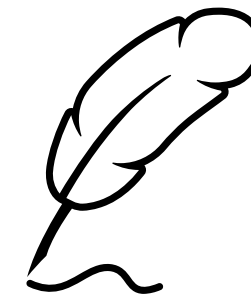
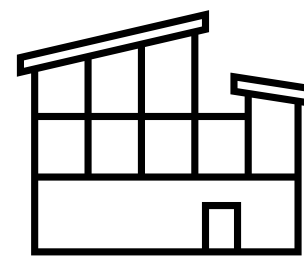
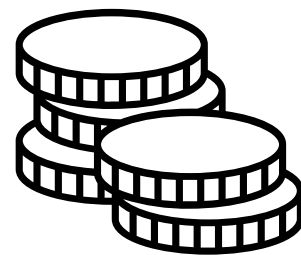
- Expanding family-friendly benefits
 - Finding child care (search support)
 - Back-up child care or elder care (stipend or more formal programs)
 - Dependent care savings account (payroll tax savings)
 - Paid family leave, bringing non-mobile infants to work
 - 529 College Savings Plans
- Community discounts, preferential access & stipends

Internal Investments

- On-site or near-site child care
 - Convenience, productivity, and post-pandemic workplace design
 - Employer-Based Child Care Design Lab & Grant Program, \$8.8 Million
 - Risk myth-busting, cost-sharing/partnership models, and long-term return on investment

Employer Advocacy & Community Investments

- Equal Job Benefits vs. Equitable Job Benefits: reach your potential talent pipeline
- Employers should advocate through the chamber community, local partners, and EPIC
- Put your assets (including real estate) to good use
- Invest in broader community efforts to increase access to quality, affordable child care for the workforce



2022 State Policy Efforts

- HB22-1295: Department of Early Childhood and Universal Preschool
- HB22-1010: Early Childhood Educator Tax Credit
- HB22-1006: Non-Profit Child Care Property Tax Exemption
- SB22-130: Public Private Partnership Authority
- HB22-1070: Early Childhood Special Districts
- HB22-XXXX: Workforce development, facilities infrastructure, and family supports

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Questions?

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