Child Care Master Plan

CITY OF SANTA MONICA

City of Santa Monica

Child Care Master Plan

Project Sponsors
City of Santa Monica
Santa Monica College
Santa Monica/Malibu Unified School District

With Assistance From
Connections For Children
Santa Monica Child Care Task Force
Snata Monica Child Care Master Plan Working Group

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City of Santa Monica

Child Care Master Plan

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Overall Executive Summary

Santa Monica Child Care Master Plan
EXECUTIVE SUMMARY

This Executive Summary presents the major findings of the child care planning process and the goals, objectives and strategies that consititute the long-range Master Plan for child care in the City of Santa Monica.

Child care has become an urgent social issue for the State of California and the nation. According to 1990 U. S. Census data, there are 40% more preschoolers in California than there were in 1980. This second baby boom has enormous consequences for schools and child care resources. At the same time, longitudinal studies show that high quality child care has long-term benefits and can make a significant contribution to healthy development. The need for an increase in child care supply and quality is immediate and clear.

In response to this growing problem, the City of Santa Monica, Santa Monica/ Malibu Unified School District and Santa Monica College, agreed to pursue a joint child care planning effort, in cooperation with the local child care resource and referrral agency, Connections for Children. The Master Plan project was jointly funded by the City of Santa Monica and a grant from the State Department of Education, Child Development Division.

A Working Group was formed at the initiation of the project and consisted of representatives from the local agencies and child care providers and advocates. The Working Group met at each critical point in the Master Plan process to identify project goals, evaluate progress, develop research methods, study results and formulate strategies.

The purpose of the Child Care Master Plan project was to:

- Set forth a comprehensive long term vison for child care in Santa Monica;
- Enhance community child care resources by coordinating efforts among the Project Sponsors;
- Encourage increased private sector involvement in meeting child care needs;
- Provide direction and support for funders, employers, providers and community groups in their efforts to serve children and families.

The Master Plan project was conducted in two phases with the following activities undertaken:

Phase One: Child Care Needs Assessment

- Demographic Analysis of Residential Child Care Demand
- Working Parents Survey
- Child Care Provider Survey

Phase Two: Implementation Strategy Development

- Strategy Development
- Financing Mechanisms Research
- Community Workshop

The text and charts below summarize the findings of the Phase One Needs Assessment and present the priority strategies that were developed in Phase Two to meet identified child care needs.

Summary of Child Care Needs in Santa Monica

The child care needs of the Santa Monica community were identified in Phase One of the Child Care Master Planning process through the activities mentioned above. These needs

are summarized below in three categories: Availability, Affordability and Quality of Care.

Availability of Care

- **Child Care for Santa Monica Children**

According to a number of economic, demographic and social factors, and findings from both the Working Parents and Providers surveys, the current demand for child care from Santa Monica residents is *triple* the current available supply. (This does not account for residents who work outside of the Santa Monica and may want child care near their work locations.)

- **Care for Children of Non-Resident Working Parents**

Santa Monica serves as a regional child care supplier and would serve additional non-residents if they had access to their preferred care arrangements. Over half of the licensed child care spaces in Santa Monica are currently held by children of non-resident parents, and almost 60% of non-residents' preferred arrangements would be located in the city.

- **Licensed Child Care at Centers and Schools**

Overall, working parents expressed a strong preference for licensed child care, especially center care and after school programs. A comparison of parents' current and preferred child care arrangements (in the chart at the top of the next column) shows that overall use of licensed child care would increase in each age range, and would increase dramatically for school-age children.

Current and Preferred Types of Care By Age Range

	Informal		Licensed	
Age Range	*Current*	*Preferred*	*Current*	*Preferred*
Under 2	70%	60%	30%	40%
2 - 5	39%	36%	61%	64%
5 - 12	64%	41%	34%	59%
All Ages	59%	43%	40%	55%

- **Care for School Age Children**

The Demographic Analysis indicates that the population of children age 10 to 14 is increasing. This trend, several survey findings, and a 73% labor participation rate for women with children over five indicate an increasing need for before and after school programs, and care during summer, school vacations and holidays.

- **Care for Infants and Toddlers**

Several survey findings suggest a clear demand for expanded licensed infant and toddler care (although 60% of preferred arrangements would still be informal):

- At least 56% of women with children under six work outside the home;
- Finding infant care has been a problem for over half of the working parents who have children under two and they ranked infant care as their second most important logistical consideration;
- While only 7% of current *infant* care arrangements are at preschools or child care centers, 26% of preferred arrangements would be at this type of facility;
- Only 15% of child care centers offer infant care.

- **Expanded Hours of Operation**

The need for expanded child care hours of operation is indicated by the fact that very few providers offer care before 7am or after 6pm even though many parents (48% of the Working Parents Survey sample) need to drop off their children early or pick them up late at least sometimes.

- **Sick Child Care**

While half of Working Parents Survey respondents indicated that they have experienced a problem finding sick child care, less than one quarter of family day care homes and no child care centers offer this type of care.

- **Temporary or Drop-in Care**

Finding drop-in or temporary care arrangements has also been a problem in Santa Monica according to half of the working parents surveyed.

- **School Vacation/Summer Care**

Although half of family day care providers and two-thirds of child care centers offer care during school vacations, over half of Working Parents Survey respondents with school-age children reported a problem finding vacation care, with a quarter reporting a major problem.

- **Accessible Child Care**

Convenience, proximity to work and to home were mentioned repeatedly in the Working Parents Survey as reasons explaining preferred care arrangements. Convenience may be interpreted as the right type of care, in the right place, at the right times, for the right price. This complex arrangement may be different for each family and in order to accommodate the majority of situations, care must be available in a variety of types, locations and times, and for a variety of costs.

Affordability of Care

- **Affordable Child Care**

Many Working Parents Survey respondents expressed that they cannot pay more for child care or perceive that they are already paying too much. In fact, the cost of child care was the problem experienced most often by working parents and affordability was mentioned most often as one of respondents' three most important logistical considerations.

Identified Child Care Problems By Age Range and Important Logistical Considerations By Age Range

Age Range	*Top Three Identified Problems*	*Top Three Logistical Considerations*
Under 2	**Cost of Care** (66%) Finding Infant Care (55%) Convenience of Location (51%)	**Affordability** Infant care Proximity to work
2 - 5	**Cost of Care** (72%) Finding Sick Care (52%) Finding School Vacation Care (51%)	**Affordability** Proximity to work Proximity to home
5 - 12	**Cost of Care** (67%) Finding Sick Care (53%) Finding School Vacation Care (51%)	**Affordability** Before/after school care Proximity to work
All Ages	**Cost of Care** (68%) Finding Sick Care (50%) Finding Temporary Care (49%)	**Affordability** Proximity to work Proximity to home Before/after school care

- **Education About the Cost of Care**

Demographic Analysis and Working Parents Survey findings indicate that care should be available at a variety of costs, and also suggest that education and advocacy are needed about the value of child care.

- **Funding Sources**

Working parents strongly favor Federal and State government assistance in the form of tax breaks and child care subsidies as well as as employer on-site and consortium child care centers.

- **Provider Financial Assistance**

Findings from the Provider Survey and the National Child Care Staffing Survey suggest that financially assisting child care providers would directly effect quality of care. The following Provider Survey Results indicate the need for provider financial assistance:

- Financing was a problem reported by well over half the centers in the Provider Survey sample;
- Problems related to inadequate financial resources such as recruiting staff, staff turnover, finding substitute teachers, physical space and insurance were also reported.
- Only 19% of child care centers are able to survive on parent fees alone.

Quality of Care

- **Enhanced Quality of Existing Child Care Services**

Survey findings suggest that parents are occupied with finding satisfactory logistical arrangements and are not able to address quality issues until these basic child care requirements are satisfied. However, when asked to identify their most important program or provider qualities, working parents most often mentioned:

- Experience, qualifications and reliability of providers;
- Personal attention given to children; and,
- Educational curriculum.

- **Provider Support**

Several findings from the Provider Survey emphasize the need for increased provider support in order to increase the quality of care:

- Though the average salary paid to child care workers in Santa Monica is higher than the national average, it is low for the type and value of work performed and the cost of living in California. According to the National Child Care Staffing Study, staff salary is the most important predictor of the quality of care children receive.
- Staff turnover and finding trained staff are problematic for providers, probably due to low salaries.
- The most serious problem for child care center providers is finding substitute teachers.
- Financing is also a problem for child care center providers.

Summary of Priority Implementation Measures to Meet Child Care Needs

In response to the needs identified through Phase One research, the Master Plan Working Group developed a set of 13 goals, 11 objectives and 51 strategies to improve child care availability, affordability and quality in Santa Monica.

Because all 51 strategies cannot be implemented immediately, priorities were established for Phase One of Master Plan implementation. The priority strategies comprise the 12 Point

Action Plan: *A Dozen Ways To Care,* and are summarized below:

The 12 Point Action Plan: *A Dozen Ways To Care*

Strategy #1

Create a Child Care/Family Impact Policy

To respond to the need for public education about the cost and value of child care, the Project Partners (the City of Santa Monica, Santa Monica College, and the Santa Monica/ Malibu Unified School District) will review the policies of other cities and public agencies, create and adopt the policy, and publicize it as a model for the private sector. (Existing project staff have initiated implementation of this strategy.)

Strategy #2

Continue and Expand Collaborative Child Care Planning and Advocacy Efforts

To address the need for public education about child care and improved availability and quality, the Project Partners will expand collaborative efforts to implement the Master Plan. They will work with interested community members to develop a precedure for collaborative legislative advocacy and joint positions on child care issues. The City will commit 50% of the newly hired Child and Youth Coordinator's time to child care and early childhood issues.

Strategy #3

Create a Nucleus of Private Sector Supporters and Advocates

The need to increase public, private and non-profit involvement in meeting regional child care demands (from both resident and non-resident workers) was identified in the Child Care Needs Assessment and in the Community Workshop.

The Project Partners will identify and build a core group of support, set up informal and formal meetings to discuss objectives, and create advocates to take action in their spheres of influence. In conjunction with private sector supporters, the Project Partners will then plan business meetings to promote the plan, broaden support and explore consortium and programming possibilities.

Strategy #4

Increase the Quality of Child Care Programs

This strategy was developed and prioritized in response to the need to increase provider support and financial assistance, and to enhance non-profit teacher salaries and benefits in order to increase overall quality.

This strategy will be implemented by the Project Partners in conjunction with Connections for Children and other child care organizations. The next action steps include:

1. Research and develop a "substitute pool" to provide a stable source for quality temporary staff.
2. Work with private sector employer advocacy group to identify possible "enrichment" projects to be supported by local employers.

3. Research the feasibility of establishing a "teacher life-long learning project", providing merit scholarships for continuing education, including innovative training programs (mentoring).
4. Plan and implement a model grant program for non-profit child care center and family day care providers, designed to enhance program quality.

Strategy #5

Increase the Affordability of Child Care Programs

Child Care Needs Assessment research and community input identified the need to increase the affordability of child care programs, especially for low income, working families.

Implementation of an immediate strategy to address affordability issues will be undertaken by the City, focusing on expanding the use of Dependent Care Assistance Programs (D-CAP) by Santa Monica employers.

Strategy #6

Increase the Supply of Qualified Child Care Professionals

Master Plan research identified the need to increase the quality of child care services and provider support (including monetary assistance), and to create a substitute pool.

Responsibilty for strategy implemetation will be shared by the Project Partners, Connections for Children, private sector foundations, professional organizations, community organizations and the North Bay SCAEYC. Implementation will involve the following actions:

1. Santa Monica College will coordinate a multimedia public relations and recruitment campaign directed at local high school and college students.
2. The College, the School District and Connections for Children will conduct a survey of Santa Monica child care providers to determine staff development needs and interests.
3. The Project Partners and Connections for Children, with assistance from the private sector, will develop and implement a child care staff development program.
4. The College and the City will work with professional early childhood organizations and the private sector to develop a scholarship fund for preservice and inservice education of graduating high school students who enter the child development field.
5. The College will work with Connections for Children and SCAEYC to enhance job placement services.

Strategy #7

Maintain and Expand the Supply of Quality, Affordable Infant Care

The need for infant care spaces was identified through Child Care Needs Assessment research and community input, with an emphasis on quality.

Project Partners will coordinate strategy implementation, undertaking the following actions:

1. The School District will consider providing space that is free or at a reduced rate for full-time, subsidized infant care centers.

2. The School District and College will offer on-site short-term classes at a centrally located center (similar to UCLA extension classes). In addition, classes for family day care providers will be offered.
3. The City will establish a loan or grant program for center-based and family day care infant program.

Strategy #8

Protect Current Sites and Identify New Locations for Child Care Facilities; Create "Safe Harbors"

To respond to needs for protection of existing child care resources, additional provider support, additional spaces to meet demand and additional after-school programs, the following action steps will be pursued:

1. Partners will protect and retain their own existing child care facilities (e.g., Marine Park, Washington East, Madison School, Children's Center), by including appropriate provisions in all long-term facilities plans.
2. The City will research the feasibility of adopting an "inclusionary family day care" policy in City-funded affordable housing projects.
3. The City will develop an interdisciplinary "permit processing team" to streamline and expedite approvals for new centers and family day care homes.
4. The City will provide operating subsidies to non-profit centers to support rental costs and/or other facility expenses.

Strategy #9

Coordinate and Expand City, School District, and Community Programs for School-Age Children and Youth

The City will work with the School District to implement this strategy in order to increase the number of after-school, vacation, and age relevant programs, and the overall quality of school-age programs. The City and School District will identify needs and opportunities for coordination; coordinate schedules and logistics; create policies and procedures for on-site activities (including safety and emergency procedures); define program staff relationships; identify scholarship needs and expand program to assure access to the whole community; create promotional outreach tools to needy families; identify field trip opportunities and create a pilot field trip enrichment program to coordinate with after-school curricula; coordinate SDEDC, Recreation and Library resources; and explore second year program expansion (including supply increase, field trip admission budget, community scholarship, and a promotional campaign).

Strategy #10

Provide Additional Resources to Help Families with Special Needs

The College, School District and Connections for Children will take primary responsibility for strategy implementation. The School District will coordinate transportation for after-school care. The College will provide additional classes to address special needs. Connections for Children will hire a specialist to conduct training, coordinate outreach and recruitment, develop resources, and work with the School District to coordinate services for school age children with special needs

(including transportation, teacher and child care provider referral, etc.).

Strategy #11

Coordinate Existing and Create New Resources for Parent Education and Outreach to Support Working Families

The Child Care Needs Assessment research identified a need for additional parent education resources, including classes, videotapes, a parent education clearing house, special support to pregnant women, in addition to bilingual/bicultural public education about the cost and value of child care.

Project Partners will work with Connections for Children to implement this strategy.

Connections for Children will compile a list of the existing parenting services that are available to Santa Monica parents. The College, School District and Connections for Children will establish a parenting services consortium for needs assessment, networking, and coordination of and advocacy for parenting services in Santa Monica. The City and the College will use their respective cable TV channels to broadcast parenting programs. The City, with CFC, will develop parenting "resource and referral services" to complement current child care "R&R". Parent education classes based on needs assessment results will be offered.

Strategy #12

Create Supportive Land Use and Housing Policies and Permit Procedures

The City will use existing City staff on an on-going basis to create an interdepartmental trouble-shooting team to establish and coordinate family-supportive planning, zoning and licensing policies.

The twelve strategies summarized above are designated for Phase One implementation. Additional actions will be required and are scheduled for the future.

Please refer to the Master Plan document to obtain a more complete understanding of expressed community child care needs and the implementation strategies designed to address those needs.

Table of Contents

Overall Executive Summary

PHASE ONE: CHILD CARE NEEDS ASSESSMENT

Phase One Executive Summary

1. Introduction and Overview of Phase One

1.1 Introduction 1
1.2 Overview of the Master Planning Process 1
1.3 Overview of Phase One Activities 2

2. Demographic Analysis of Residential Demand

2.1 Introduction 4
2.2 Major Findings 5
2.3 Child Care Demand Indicators 7
2.4 Existing and Projected Residential Child Care Demand 16

3. Working Parents Survey

3.1 Introduction 20
3.2 Survey Development and Administration 21
3.3 Survey Sample Characteristics 24
3.4 Major Findings 25
3.5 Detailed Results 29

4. Child Care Provider Survey

4.1 Introduction 67
4.2 Survey Development and Administration 68
4.3 Survey Sample 68
4.4 Major Findings 69
4.5 Detailed Results 74

5. Child Care Needs in Santa Monica: Analysis and Assessment

5.1 Introduction 106
5.2 Availability of Child Care 106
5.3 Affordability of Care 112
5.4 Quality of Care 114
5.5 Summary of Child Care Needs 115

Table of Contents *(continued)*

PHASE TWO: IMPLEMENTATION STRATEGY DEVELOPMENT

Phase Two Executive Summary

6. Overview of Phase Two

6.1 Introduction 117
6.2 Overview of Phase Two Activities 117

7. Implementation Measures and Phasing Plan

7.1 Introduction 119
7.2 Overall Goals and Strategies 119
7.3 Availability Goals, Objectives and Strategies 121
7.4 Affordability Goals, Objectives and Strategies 123
7.5 Quality Goals, Objectives and Strategies 124

8. Priorities for Implementation

8.1 The 12 Point Action Plan 125
8.2 12 Point Action Plan Summary 131

9. Potential Financing Mechanisms

9.1 Introduction 135
9.2 Potential Financing Mechanisms 135

10. Community Workshop Results

10.1 Introduction 140
10.2 Summary of Discussion 140

Appendices

A. Working Parents Survey Instrument
B. Random Business Sample Selection Telephone Script
C. Detailed Cost of Care Results from the Working Parents Survey
D. Child Care Provider Survey Instruments
E. Providers Comments to Open-Ended Questions
F. City Staff Report, Child Care Resolution, and Policy Statement

List of Tables

Phase One

Estimated Child Care Demand From Santa Monica Residents, 1989 17
Projected Child Care Demand From Santa Monica Residents, 1994 17
Current and Preferred Care Arrangements 25
Current and Preferred Types of Care By Age Range 25
Summary of Current and Preferred Types of Care By Age Range 26
Identified Child Care Problems By Age Range 26
Important Logistical Considerations By Age Range 27
Estimated Need For Licensed Child Care in Santa Monica Based of Stated Preferences (Santa Monica Residents Only) 106
Comparison of Survey Findings Related to Times of Child Care Need and Hours of Operation 111

Phase Two

Availability Goals Objectives and Strategies 121
Affordability Goals Objectives and Strategies 123
Quality Goals Objectives and Strategies 124
12 Point Action Plan Summary 132

City of Santa Monica

Child Care Master Plan

Phase One

Child Care Needs Assessment

Phase One Executive Summary

PHASE ONE EXECUTIVE SUMMARY

This Executive Summary presents the major findings of Phase One of the Santa Monica Child Care Master Plan. The purpose of Phase One was to assess current and future child care needs in the City of Santa Monica. Phase Two will draw upon the results of the Needs Assessment to develop and refine a set of implementation policies and strategies to meet Santa Monica child care needs.

The Child Care Master Plan project was jointly funded by the City of Santa Monica and a grant from the State Department of Education, Child Development Division. The planning process was conducted in cooperation with the Santa Monica/ Malibu Unified School District and Santa Monica College, and the local resource and referral agency, Connections for Children.

A Working Group was formed at the initiation of the project and consisted of representatives from the local agencies and child care providers and advocates. The Working Group met at each critical point in the Needs Assessment study to identify project goals, develop research methods and review study results.

Phase One involved three research activities:

A ***Demographic Analysis*** was conducted to provide an overview of the existing and projected demand for child care services from Santa Monica residents. Using census projections, school enrollment data, labor force participation rates for women, and other indicators of child care demand, the Analysis draws general conclusions about child care needs in Santa Monica.

A ***Working Parents Survey*** was administered to parents at their Santa Monica workplaces to gather information about current and preferred child care arrangements, cost of care, and other issues related to parents' child care experiences and opinions.

A ***Child Care Provider Survey*** was conducted to determine the existing supply of licensed child care services in Santa Monica. In addition to information about current capacity, enrollment, openings and waiting lists, the survey gathered data on the types of care offered, hours of operation, charges, parent/user characteristics and operational information.

Results from the Child Care Demographic Analysis, the Working Parents Survey and the Provider Survey are brought together, analyzed and summarized below. The Major Findings sections in Chapters 2, 3 and 4 present the key results of each of the three studies in more detail. Additionally, complete results of the Provider Survey and the Working Parents Survey appear in Chapters 3 and 4. Chapter Five presents a more detailed analysis and assessment of child care needs.

Based on research conducted in Phase One of the Child Care Master Plan development process, a number of child care needs have been identified. Identified needs are presented below in three categories: availability, affordability and quality of care. Research findings supporting each of the needs are briefly summarized.

Availability of Child Care

Child Care for Santa Monica Children

The current demand for child care from Santa Monica residents is triple the current available supply. A number of

economic, demographic and social factors, in addition to survey findings, indicate increasing demand. The table on this page presents a rough estimate of Santa Monica residents' current unmet need for licensed child care based on the:

- Maximum potential child care demand from Santa Monica residents determined in the Demographic Analysis;
- Overall need or "actual" demand for licensed child care in Santa Monica estimated from data collected in the Working Parents Survey on *preferred* care arrangements by age range;
- Current supply of licensed child care available in Santa Monica assessed through a survey of all licensed child care providers; and,
- Estimated number of spaces actually available to resident children figured by subtracting the percentage of spaces used by non-resident children (indicated by Provider Survey data) from the total child care supply.

Estimated Need for Licensed Child Care in Santa Monica Based on Stated Preferences for Care

(Santa Monica Residents Only)		# of spaces
Maximum Potential Demand from SM Residents		7,623
Overall Need for Licensed Child Care in SM		4,223
Licensed Child Care Supply	2,945	
Less 54% Used by Non-residents	-1,590	
Adjusted Licensed Supply Available to SM Residents		1,355
Existing Unmet Need of Santa Monica Residents		2,868

The figure used for the overall need or "actual" demand for licensed child care in Santa Monica by residents was estimated using Working Parents Survey findings. However, all participants in the survey were employees in Santa Monica jobs. The percentage of resident parents who work outside of Santa Monica who would prefer child care close to their worksites rather than near their homes is unknown and unaccounted for in the estimates presented above. Therefore, the actual demand from residents may be slightly lower than 55% of the maximum potential demand. Nevertheless, the existing unmet child care need of residents, based on expressed preferences, exceeds the available supply in Santa Monica by a large margin.

Care for Children of Non-Resident Working Parents

According to Phase One findings, **Santa Monica already serves as a regional child care supplier and would serve additional non-residents if these parents had access to their preferred care arrangements.** Data from the Child Care Provider Survey indicate that approximately 54% of child care spaces are currently held by children who live outside of Santa Monica. No projection can be made of the "actual" demand from non-residents because the number of Santa Monica jobs held by parents of young children is not known (although the percentage of Santa Monica jobs held by non-residents is estimated to be 72%).

However, data from the Working Parents Survey show that the demand for child care from non-resident employees working in Santa Monica jobs might exceed current use if parents had access to their preferred care arrangements. Although only 27% of non-resident parents' child care arrangements are currently located in Santa Monica, 59% of the preferred arrangements would be located in the City. Residents reported that 89% of their current arrangements are

located in Santa Monica and 97% of their preferred arrangements would be located here.

Licensed Child Care at Centers and Schools

Overall, participants in the Working Parents Survey expressed a **strong preference for licensed child care,** especially center care and after school programs. Licensed child care comprises 40% of the survey sample's current care arrangements. This would increase to an average of 55% if the respondents had access to their preferred arrangements. The estimated shortfall of 2,868 spaces from residents alone indicates that there are far more children whose parents prefer licensed child care than are currently using formal, licensed care.

The table below summarizes current and preferred care arrangements. Numbers represent percentages of children in each type of care arrangement and location.

Current and Preferred Care Arrangements

	All Age Ranges	
Type of Care	*Current*	*Preferred*
Informal In Home	40%	30%
Informal Outside Home	19%	13%
Preschool or Center	18%	**27%**
Family Day Care Home	8%	8%
School Program	14%	**20%**
Location of Care	*Current*	*Preferred*
In Santa Monica	40%	**67%**
Outside Santa Monica	57%	33%

The table below summarizes current and preferred use of informal and licensed care by age range.

Summary of Current and Preferred Types of Care By Age Range

	Informal		Licensed	
Age Range	*Current*	*Preferred*	*Current*	*Preferred*
Under 2	70%	60%	30%	40%
2 - 5	39%	36%	61%	64%
5 - 12	64%	41%	34%	59%
All Ages	59%	43%	40%	55%

Data from the Child Care Provider Survey show that half of child care center providers are interested in expanding their centers. "Finding more space" was the most often mentioned suggestion for how improvement or expansion could be facilitated. Family day care providers generally do not want to expand their services. Therefore, in order to meet the current unmet need from residents and the additional need from parents working in Santa Monica, additional spaces must be created at new and expanded facilities.

Care for School Age Children

The Demographic Analysis projects that the population of children age 10 to 14 will increase by 1994. This projection, and a 1988 national labor participation rate of 73% for women with children over 5, indicates **an increasing need for before and after school programs,** and care during summer, school vacations and holidays.

Respondents in the Working Parents Survey confirmed the need for programs for school-age children. When asked to rank their three most important logistical considerations (practical factors such as the types, locations, and times of care; separate from quality factors or programmatic options), the majority of all respondents mentioned before and after school care as one of their top three. Respondents *with children in this age group* ranked before and after school programs as their second most important logistical consideration (affordability was ranked first).

Working Parents Survey respondents' current and preferred care arrangements for their school age children also confirmed the need for after school programs at the schools. Though only 24% of the sample's current arrangements are of this type, 38% of preferred care would be after school programs at the schools. Sixty-four percent (64%) of all current child care arrangements for children 5 to 12 are informal, either at home or outside the home; however, this would drop to 41% if parents had their preference. (14% of school-aged children currently look after themselves; however, if parents had their preference, only 5% of their children would care for themselves after school.)

The survey of working parents at Santa Monica worksites inquired about the degree to which respondents have experienced common child care problems. Finding care for children 13 and over was considered to be a problem by one third of the entire survey sample (33%), with many of these respondents reporting that is has been a major problem (27%). When asked about finding care for children age 6 to 12, one quarter (25%) of all respondents indicated that this has been a major problem (9%) or somewhat of a problem (16%). However, almost one half (46%) of the respondents *with children in this age group* indicated that finding care for their children aged 6 to 12 has been a problem.

Findings from the Provider Survey indicate that less than a third of child care center providers offer before and after school care (31%), and only 22% of family day care providers offer this type of program. Likewise, only 23% of centers and 16% of family day care homes serve the 6 to 12 age group. This information indicates that **the supply of child care for school age children is far lower than the demand.**

Finding vacation care was mentioned as a problem by 43% of all Working Parents Survey participants and 51% of respondents *with children aged 6 to 12,* underscoring the need for all care arrangements for school age children.

Care for Infants and Toddlers

National data from the Bureau of Labor Statistics indicate that at least 56% of women with children under 6 years old work outside the home. Estimates for Santa Monica mothers in the labor force have been consistently higher than national percentages. This trend, together with other significant demographic and social trends summarized in the Demographic Analysis, suggests **an overall need for infant child care arrangements.**

Seventy percent (70%) of current care for infants and toddlers is informal (i.e., non-regulated; such as, spouse, relative, or unrelated person in the home, person outside the home without a business license, or parent child care at work). Thirty

percent (30%) of current care is licensed, with 21% of all reported care arrangements at family day care homes. Parents' preferred care for their children under 2 was reported as 60% informal (38% at respondents' homes), and 40% licensed. A significant finding surfaced between parents' current and preferred licensed arrangements for their children under 2: while only 7% of current arrangements for this age range were at preschools or child care centers, 26% of preferred arrangements would be at this type of child care facility. Family day care arrange- ments are currently used by 21% of all of the children in this age group, but this percentage would decline to 11% if parents had their preference. Based on parents expressed preferences, there is **a clear demand for infant and toddler care at child care centers.**

Only 9% of the children of parents participating in the Working Parents Survey are under 2 years old, however, finding infant care was considered to be a problem by one third of the entire survey sample (33%), with 20% reporting it as a major problem. Fifty-five percent (55%) of those respondents *with children under 2 years old* reported that **finding infant care has been a problem,** with 30% saying it has been a major problem. Finding care for toddlers age 1 to 2 was considered a problem by 24% of the entire survey sample, with 12% saying it has been a major problem and 12% reporting a minor problem. Twenty-six percent (26%) of those respondents *with children under 2 years old* reported that finding care for toddlers has been a problem, with 16% saying it has been a major problem.

Infant care was ranked eighth out of nine items as one of working parents' top three logistical considerations. Though this ranking is low for the whole sample, it is higher for the 9% of respondents *who have infant children:* these parents ranked infant care as their second most important logistical consideration (affordability was first).

Only 15% of child care centers indicated that they offer care for children under 2 years old. However, most of the family day care homes offer infant care (88%). The current supply of spaces for children under 2 is estimated to be around 200. Maximum potential demand from Santa Monica residents for children 0 to 2 (including 2 year olds) is projected to be 1,452 in 1994. If half of these children had two working parents or a single working parent and 55% of these children required licensed care arrangements, there would be nearly 400 children needing care, with the majority under 2 years old. This figure represents the projected demand from residents only, indicating that the actual demand may be far greater if non-resident parents working in the City are factored in to the needs assessment.

The need for before and after school care and infant care has been discussed in the previous section because these types of care are age-specific. The need for licensed care, especially center care and school programs, has also been emphasized. Other types of care which are needed are discussed below using findings from the Phase One surveys.

Sick Child Care

Care for sick children is an obvious need in Santa Monica, based on findings from the two surveys. Only 24% of family day care homes offer care for mildly ill children (i.e., children without contagious conditions and fever), and none of the centers offer this type of care.

Half of Working Parents Survey respondents (50%) indicated that they have experienced a problem finding sick child care, with 22% indicating that this has been a major problem. Whether parents would actually use this type of care if it was available is unknown, however, half of the survey respondents have apparently sought care when their children were ill.

Temporary Care

Finding drop-in or temporary care arrangements has also been a problem in Santa Monica, according to 49% of the working parents surveyed. Twenty-six percent (26%) identified this as a major problem and 23% indicated that it has been somewhat of a problem.

Vacation/Summer Care

Almost half of family day care providers (49%), and two-thirds of child care centers (67%) offer care during school vacations and summer.

It is difficult to assess whether the demand for this type of care is much greater than the supply. However, 43% of all Working Parents Survey respondents indicated that they have had **a problem finding vacation care,** with 22% reporting a major problem. Over half (51%) of respondents *with school-age children* reported a problem finding vacation care, with 25% reporting a major problem.

Expanded Hours of Care

Several findings from the Working Parents Survey and the Provider Survey indicate the **need for expanded child care hours of operation.** The table below presents a comparison of findings from the two surveys.

Comparison of Survey Findings Related to Times of Child Care Need and Hours of Operation

Working Parents Survey Findings	*Provider Survey Findings*
Most working parents work full-time (92% of the parents survey sample).	Though centers provide 91% of all child care spaces in Santa Monica, only three-quarters of centers offer full-time care (74%).
Most respondents (64%) need child care at least sometime between the hours of 7am and 6pm on weekdays.	Most centers and family day care homes offer care only between 7:30am and 5 or 6pm.
Almost one quarter of working parents need care before 7am (12%) or after 6pm (12%), some in addition to day-time care. Almost half (48%) of respondents need to drop off their children early or pick them up late sometimes (36%) or often (12%).	Less than 10% of centers and homes offer care before 7am. Less than 5% of centers and family day care homes offer care after 6pm.
23% start work at 7am, 41% start at 8am. Almost two-thirds finish work at 5pm or before (62%); however, 22% finish at 6pm and 6% finish at 7pm.	Less than 10% of centers and homes offer care before 7am. Most centers and family day care homes offer care only between 7:30am and 5 or 6pm.
Just over half of survey respondents have flexible work hours (56%); however, those who do not have flexible work schedules tend to start work earlier (26% at 7am and 50% at 8am).	Less than 5% of centers and family day care homes offer care after 6pm.

Accessible Child Care

Convenience, proximity to work and to home were mentioned repeatedly in the Working Parents Survey as reasons explaining preferred care arrangements. **Finding convenient care locations was identified as a problem** by 46% of the survey sample, with 18% reporting this as a major problem.

Transportation to and from child care is another accessibility issue which is also related to the convenience of care. **Getting children to and from their child care arrangement was identified as a problem** by 42% of working parents in the worksite survey.

Convenience may be interpreted as the right type of care, in the right place, at the right times, for the right price. This complex arrangement may be different for each family. In order to accommodate the majority of situations, **care must be available in a variety of types, locations, times, and for a variety of costs.** Some of the needs, preferences, demand indicators, as well as supply deficits have surfaced as a result of Phase One research.

The Working Parents Survey has provided especially valuable information on child care preferences. Although preferences are different than needs, and express an ideal situation that may be beyond the realm of possibility, they suggest directions and goals for the planning process. It must be noted, however, that expressed preferences are not only based on availability, but also assume affordability and quality. Phase One findings related to these factors are summarized below.

Affordability

Affordable Child Care

The cost of child care is often the reason why working parents' current and preferred child care arrangements are different. In fact, **cost was the child care problem experienced most often** by survey respondents: 33% reported a major problem and 35% reported a minor problem. Likewise, **affordability was mentioned most often as one of respondents' three most important logistical considerations.** Looking at sub-samples of the survey determined by age of respondents' children in the tables below, cost remains the most often experienced child care problem and affordability remains the most important logistical consideration.

Identified Child Care Problems By Age Range

Age Range	*Top Three Identified Problems*
Under 2	**Cost of Care** (66%) Finding Infant Care (55%) Convenience of Location (51%)
2 - 5	**Cost of Care** (72%) Finding Sick Child Care (52%) Finding School Vacation Care (51%)
5 - 12	**Cost of Care** (67%) Finding Sick Child Care (53%) Finding School Vacation Care (51%)
All Ages	**Cost of Care** (68%) Finding Sick Child Care (50%) Finding Temporary Care (49%)

The table below presents the ranking of logistical considerations by age range of respondents' children:

Important Logistical Considerations By Age Range	
Age Range	*Top Three Logistical Considerations*
Under 2	**Affordability** Infant care Proximity to work
2 - 5	**Affordability** Proximity to work Proximity to home
5 - 12	**Affordability** Before/after school care Proximity to work
All Ages (four items are listed because last 2 items tied for third place)	**Affordability** Proximity to work Proximity to home Before/after school care

Education About the Cost of Care

The median annual household income for Santa Monica residents is $33,800. Respondents in the Working Parents Survey have slightly higher household incomes, closer to $40,000, and 43% have incomes over $50,000. However, households with one income-earner reported annual incomes in the three ranges below $31,000. This suggests that child **care should be available at a variety of costs.** It also suggests that **education and advocacy are needed about the value of child care.**

Funding Sources

Working parents strongly favor six out of the eight potential funding strategies addressed in the survey. **Federal and State government assistance in the form of tax breaks and child care subsidies was especially favored (87%). On-site child care centers provided by major employers and jointly-operated centers sponsored by smaller employers was a strategy which also received great support** (82%).

Child care subsidies provided by the City received support from three-fourths of respondents, and employer financial assistance in the form of discounts, vouchers, and similar programs was favored by nearly 75%.

A special assessment tax and an increase of parent fees for child care were favored by about a third of the survey sample. Not surprisingly, any direct cost to the parents themselves is considered less desirable than government and employer assistance. This is consistent with other survey results: **many parents feel they cannot pay more for child care or are already paying too much.**

Provider Financial Support

In the Provider Survey, **financing was a problem reported by 61% of child care centers,** with 38% saying this has been a major problem. Problems related to inadequate financial resources such as recruiting staff, staff turnover, finding substitute teachers, physical space and insurance were also reported. In their open-ended comments, many providers indicated frustration in not being able to pay adequate staff salaries and afford equipment or space improvements.

Child care center providers were asked about their funding sources. **Only 19% of all centers are able to survive on parent fees alone;** they recieve no additional funding.

One-quarter of the centers receive government funding. Almost half (45%) do some type of fundraising.

The majority of centers (72%) are non-profit organizations, either public (28%) or private (44%).

Overall, it seems clear that child care subsidies for low income parents and financial support for providers must be carefully explored. Though the need for provider financial support is presented in the affordability category, meeting this need would directly effect quality of care.

Quality of Care

Enhanced Quality of Existing Child Care Services

One of the goals of the Working Parents Survey was to identify what working parents think are important factors contributing to the overall quality of child care. Following the question which asked respondents to rank their three most important logistical considerations, a question was asked about their three most important program and provider qualities, assuming all logistical arrangements were satisfactory. The question was open-ended, allowing participants to respond in their own words. The most often mentioned items represent respondents' picture of quality child care. Though the Master Plan cannot rely soley on definitions of quality framed by users, it is valuable to note what quality elements are most important to a sample of working parents. It is also interesting to compare the most often mentioned quality components with preferred child care arrangements, as below:

- Fourteen percent (14%) of the total mentions, were related to the **experience, qualifications and reliability of providers.** The majority of these respondents indicated that they would prefer center care or after-school programs at the schools (28% said center care, 23% said school programs).
- Ten percent (10%) of the total mentions were related to the degree of personal attention and care given to children. These respondents indicated that their preferred care arrangement would be center care (20%) a relative in their home (20%), or an after-school program (14%). Eleven percent (11%) favor family day care.
- Nine percent (9%) of the total mentions indicated that a program with an educational curriculum is one of three most important child care quality components. These respondents also prefer center care (31%) or after-school programs (27%). Thirteen percent (13%) preferred that their spouse or partner provide care.

Working Parent Survey respondents were presented with a list of common problem areas and asked to indicate if they have had problems in these areas. Seven quality components were listed, along with 16 other items. All seven quality components were identified as problems by over one-third of respondents, however, the top four problems experienced were in other areas (cost, sick child care, temporary care, convenience of location; see table on page vii). This suggests that **parents are occupied with finding satisfactory logistical arrangements and are not able to address quality issues until these basic child care requirements are satisfied.**

Finding small group size (i.e., a small number of children enrolled) was experienced as a problem by 44% of the sample. Finding trained teachers was a problem identified by 43%. Finding a program meeting the child's play and learning needs was a problem for 42% of respondents. Other responses concerning problems related to quality were: Finding care meeting the child's emotional needs (40%), finding an

adequate number of adults (i.e., high staff to child ratio) (38%), finding providers that encourage and allow for parent involvement (36%), and finding child care with adequate physical facilities (32%).

Provider Support

Several findings from the Child Care Provider Survey pertain to quality of care offered by child care centers and family day care homes. Some of these findings are reported below to indicate the need for provider support in order to increase the quality of care.

The National Child Care Staffing Survey indicates that staff wages is the most important predictor of the quality of care children receive. Though average wages paid to child care staff in Santa Monica are higher than national averages according to the provider survey, the cost of living in Santa Monica is relatively high. The average salary paid to child care center directors is $15.00 per hour, with a range from $8.00 to $25.00. The average salary paid to teachers is $11.00 per hour, with a range from $6.75 to $25.00 per hour. The average paid to assistants is $7.00 per hour, with a range from $4.38 to $10.90.

The survey inquired about whether child care centers provided specific staff training or support such as initial orientation or training, workshops, subscriptions to related periodicals or memberships in child care organizations, education or tuition support, and audio-visual presentations. Survey data show that each of these items is provided by over half of the responding centers.

Similarly, of the nine staff benefits addressed in the survey (such as paid trainings, vacations, sick days, holidays, health insurance, and reduced fees to parent employees), eight are provided by over 60% each.

Ten operational problems were listed in the questionnaire, and respondents were asked to indicate to what degree they have experienced each problem, if at all. By far, **the most serious problem for providers is finding substitute teachers.** Eighty-one percent (81%) of child care center providers reported problems in this area, with 58% reporting that this has been a major problem. **Financing was also a problem,** experienced by 61% of the centers. **Staff turnover was identified as a concern** by 61%, and **finding trained staff has been a problem** for 58%. Half of the center directors rated parking as a problem.

Very few family day care providers reported that they experience operational problems. The most often reported problem was maintaining enrollment (28%). Finding substitutes and collecting fees were problems for some providers (22% each). Insurance was identified as a problem for 19% of family day care providers, with 13% reporting a major problem.

Family day care providers were asked about their participation in three provider support or development activities. The percentages of respondents who indicated that they participate in each activity are shown below:

Provider Organizations or Support Groups	53%
Child Care Conferences or Child Development Classes	53%
Provider Publications	22%

One-fourth of providers indicated that they do not participate in any of the three activities, however, 34% participate in at least one, 22% named two of the three and 19% said that they participate in all three of the provider support or development activities addressed in the survey.

Summary of Child Care Needs

Availability of Care

- **Child Care for Santa Monica Children**
- **Care for Children of Non-Resident Working Parents**
- **Licensed Child Care at Centers and Schools**
- **Care for School Age Children**
- **Care for Infants and Toddlers**
- **Expanded Hours of Operation**
- **Sick Child Care**
- **Temporary or Drop-in Care**
- **School Vacation/Summer Care**
- **Accessible Child Care**

Affordability of Care

- **Affordable Child Care**
- **Education About the Cost of Care**
- **Funding Sources**
  Subsidies/financial assistance from government and employers
- **Provider Financial Assistance**

Quality of Care

- **Enhanced Quality of Existing Child Care Services**
- **Provider Support**
  Substitute teachers

ONE
Introduction and Overview of Phase One

1.1 Introduction
1.2 Overview of the Master Planning Process
1.3 Overview of Phase One Activities

1. INTRODUCTION AND OVERVIEW OF PHASE ONE

1.1 Introduction

Child care has become an important social and political issue with increased activity at all levels of government. At the federal level, child care legislation has been in the making for over two years, with continuing debate over strategies and funding sources. Though progress is slow and the resulting legislation may do little to solve the growing crisis, Congress appears to be strengthening its commitment to child care which may result in additional legislation and support. At the state level, over forty child care bills were signed by the Governor in 1989, and nearly 100 bills are introduced each year. Local governments are also seeking solutions.

The Santa Monica community as a whole has demonstrated a long standing commitment to child care and child development services. The Santa Monica/Malibu Unified School District continues to provide outstanding child care programs as it has for decades. Santa Monica College boasts one of the finest Child Development and training programs in the region. Connections for Children excels as a state-funded Child Care Resource and Referral Agency and helps local families pay for child care through the Alternative Payment and City-funded scholarship programs.

The City of Santa Monica plays a dual role as a major employer and municipal government. As an employer, the City offers its employees one of the strongest child care benefits packages in the country. As a municipal government, with regulatory authority over all major development projects, the City has required space and/or a financial commitment to child care from developers.

While these efforts are impressive, the nation-wide child care crisis caused by demographic, social and economic changes necessitates intensified efforts to increase the supply of quality child care. Aware of the growing child care problem in Santa Monica, officials from the City, the College and the School District met in November 1988 to discuss how they might coordinate and increase their commitment to enhance the continuing, directed efforts mentioned above. The meeting resulted in an agreement to pursue a joint venture child care planning effort. The consensus reached at the meeting established as a top priority the development of a master plan for child care in the City. The planning process is jointly funded by the City of Santa Monica and a grant from the State Department of Education, Child Development Division.

1.2 Overview of the Master Planning Process

The master plan is designed to enhance existing community child care resources by maximizing and coordinating efforts among the City, the School District, the College and Connections for Children. Other goals of the Child Care Master Plan are to:

- Set forth a comprehensive long term vision for the development of affordable, quality child care in Santa Monica;
- Enhance community child care resources by coordinating public sector planning and development efforts;
- Encourage increased private sector involvement; and
- Provide direction and support for funders, employers, the local resource and referral agency, providers and community advocacy groups in their efforts to meet the child care needs of the Santa Monica community.

The planning process consists of two phases.

Phase One, ***Child Care Needs Assessment,*** was designed to assess the community's needs for child care and to identify existing child care services and facilities.

Phase Two, ***Implementation Strategy Development,*** draws upon the results of Phase One to develop and refine a set of implementation policies and strategies to meet current and future child care needs in Santa Monica.

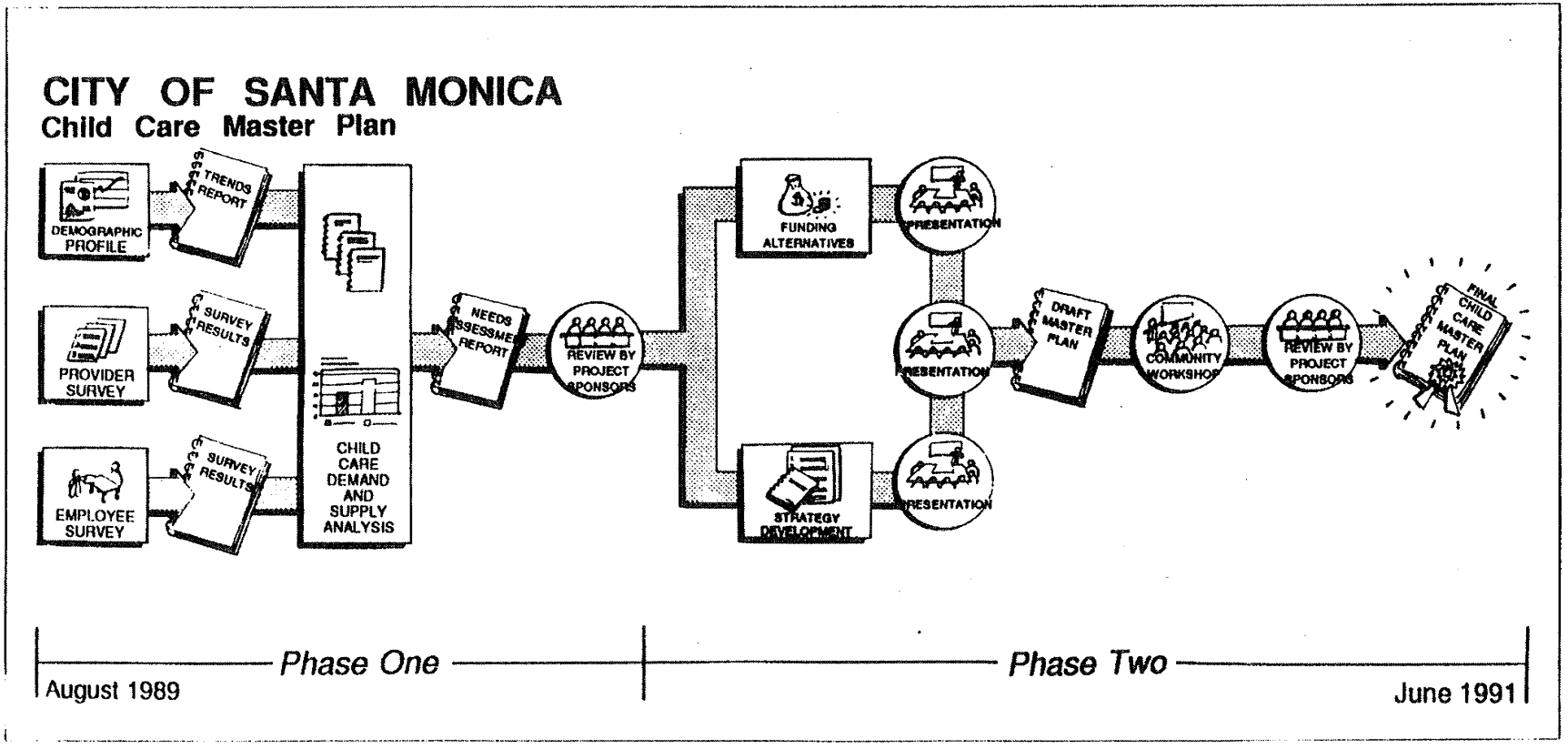
The flow chart below presents the components of the planning process.

1.3 Overview of Phase One Activities

Before developing long range action strategies and immediate implementation recommendations, three tasks were necessary to accurately assess child care need:

Demographic Analysis

This document was prepared to provide an overview of the existing and projected demand for child care services from Santa Monica residents. Using census projections, school enrollment data, labor force participation rates for women, and other indicators of child care demand, the Analysis draws general conclusions about child care needs in Santa Monica.



Working Parents Survey

A survey was administered to working parents at their Santa Monica workplaces to gather information about current and preferred child care arrangements, cost of care, and other issues related to parents' child care experiences and opinions.

Child Care Provider Survey

A survey of providers was conducted to determine the existing supply of licensed child care services in Santa Monica. In addition to information about current capacity, enrollment, openings and waiting lists, the survey gathered data on the types of care offered, hours of operation, charges, parent/user characteristics and operational information.

The results from each of the studies were compiled and analyzed. A summary of existing and projected child care need appears in Chapter 5 of this report. Phase One findings will be used to shape child care policies, objectives and implementation strategies in Phase Two.

Outline of the Phase One Report

Following is a summary of the content of the Phase One report document.

1. *Introduction*

The background of the planning process is summarized, the role and design of the needs assessment is discussed and an outline of the report document is presented.

2. *Demographic Analysis*

A current profile of the maximum potential child care demand from Santa Monica residents is developed and projections are made for future demand. The additional demand from non-resident Santa Monica employees is also discussed.

3. *Working Parents Survey*

A summary of the process and results of a 300-sample, drop-off survey of working parents is presented. Major findings of the survey are highlighted and a question-by-question summary of responses is provided.

4. *Child Care Provider Survey*

A summary of the process and results of a mail-out survey of all licensed child care providers in Santa Monica is presented. Major findings of the survey are highlighted and a question-by-question summary of responses is provided.

5. *Child Care Needs in Santa Monica: Analysis and Assessment*

Results from the Demographic Analysis, the Provider Survey and the Working Parents Survey are synthesized and summarized in this chapter.

TWO
Demographic Analysis

2.1 Introduction
2.2 Major Findings
2.3 Child Care Demand Indicators
2.4 Existing and Projected Residential Child Care Demand

2. DEMOGRAPHIC ANALYSIS

2.1 Introduction

As more women enter the labor force and the number of single parent families increases, the issue of child care services has received attention from local, state and federal governments, agencies and the private sector. However, until recently, child care was not a focus of public attention. As a result, State and local agencies did not monitor the supply and demand for child care or develop databases of child care-related information. Resources which are now available for services such as housing do not exist for child care.

In the past several years, this situation has begun to change as a number of organizations have been established to track levels of child care supply and demand and to link providers with those looking for child care services.

These organizations, such as Connections for Children, a local child care resource and referral agency, are developing databases that will help monitor trends in child care and point to areas of need. In addition, increased State funding for child-related services will provide valuable resources for assessing child care needs at both the local and State levels.

These new services and databases are young, however, and cannot provide reliable, long-term statistics on child care supply and demand. Thus a purely statistical analysis using data specific to child care is not possible. Instead, this analysis focuses on demand indicators which include census data and school population computations. This information provides the data necessary for developing general conclusions about the levels of child care demand in Santa Monica.

In order to assess current and projected need for child care, additional information was collected through the following methods:

- A survey of parents who work in Santa Monica provided information about current child care arrangements and preferences for type and location of care, program and quality factors, funding strategies, etc. This data, which is summarized in Chapter 3, completes the overall asssessment child care demand in Santa Monica.
- A survey of child care providers yielded information about the existing supply of licensed child care services in the City. The Provider Survey also delivered information on user characteristics, such as residency, work location, etc. The results of this survey appear in Chapter 4.

This information, coupled with the demand analysis, provides a clear picture of the current and projected need for child care in Santa Monica over the next five to ten years.

2.2 Major Findings

The findings of this analysis confirm national trends showing a continuing increase in the labor participation of women, an increase in the number of working women with children and an increase in the number of single parent families. Local trends indicate that additional child care spaces are needed both for residents and non-residents. Expanded child care services are needed for all age groups, however, the need for more after-school programs is especially apparent.

Some of the other key findings in this chapter include:

Labor Participation Rate of Santa Monica Mothers

Labor participation rates for women in Santa Monica have been consistently above national labor participation rates for women. In 1980, 62% of all Santa Monica mothers with children under eighteen were in the labor force. This labor participation rate was already higher than the national rate estimated for 1984 of 60%. The 1989 participation of Santa Monica mothers in the labor force is estimated to be at least equal to the current national rate of 65%. Currently, at least 56% of Santa Monica women with children under 6 are in the labor force and 73% of women with children age 6 to 18 work.

Existing Child Care Demand

Using labor participation rates for mothers and child population estimates, the existing maximum potential demand for child care in Santa Monica from residents is estimated to be 7,623 spaces. The maximum potential demand for infants is 1,561 spaces and for children three to four it is estimated to be 458 spaces. The demand for children ages five to nine is estimated to be 2,760. For children ages ten to fourteen, the estimated demand is 2,844 spaces. The estimated overall need for child care from residents is 4,223 spaces.

Additional Demand from Non-Resident Santa Monica Employees

The existing demand for child care from non-resident parents who work in Santa Monica is considerable, based on Santa Monica employment figures. Seventy-two percent (71.9%) of Santa Monica jobs are held by non-resident employees. The percentage of non-resident parents working in the City who may need child care services in Santa Monica can be estimated at 54%, based on results from the Working Parents Survey (see Chapter 3 for detailed results). However, because the number of non-resident employees who are parents of young children is unknown, an estimate of the actual number of child care spaces needed by this group cannot be figured. The combined results of all Phase One activities suggest that the demand from this group is significant and must be considered in child care planning.

Need for Affordable Child Care

There is a very strong need for affordable child care services, particularly for low income and single parent families who rely heavily on child care services in order to enter the workforce. These families also pay higher percentages of their incomes on child care and related services. The projected increase in resident median household income and other results from Phase One surveys indicates that child care should be avialable at a variety of costs and that education about the true cost of care is necessary.

Future Demand

The Santa Monica population is expected to grow by 5% in the next five years, however, the child population is expected to remain the same (14,000), based on age projections from the National Planning Data Corporation. The continuing trend toward lower birth rates and smaller families will result in porportionally fewer children in 1994. The maximum potential demand for child care from residents is projected to

be 7,608 spaces, nearly the same number as estimated for 1989. The number of working and single mothers will probably increase beyond current estimates, therefore the demand for child care may increase beyond this projection. The projected overall need from residents is 4,234 spaces.

Following is a summary of additional key facts and trends that were used to estimate residential child care demand:

- There will be approximately 17,827 families with children in 1994; approximately 3,744 of these will be single parent households (21%).
- The population of children age 10 to 14 will increase by 13% by 1994, indicating an increased need for after school programs.
- The "baby boom echo" may be near its peak and the population of children may begin to decline, however, smaller families may increase the demand for child care due to the following factors:
  - Women with smaller families are more likely to work and use child care;
  - Parents having fewer children later in life are more likely to have established careers and are generally better able to afford high quality child care;
  - Grandparents and other adult relatives who have traditionally provided child care are less likely to live with or near the family; and,
  - Having fewer children and children who are closer in age reduces the likelihood for older siblings to care for younger brothers and sisters.
- Awareness of and participation in the Santa Monica/ Malibu Unified School District's "Transfer Policy" is increasing, indicating a potential for increased child care demand from non-residents who work in Santa Monica.
- The number of Santa Monica residents seeking child care outside of Santa Monica is lower than the number of non-residents seeking child care in Santa Monica because employment in-migration (72%) is higher than out-migration (67%).
- The need for affordable child care is indicated by:
  - A high renter population with annual incomes lower than those of homeowners;
  - An expected increase in Hispanic families who traditionally have shown higher birth rates and lower average household incomes than Caucasian families;
  - A large percentage (21%) of single parent families relying on one income, mostly headed by women who earn less than men on every dollar.
- The need for child care services at a variety of costs is indicated by:
  - An expected median annual household income of $42,975 in 1994, representing a 27% increase over the 1989 median income;
  - An estimated 43% of households earning over $50,000 in 1994, with 25% earning over $75,000.

2.3 Demand Indicators

A convergence of demographic, economic and social forces is shaping the demand for child care across the United States. National trends indicate a changing family structure precipitated by rising costs, the changing roles of women and growing awareness of the critical need for quality care in order to promote healthy child development. These forces are changing the way children are cared for in our society. Careful planning is needed to respond to current needs and to meet growing future demands for quality, affordable child care.

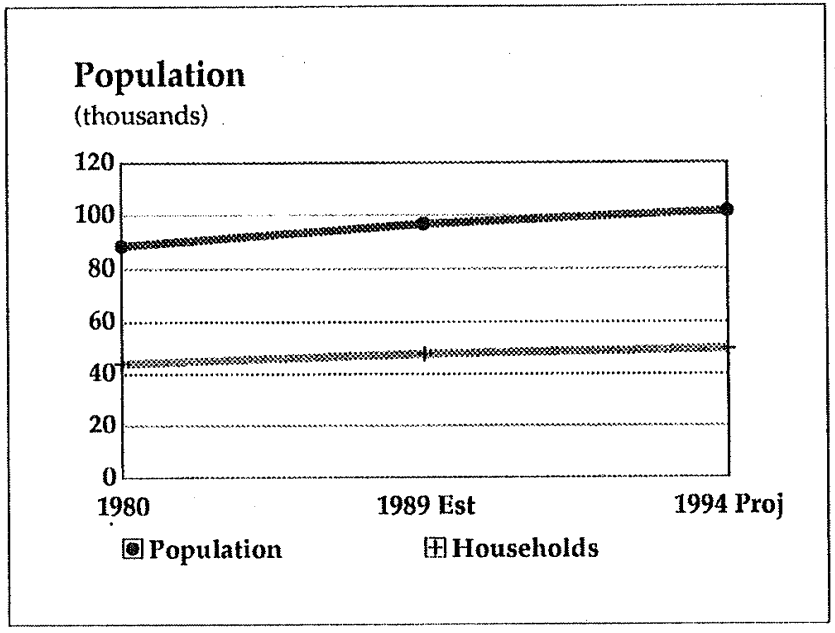
- In the United States today, fewer than 10% of households are composed of married couples in which the mother is principally occupied in the home.
- Eighty percent (80%) of California families have two parents who work.
- One of four households is headed by a single parent, double the number of 10 years ago.
- The number of households in which the mother is the primary wage earner has doubled since 1970 and tripled since 1960 due to increases in divorce rates and higher birth rates for unmarried women.
- Nearly two out of three mothers (65%) with children under eighteen are in the labor force. Mothers with children under three years of age are the fastest growing segment of the labor market; 52.5% are currently working.
- Sixty percent (60.2%) of children in the U.S. have mothers who work outside the home.

Several local demographic characteristics and trends can be used to analyze the current and projected demand for child care in Santa Monica. These data are used to establish a profile of Santa Monica residents with particular attention to parents and children. The figures have been developed using data from the 1980 Census, updated by more recent figures and projections supplied by the Bureau of Labor Statistics (BLS), the Southern California Association of Governments (SCAG) and National Planning Data Corporation (NPDC). The notes which accompany each chart indicate which data sources were used.

Population

From 1980 to 1989, the population of Santa Monica grew by nearly 10% and the number of households increased by 8%. In the coming five years, the population is expected to increase by another 5%, with the number of households increasing by 4%. This rate of growth, approximately 1,000 persons per year, is considerably less than the countywide rate of 14% between 1980 and 1988; however it does reflect an overall increase which will affect the demand for child care.

(Sources: NPDC, Santa Monica Draft Housing Element, April 1989)

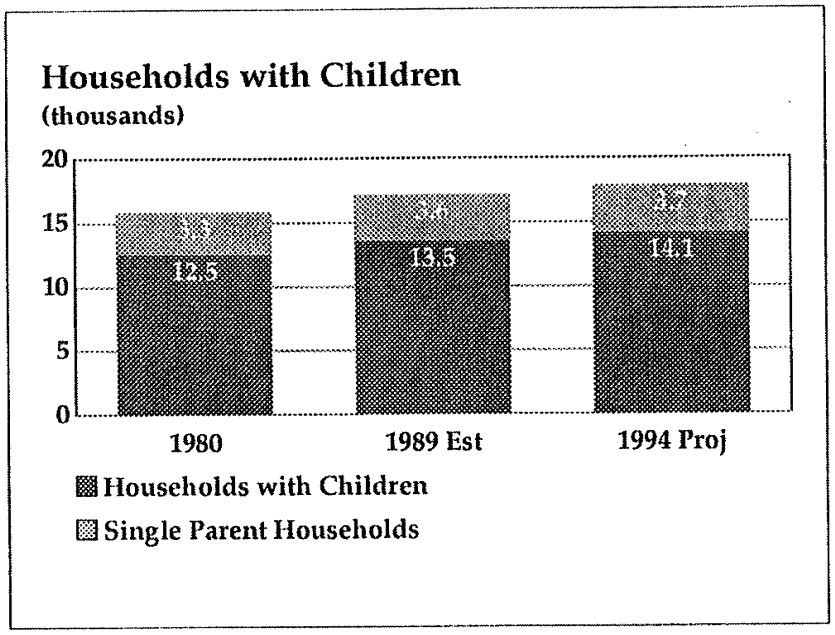


Household Characteristics

In 1980, 44.5% of all households were family households and approximately 36% were family households with children. Applying this same percentage for 1989, there are 17,120 households with children in Santa Monica today. If this percentage holds true through 1994, the number of households with children will grow to be 17,827.

Approximately 21% of these (13% of all households) will be single parent households, most of these headed by women. Accordingly, the number of single parent households is estimated to be 3,595 in 1989 and projected to be 3,744 in 1994. Because over 60% of single mothers work, this represents a large number of children who will need child care. The financial costs associated with supporting children with one income and the fact that women earn 70 cents to each dollar earned by men indicates that the demand for *affordable* child care is high and will most likely increase for working mothers who are single heads of household.

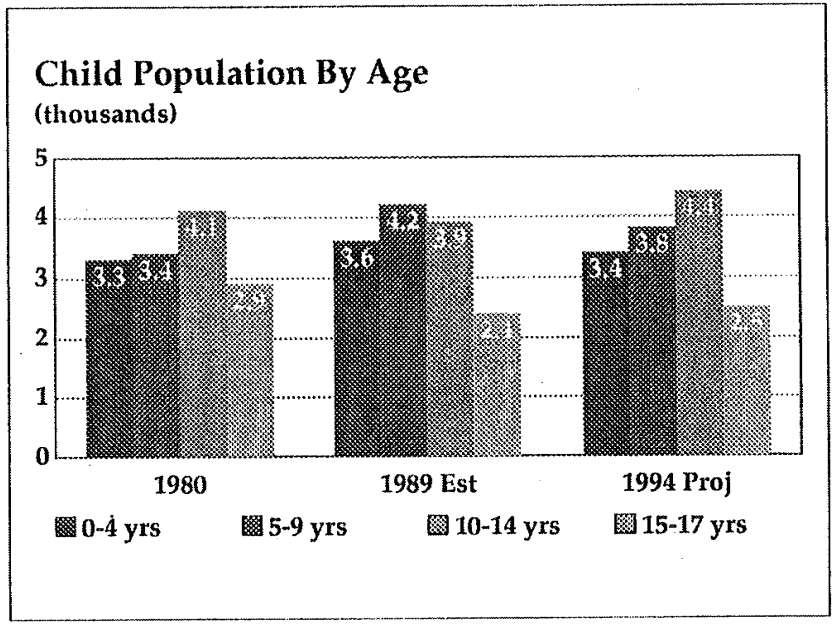
(Sources: U.S. Census, RAND Corp., Bureau of Labor Statistics)



Child Population

The population of children ages 0 to 9 has increased since 1980, while the number of older children ages 10 to 17 has declined slightly in the past nine years. As the younger children age in the coming five years, the number of older children will increase. The population of younger children will return to slightly above its 1980 levels as the downward trend in the Caucasian fertility rate continues through 1994.

Detailed age breakdowns for children 0 to 4 years of age are not available through the National Planning Data Corporation. However, the Los Angeles Department of Health supplies information on the number of births in the County through 1986. Between 1978 and 1980, 2,564 live births were recorded in Santa Monica, indicating the total

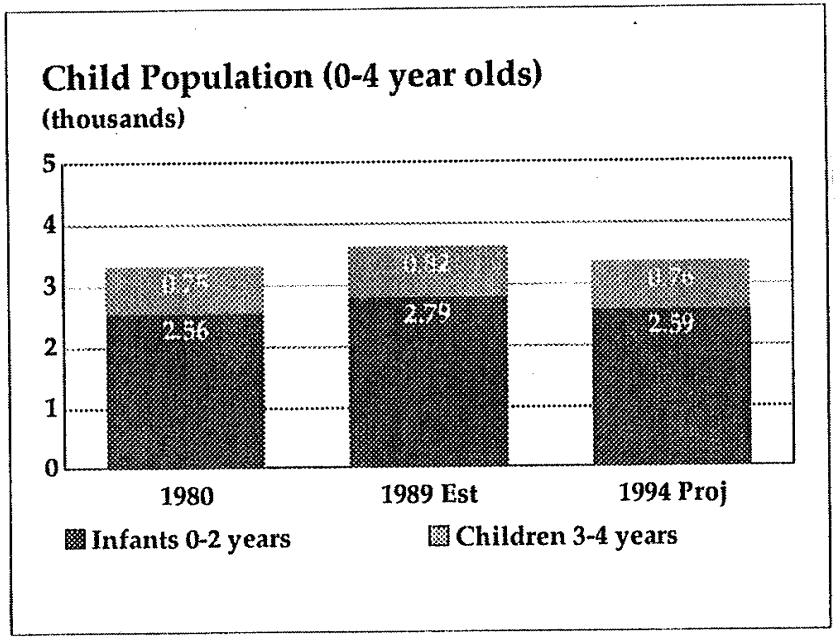


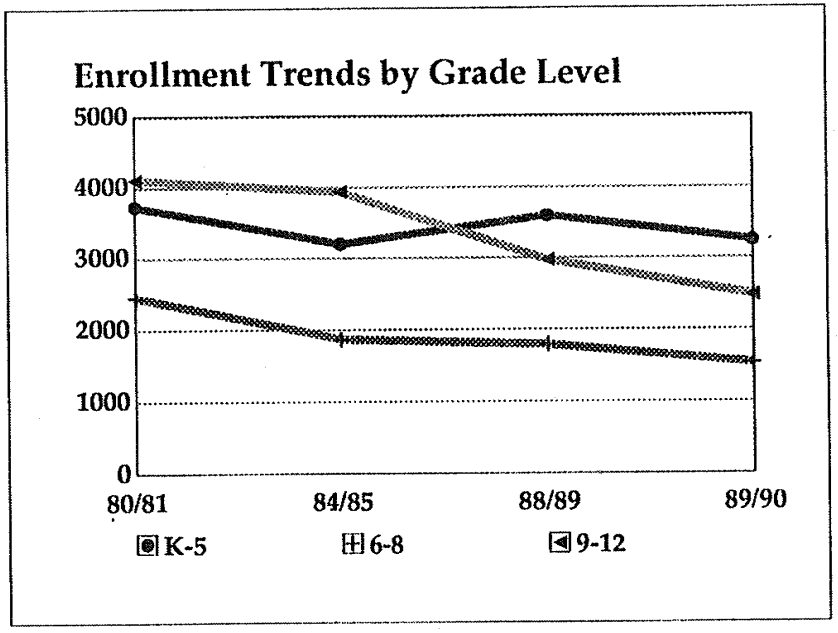
number of children age 0 to 2 in 1980. This number represents 77.3% of 3,315, which was the total number of children age 0 to 4 recorded in the 1980 Census. Using this percentage, rough estimates of the number of infants in Santa Monica in 1989 and 1994 can be developed. (The demand for infant and toddler care is estimated in Section 2.4.)

According to NPDC age estimates for the current year, there are 3,607 children between the ages of 0 and 4. The number of infants (0 to 2) is estimated to be 2,788, using the percentage derived from Department of Health records and 1980 Census data. In 1994, the number of children age 0 to 4 is projected to be 3,356. Seventy-seven percent (77.3%) of this number is 2,594, which will serve as the projected number of infants in Santa Monica in 1994.

Overall, school enrollment records and projections show a steady decline of students in Santa Monica public schools between 1980, 1989 and 1990, reflecting the child population trend (and 3 school closures between 1980 and 1988). However, enrollment of children in kindergarten through grade 4 has increased in the last three years, indicating that the recent school age population decline may not continue. This is consistent with the 1989 estimated increase in the number of children between the ages of 5 and 9 (21% increase over 1980). The children of the "baby boom" generation, sometimes referred to as the "baby boom echo," are reaching school age and represent an important component of existing child care demand for the younger age groups. As these children grow older, the need for "latch-key" programs will increase. The expected 13% increase in children ages 10 to 14 in the next five years is a significant trend indicated by the 1994 projections.

Another factor in child care demand which is related to school enrollments is the transfer policy adopted in 1984 by the Santa Monica/Malibu Unified School District in accordance with State law. This policy permits non-resident parents who either





work or have child care arrangements in Santa Monica to enroll their children in Santa Monica schoools (K–12). In 1984/85, approximately 224 children were enrolled in Santa Monica schools with permits from other school districts and proof of meeting one of the two requirements, roughly 3% of total enrollments. In 1988/89, about 800 children participated in the transfer program, roughly 10% of total enrollments. This trend toward increased participation in the transfer program indicates that the demand for child care from non-residents is increasing. (The numbers of "transfer" children are included in the school enrollment figures plotted in the graph on the preceding page.)

Though it appears that the "baby boom echo" is currently near its peak and the population of children will begin to decline, this does not necessarily mean a decreased demand for child care in the 1990's. Several factors indicate that lower fertility and smaller families significantly increase the demand for child care:

- Women with smaller families are more likely to work and use child care.
- Parents having fewer children later in their lives are more likely to have established careers and are better able to afford high quality child care.
- Grandparents and other adult relatives who have traditionally provided child care are less likely to live with the family or even within proximity.
- Having fewer children and children who are closer in age reduces the likelihood for older siblings to care for younger brothers and sisters.
- Santa Monica's high renter population, currently at least 77% of all residents, indicates a larger porportion of smaller households than in other L. A. County cities.

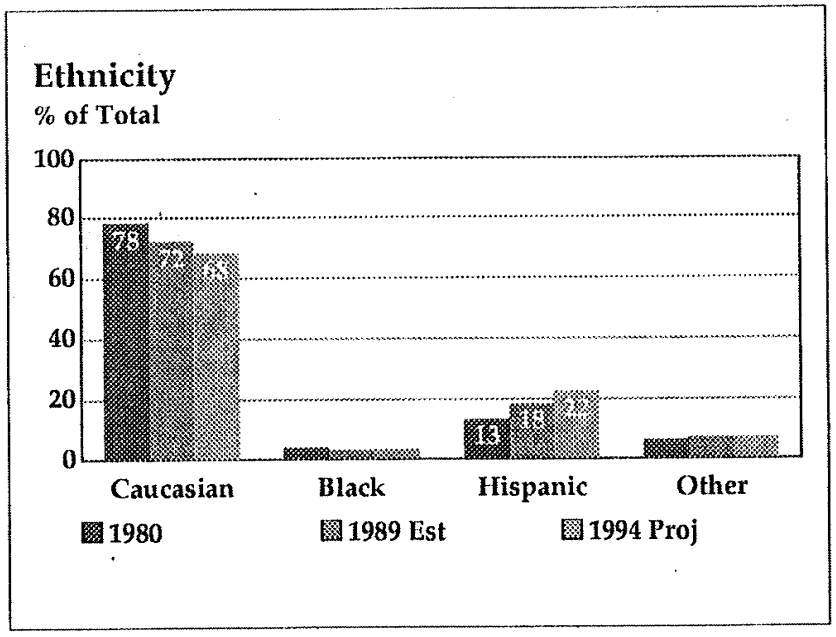
(Sources: NPDC, L.A. County Department of Health, Santa Monica/Malibu Unified School District)

Ethnicity

The population of Caucasians is expected to decline 5% in the next five years. This constitutes a 14% decline between 1980 and 1994, from 77.5% to 68.2% of the total population. The number of Blacks will also decrease, from 3.4% in 1989 to 2.9% in 1994; a 40% decline from 1980.

The greatest increase will be seen in the Hispanic population, which has increased from 13% to 18.2% in the last nine years and is expected to increase to 21.9% of the total Santa Monica population by 1994. This 68.5% increase in Hispanic residents between 1980 and 1994 may affect the demand for child care in the future. The increase in Hispanic families may mean more children who need care at affordable rates since these families have traditionally shown higher birth rates and lower average household incomes than Caucasian families.

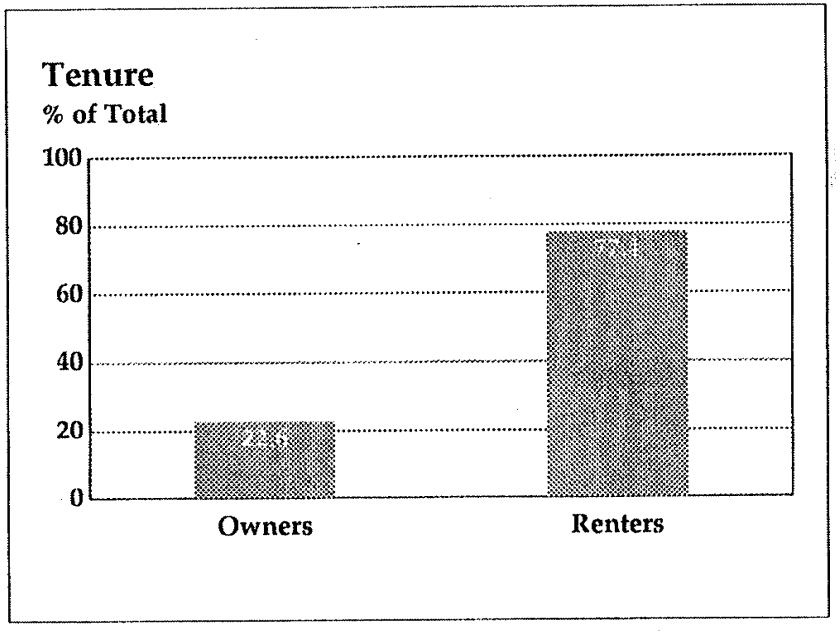
(Source: NPDC)



Housing Tenure

In 1980, a large majority of Santa Monica residents rented their homes. Seventy-seven percent (77.4%) of occupied housing units were rented and 22.6% were owned. The countywide average in 1980 was 52% renters and 48% owners. Though the current tenure of Santa Monica housing is not known, there are still considerably more renters in the City than in Los Angeles County as a whole. Because renters typically have lower incomes than owners, as seen below, the higher proportion of renters emphasizes the need for affordable care.

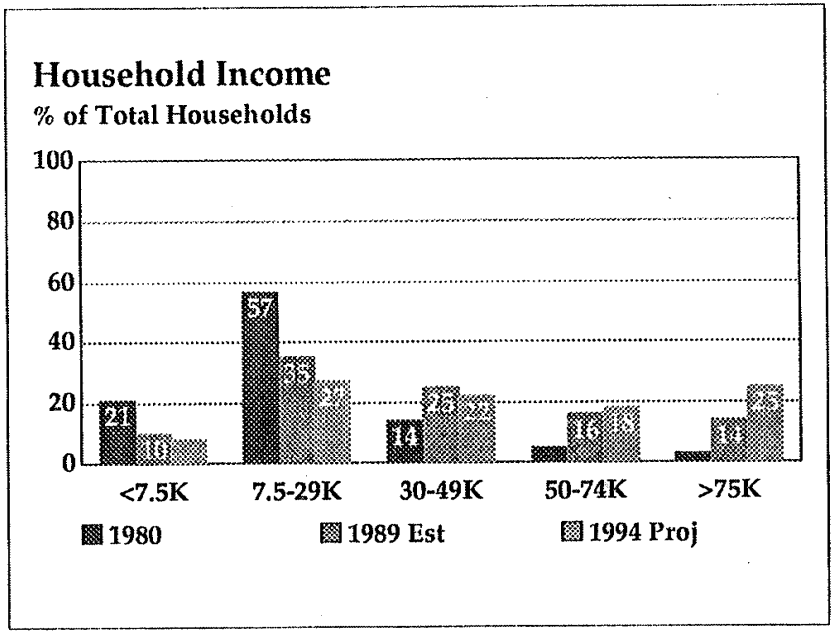
(Sources: U.S. Census, Santa Monica Draft Housing Element, 1989)



Household Income

A significant demographic trend in Santa Monica is the shift towards higher income households. From 1980 to 1989, the number of households in the over $30,000 income category grew at a rate of 152%, shifting from 22% of the total population to 55.4%. Through 1994, this trend is expected to continue, resulting in 64.8% of the population earning $30,000 or more. Only 8% of Santa Monica residents earned more than $50,000 in 1980. The 1989 estimate for this income bracket is 30.6% and the 1994 projection is 42.7%. Median household income has risen from $16,843 in 1980 to $33,813 in 1989 (a 101% increase) and is projected to increase to 42,975 in 1994 (a 27.1% increase over the current estimate).

(Source: NPDC. Data are expressed in "current" dollars for each respective year.)



The Draft Housing Element of the General Plan (1989) presents an analysis of household income in 1980, which is used to approximate 1989 figures:

The median household income for the City of Santa Monica was almost $1,000 lower than the countywide average of

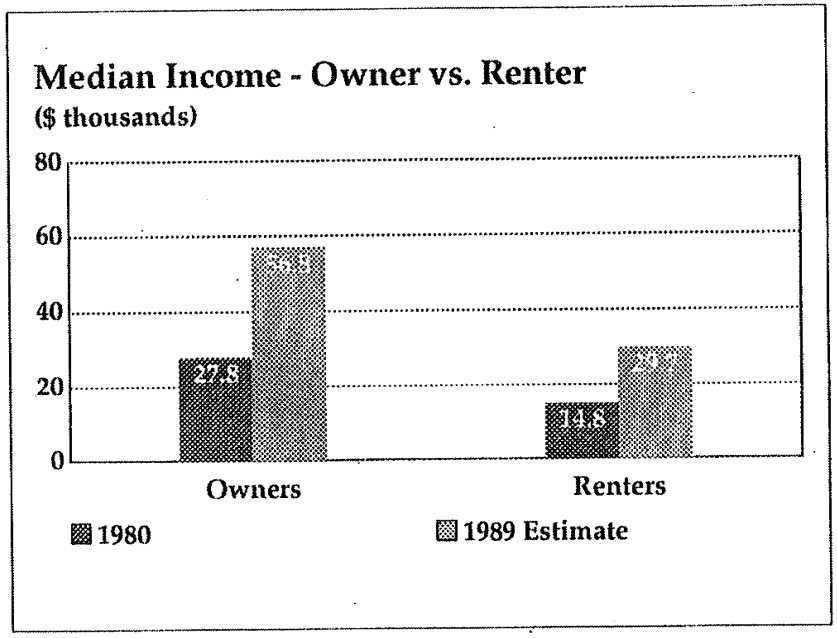
$17,551. The large percentage of seniors (16%) and students probably account for this difference.

The Housing Element also documents housing expenditures as a percentage of household income for 1980. The percentage spent on housing was found to increase as household income decreased. In fact, 80% of households earning less than $10K paid *30% or more* for housing, while 93% of households earning $20K or more paid *less than 30%*. Though household income is rising in Santa Monica, the lowest income households (probably single mothers, students, renters) are paying a larger percentage of their incomes for housing, and therefore have less income for child care expenditures.

There was a marked disparity in 1980 between the median income of homeowners when compared to renter households. The median income for owner-occupants was $27,891, but the median income for renters was $14,777. If this 52.9% difference is applied to 1989 estimated income figures, the median income for homeowners is approximately $56,800 compared with the $29,700 median for renters. This disparity suggests that homeowners are considerably better able to pay for child care than are renters. Because the majority of the City's residents rent their homes, the cost of child care services is an important issue.

The overall rise in household incomes, the fact that residents with lower incomes pay more for housing and the disparity between household incomes of owners and renters all suggest that child care services must be available for a variety of costs to serve all segments of the population.

(Source: U.S. Census, Santa Monica Draft Housing Element, 1989)



Employment and Mothers in the Labor Force

The most significant trend affecting the demand for child care is the increased participation of mothers in the labor force. This trend is likely to intensify. According to a recent report by the U.S. Education and Labor departments, almost two-thirds of the population entering the work force between now and the year 2000 will be women, and approximately 39% of these women will have children.

In 1980, there were approximately 50,531 Santa Monica residents in the labor force and 48,300 were employed, representing 55% of the total population. Forty-eight percent (47.8%) were women, and 18.9% of these women had children. Women with children under 18 represented 9% of the total labor force in Santa Monica. If these percentages are applied to 1989 and 1994 population estimates, the numbers of working mothers are projected to be 4,963 in 1989 and 5,216 in

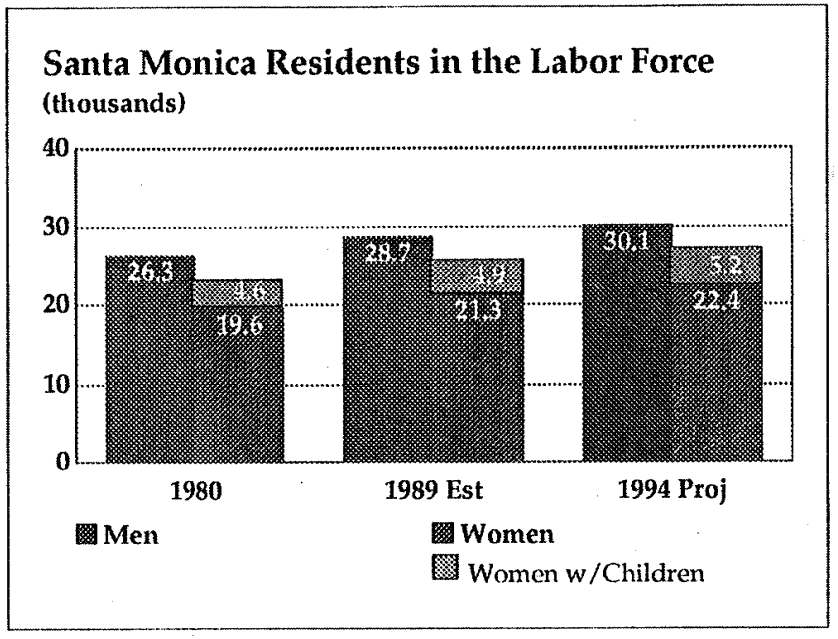
1994. However, these estimates are low because they are based on 1980 figures and the labor participation rate of women with children has increased.

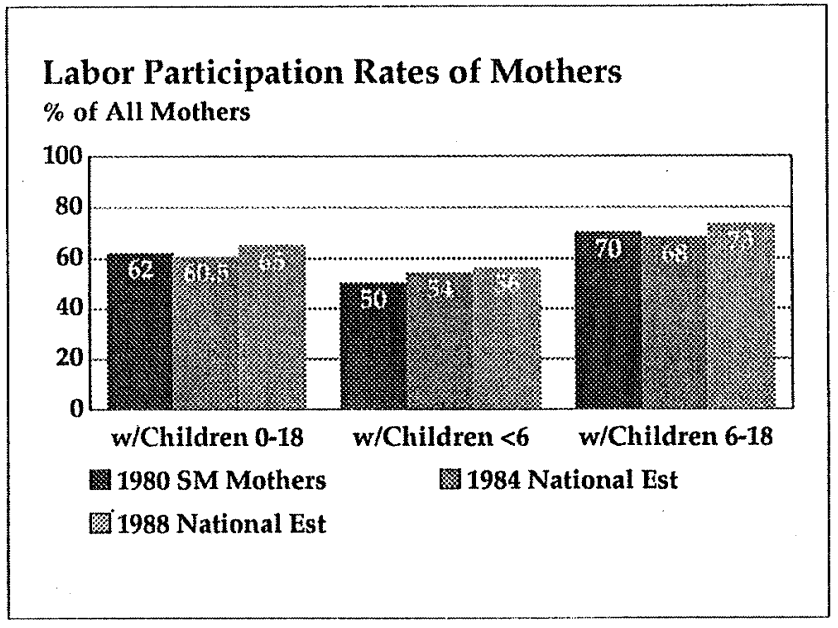
Perhaps the most significant figure is one which compares mothers in and out of the labor force: sixty-two percent (62%) of all women with children worked outside the home in 1980. This percentage exceeds the national percentage of 60.5%, estimated for 1984: the 1980 labor participation rate of mothers in Santa Monica was higher than the national average developed in 1984. The 1988 national rate is 65% according to the Bureau of Labor Statistics.

Additionally, Santa Monica labor participation rates for mothers with children under six exceeded the national participation rates. In 1980, 50% of women with children under six years old were in the labor force and 50% were not. The 1980 national average was 47% for mothers with children under six, up almost 300% from 1947. In 1984, the national average was 54%, up 15% from 1980. In 1988, the Bureau of Labor Statistics estimated 56% of mothers with children under six were in the labor force, up 4% in just two years.

Seventy percent (70%) of Santa Monica women with children between the ages of six and seventeen worked outside the home in 1980. This labor participation rate exceeded the 1984 national rate of 68% for women with children over six. However, according to 1988 BLS estimates, 73% of women with children over six are in the labor force.

National averages have increased in the first four years of the decade and the trend appears to be continuing. The Santa Monica labor participation rate of mothers has undoubtedly increased in the last nine years as economic conditions, family structure, women's work patterns and attitudes about women's roles have changed. For the purposes of this demand analysis, the current labor participation rate for Santa





Monica mothers with children under six is estimated to be 56%, a rate equal to the national 1988 average. The 1988 national labor participation rate of 73% for women with children over six is used in this analysis as the current Santa Monica rate. These labor participation rates are conservative, however, because Santa Monica has shown higher than average labor participation rates for women with children.

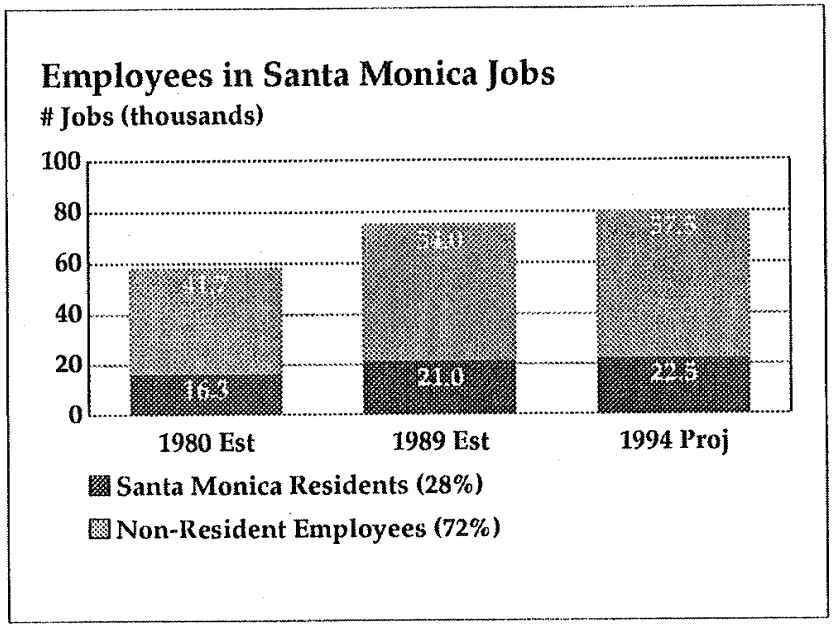
(Sources: U.S. Census, NPDC, Bureau of Labor Statistics)

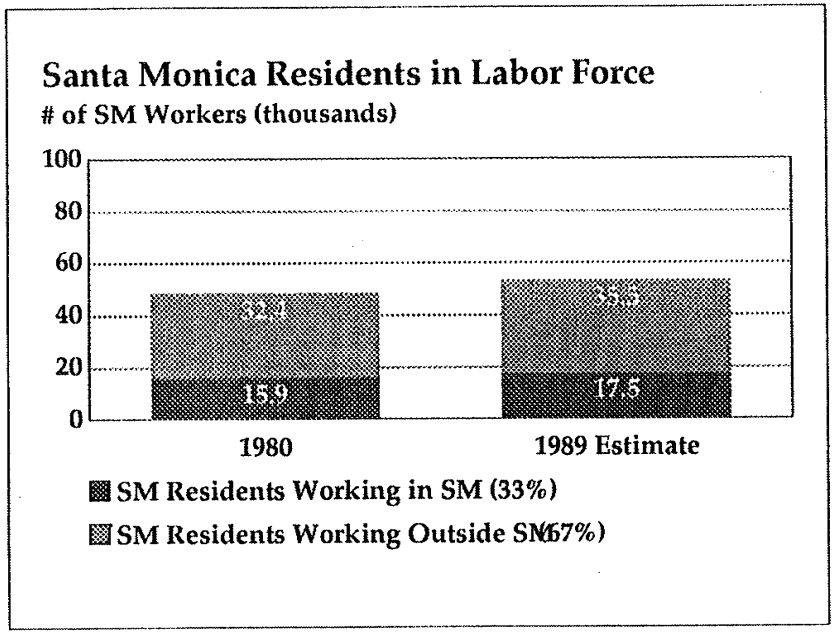
Non-Resident Employees

The demand for child care services in Santa Monica is also affected by the number of children of non-resident employees. The number of non-resident parents working in the City is unknown. Those who would prefer a child care arrangement near their place of work is also unknown, though this information will be collected later through an employee survey.

The non-resident employee demand for child care may be significant. Of the 55,000 to 61,000 jobs in Santa Monica in 1980, 71.9% were held by non-residents. Using the 1980 percentage, nearly 54,000 of the 1989 estimated 75,000 jobs are held by non-residents. The Provider Survey showed that approximately 54% of existing child care spaces are occupied by children of non-resident employees. The Working Parents Survey revealed that approximately 27% of non-residents have current child care arrangements in the City and 59% would prefer licensed child care in Santa Monica. (The demand from non-residents is probably for infant and pre-school child care, because school age care is better located near the child's school or home.)

Though Santa Monica residents held 28% of the City's jobs in 1980, 33% of employed residents worked in the City. Using





the 1980 figures for residents commuting to jobs outside of Santa Monica (67%) and applying the 1980 percentage of labor force participants (55%) to the estimated current population (96,378), the approximate number of Santa Monica residents commuting to outside jobs is estimated at 35,515. Again, it is impossible to know how many of these workers would use child care services near or at their workplaces if it were available. However, the number of Santa Monica residents seeking child care outside of the City is lower than the number of non-residents seeking child care in Santa Monica because employment in-migration (71.9%) is higher than out-migration (67%).

In addition to this "invisible" demand, children of non-working students (who are not included in labor force participation data) may require at least part-time care. In addition, non-working mothers who arrange child care for their children for early learning, "enrichment care," may represent another "invisible" demand factor. Provider Survey data indicate that approximately 13% of current spaces are occupied by children of non-working mothers.

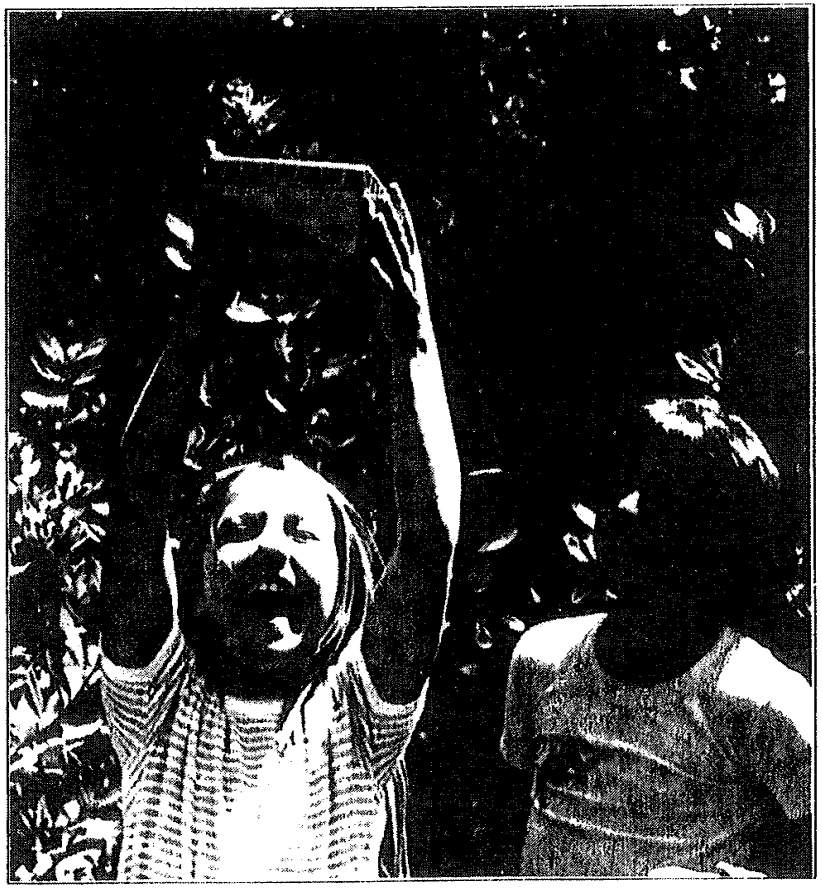
(Sources: U.S. Census, Santa Monica Draft Transportation Management Plan, June 1988)

New Housing and Employment Projections

The Southern California Association of Governments estimates that 3,220 new housing units are needed in Santa Monica in the next five years to accommodate regional growth. SCAG projected that 40.7% of the new units are needed by very low and low income residents (those who earn less than 80% of the county median income) This underscores the future demand for affordable child care, insofar as many of these residents will be parents. The current homeless population, many of them families with children, attests to the existing need for low-cost child care, in addition to affordable housing and jobs. In order for homeless parents to find and keep jobs to enable them to afford housing, they need low-cost child care.

The City Land Use Element forecasts employment in the City to grow by about 1,500 jobs per year. SCAG projects Santa Monica jobs to grow by about 1,000 per year through the year 2000. In addition to population projections, increases in employment must be factored in to the ongoing analysis of child care demand.

(Sources: Santa Monica Draft Housing Element, April 1989, Draft Transportation Management Plan, June 1988)



2.4 Existing and Projected Child Care Demand

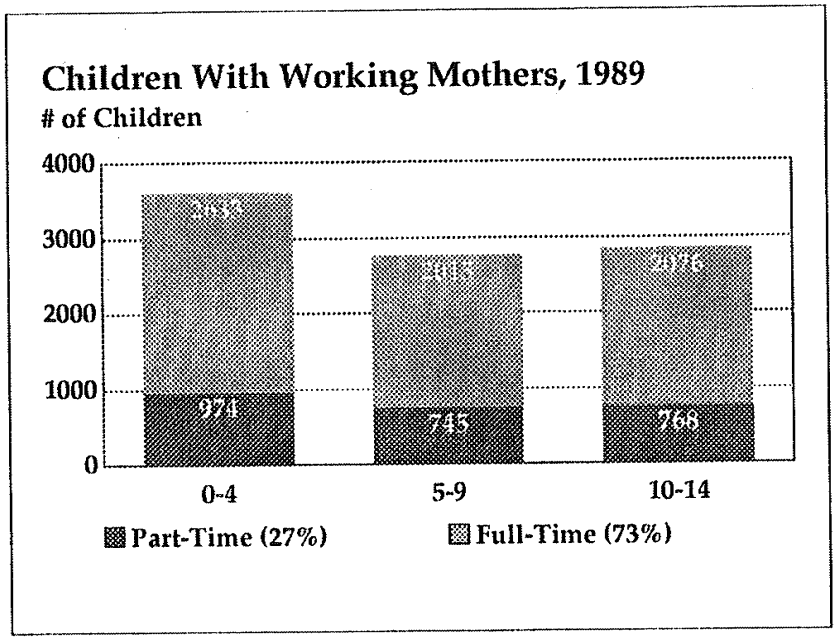
To determine the maximum potential demand for child care in Santa Monica, labor force participation rates for women with children were applied to child population figures, thereby providing an estimate of the number of children with either part-time or full-time working mothers.

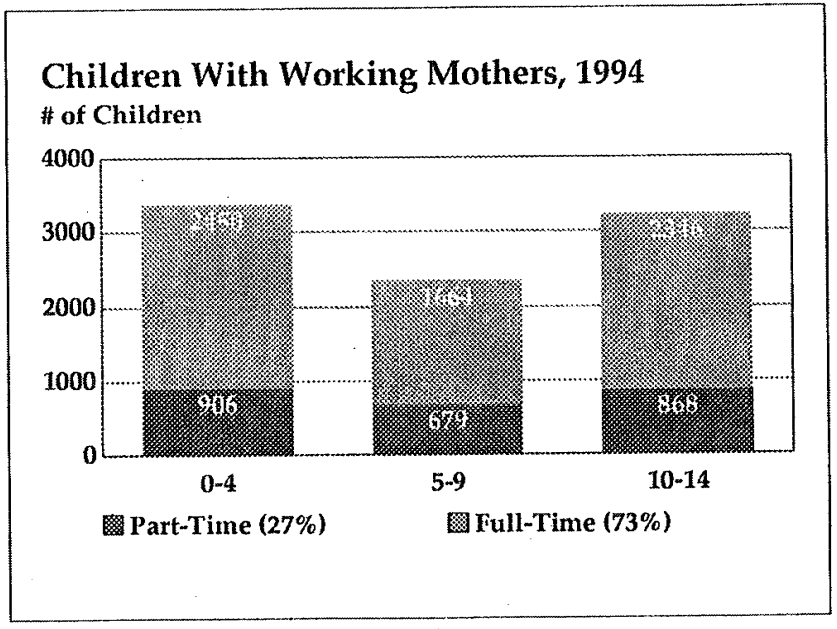
Assuming that a child with a working mother will be in need of child care services, these figures can then be translated directly into "child care demand." While this assumption is certainly not true in all cases, it is true in most cases and, for the purposes of this demand analysis, can be considered valid.

Using Santa Monica labor force participation statistics from the 1980 census for women with children (adjusted slightly upward based on national trends since 1980), the number of children with part-time and full-time working mothers is calculated for each age group. (Labor force participation for women with children under six years of age was 50% in 1980, adjusted to 56% based on current national estimates. For women with children age six and over the labor participation was 70% and is adjusted to 73%.)

Two graphs show rough estimates of the number of children with part-time and full-time working mothers in 1989 and 1994. These figures represent the maximum potential demand for child care. (Full-time work is defined as 35 hours or more per week. The percentages of full-time and part-time workers are from the Santa Monica Draft Transportation Management Plan, June 1988.)

(Note that for elementary school-aged children, full-time care is often needed in the summer and on weekends and part-time care is often needed before 8am and after 6pm.)





Based on child population projections and the labor participation rates of mothers, the current maximum potential demand for child care spaces in Santa Monica is 7,623. *Un-met* need for child care is related to the supply of spaces which is discussed in Chapter 4, however, *overall* need can be roughly estimated using data from the Working Parents Survey. Between 40% and 59% (depending on children's ages) of the working parents' *preferred* child care arrangements would be for licensed care in Santa Monica. Applying these percentages to the estimated number of children in each age range, the overall need for child care spaces for resident children is 4,223.

Estimated Child Care Demand from Santa Monica Residents, 1989

	0–2 years	3-4 years	5–9 years*	10–14 years	Total
Number of children in SM[1]	2,788	819	4,170	3,896	11,673
% of mothers in the labor force[2]	56%	56%	56% 73%	73%	(overall 65%)
Number of children with mothers in the labor force[3]	**Maximum Potential Demand:**				
	1,561	458	2,760	2,844	7,623
% preferring licensed child care in SM[4]	**Estimated Overall Need:**				(overall 55%)
	40%	64%	59%	59%	
	624	293	1,628	1,678	4,223
Total Estimated Santa Monica Resident Need					4,223

1. Based on NPDC age projections.
2. Based on 1988 labor participation percentages, Bureau of Labor Statistics *(56% ages 5 and 6; 73% ages 6 to 8).
3. Based on NPDC age projections and 1988 labor participation percentages, Bureau of Labor Statistics.
4. Based on stated *preferences* for licensed care from Working Parents Survey, 1989; see Chapter 3 of this document.

The table below uses the same methodology to estimate future demand and overall need. These forecasts incorporate projections of population and employment growth and reflect current conditions in Santa Monica. According to these calculations, the population of children as a percentage of the total population will remain roughly constant through 1994. The maximum potential demand for child care in 1994 (7,608 spaces) is close to that of 1989. The total estimated *overall* need in 1994 is roughly the same as for 1989 (4,234 spaces), however the demand for services to specific age groups shifts. The need for after-school programs for "latch-key" children ages

Projected Child Care Demand from Santa Monica Residents, 1994

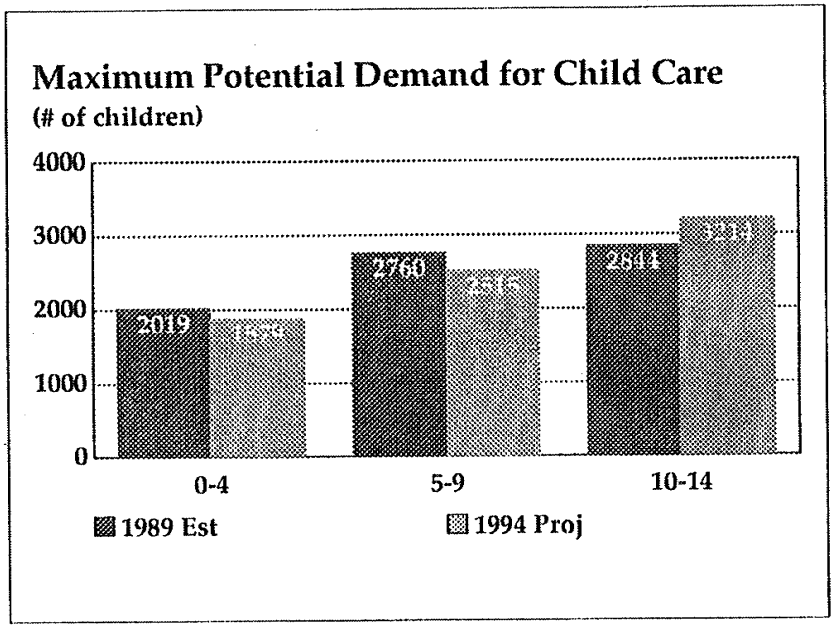
	0–2 years	3-4 years	5–9 years*	10–14 years	Total
Number of children in SM[1]	2,594	762	3,804	4,403	11,563
% of mothers in the labor force[2]	56%	56%	56% 73%	73%	(overall 65%)
Number of children with mothers in the labor force[3]	**Maximum Potential Demand:**				
	1,452	427	2,515	3,214	7,608
% preferring licensed child care in SM[4]	**Estimated Overall Need:**				(overall 55%)
	40%	64%	59%	59%	
	581	273	1,484	1,896	4,234
Total Projected Santa Monica Resident Need					4,234

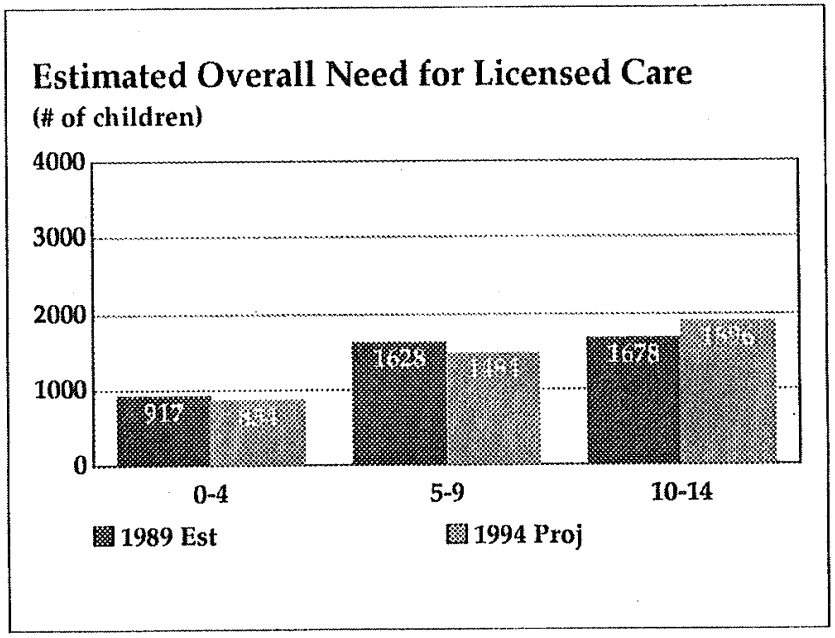
10–14 will increase as the need for infant, part-time and full-time care for children under 10 decreases. Still, over half (56%) of the children of working mothers will be under 10 years old, therefore child care demand from the younger age groups should not be minimized.

Summary bar charts of the preceding tables are presented here to depict child care trends expected in the coming five years.

The actual demand for child care may differ from these estimates due to effects of the demand indicators outlined in this analysis and unforeseen social, economic or demographic changes. Additionally, the actual overall need may differ from the estimates presented here for three reasons:

- The figure for the "overall estimated need," that is, the percentage of parents seeking licensed child care in Santa Monica (40% to 59% depending on age range), was estimated using Working Parents Survey findings. However, all participants in the survey were employees in Santa Monica jobs. The percentage of resident parents who work *outside* of Santa Monica who would prefer child care close to their worksites rather than near their homes is unknown and unaccounted for. Therefore, the actual overall need may be slightly *lower* than the estimate presented.
- The figure for the "overall estimated need" for licensed Santa Monica child care was generated by a survey sample comprised of 80% non-residents and 20% residents. Overall, 60% of the smaller sub-sample of Santa Monica resident respondents indicated that they would prefer licensed care in Santa Monica compared to 55% of the entire sample. Because the sub-sample of residents was small, the figure from the entire survey sample was used in the estimate of overall need. The actual percentage of Santa Monica residents who seek licensed care in the City may be as high as 60%, therefore the actual overall need may be slightly *higher* than the estimate presented.
- Though many working parents responding to the survey indicated a preference for licensed child care in Santa Monica, their preference assumes not only availability, but also affordability, accessibility and quality. The number of parents who would actually use additional child care





spaces is dependent on whether the available child care meets each parent's specific requirements.

The mediating factors indicated above may affect the numbers slightly, however, the estimates and projections presented in this report should facilitate the comparison between the supply of child care services and the demand. The Santa Monica Child Care Master Plan will respond to the assessment of child care need provided by all Phase One activities and outline specific policies and implementation strategies to meet this need.

THREE
Working Parents Survey

3.1 Introduction
3.2 Survey Development and Administration
3.3 Survey Sample Characteristics
3.4 Major Findings
3.5 Detailed Results

3. WORKING PARENTS SURVEY

3.1 Introduction

The purpose of this survey was to assess the child care needs of parents who work in Santa Monica and to identify current and preferred child care arrangements. The survey included questions regarding type and location of care, cost of care and other logistical considerations, in addition to questions about provider and program qualities and potential child care funding strategies.

A cross-section of Santa Monica worksites was randomly selected and parents with children under twelve years old were asked to participate in the child care survey. Three hundred working parents, both Santa Monica residents and non-residents, completed the questionnaire.

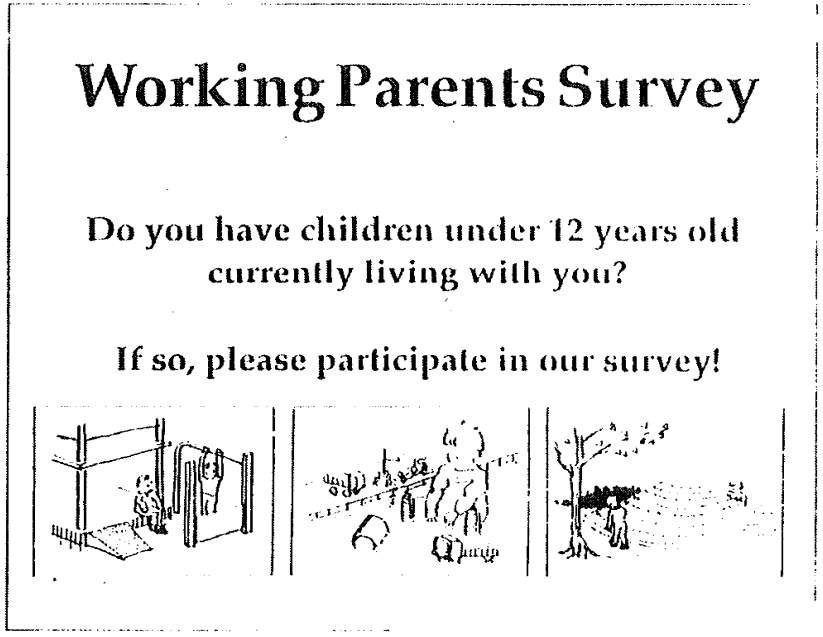
The survey instrument was structured in four parts (see copy of survey instrument in Appendix A). The first section included questions about the number and ages of respondents' children so that the information collected in subsequent questions would be age-specific.

The second part of the survey included questions aimed at establishing a profile of the *Current and Preferred Care Arrangements* of Santa Monica workers. It consisted of eleven questions about:

- Current arrangements for each child, both type and location;
- Preferred arrangements for each child and respondents' reasons for their preferences;
- Common problem areas (such as cost, convenience, finding the right times and types of care, finding certain quality components), and the degree to which these have been experienced;
- Times and days of child care need;
- Need for extended care;
- Cost of care by child;
- Most important logistical considerations; and,
- Most important program and provider qualities.

The third part of the survey, *Potential Funding Sources*, was designed to measure respondents' level of support for several strategies for funding the improvement and expansion of child care services.

The fourth section of the survey consisted of questions for general *Background Information*.



Flyer used to encourage participation in the Working Parents Survey.

Interpreting the Survey Results

Closed-ended questions have been tabulated as the percentage of all survey respondents checking each of the possible categories. The percentage of respondents who check the "somewhat desirable" and "somewhat undesirable" categories should be interpreted carefully. These "middle categories" are provided as options on the survey in order to give respondents who are not willing to give their full support or full rejection to a proposal a chance to leave it open for further consideration. Checking these categories usually indicates that the respondent has given conditional approval or disapproval to the item, in other words, a "maybe yes, maybe no." In some cases, respondents may be saying that they require additional clarification of the proposal and/or further discussion before they are able to feel that some alternative is "very desirable" or "very undesirable" or to register "strongly agree" or "strongly disagree." This category also helps distinguish those who agree or disagree more sharply with an item.

Open-ended questions (i.e., questions without pre-codable answers), have been content-analyzed and presented as the number of times a particular item was mentioned (frequency) and as a percentage of the number of total mentions for a particular item. Most open-ended questions are displayed in rank order according to the number of times (frequency) the particular item was mentioned. Individual responses with fewer than 10 mentions are generally not reported. Findings from open-ended questions cannot be generalized reliably to the working population of Santa Monica as a whole since the total number of respondents providing answers to such questions is relatively small. In general, open-ended questions allow people to respond to a particular item in their own words, rather than solely within the confines of a pre-structured answer. They also provide an opportunity for respondents to state their opinion on items not addressed by the questionnaire, thereby offering a check on the relevancy of the items that are presented.

Major findings of the survey are presented in Section 3.4. Please refer to the survey instrument in Appendix A for the exact wording of each question and to Section 3.5 to obtain a more complete interpretation of the findings. Detailed survey results are presented in Section 3.5 as a series of tab and bar charts for ease of interpretation. Next to each chart, a short written summary puts into words what the charts illustrate visually.

3.2 Survey Development and Administration

The survey questions were developed by the consultant with input from City of Santa Monica planning staff and the Child Care Master Plan Working Group. The survey instrument underwent several drafts and a pilot test before taking its final form (see Appendix A for a copy of the actual survey instrument).

A sample selection plan was developed to ensure that employees with children under twelve from each business type and size class were represented. Using data from the 1985 Draft Transportaion Management Plan, the percentage breakdown of Santa Monica businesses by type and size was applied to the target number of surveys to generate target numbers by business type and size (See Sample Selection Plan table below). Businesses were randomly selected in each type category from the City's business license list. Businesses were then called to identify the following:

- Size (number of employees)
- Number of employees with children under twelve
- Willingness to participate
- Business hours and exact location

Using a telephone script (Appendix B), over 700 calls were made and approximately 370 businesses were reached. Of these, 90 businesses participated. The resulting sample of 300 respondents, stratified by business type and size, generally approximates the "actual" distribution of Santa Monica business types and size classes.

Santa Monica Child Care Needs Assessment
Working Parents Survey

Sample Selection Plan

	Sample Size: 300		Size Class and Target Numbers									
	% of Total	# Resp in	1 - 4		5 - 19		20 - 99		100 - 499		500 +	
Industry Type	Sample	Sample	%	#	%	#	%	#	%	#	%	#
Service	25%	75	14%	11	25%	19	32%	24	21%	16	8%	6
Retail	23%	69	6%	4	25%	17	45%	31	24%	17	0%	0
Professional	23%	69	13%	9	17%	12	21%	14	27%	19	22%	15
Manufacturing/Wholesale	17%	51	4%	2	12%	6	23%	12	26%	13	35%	18
Corporate/Administrative Hdq.	7%	21		*		*		*		*		*
Other	5%	15		**		**		**		**		**
Totals	100%	300		26		54		81		64		39

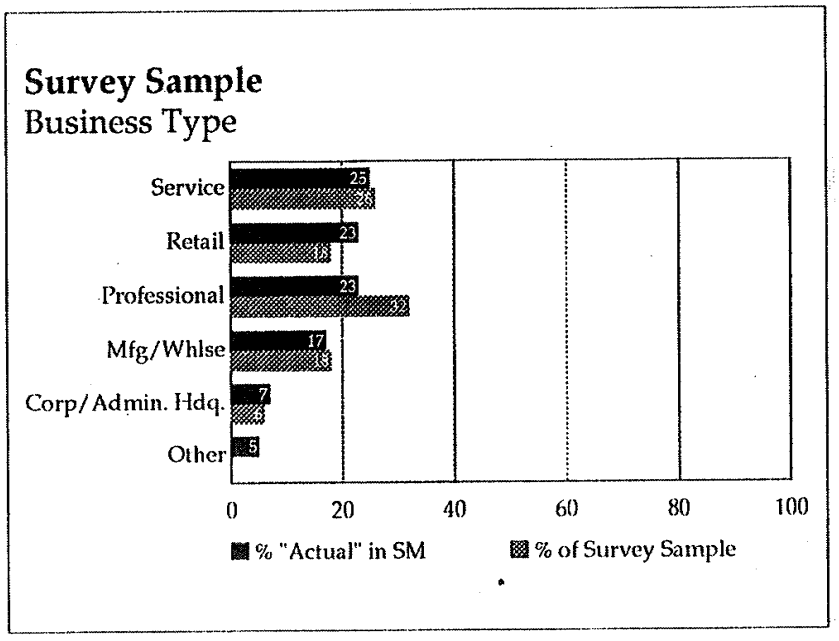
* Total of 21 respondents (size class breakdown unavailable).
** Total of 15 respondents (size class breakdown unavailable).

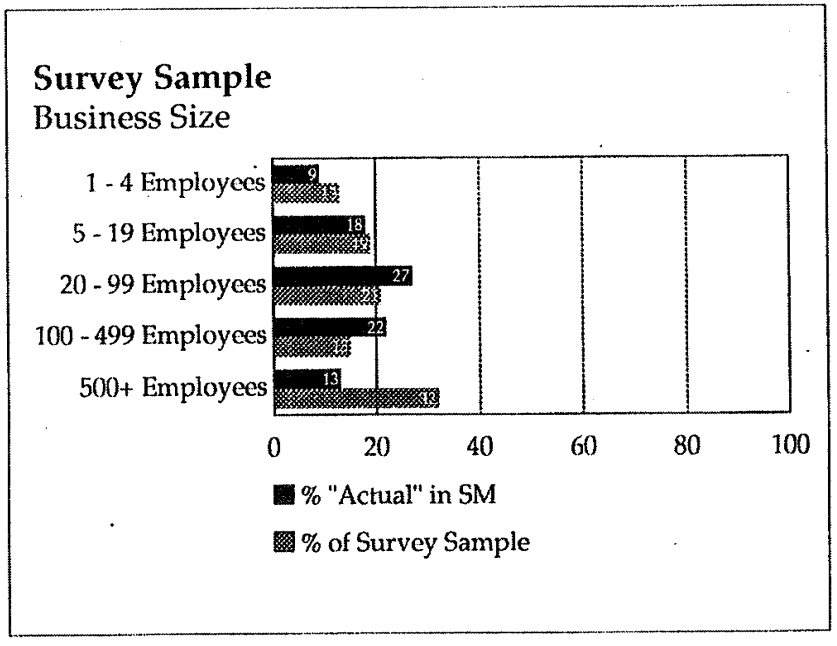
Working Parents Survey Sample Selection Plan

The survey distribution plan was designed to reach a representative cross-section of the Santa Monica business community. Although the survey was administered randomly and questionnaires were distributed porportionate to business size and type, the demographic characteristics of the survey sample may not correspond exactly to the demographic characteristics of the population of Santa Monica working parents as a whole. Because the characteristics of this group are unknown, the survey sample could not be post-stratified.

A survey team delivered and retrieved the questionnaires at worksites all over the City. All surveys were completed during the period from November 14 - December 15, 1989.

In general, respondents expressed willingness to participate in the survey and appreciated the opportunity to express their views.





3.3 Survey Sample Characteristics

The chart below summarizes survey respondents' characteristics.

Number of Respondents	300

Gender (Question 25)

Male	35%
Female	65%

Age (Question 26)

18 – 25	7%
26 – 35	48%
36 – 50	42%
51 – 64	3%

Number of Income Earners in Household (Question 23)

One	30%
Two	68%
Three	1%
Four	1%

Income (Question 24)

Under $15,000	7%
$15,000 to $20,000	11%
$21,000 to $30,000	15%
$31,000 to $40,000	18%
$41,000 to $50,000	6%
$51,000 to $75,000	25%
$76,000 to $100,000	9%
Over $100,000	9%

Home Location (Question 17)

Santa Monica	20%
West Los Angeles	13%
Pacific Palisades	5%
Culver City	4%
Venice	3%
Westchester	2%
Malibu	2%
Reseda	2%
Brentwood	1%
Other (Less than 3 mentions each place)	47%

3.4 Major Findings

3.4.1 Current and Preferred Child Care Arrangements

- The majority of respondents *currently use* the following care arrangements for their children:

Spouse or Partner	18%
Licensed Center or Preschool	18%
Person Outside the home	15%
After School Program at a School	14%

- The majority of respondents would *prefer* the following care arrangements for their children:

Licensed Center or Preschool	27%
After School Program at a School	20%
Spouse or Partner	12%
Relative in the Home	10%

- Forty percent (40%) *currently use* licensed care (a licensed center, preschool, family day care home or after school program at a school), though 55% would *prefer* to use licensed care.
- Fifty-seven percent (57%) of all of *current* care arrangements are located outside Santa Monica, however, 67% of the reported *preferred* care arrangements would be located in Santa Monica.
- Of the total sample, 46% *currently use* licensed child care in Santa Monica and 53% would *prefer* to use licensed child care in the City. Reasons for this preference included:
  - Care arrangements closer to work
  - Convenience
  - Good licensed child care
  - Care arrangements closer to home
- The table below summarizes current and preferred care arrangements. Numbers represent percentages of children in each type of child care arrangement and location.

Current and Preferred Care Arrangements

	All Age Ranges	
Type of Care	*Current*	*Preferred*
Informal In Home	40%	30%
Informal Outside Home	19%	13%
Preschool or Center	18%	27%
Family Day Care Home	8%	8%
School Program	14%	20%
Location of Care	*Current*	*Preferred*
In Santa Monica	40%	67%
Outside Santa Monica	57%	33%

- Current and preferred care arrangements for each age range are summarized in the table below. Numbers represent percentages of children in each age range in each type of care.

Current and Preferred Types of Care By Age Range

	Under 2		2 - 5		5 - 12	
Type of Care	*Current*	*Preferred*	*Current*	*Preferred*	*Current*	*Preferred*
Informal In Home	35%	39%	30%	25%	49%	31%
Informal Outside Home	35%	21%	9%	11%	15%	10%
Preschool or Center	7%	26%	45%	47%	7%	13%
Family Day Care Home	21%	11%	9%	7%	3%	8%
School Program	2%	3%	7%	10%	24%	38%

- The table below summarizes the current use of informal and licensed care and respondents' stated preferences by age range.

Summary of Current and Preferred Types of Care By Age Range

	Informal		Licensed	
Age Range	*Current*	*Preferred*	*Current*	*Preferred*
Under 2	70%	60%	30%	40%
2 - 5	39%	36%	61%	64%
5 - 12	64%	41%	34%	59%
All Ages	59%	43%	40%	55%

3.4.2 Identified Problems

- The cost of care was identified as a problem by 68% of all respondents.
- Finding care for sick children was identified as a problem by 50% of all respondents.
- Finding temporary child care was identified as a problem by 49% of all respondents.
- Other identified problem areas included:

Finding convenient locations	46%
Finding small group size	44%
Finding vacation care	43%
Finding adequately trained teachers	43%
Getting children to and from care	42%
Finding care that meets play/learning needs	42%
Finding care that meets emotional needs	40%

- The table below presents identified child care problems by age range of respondents' children:

Identified Child Care Problems By Age Range

Age Range	*Top Three Identified Problems*	+
Under 2	Cost of Care (66%) Finding Infant Care (55%) Convenience of Location (51%)	
2 - 5	Cost of Care (72%) Finding Sick Child Care (52%) Finding School Vacation Care (51%)	
5 - 12	Cost of Care (67%) Finding Sick Child Care (53%) Finding School Vacation Care (51%)	
All Ages	Cost of Care (68%) Finding Sick Child Care (50%) Finding Temporary Care (49%)	

3.4.3 Times of Care

- Most respondents (64%) need care for their children sometime between the hours of 7am and 6pm on weekdays; 12% need child care before 7am, 12% need evening care and 10% said they need weekend child care.
- Almost half (48%) of respondents indicated that they need to drop off their children early or pick them up late sometimes (36%) or often (12%).
- A large majority of survey respondents indicated that they work full-time (92%).
- Almost two-thirds of the sample start work at 8am or before (64%).
- Almost two thirds of the sample finish work at 5pm or before (62%), however, 38% finish work at 6pm or later.

- A slight majority of respondents have flexible work hours (56%).
- As a group, respondents with inflexible work hours (44%) tend to start work earlier (76% start at 8am or before) and finish work slightly earlier (68% finish at 5pm or before).

3.4.4 Cost of Care

(Note: The survey was self-administered, and some respondents may have erroneously indicated weekly costs for child care instead of monthly costs as specified in the question instructions. See Appendix C for detailed cost of care findings.)

- Most respondents with children under 1 year old indicated that they pay $400-600 a month for *licensed* child care.
- Most respondents with children 1 to 2 indicated that they pay $300-500 a month for *licensed* child care.
- Most respondents with children 2 to 5 indicated that they pay over $300 a month for *licensed* child care.
- Most respondents with children 5 to 12 indicated that they pay under $200 a month for *licensed* child care.

3.4.5 Important Logistical and Quality Factors

- Affordability was the logistical consideration ranked highest by most respondents (23%), though prioritization of the nine factors was distributed relatively evenly (numbers represent the percentage of total mentions and only 3 items could be ranked. Percentages are low because items were ranked against each other). Proximity to work (15%), proximity to home (13%) and before or after school care (13%) were often ranked in the top three.

- The table below presents the ranking of logistical considerations by age range of respondents' children:

Important Logistical Considerations By Age Range

Age Range	*Top Three Logistical Considerations*	+
Under 2	Affordability Infant care Proximity to work	
2 - 5	Affordability Proximity to work Proximity to home	
5 - 12	Affordability Before/after school care Proximity to work	+
All Ages (four items are listed because last 2 items tied for third place)	Affordability Proximity to work Proximity to home Before/after school care	

- Respondents mentioned that experienced, qualified, reliable providers (14%) and attentive, careful, caring providers (10%) are the most important qualities in child care. Educational curriculum (9%), a mentally and emotionally stimulating program (7%) and a safe, secure environment (7%) were also mentioned often.

3.4.6 Potential Funding Sources

- Respondents strongly agree with many of the potential funding strategies tested in the survey.

- Three funding strategies were overwhelmingly supported:

Federal assistance in the form of tax breaks and subsidies	87%
State government assistance in the form of tax breaks and subsidies	87%
On-site centers provided by large employers and consortium centers available through smaller employers	82%

- Three strategies were supported by over a half or two-thirds of survey respondents:

City government assistance in the form of child care subsidies	75%
Employer financial assistance in the form of discounts, vouchers, etc.	72%
Developer fees	62%

- Two strategies were supported by fewer than 40% of respondents:

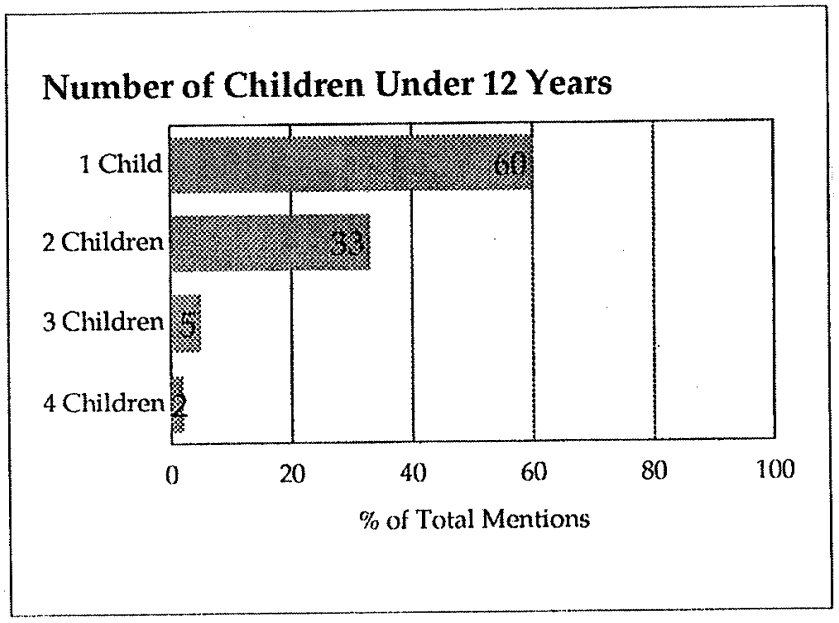
Opportunity to vote on a special assessment tax on Santa Monica residents	39%
Increased parent fees	36%

3.5 Detailed Results

Detailed results from each survey question appear on the following pages.

Question 1
How many children do you have under 12 years?

Sixty percent (60%) of respondents indicated that they have one child, 33% reported two children, 5% reported three children and 2% reported four children. The total number of children mentioned was 446.



Question 2
What are their ages?

Of the 446 children, 207 are between the ages of five and twelve, 125 are between the ages of two and five, 75 are between one and two years and 39 children are under two years old.

Children's Ages

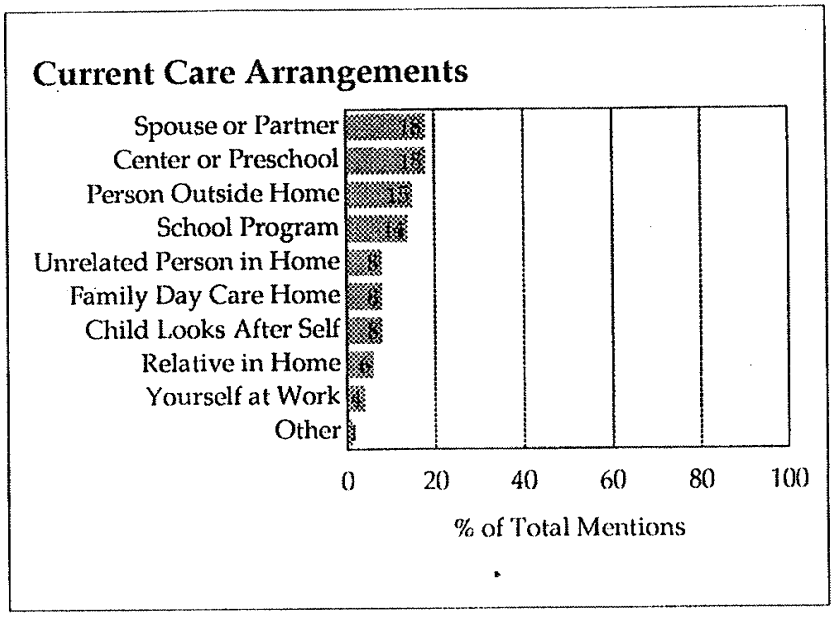
	# of Total Mentions	% of Total Mentions
School Age (5-12)	207	46
Pre-school (2-5)	125	28
Toddler (1-2)	75	17
Infant (Under 2)	39	9

CURRENT AND PREFERRED CARE ARRANGEMENTS

Question 3

What types of care do you now use for your child(ren) while you work?

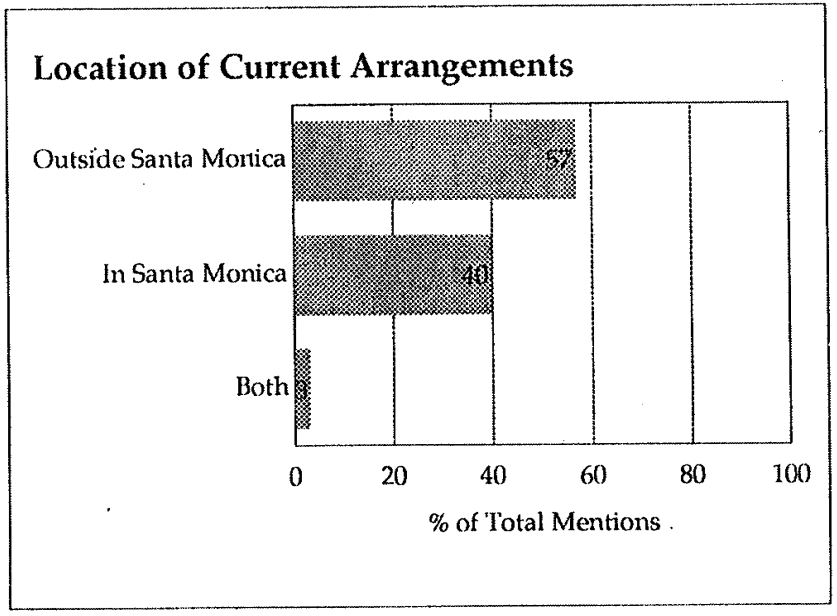
Spouse or partner was the most frequently mentioned current care arrangement. Other care arrangements reported, in order of frequency of mentions were: center or preschool, person outside home, school programs, unrelated person in the child's home and family day care homes. Self care, relative in the child's own home and child care at work by the respondent were other care arrangements mentioned.



Question 4

Where are these current arrangements located?

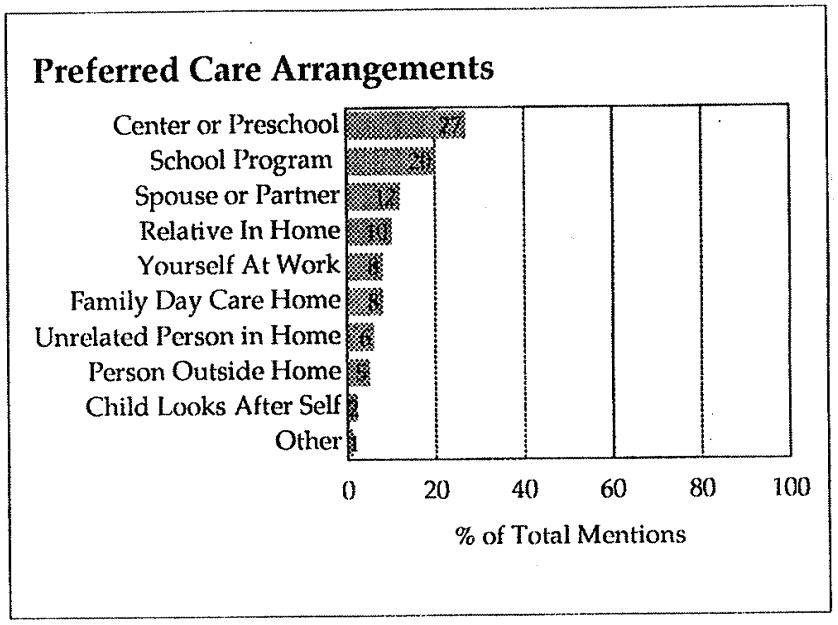
Fifty-seven percent (57%) of survey respondents have their current arrangements in Santa Monica and 40% have their current arrangements outside of Santa Monica. Three percent (3%) have arrangements both inside and outside of the City.



Question 5

What type or types of child care arrangements would you prefer to have for your child(ren) while you work?

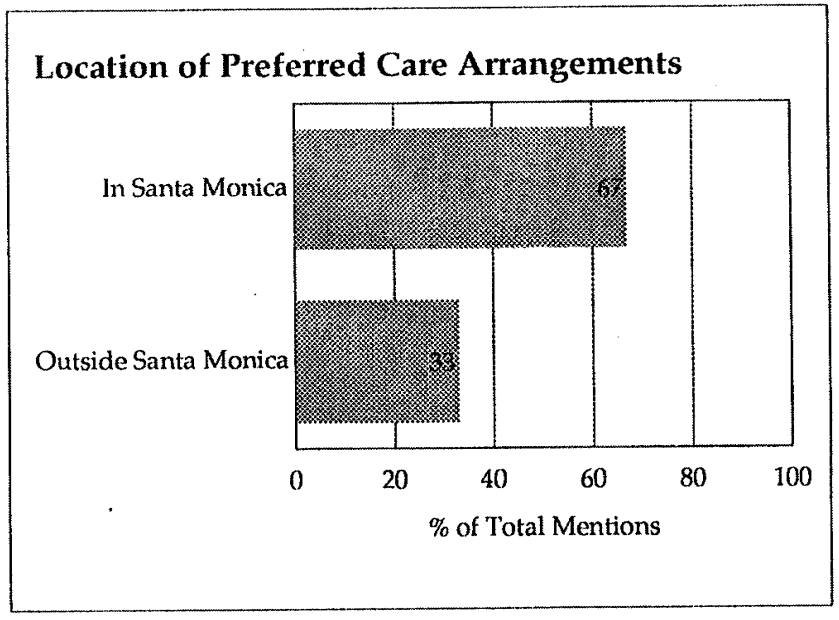
Center or preschool was the most frequently mentioned preferred care arrangement. Other preferred care arrangements reported, in order of frequency of mentions were: school program, spouse or partner, relative in the child's own home and child care at work. Family day care home, unrelated person in the child's home, a person outside the child's home and self care were also mentioned.



Question 6

Would you prefer child care services in Santa Monica or outside Santa Monica?

Sixty-seven percent (67%) of respondents indicated that they would prefer child care arrangements in Santa Monica while 33% would prefer to have arrangements outside Santa Monica.



Question 7
Why would you prefer these arrangements, both type and location?

Close to work was the most frequently mentioned reason for child care preferences. Respondents also mentioned convenience, proximity to home, living outside Santa Monica and good licensed child care. "There's no place like home" and social development were also mentioned.

Reasons for Preferred Care Arrangements

	# of Total Mentions	% of Total Mentions
Close to work	113	36
Convenience	55	7
Close to home	22	7
Live outside Santa Monica	19	6
Good licensed childcare	18	6
No place like home	14	4
Social development	7	2
Other	68	22

The following charts summarize cross-tabulations of the survey sample in order to present further analysis of current and preferred care arrangements:

Current Use of Licensed Care Arrangements in Santa Monica

Forty-six percent (46%) of survey respondents use licensed care in Santa Monica for at least one child. Of these, 18% are Santa Monica residents and 82% are non-residents. Sixty percent (60%) use Center Care, 26% use Family Day Care and 28% use After-School Programs.

Preferred Use of Licensed Care Arrangements in Santa Monica

Fifty-three percent (53%) of survey respondents prefer licensed care in Santa Monica for at least one child. Of these, 16% are Santa Monica residents and 84% are non-residents. Sixty-five percent (65%) prefer Center Care, 18% prefer Family Day Care and 34% prefer After-School Programs.

Current Use of Licensed Care in SM

- 46% Use Licensed Care in SM for at least one child
  18% of these are SM Residents
  82% of these are Non-Residents
- 60% Use Center Care, 26% Use Family Day Care, 28% Use After-School Programs

Preferred Use of Licensed Care in SM

- 53% Prefer Licensed Care in SM for at least one child
  16% of these are SM Residents
  84% of these are Non-Residents
- 65% Prefer Center Care, 18% prefer Family Day Care, 34% prefer After-School Programs

Reasons for Preference of Licensed Care in Santa Monica

Being close to work was the most frequently mentioned reason. Respondents also mentioned convenience, good licensed child care, proximity to home, living outside Santa Monica and social development.

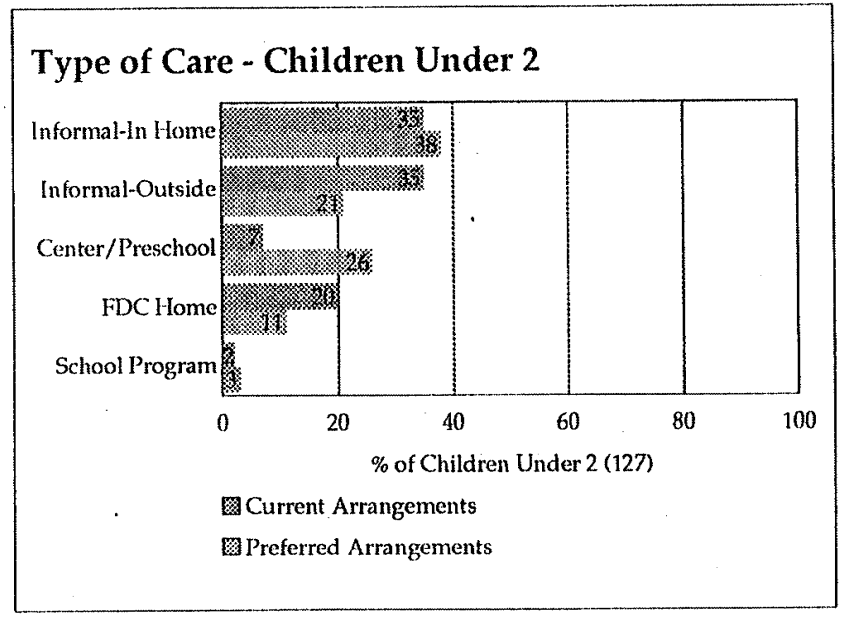
Reasons for Preference of Licensed Care In Santa Monica

	# of Total Mentions	% of Total Mentions
Close to work	72	38
Convenience	38	20
Good licensed childcare	11	6
Close to home	11	6
Live outside SM	9	5
Social development	7	4

Current and Preferred Care Arrangements by Children's Ages.

Children Under 2

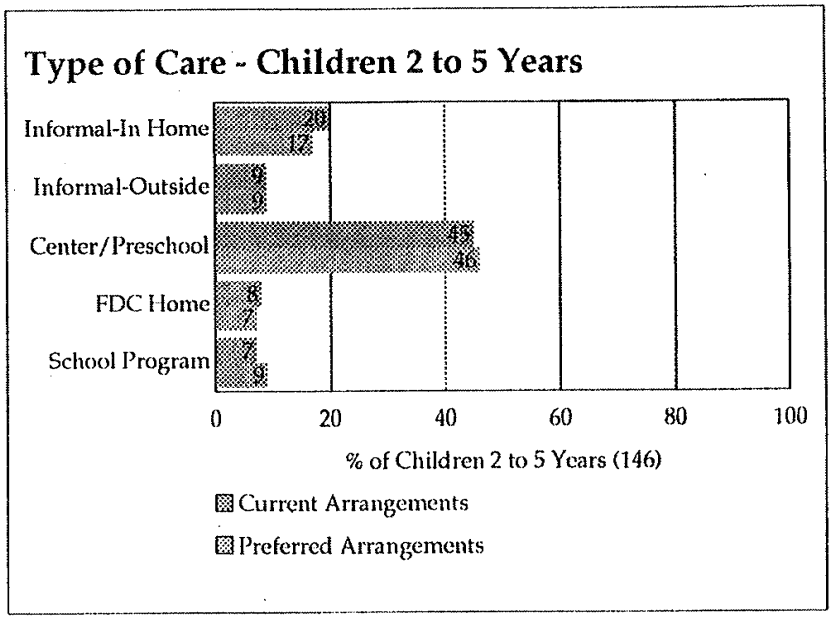
Respondents with children under two years old reported that 35% of their current care arrangements and 39% of their preferred care arrangements are informal and in their own homes. Thirty-five percent (35%) of their current care arrangements and 21% of their preferred care arrangements are informal and outside their homes. Seven percent (7%) of their current care arrangements and 26% of their preferred care arrangements are at child care centers or preschools. Twenty-one percent (21%) of their current care arrangements and 11% of their preferred care arrangements are at family day care homes. Two percent (2%) of their current care arrangements and 3% of their preferred care arrangements are school programs.



Current and Preferred Care Arrangements

Children 2 to 5

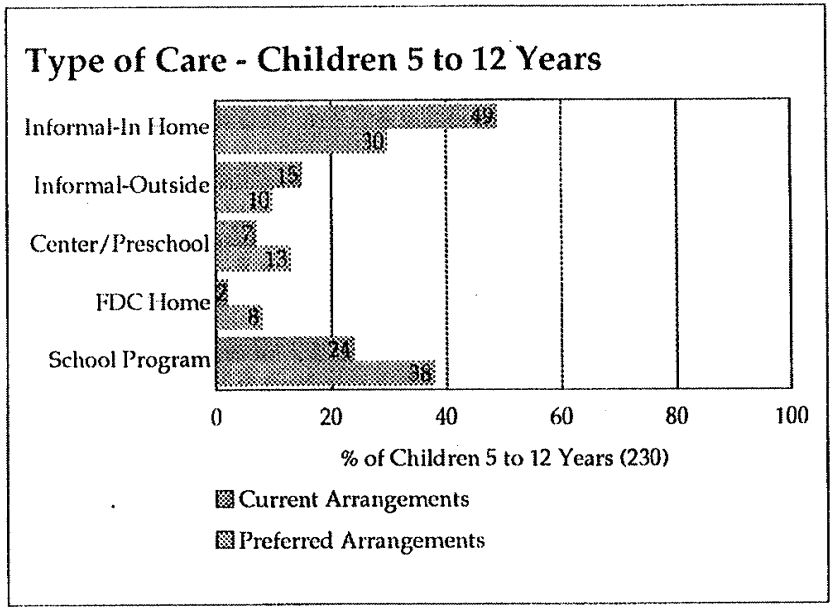
Respondents with children two to five years old reported that 30% of their current care arrangements and 25% of their preferred care arrangements are informal and in their own homes. Nine percent (9%) of their current care arrangements and 11% of their preferred care arrangements are informal and outside their homes. Forty-five percent (45%) of their current care arrangements and 47% of their preferred care arrangements are at child care centers or preschools. Nine percent (9%) of their current care arrangements and 7% of their preferred care arrangements are at family day care homes. Seven percent (7%) of their current care arrangements and 10% of their preferred care arrangements are school programs.



Current and Preferred Care Arrangements

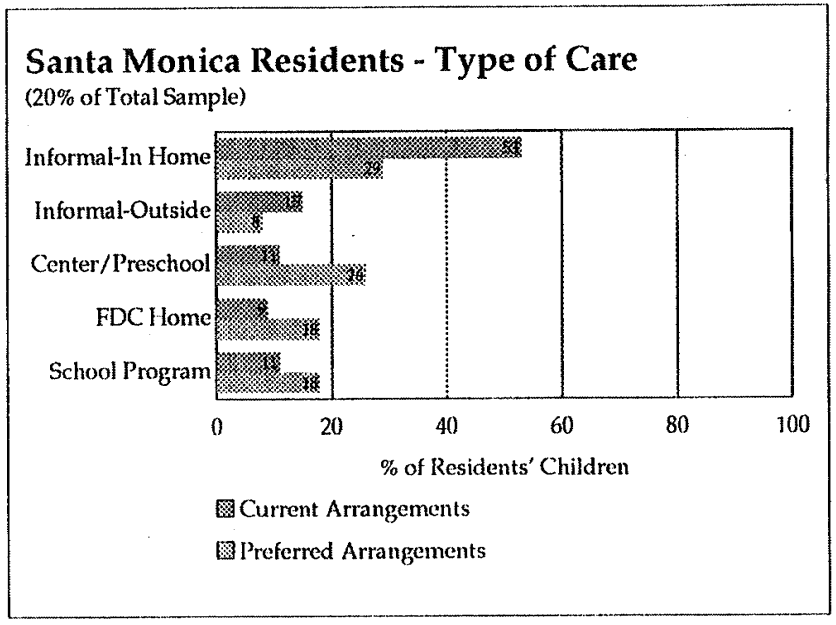
Children 5 to 12

Respondents with children five to twelve years old reported that 49% of their current care arrangements and 31% of their preferred care arrangements are informal and in their own homes. Fifteen percent (15%) of their current care arrangements and 10% of their preferred care arrangements are informal and outside their homes. Seven percent (7%) of their current care arrangements and 13% of their preferred care arrangements are at child care centers or preschools. Three percent (3%) of their current care arrangements and 8% of their preferred care arrangements are at family day care homes. Twenty-four percent (24%) of their current care arrangements and 38% of their preferred care arrangements are school programs.



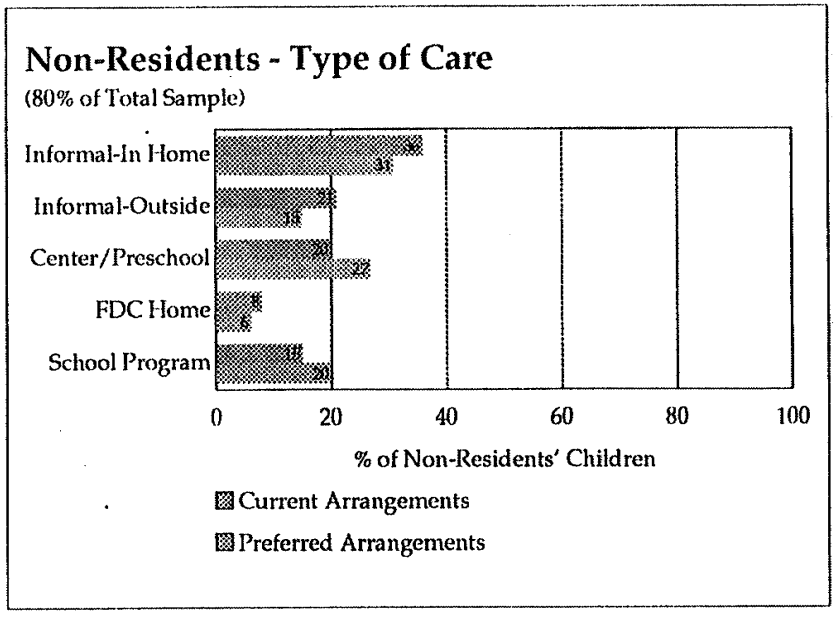
Santa Monica Residents - Type of Care

Santa Monica residents (20% of total survey sample) reported that 53% of their current care arrangements and 29% of their preferred care arrangements are informal and in their own homes. Fifteen percent (15%) of their current care arrangements and 8% of their preferred care arrangements are informal and outside their homes. Eleven percent (11%) of their current care arrangements and 26% of their preferred care arrangements are at child care centers or preschools. Nine percent (9%) of their current care arrangements and 18% of their preferred care arrangements are at family day care centers. Eleven percent (11%) of their current care arrangements and 18% of their preferred care arrangements are school programs.



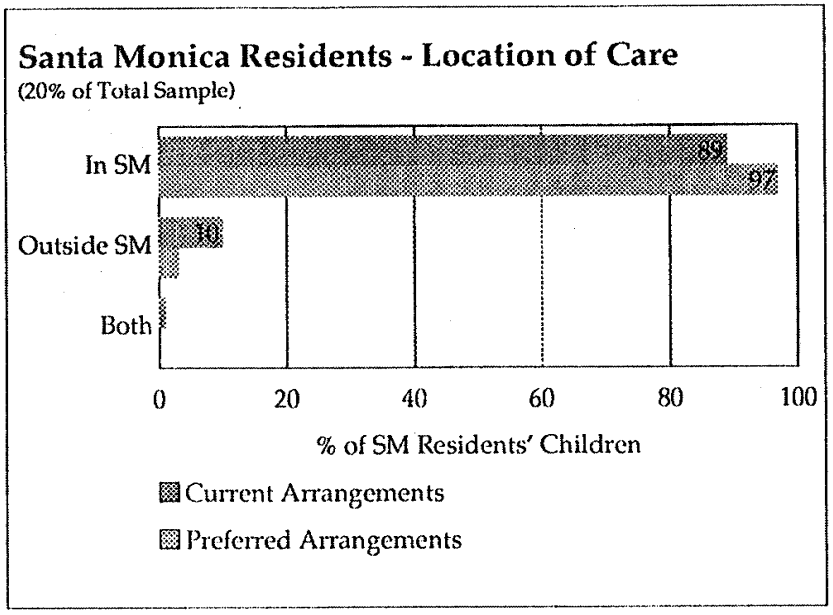
Non-Residents - Type of Care

Non-Santa Monica residents (80% of total survey sample) reported that 36% of their current care arrangements and 31% of their preferred care arrangements are informal and in their own homes. Twenty-one percent (21%) of their current care arrangements and 15% of their preferred arrangements are informal and outside their homes. Twenty percent (20%) of their current care arrangements and 27% of their preferred care arrangements are at child care centers or preschools. Eight percent (8%) of their current care arrangements and 6% of their preferred care arrangements are at family day care homes. Fifteen percent (15%) of their current care arrangements and 20% of their preferred care arrangements are school programs.



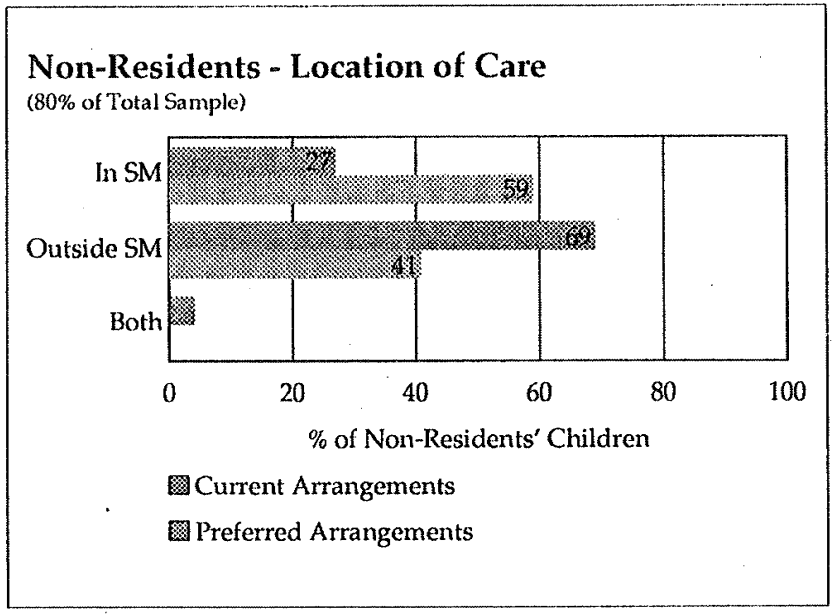
Santa Monica Residents - Location of Care

Santa Monica residents (20% of total survey sample) reported that 89% of their current care arrangements and 97% of their preferred care arrangements are in Santa Monica. Ten percent (10%) of their current care arrangements are outside Santa Monica.



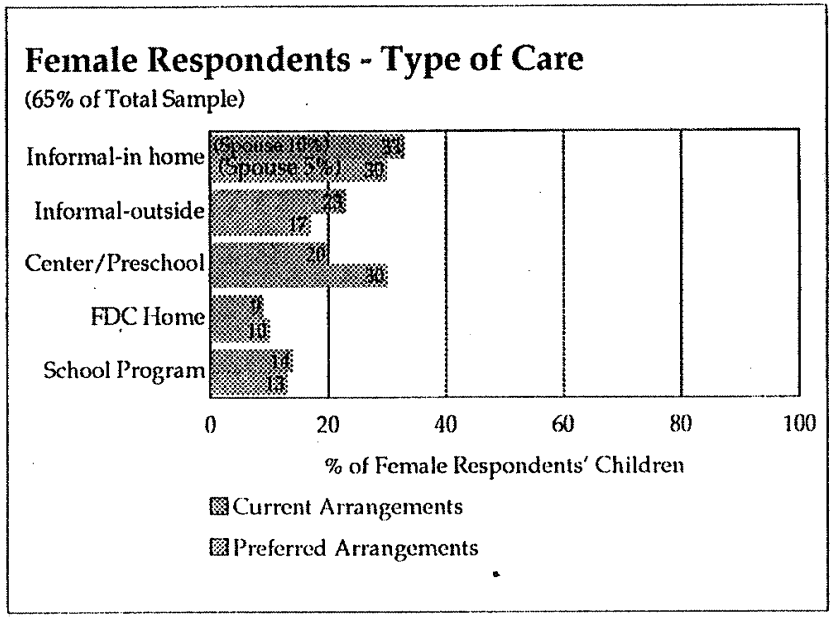
Non-Residents - Location of Care

Non-Santa Monica residents (80% of total survey sample) reported that 27% of their current care arrangements and 59% of their preferred care arrangements are in Santa Monica. Sixty-nine percent (69%) of their current care arrangements and 41% of their preferred care arrangements are outside Santa Monica..



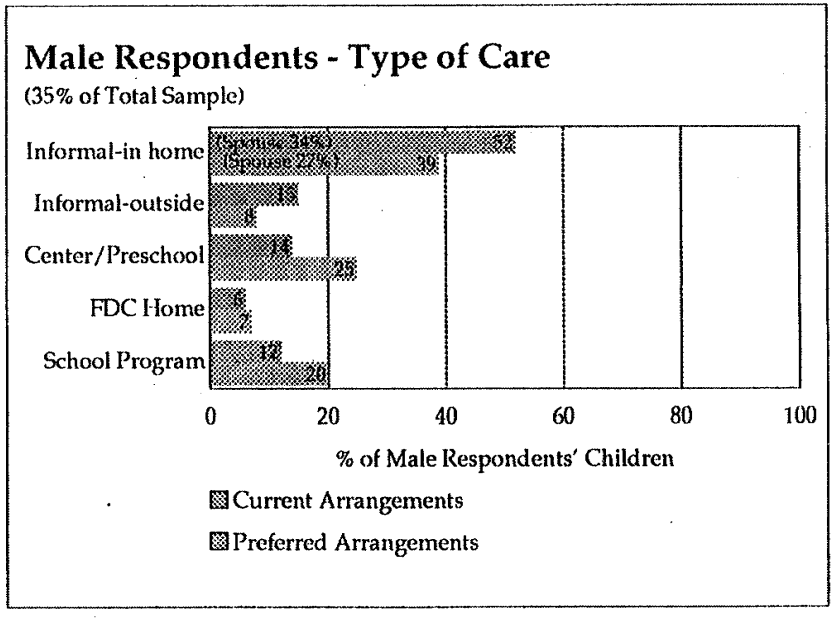
Female Respondents - Type of Care

Female respondents (65% of total survey sample) reported that 33% of their current care arrangements and 30% of their preferred care arrangements are informal and in their own homes (female respondents reported that 10% of the current care arrangements and 5% of preferred care arrangements are the spouse in the home). Twenty-three percent (23%) of their current care arrangements and 17% of their preferred care arrangements are informal and outside their homes. Twenty percent (20%) of their current care arrangements and 30% of their preferred care arrangements are at child care centers or preschools. Nine percent (9%) of their current care arrangements and 10% of their preferred care arrangements are at family day care centers. Fourteen percent (14%) of their current care arrangements and 13% of their preferred care arrangements are school programs.



Male Respondents - Type of Care

Male respondents (35% of total survey sample) reported that 52% of their current care arrangements and 39% of their preferred care arrangements are informal and in their own homes (male respondents reported that 34% of the current care arrangements and 27% of preferred care arrangements are their spouse in the home). Fifteen percent (15%) of their current care arrangements and 8% of their preferred care arrangements are informal and outside their homes. Fourteen percent (14%) of their current care arrangements and 25% of their preferred care arrangements are at centers or preschools. Six percent (6%) of their current care arrangements and 7% of their preferred care arrangements are at family day care homes. Twelve percent (12%) of their current care arrangements and 20% of their preferred care arrangements are school programs.



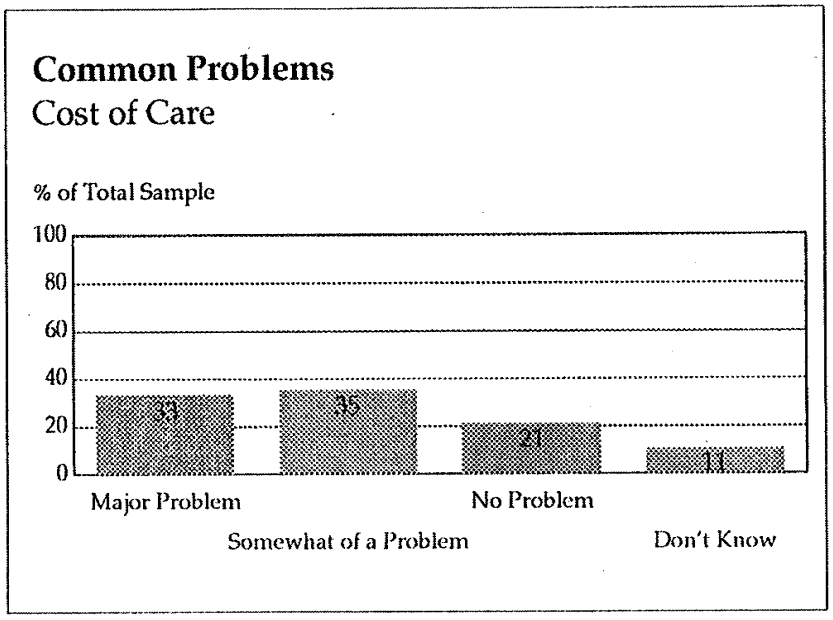
COMMON PROBLEM AREAS

Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem.

Cost of Care

Thirty-three percent (33%) of survey respondents indicated that cost of care has been a major problem, 35% indicated that it has been somewhat of a problem and 21% indicated no problem.

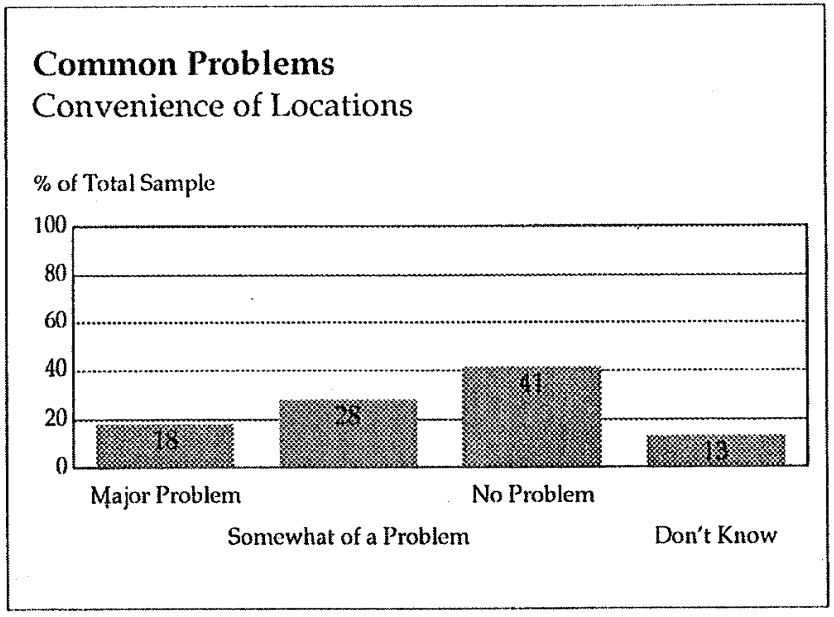


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Convenience of Location

Eighteen percent (18%) of survey respondents indicated that convenience of location(s) has been a major problem, 28% indicated that it has been somewhat of a problem and 41% indicated no problem.

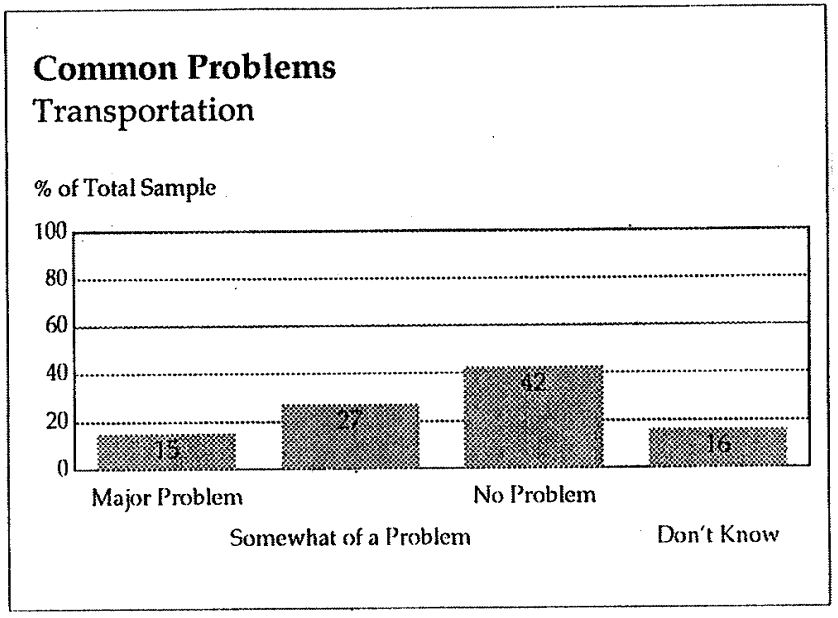


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Transportation

Fifteen percent (15%) of survey respondents indicated that getting children to/from care has been a major problem, 27% indicated that it has been somewhat of a problem and 42% indicated no problem.

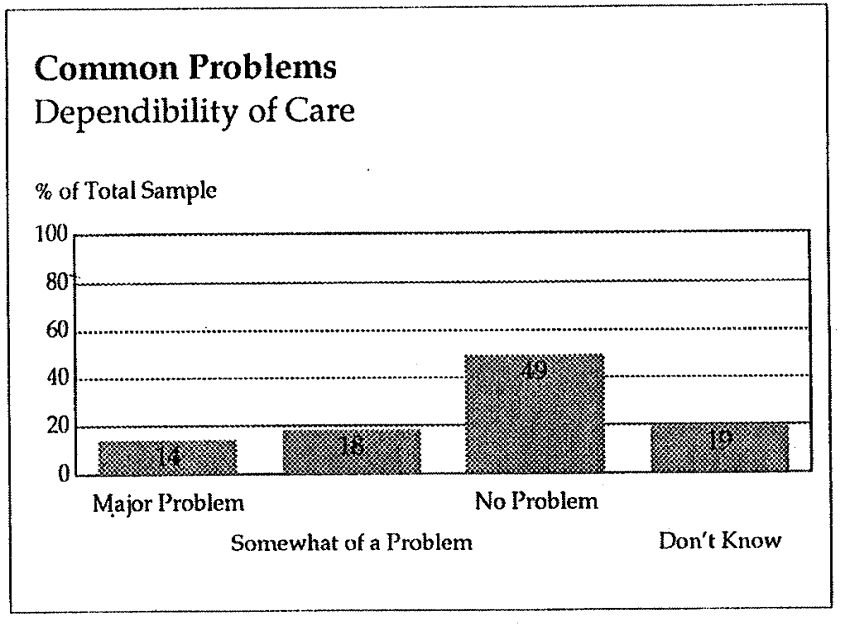


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Dependability

Fourteen percent (14%) of survey respondents indicated that dependability of care has been a major problem, 18% indicated that it has been somewhat of a problem and 49% indicated no problem.

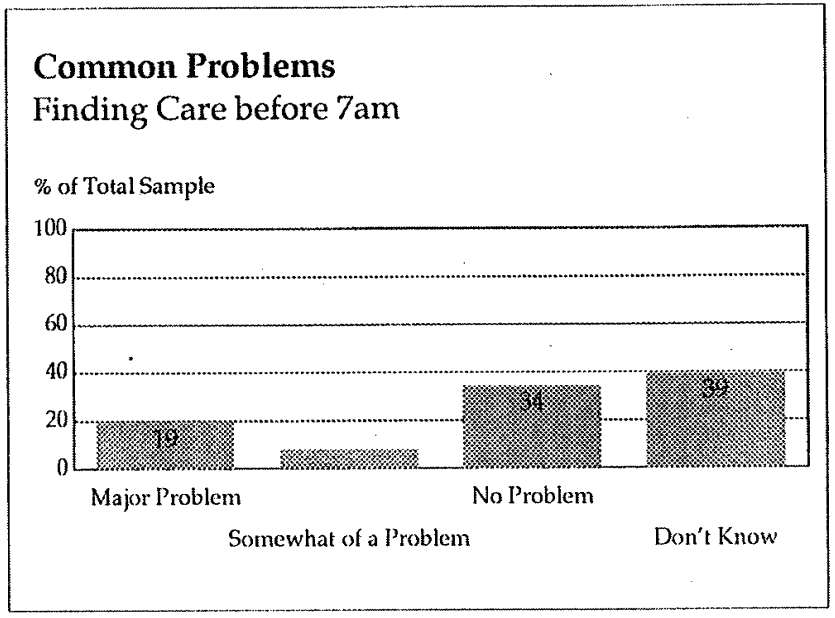


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care Before 7am

Nineteen percent (19%) of survey respondents indicated that finding care before 7am has been a major problem, 8% indicated that it has been somewhat of a problem and 34% indicated no problem.

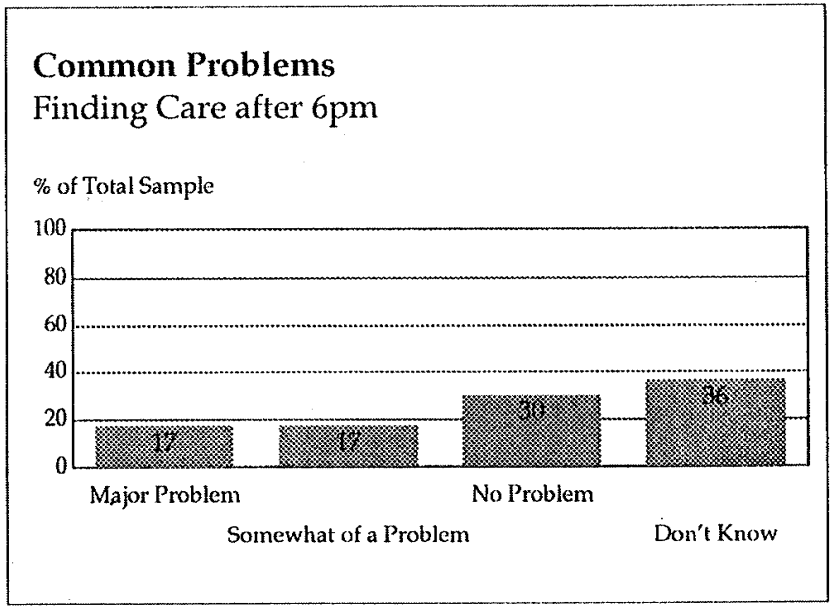


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care After 6pm

Seventeen percent (17%) of survey respondents indicated that finding care after 6pm has been a major problem, 17% indicated that it has been somewhat of a problem and 30% indicated no problem.

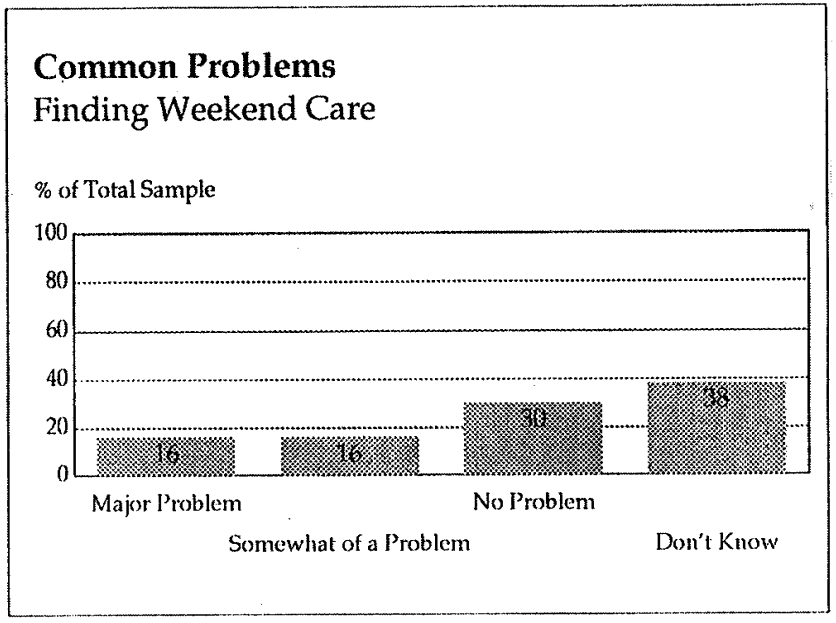


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Weekend Care

Sixteen percent (16%) of survey respondents indicated that finding weekend care has been a major problem, 16% indicated that it has been somewhat of a problem and 30% indicated no problem.

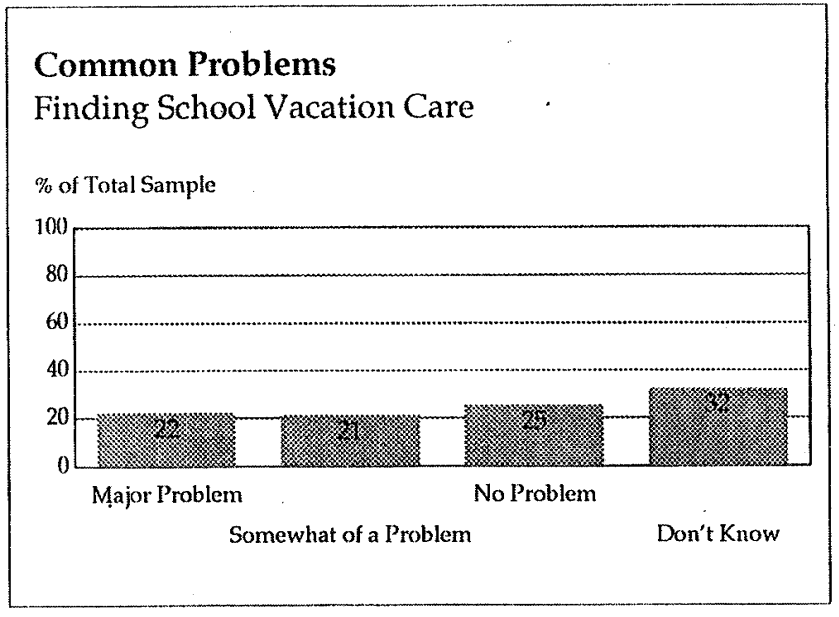


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding School Vacation Care

Twenty-two percent (22%) of survey respondents indicated that finding school vacation care has been a major problem, 21% indicated that it has been somewhat of a problem and 25% indicated no problem.

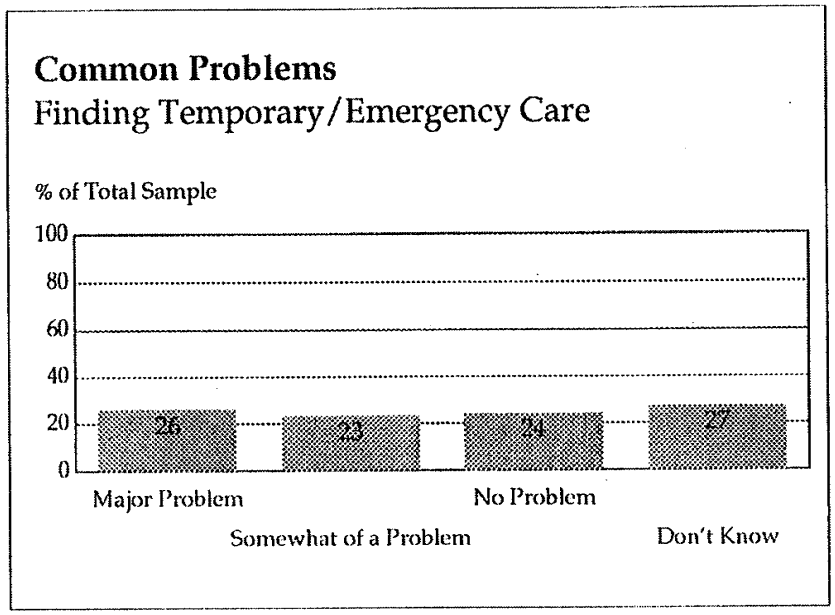


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Temporary or Emergency Care

Twenty-six percent (26%) of survey respondents indicated that finding temporary/emergency care has been a major problem, 23% indicated that it has been somewhat of a problem and 24% indicated no problem.

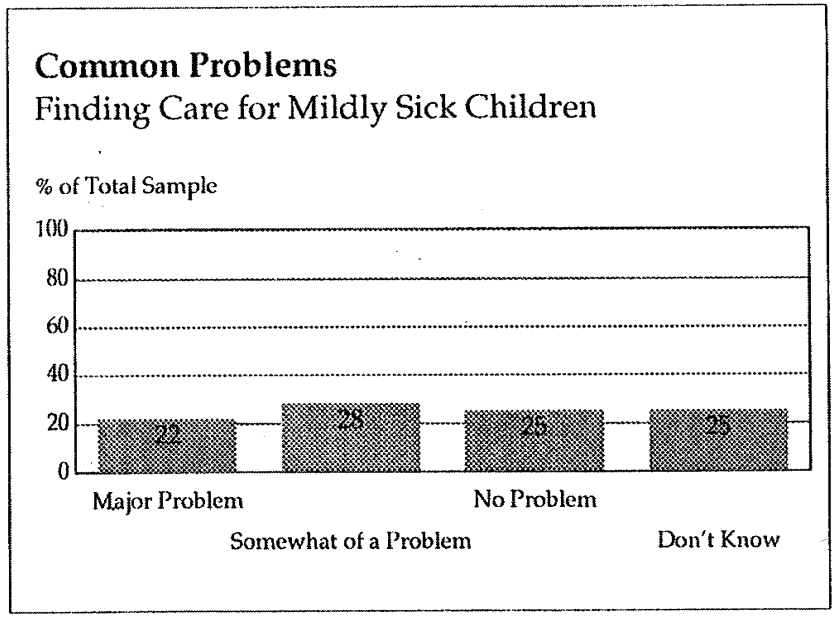


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care For Mildly Sick Children

Twenty-two percent (22%) of survey respondents indicated that finding care for mildly sick children has been a major problem, 28% indicated that it has been somewhat of a problem and 25% indicated no problem.

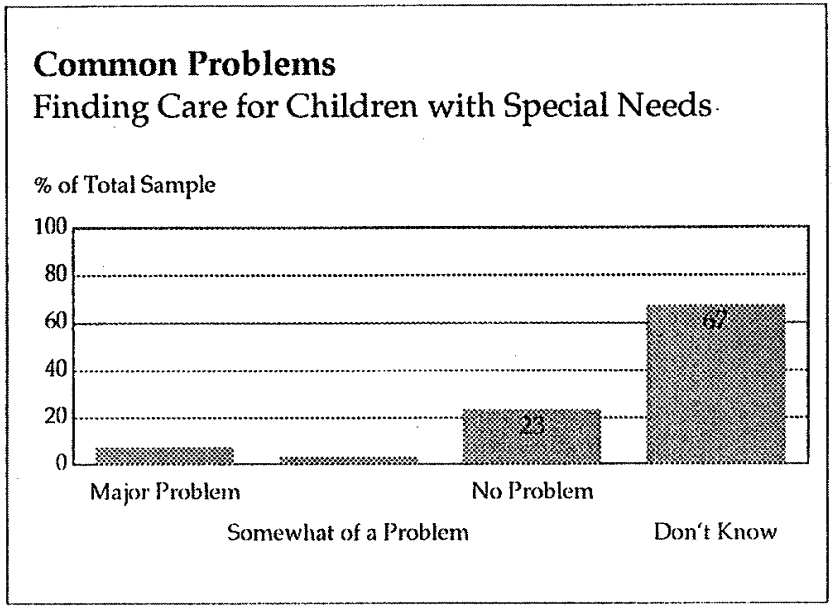


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care For Children With Special Needs

Seven percent (7%) of survey respondents indicated that finding care for children with special needs has been a major problem, 3% indicated that it has been somewhat of a problem and 23% indicated no problem.

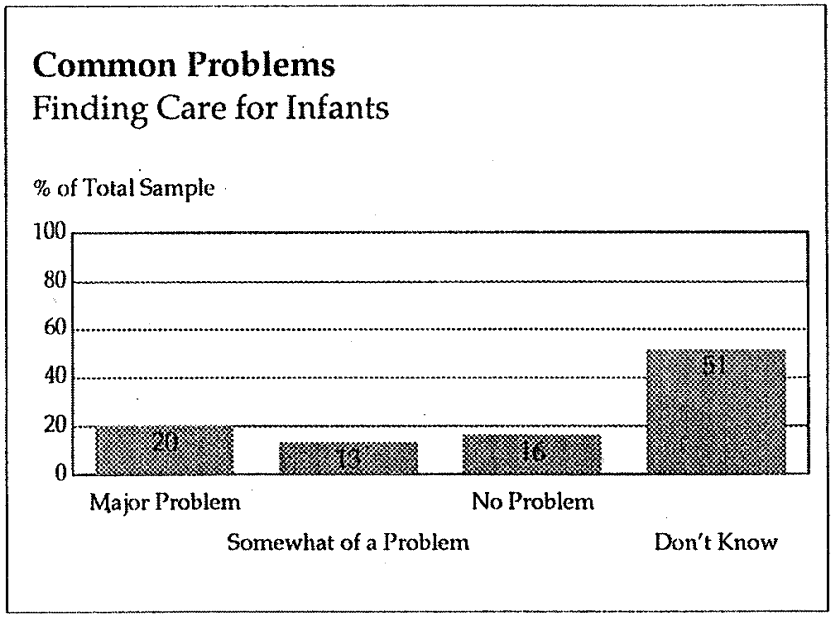


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care For Infants

Twenty percent (20%) of survey respondents indicated that finding care for infants has been a major problem, 13% indicated that it has been somewhat of a problem and 16% indicated no problem.

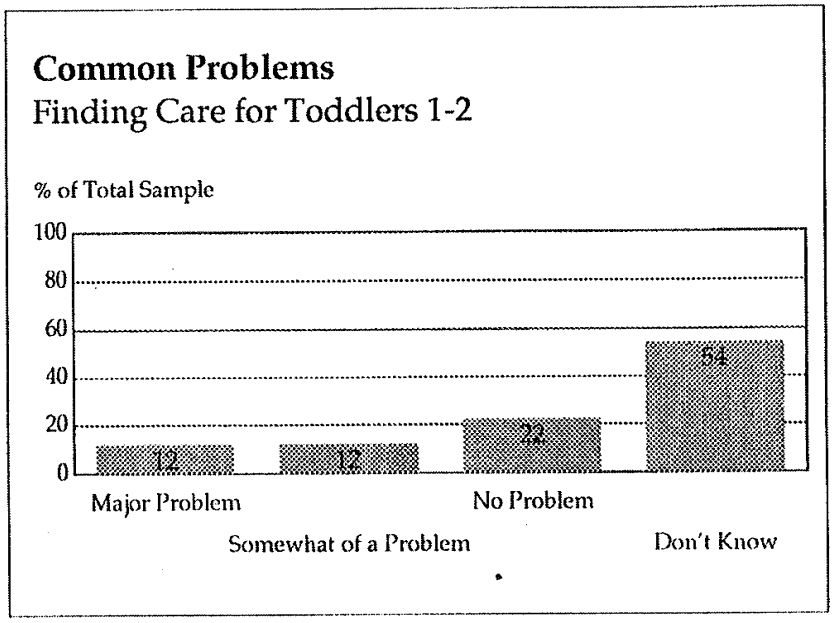


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care For Toddlers

Twelve percent (12%) of survey respondents indicated that finding care for toddlers (1 and 2 years) has been a major problem, 12% indicated that it has been somewhat of a problem and 22% indicated no problem.

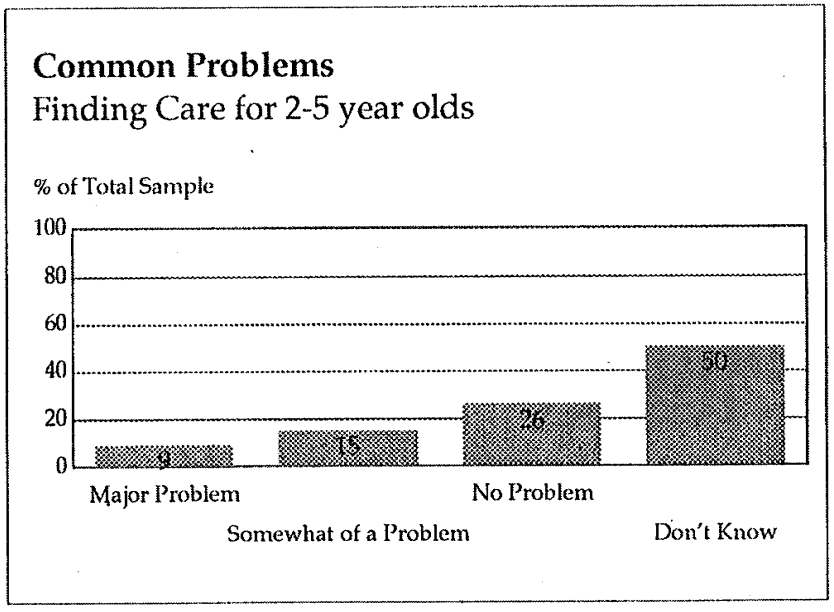


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care For 2-5 Year Olds

Nine percent (9%) of survey respondents indicated that finding care for 2-5 year olds has been a major problem, 15% indicated that it has been somewhat of a problem and 26% indicated no problem.

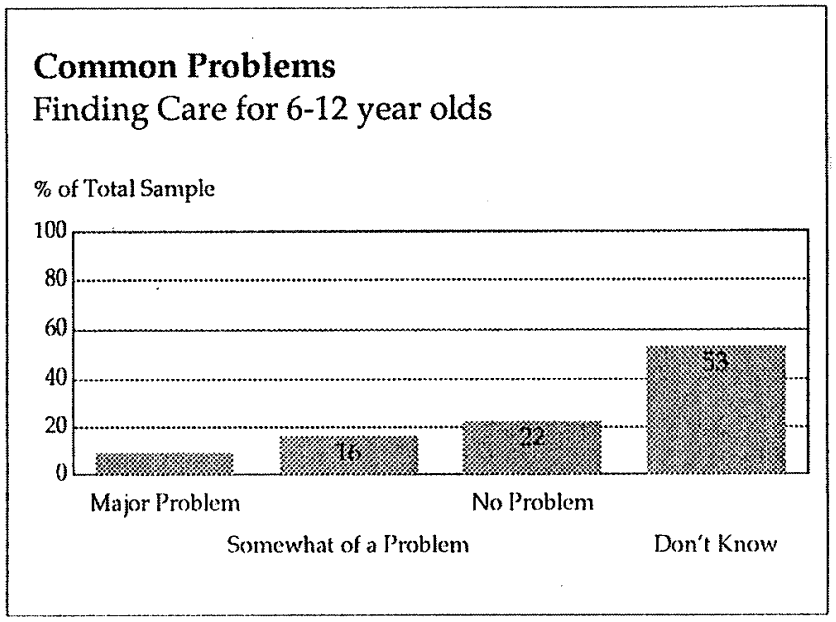


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care For 6-12 Year Olds

Nine percent (9%) of survey respondents indicated that finding care for 6-12 year olds has been a major problem, 16% indicated that it has been somewhat of a problem and 22% indicated no problem.

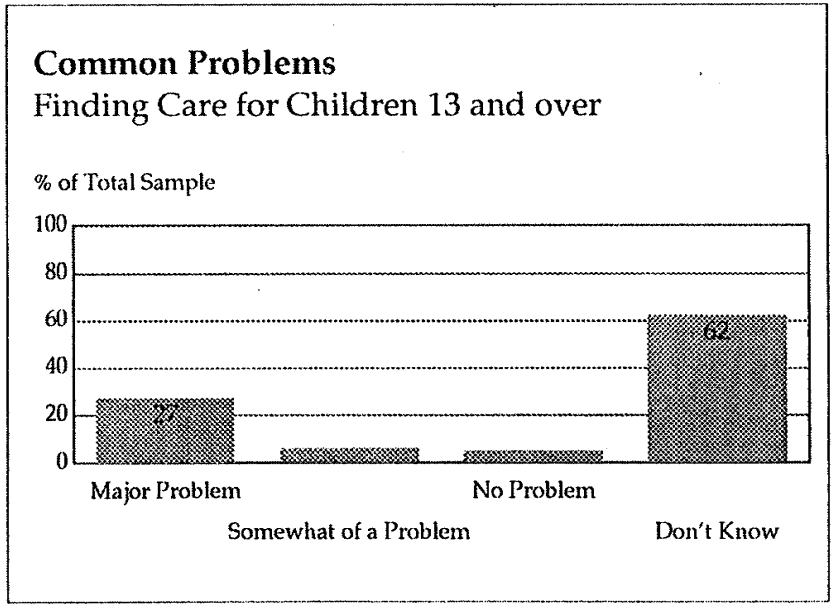


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care For Children 13 and Over

Twenty-seven percent (27%) of survey respondents indicated that finding care for children 13 and over has been a major problem, 6% indicated that it has been somewhat of a problem and 5% indicated no problem.

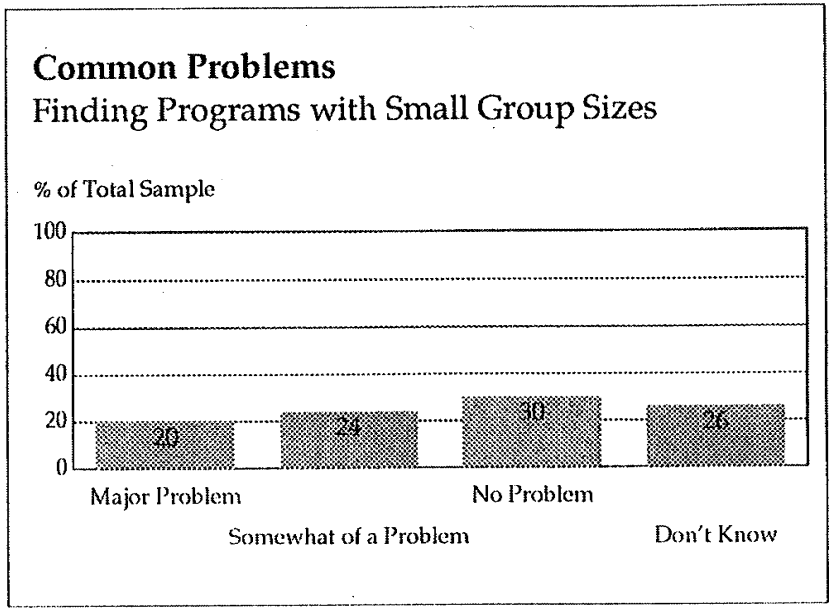


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care Programs with Small Group Size

Twenty percent (20%) of survey respondents indicated that finding care programs with small group size has been a major problem, 24% indicated that it has been somewhat of a problem and 30 % indicated no problem.

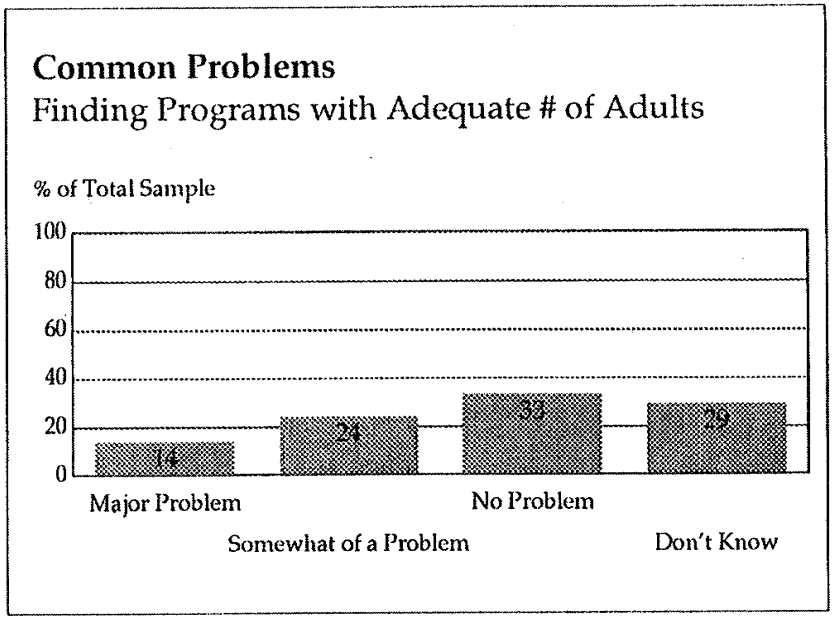


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care Programs with an Adequate Number of Adults

Fourteen percent (14%) of survey respondents indicated that finding care programs with an adequate number of adults has been a major problem, 24% indicated that it has been somewhat of a problem and 33% indicated no problem.

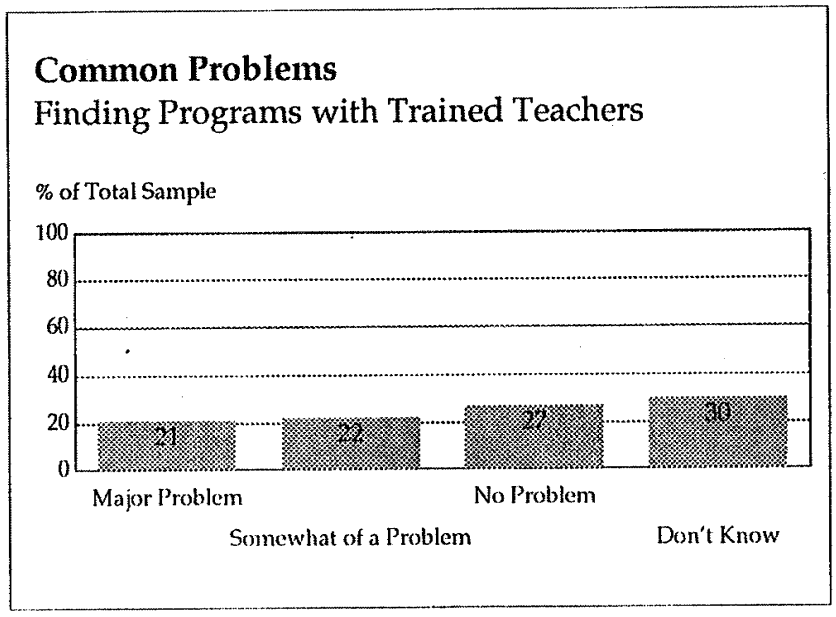


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care Programs with Trained Teachers

Twenty-one percent (21%) of survey respondents indicated that finding care programs with trained teachers has been a major problem, 22% indicated that it has been somewhat of a problem and 27% indicated no problem.

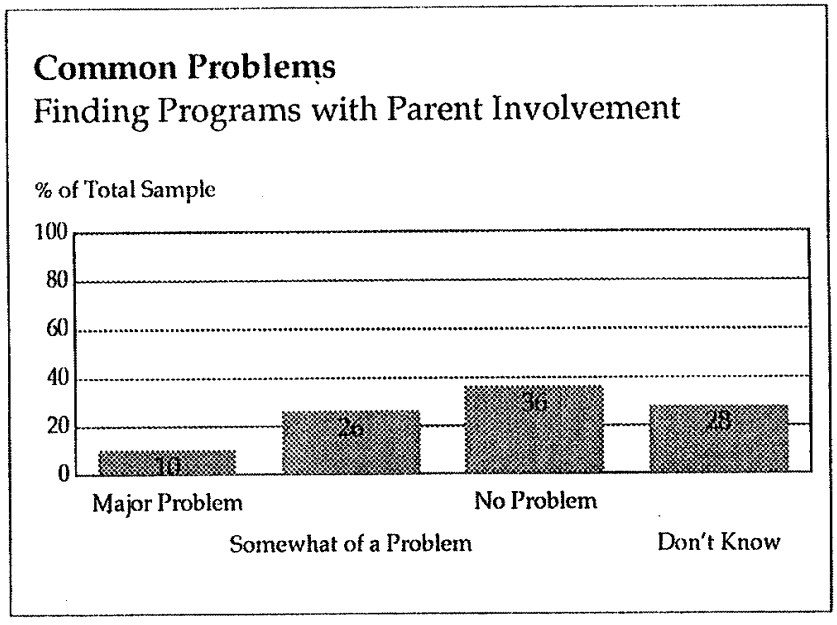


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care Programs with Parent Involvement

Ten percent (10%) of survey respondents indicated that finding care programs with parent involvement has been a major problem, 26% indicated that it has been somewhat of a problem and 36% indicated no problem.

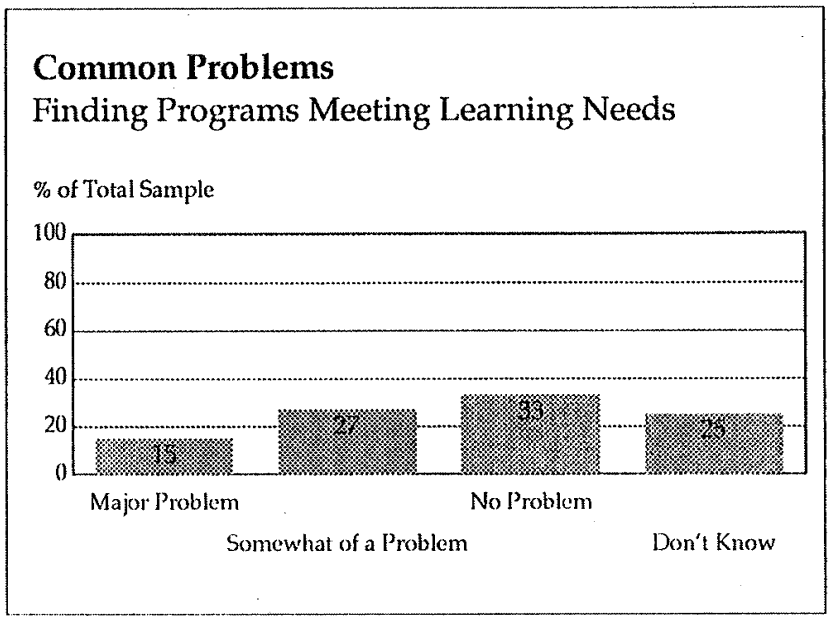


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care Programs Meeting the Child's Play and Learning Needs

Fifteen percent (15%) of survey respondents indicated that finding care programs meeting the child's play and learning needs has been a major problem, 27% indicated that it has been somewhat of a problem and 33% indicated no problem.

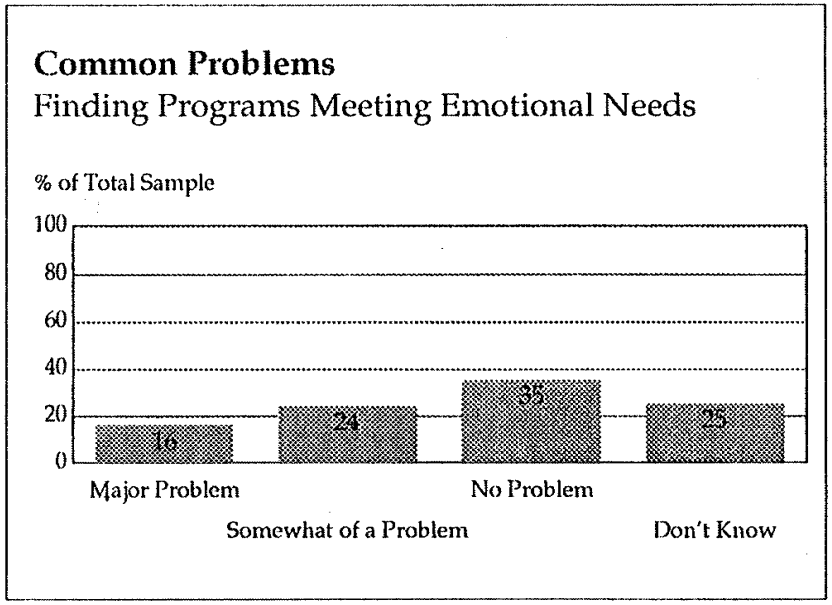


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care Programs Meeting the Child's Emotional Needs

Sixteen percent (16%) of survey respondents indicated that finding care programs meeting the child's emotional needs has been a major problem, 24% indicated that it has been somewhat of a problem and 35% indicated no problem.

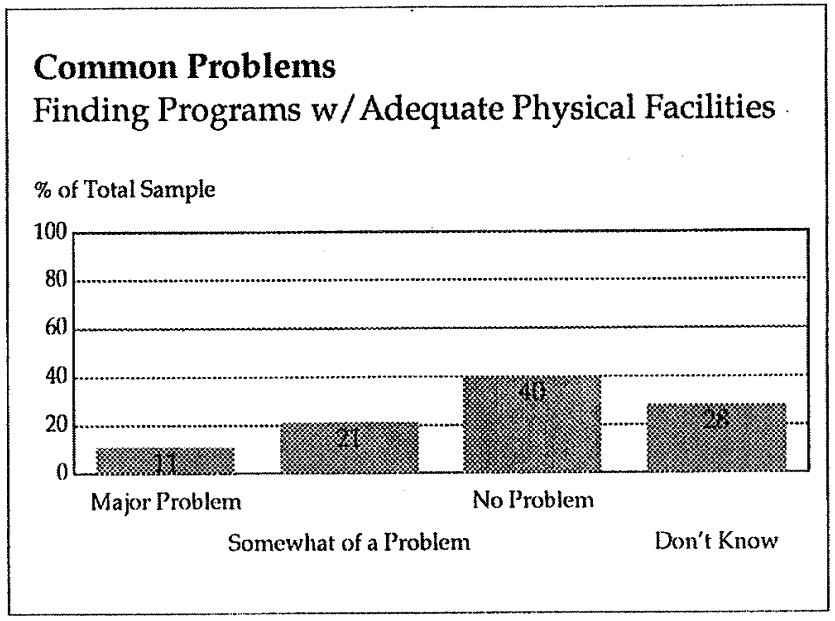


Question 8

Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Continued)

Finding Care Programs with Adequate Physical Facilities

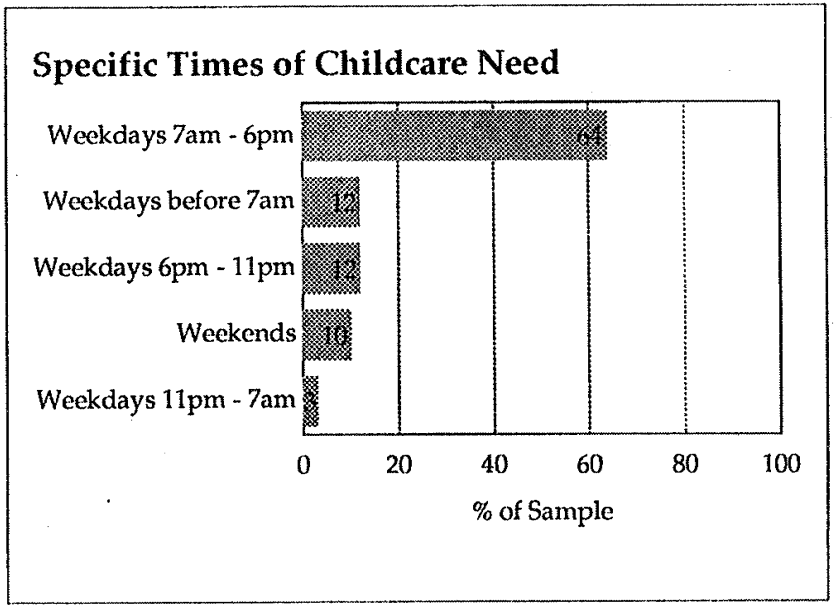
Eleven percent (11%) of survey respondents indicated that finding care programs with adequate physical facilities has been a major problem, 21% indicated that it has been somewhat of a problem and 40% indicated no problem.



Question 9

In a typical work week, when do you need child care?

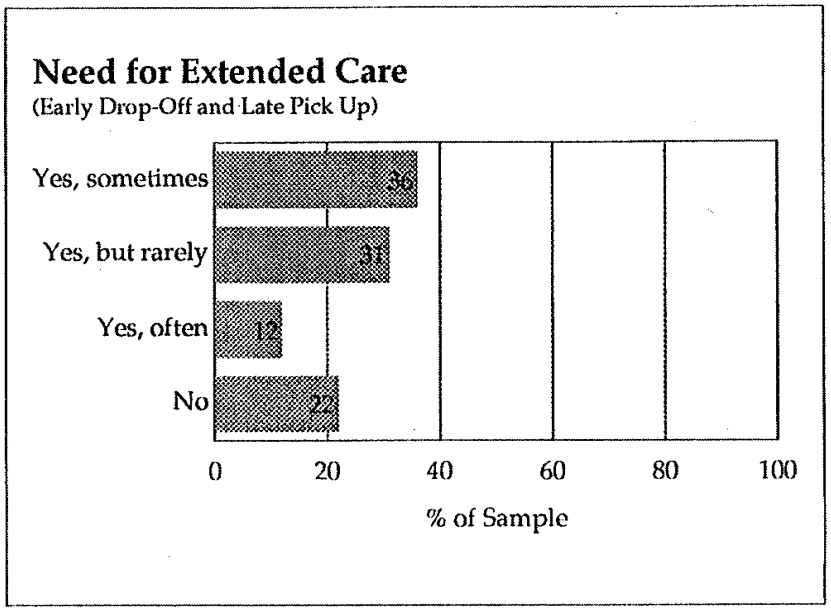
Sixty-four percent (64%) of respondents indicated that they need childcare some time between 7am and 6pm on weekdays. Twelve percent (12%) of respondents indicated that they need childcare before 7am on weekdays and 12% need childcare weekdays between 6pm and 11pm. Ten percent (10%) of respondents need child care on weekends and 3% need child care weekdays between 11pm and 7am.



Question 10

Do you ever need to drop off your child(ren) early or pick up your child(ren) late?

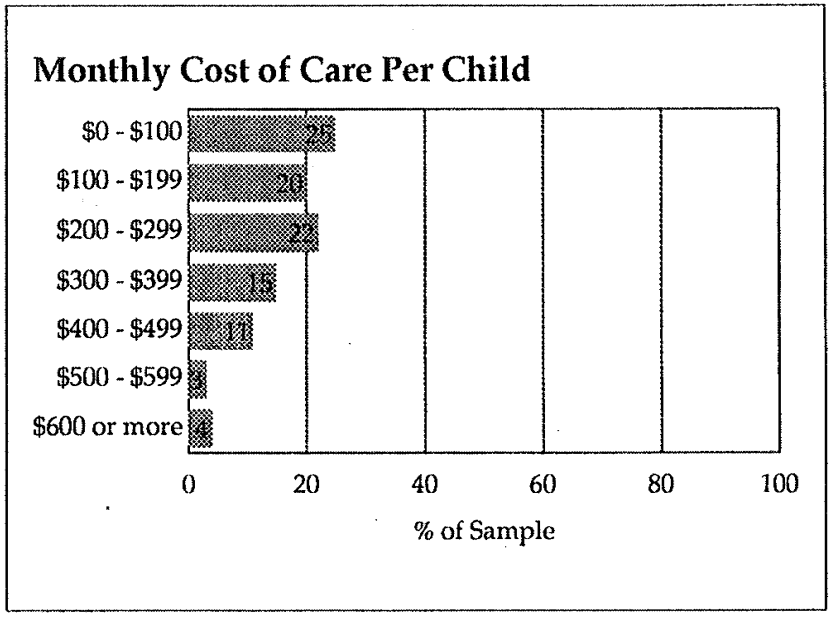
Thirty-six percent (36%) of survey respondents indicated that they sometimes need extended care, 31% indicated that they rarely need and 12% indicated tht they often need to drop off their child(ren) early or pick up their child(ren) late. Twenty-two percent (22%) of respondents do not need extended care.



*Question 11**

What is the average amount you pay per month for child care for each child while you work?

Twenty-five percent (25%) of respondents pay under $100 a month for child care per child, 20% pay between $100 and $199 a month, 22% pay between $200 and $299 a month and 15% pay between $300 and $399 a month. Eleven percent (11%) pay between $400 and $499 a month, 3% pay between $500 and $599 and 4% pay $600 or more a month.

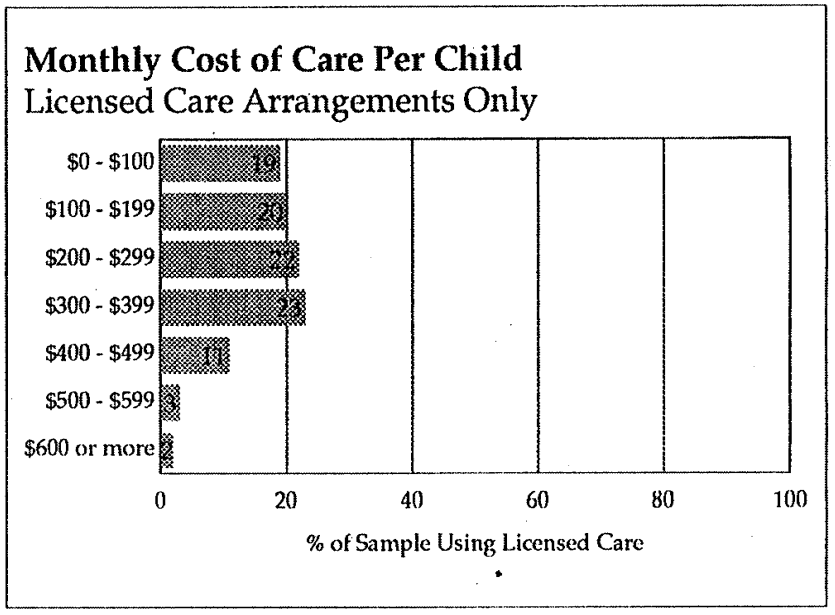


*Note: The survey was self-administered and some respondents may have erroneously indicated weekly costs for child care instead of monthly costs as specified in the question instructions. This may have increased the margin of error for this question. Appendix B presents detailed responses to Question 11.

The following charts summarize cross-tabulations of the survey sample in order to present further analysis of the monthly cost of care per child:

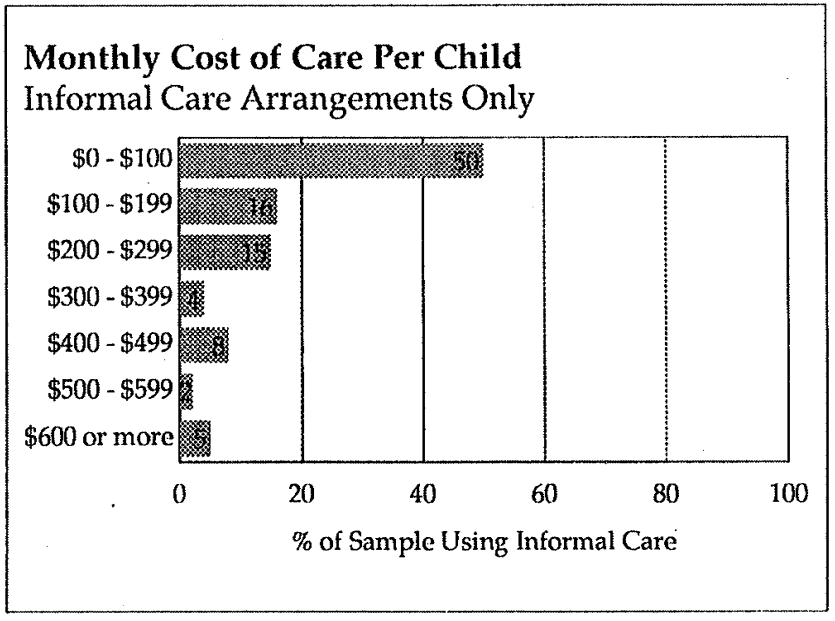
Cost of Licensed/Formal Care*

Nineteen percent (19%) of respondents pay under $100 a month for child care per child for formal care arrangements, 20% pay between $100 and $199 a month, 22% pay between $200 and $299 a month and 23% pay between $300 and $399 a month. Eleven percent (11%) pay between $400 and $499 a month, 3% pay between $500 and $599 and 2% pay $600 or more a month.



Cost of Informal Care*

Fifty percent (50%) of respondents pay under $100 a month for child care per child for informal care arrangements only, 16% pay between $100 and $199 a month, 15% pay between $200 and $299 a month and 4% pay between $300 and $399 a month. Eight percent (8%) pay between $400 and $499 a month, 2% pay between $500 and $599 and 5% pay $600 or more a month.



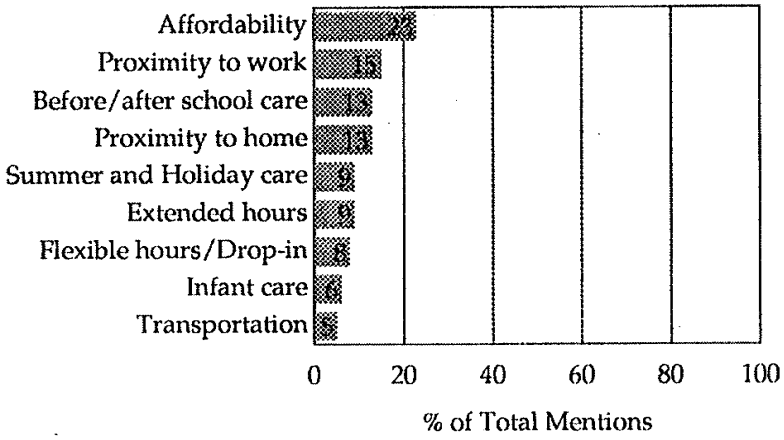
*Note: The survey was self-administered and some respondents may have erroneously indicated weekly costs for child care instead of monthly costs as specified in the question instructions. This may have increased the margin of error for this question. Appendix B presents detailed responses to Question 11.

Question 12

Finding child care services that match your family's particular needs can be a complicated task. There are logistical considerations - the how, when, where - and programmatic options - the who and what. You've indicated some of your preferred practical arrangements, but now please look at this list and indicate which* three items *are most important to you.

Affordability (23%), proximity to work (15%), before/after school care (13%) and proximity to home (13%) were mentioned most often as what respondents considered most important logistical arrangements. The next most frequently mentioned arrangements were summer and holiday care (9%), extended hours (9%), flexible hours or drop-in care (8%), infant care (6%) and transportation (5%).

Logistical Considerations



Question 13

Now, assuming all logistical arrangements are satisfactory, what program and provider qualities are most important to you?

Fourteen percent (14%) of respondents mentioned experience, qualifications and reliability are the most important program and provider qualities to them. Ten percent (10%) mentioned attentive, careful, caring and loving care. Nine percent (9%) mentioned educational curriculum and 7% mentioned mentally/ emotionally stimulating programs. Seven percent (7%) mentioned safety/security, 5% mentioned affordability, 5% mentioned clean environment and 4% mentioned program/activity variety. Forty percent (40%) mentioned other qualities.

Desired Program and Provider Qualities

	# of Total Mentions	% of Total Mentions
Experienced/qualified/reliable	68	14
Attentive/careful/caring/loving	48	10
Educational curriculum	41	9
Mentally/emotionally stimulating	34	7
Safety/security	32	7
Affordability	25	5
Clean environment	23	5
Program/activity variety	19	4
Other	190	40

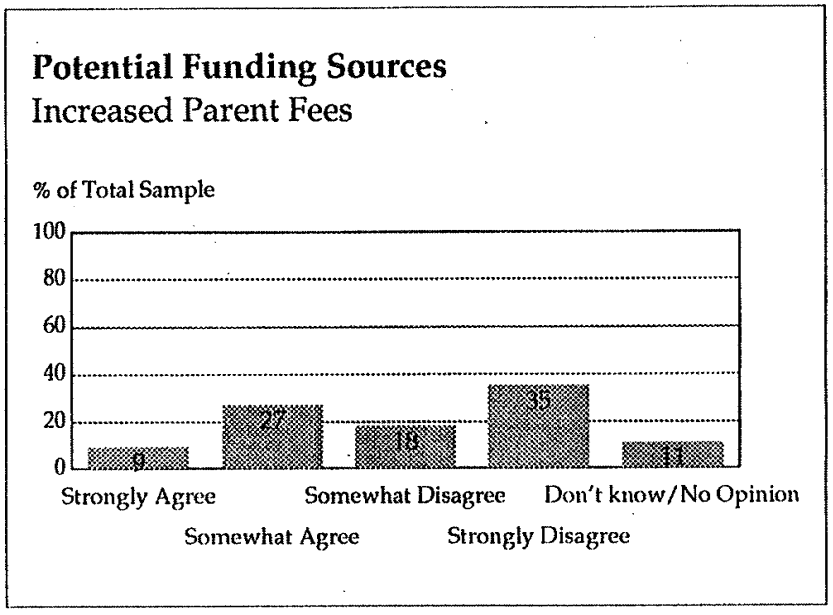
POTENTIAL FUNDING SOURCES

Question 14

Several strategies for funding the improvement and expansion of child care services in Santa Monica have been suggested. Please read each of the following strategies and indicate whether you strongly agree, somewhat agree or strongly disagree with the strategy.

Increased Parent Fees

Nine percent (9%) of survey respondents strongly agreed and 27% somewhat agreed with the strategy of raising parent fees for existing child care services to cover improvements or additional services. Eighteen percent (18%) somewhat disagreed and 35% strongly disagreed.

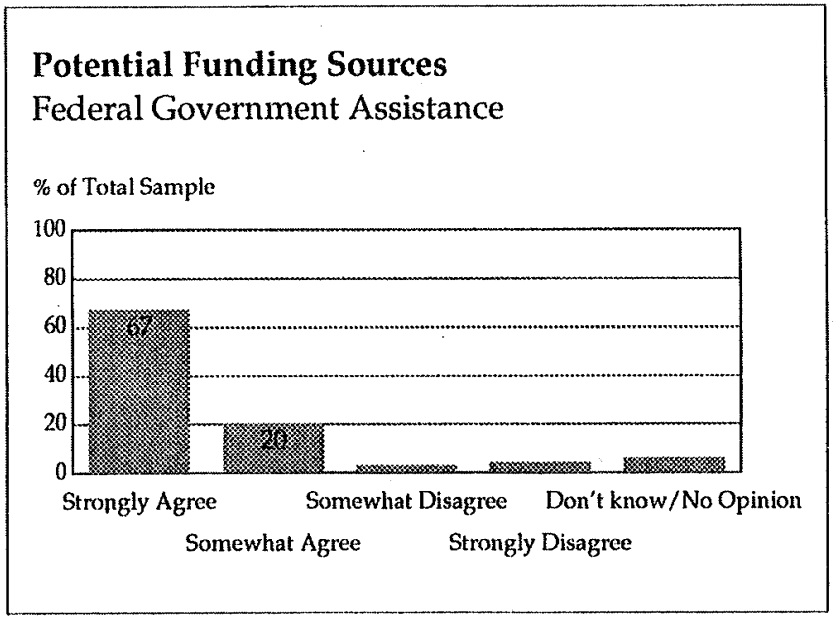


Question 14

Several strategies for funding the improvement and expansion of child care services in Santa Monica have been suggested. Please read each of the following strategies and indicate whether you strongly agree, somewhat agree or strongly disagree with the strategy. (Continued)

Federal Government Assistance

Sixty-seven percent (67%) of survey respondents strongly agreed and 20% somewhat agreed with the strategy of the federal government providing assistance in the form of tax breaks and child care subsidies. Three percent (3%) somewhat disagreed and 4% strongly disagreed.

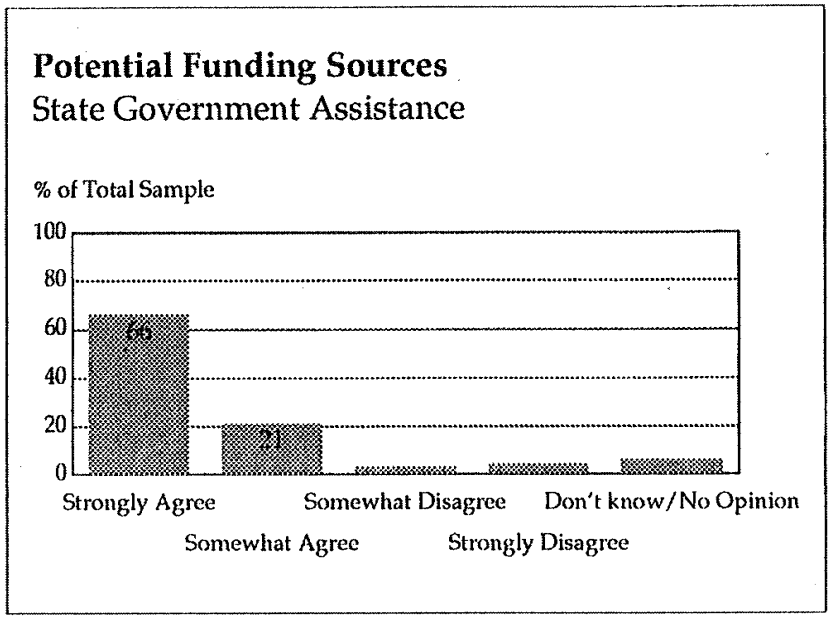


Question 14

Several strategies for funding the improvement and expansion of child care services in Santa Monica have been suggested. Please read each of the following strategies and indicate whether you strongly agree, somewhat agree or strongly disagree with the strategy. (Continued)

State Government Assistance

Sixty-six percent (66%) of survey respondents strongly agreed and 21% somewhat agreed with the strategy of the state government providing assistance in the form of tax breaks and child care subsidies. Three percent (3%) somewhat disagreed and 4% strongly disagreed.

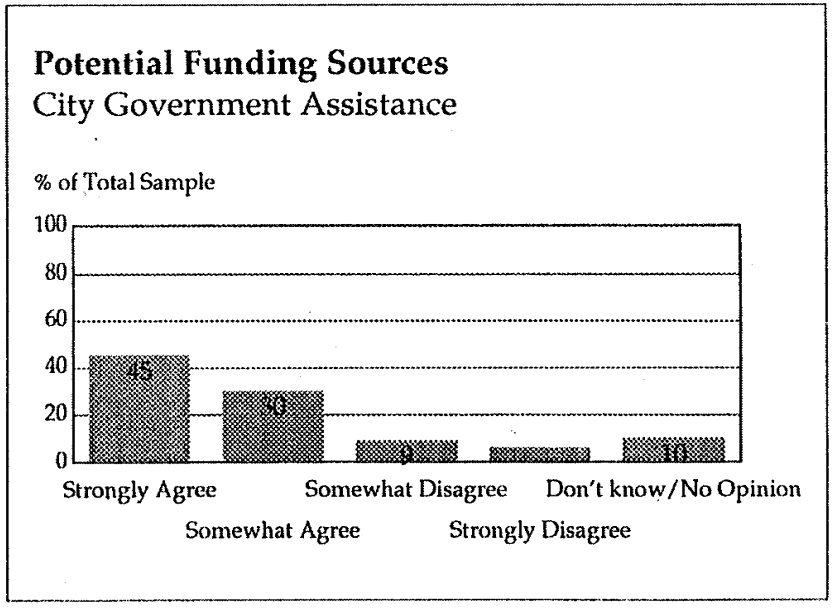


Question 14

Several strategies for funding the improvement and expansion of child care services in Santa Monica have been suggested. Please read each of the following strategies and indicate whether you strongly agree, somewhat agree or strongly disagree with the strategy. (Continued)

City Government Assistance

Forty-five percent (45%) of survey respondents strongly agreed and 30% somewhat agreed with the strategy of the City providing assistance in the form of child care subsidies. Nine percent (9%) somewhat disagreed and 6% strongly disagreed.

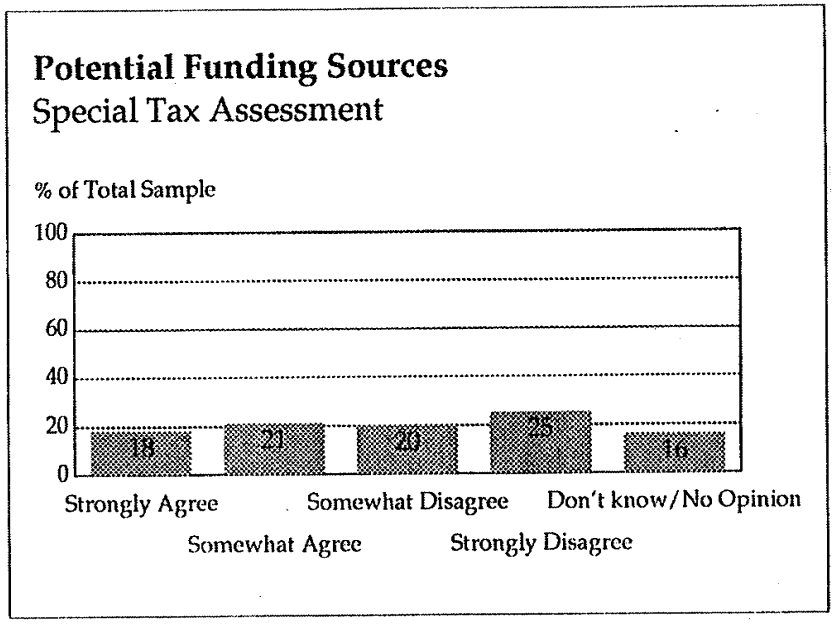


Question 14

Several strategies for funding the improvement and expansion of child care services in Santa Monica have been suggested. Please read each of the following strategies and indicate whether you strongly agree, somewhat agree or strongly disagree with the strategy. (Continued)

Special Tax Assessment

Eighteen percent (18%) of survey respondents strongly agreed and 21% somewhat agreed with the strategy of Santa Monica residents being asked to vote on a special tax paid by all residents to fund child care services. Twenty percent (20%) somewhat disagreed and 25% strongly disagreed.

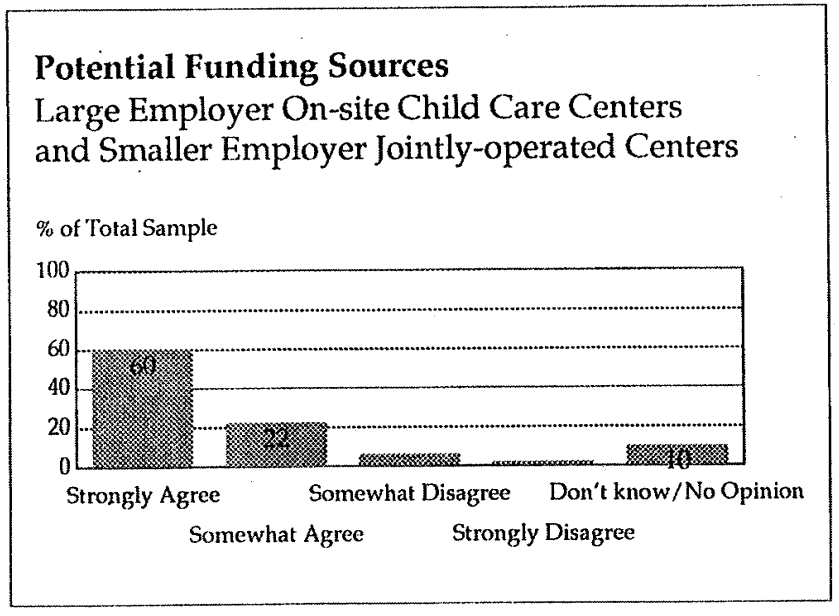


Question 14

Several strategies for funding the improvement and expansion of child care services in Santa Monica have been suggested. Please read each of the following strategies and indicate whether you strongly agree, somewhat agree or strongly disagree with the strategy. (Continued)

Large Employer On-site Child Care Centers and Smaller Employer Jointly-operated Centers

Sixty percent (60%) of survey respondents strongly agreed and 22% somewhat agreed with the strategy of large employers providing on-site child care centers and smaller employers participating in a jointly-operated center. Six percent (6%) somewhat disagreed and 2% strongly disagreed.

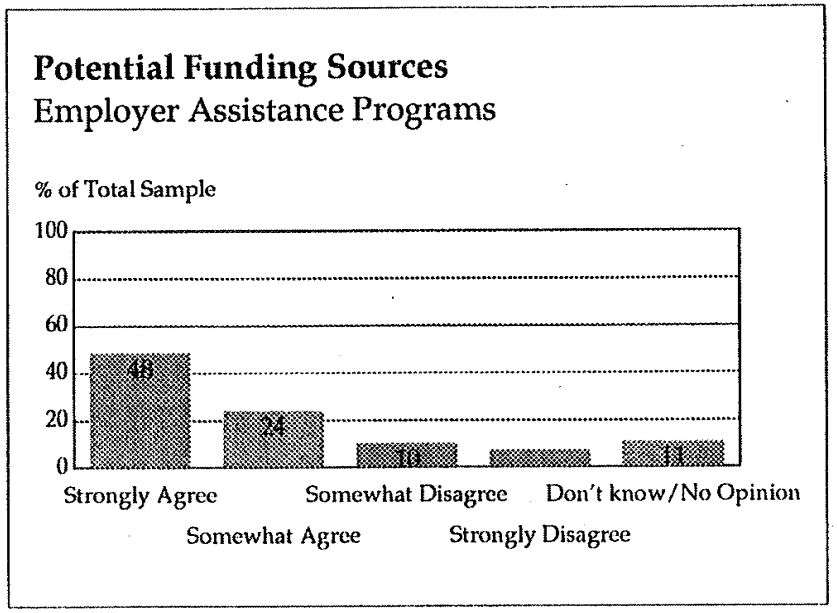


Question 14

Several strategies for funding the improvement and expansion of child care services in Santa Monica have been suggested. Please read each of the following strategies and indicate whether you strongly agree, somewhat agree or strongly disagree with the strategy. (Continued)

Employer Assistance Programs

Forty-eight percent (48%) of survey respondents strongly agreed and 24% somewhat agreed with the strategy of large employers providing financial assistance in the form of discounts, vouchers, or similar programs to reduce the cost of child care for employees. Ten percent (10%) somewhat disagreed and 7% strongly disagreed.

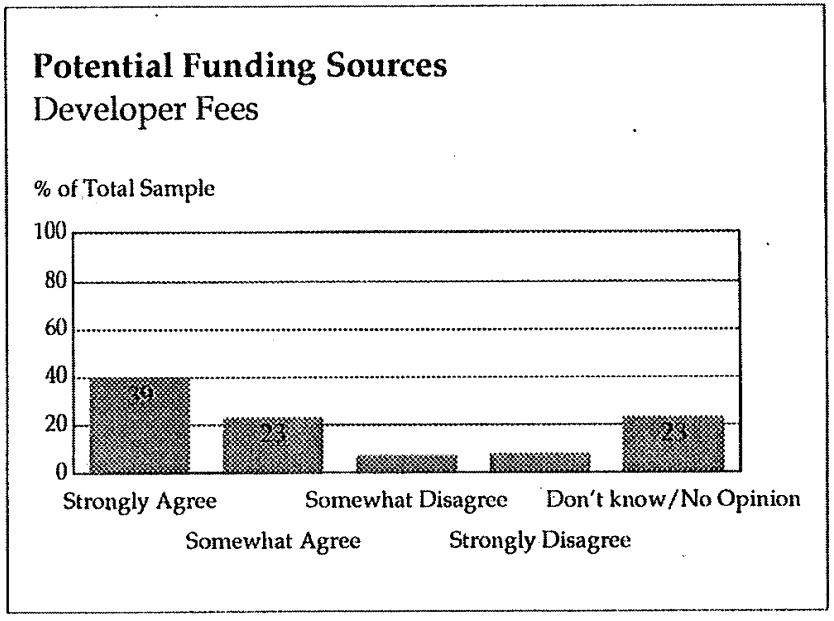


Question 14

Several strategies for funding the improvement and expansion of child care services in Santa Monica have been suggested. Please read each of the following strategies and indicate whether you strongly agree, somewhat agree or strongly disagree with the strategy. (Continued)

Developer Fees

Thirty-nine percent (39%) of survey respondents strongly agreed and 23% somewhat agreed with the strategy of developers being asked to pay a one-time fee for facilities required to meet the demands of their projects. Seven percent (7%) somewhat disagreed and 8% strongly disagreed.



Question 15

Do you have any other suggestions for funding strategies?

Childcare coordinated by the School District through expanded tax revenues was mentioned most often as a possible funding suggestion. Small-scale fundraising, child care subsidies/scholarships for low income families and tax credits were the next most frequently mentioned suggestions. Some respondents mentioned other specific funding suggestions.

Other Funding Suggestions

	# of Total Mentions	% of Total Mentions
SM/MUSD coordinated care through expanded tax revenues	7	16
Small-scale fundraising	6	13
Childcare sudsidies/scholarships for low income families	6	13
Tax credits	3	7
Other	23	51

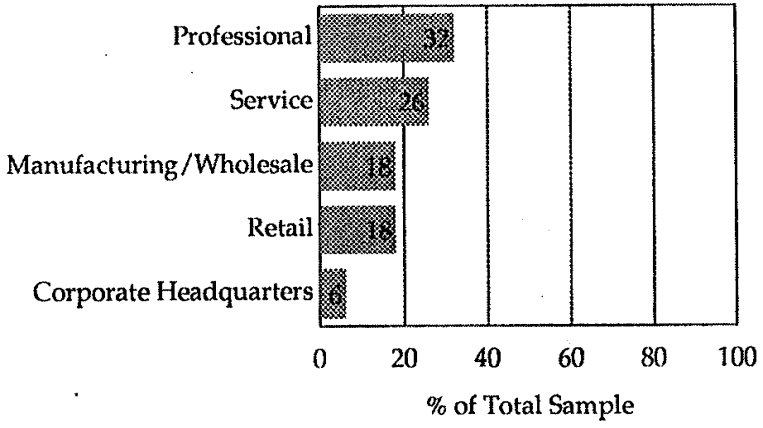
BACKGROUND INFORMATION

Question 16

Which category describes your business/employer type most accurately?

Thirty-two percent (32%) of survey respondents reported that their business type is professional. Twenty-six percent (26%) reported service, 18% reported manufacturing/wholesale and 18% reported retail. Six percent (6%) indicated that they work in corporate headquarters.

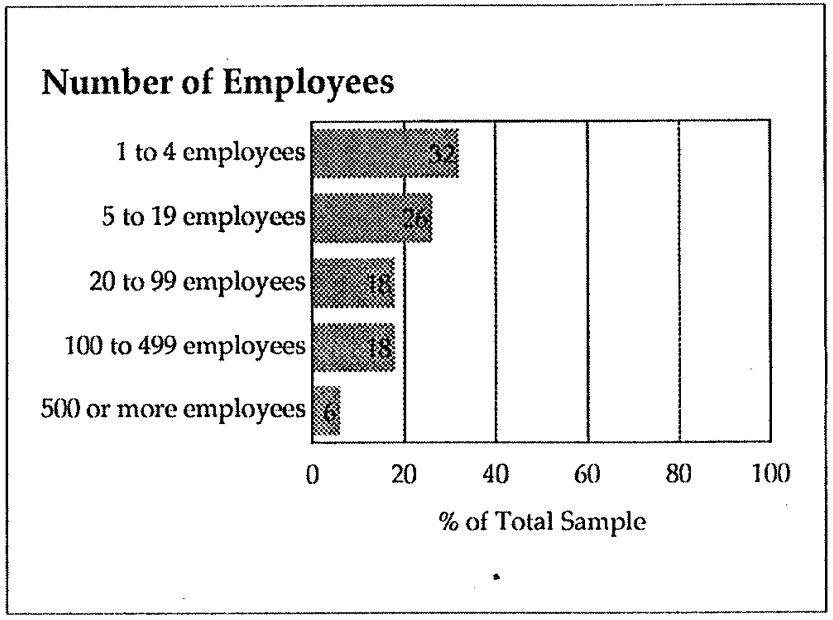
Business Type



Question 17

Which category describes the number of people employed at your worksite?

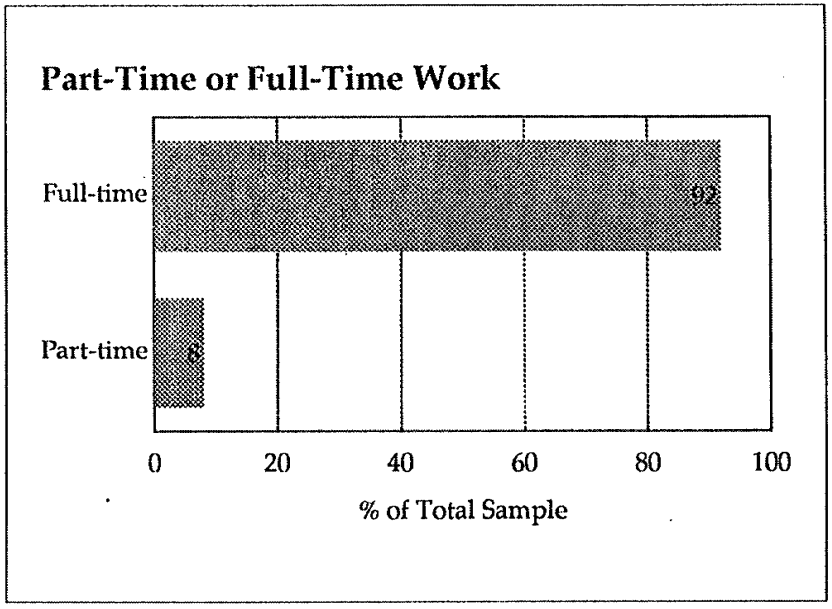
Thirty-two percent (32%) of the survey respondents indicated that the number of people employed at their worksite is between one and four, 26% reported between five and nineteen, 18% reported between twenty and ninety-nine and 18% reported between one hundred and four-hundred and ninety-nine. Six percent (6%) of respondents indicated 500 or more employees.



Question 18

Do you work part-time or full-time?

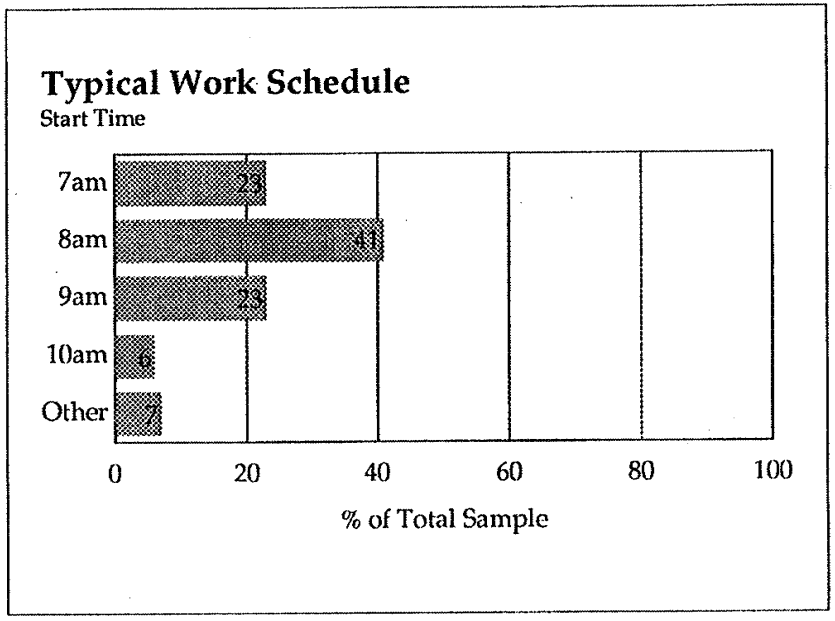
Ninety-two percent (92%) of the survey respondents work full time while 8% work part-time.



Question 19
What are your typical work hours?

Start Time

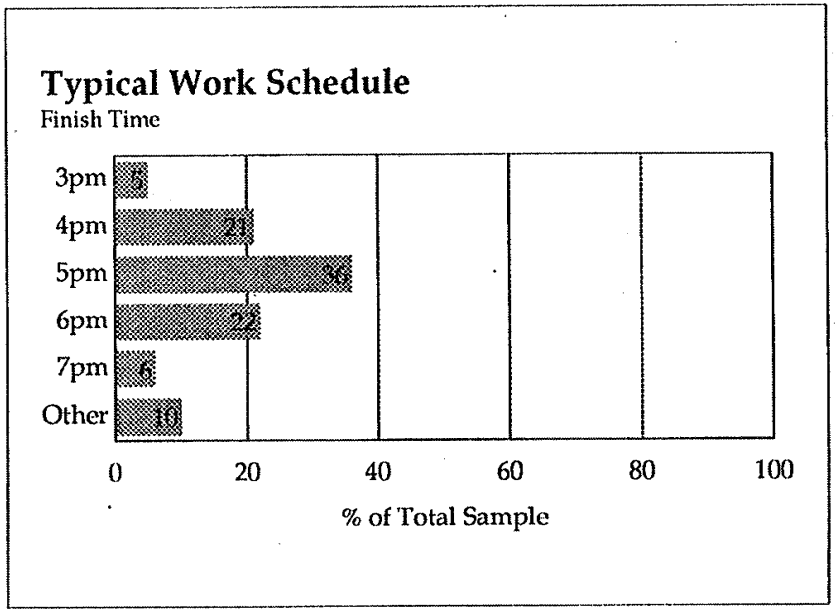
Twenty-three percent (23%) of survey respondents repoted that they start their work at 7am. Forty-one percent (41%) reported a 8am start time, 23% reported 9am, 6% reported 10am and 7% reported other times.



Question 19
What are your typical work hours?

Finish Time

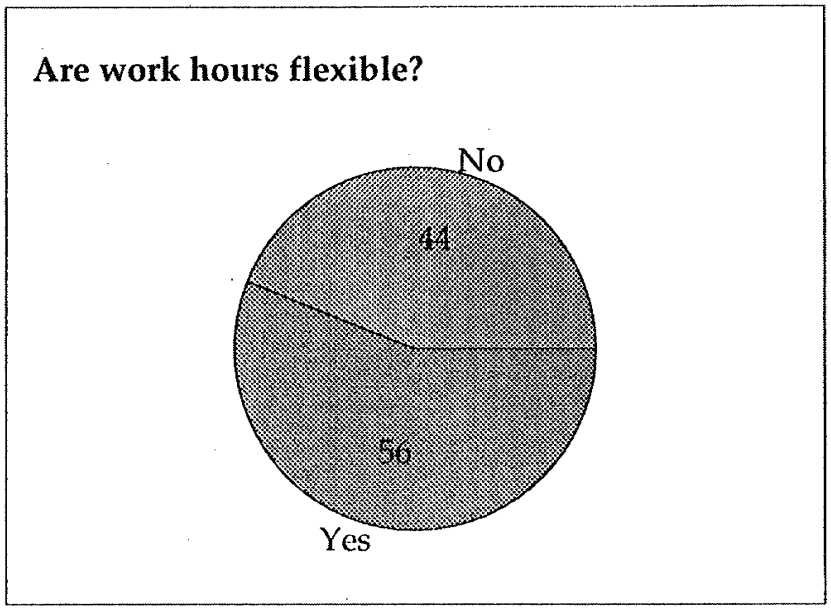
Five percent (5%) of survey respondents reported that they finish work at 3pm. Twenty-one percent (21%) reported a 4pm finish time, 36% reported 5pm, 22% reported 6pm, 6% reported 7pm and 10% indicated other times.



Question 20

Are your work hours flexible; are you able to vary your schedule by 1 or 2 hours?

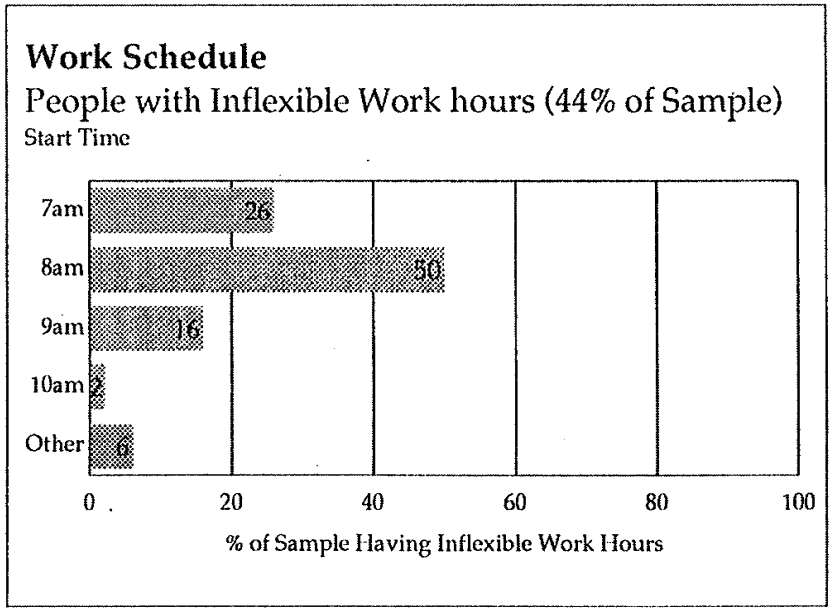
Fifty-six percent (56%) of respondents indicated that their work schedules are flexible while 44% indicated that they are not.



The following charts summarize cross-tabulations of the survey sample in order to present further analysis the sub-sample with inflexible work hours.

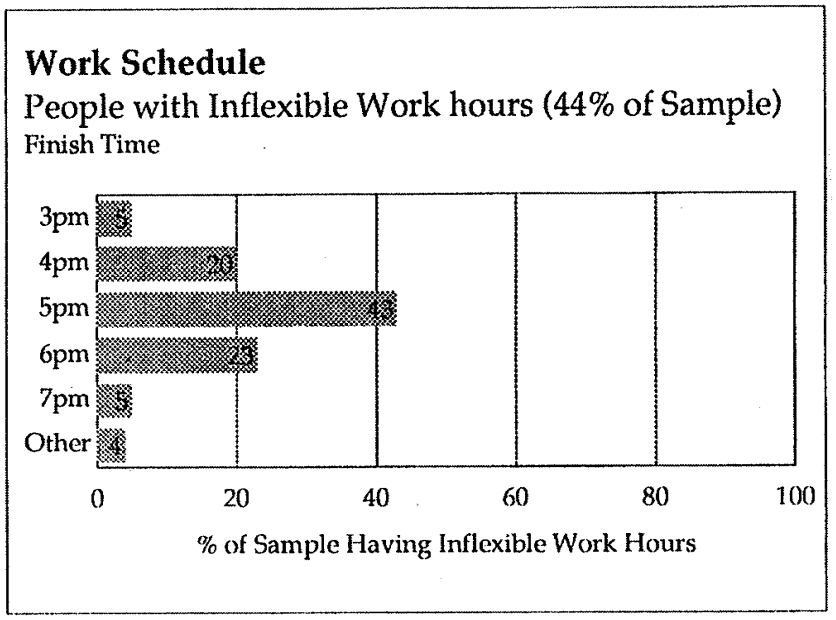
Workers with Inflexible Work Hours: Start Time

Twenty-six percent (26%) of the people with inflexible work hours (44% of total survey sample) start their work day at 7am. Fifty percent (50%) of these respondents start at 8am, 16% start at 9am and 2% start at 10am. Six percent (6%) start work at other times.



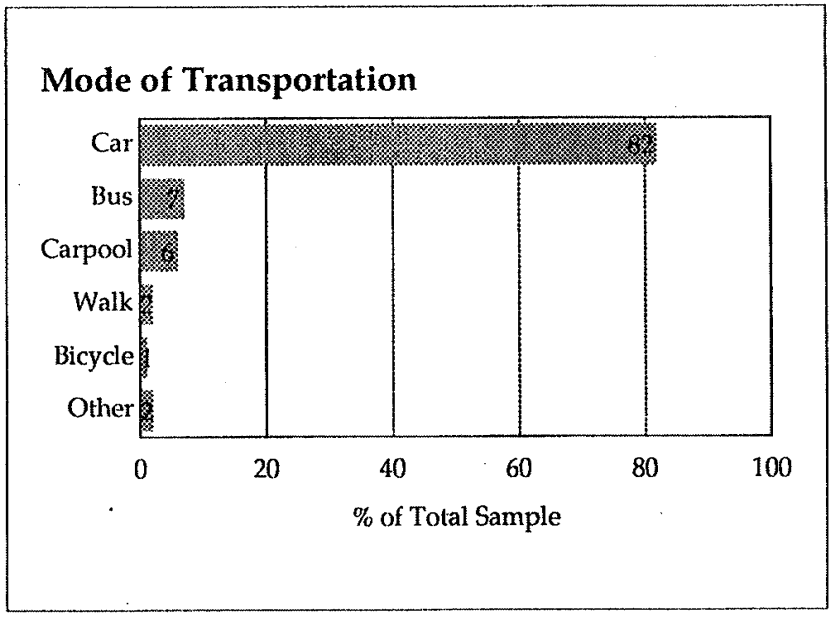
Workers with Inflexible Work Hours: Finish Time

Five percent (5%) of the people with inflexible work hours (44% of total survey sample) end their work day at 3pm. Twenty percent (20%) of these respondents end at 4pm, 43% end at 5pm, 23% end at 6pm and 5% end at 7pm. Four percent (4%) end work at other times.



Question 21
How do you get to work?

The car (82%) was the most frequently mentioned mode of transportation to work. Bus (7%), carpool (6%), walking (2%) and bicycle (1%) were also mentioned.



Question 22
What is the zip code of your home address?

The home zip codes reported by respondents were sorted into the following areas in order of frequency of mention: Santa Monica (20%), West Los Angeles (13%), Pacific Palisades (5%), Culver City (4%), Venice (3%), Westchester (2%), Malibu (2%), Reseda (2%) and Brentwood (1%).

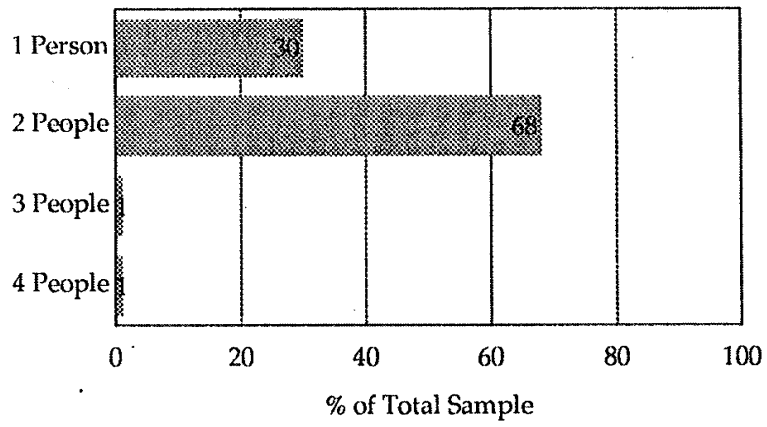
Respondents' Home Locations

	# of Total Mentions	% of Total Mentions
Santa Monica	59	20
West L.A.	38	13
Pacific Palisades	14	5
Culver City	11	4
Venice	10	3
Westchester	6	2
Malibu	5	2
Reseda	5	2
Brentwood	4	1
Other	137	47

Question 23
In your household, how many income earners are there?

Thirty percent (30%) of respondents indicated that there was one income earner in the household and 68% indicated that there were two. One percent (1%) of respondents reported three income earners and 1% reported four.

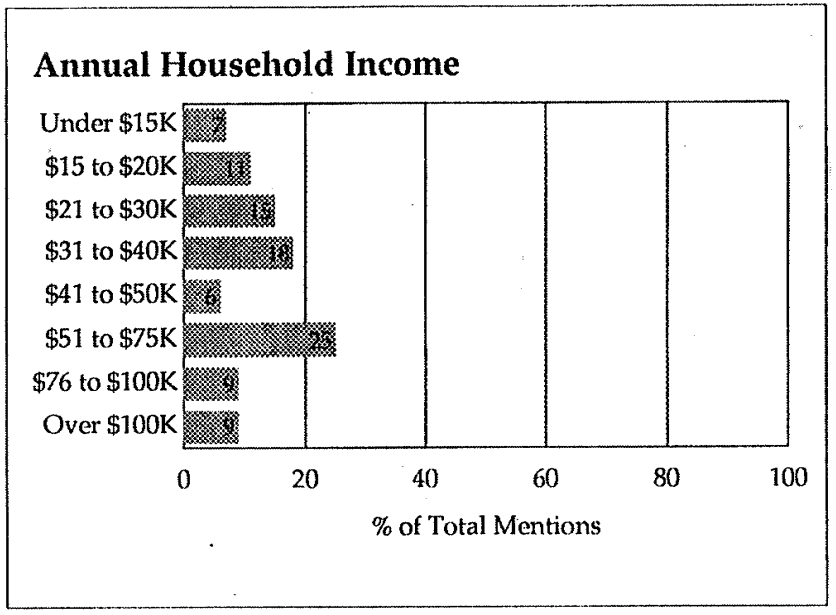
Number of Income Earners Per Household



Question 24

Approximately which income range describes your gross household income?

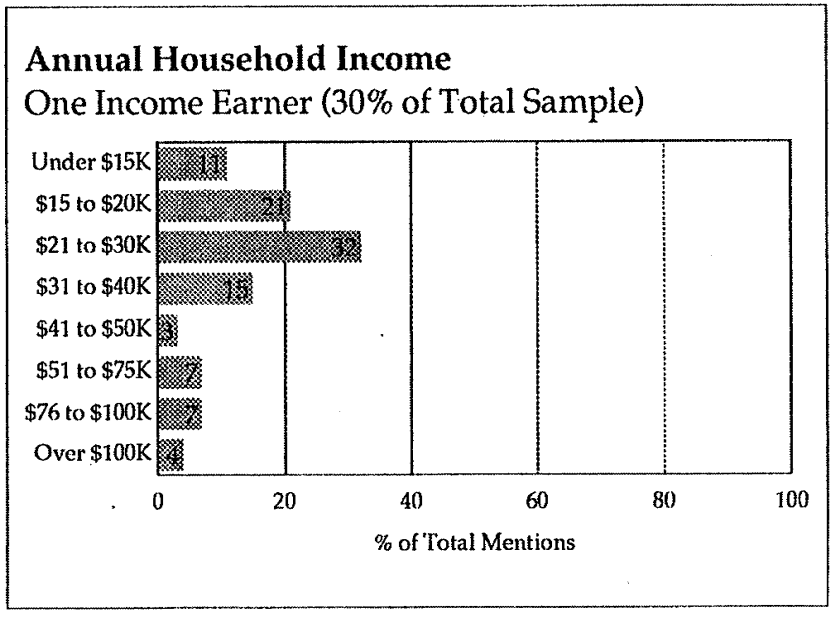
Seven percent (7%) of survey respondents earn under $15,000 a year, 11% earn between $15,000 and $20,000, 15% earn between $21,000 and $30,000, 18% earn between $31,000 and $40,000, 6% earn between $41,000 and $50,000, 25% earn between $51,000 and $75,000 and 9% earn between $76,000 and $100,000. Nine percent (9%) earn over $100,000.



The following charts summarize cross-tabulations of the survey sample in order to present further analysis of household income.

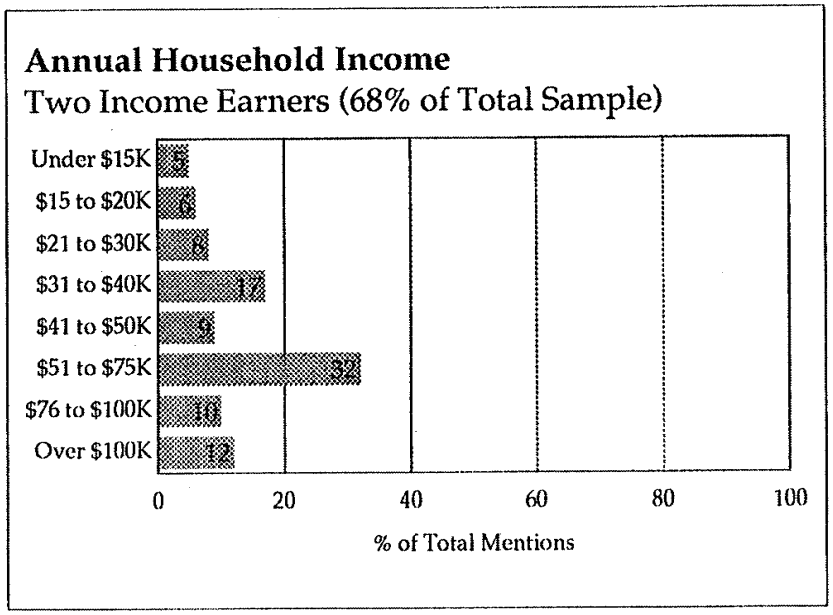
One Income Households

Of one income households (30% of total survey sample) 11% reported that they earn under $15,000 a year, 21% earn between $15,000 and $20,000, 32% earn between $21,000 and $30,000, 15% earn between $31,000 and $40,000, 3% earn between $41,000 and $50,000, 7% earn between $51,000 and $75,000 and 7% earn between $76,000 and $100,000. Four percent (4%) earn over $100,000.



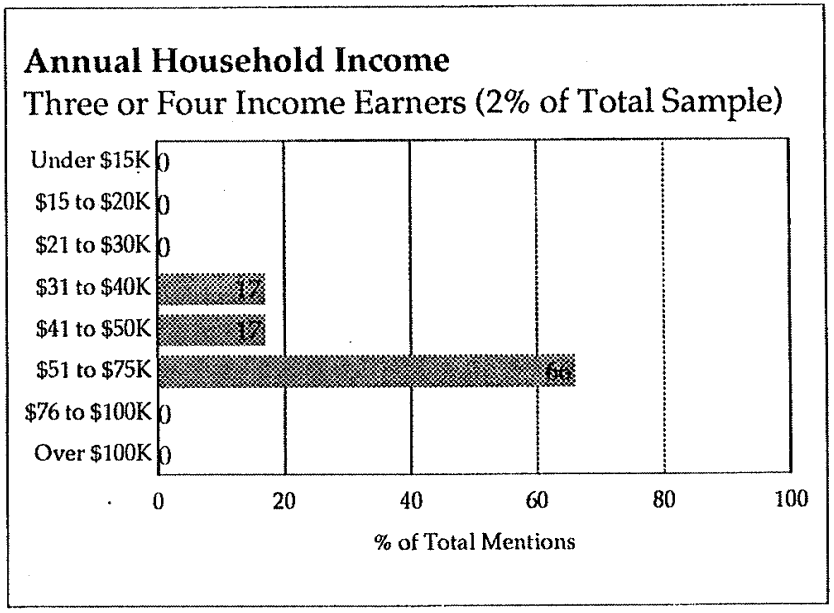
Two Income Household

Of two income households (68% of total survey sample) 5% reported that they earn under $15,000 a year, 6% earn between $15,000 and $20,000, 8% earn between $21,000 and $30,000, 17% earn between $31,000 and $40,000, 9% earn between $41,000 and $50,000, 32% earn between $51,000 and $75,000 and 10% earn between $76,000 and $100,000. Twelve percent (12%) earn over $100,000.



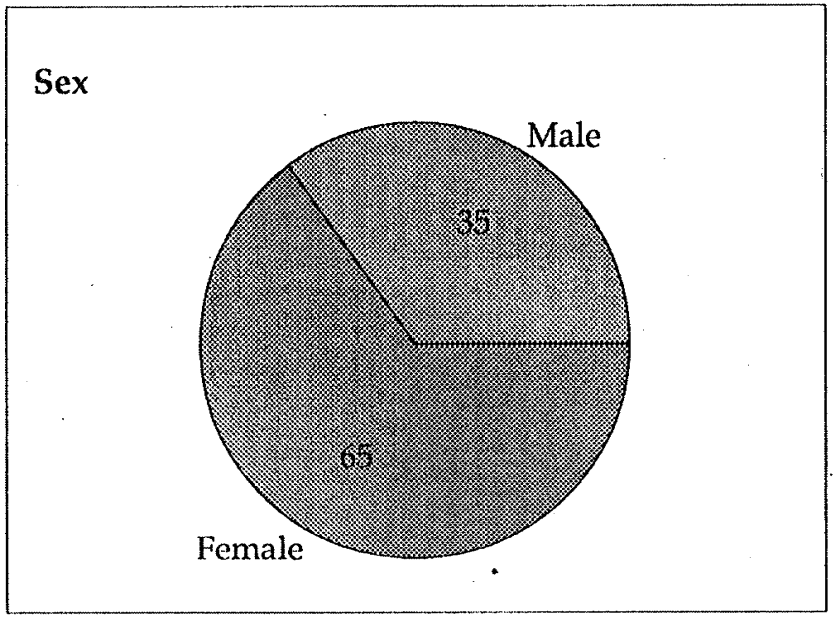
Three or Four Income Households

Of three or four income households (2% of total survey sample) 17% reported that they earn between $31,000 and $40,000, 17% earn between $41,000 and $50,000 and 66% earn between $51,000 and $75,000.



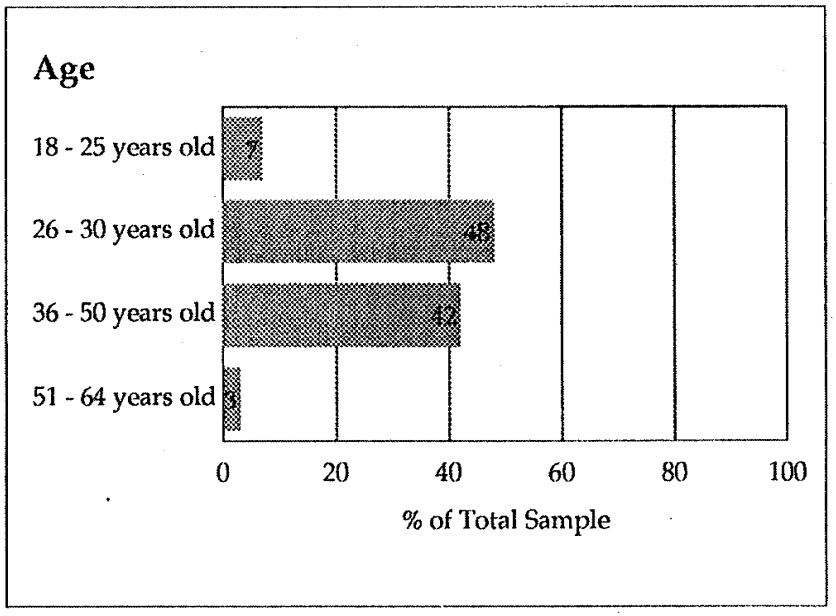
Question 25
Are you female or male?

Sixty-five percent (65%) of the respondents are female while 35% are male.



Question 26
Which age category describes you best?

Seven percent (7%) of survey respondents are 18-25 years, 48% were 26-35 years, 42% were 36-50 years and 3% were 51-64 years.



Question 27

Do you have any other comments about things not covered on the survey?

Individual comments most often mentioned were: single parents need help, the survey/master plan is a good idea, sick child care is needed, the current economic situation neccessitates that women work which necessitates child care, child care subsidies are needed, park and recreational programs should allow for pre-registration, the cost of child care is too high and current arrangements are too far away.

Other Comments

	# of Total Mentions	% of Total Mentions
Single parents need help	7	12
Survey/Master Plan is good idea	5	9
Sick childcare is needed	4	9
Economic situation = women working = childcare need	4	9
Childcare sudsidies needed	2	9
Park and Rec program should allow for pre-registration	2	4
Cost of care is too high	2	4
Current arrangement too far away	2	4
Other	27	47

FOUR
Child Care Provider Survey

4.1 Introduction
4.2 Survey Development and Administration
4.3 Survey Sample Characteristics
4.4 Major Findings
4.5 Detailed Results

4. CHILD CARE PROVIDER SURVEY

4.1 Introduction

The purpose of this survey was to assess the current supply of licensed child care services in Santa Monica. In addition to information about current capacity, enrollments, openings and waiting lists, the survey gathered data on the types of care offered, hours of operation, charges, parent/user characteristics and operational information.

Two survey instruments were developed: one for child care centers and one for family day care homes.

Both survey instruments were structured in three parts (see copies of survey instruments in Appendix D). The first part included four questions related to *Child Care Supply Information*. Respondents were asked to indicate their licensed capacity, current openings and current waiting lists by age group, in addition to the types of care they offer, their hours of operation and their charges for each type of care and age group.

The second part of the survey included questions aimed at establishing a profile of *User Characteristics*. It included questions about children's home locations, mothers' work locations and number of non-working mothers.

The third part of the survey, *Operational Information*, pertained to the start-up, operation and licensing of the center or home. It included questions about:

- Length of operation;
- Length of tenure at present location (centers only);
- Amount of rent or mortgage payment (centers only);
- Liability insurance coverage and cost;
- Number and type of staff;
- Child to staff ratio (centers only);
- Staff training and support (centers only);
- Staff salaries (centers only);
- Employee benefits (centers only);
- Profit or non-profit status (centers only);
- Additional funding sources (centers only);
- Participation in provider support or development activities (day care homes only);
- Common problem areas (such as licensing,staff turnover, finding substitutes, financing, etc.), and the degree to which these have been experienced;
- Interest in expansion; and,
- Facilitation of improvement or expansion.

Interpreting the Survey Results

Closed-ended questions have been tabulated as the percentage of all survey respondents checking each of the possible categories. Please note the percentage of respondents for each question, indicated in the chart appearing in the detailed results section.

Open-ended questions (i.e., questions without pre-codable answers), have been content-analyzed and presented as the number of times a particular item was mentioned (frequency) and as a percentage of the number of total mentions for a particular item. Most open-ended questions are displayed in rank order according to the number of times (frequency) the particular item was mentioned. Individual responses with fewer than 10 mentions are generally not reported in the chart, however, verbatim comments appear in Appendix E.

Major findings of the survey are presented in Section 4.4. Please refer to the survey instrument in Appendix D for the exact wording of each question and to Section 4.5 to obtain a more complete interpretation of the findings. Detailed survey results are presented in Section 4.5 as a series of tab and bar charts for ease of interpretation. Next to each chart, a short written summary puts into words what the charts illustrate visually.

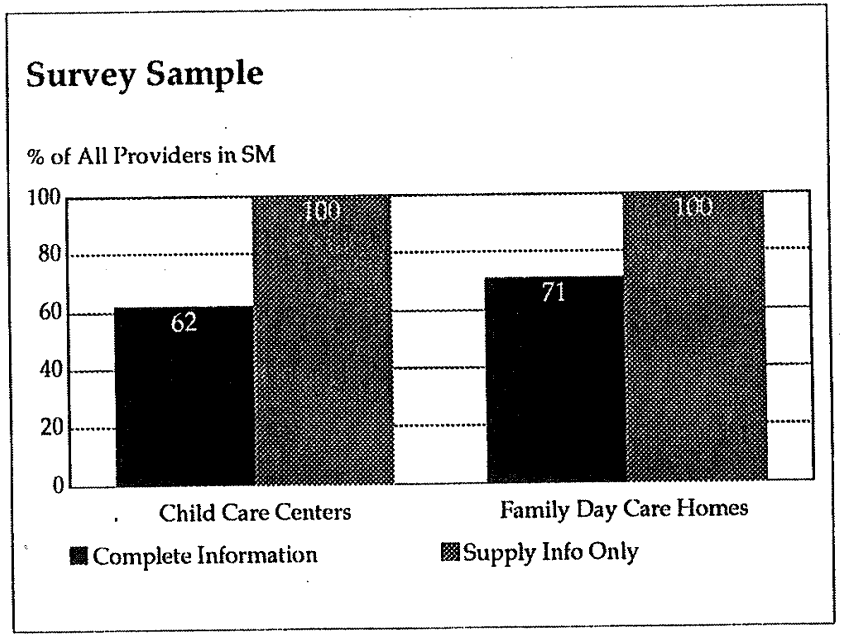
4.2 Survey Development and Administration

The survey questions were developed by the consultant with input from City of Santa Monica planning staff and the Child Care Master Plan Working Group. The survey instruments underwent several drafts and a pilot test before taking their final form (see Appendix D for copies of the actual survey instruments).

In November 1989, questionnaires were sent to all licensed child care providers in Santa Monica with a cover letter from the City Manager encouraging their participation. Follow-up calls were made by Connections for Children staff.

4.3 Survey Sample

Sixty-seven percent (67%) of the 87 total providers returned completed questionnaires. Because 100% participation was needed for certain questions in order to acquire accurate information about the supply of care, follow-up calls were made. Connections for children staff asked providers to report their licensed capacity, current enrollment, current openings, types of care offered and hours of operation. For these questions (Questions 1-3), 100% participation was acheived. The chart below shows participation rates for child care centers and family day care homes.



Provider zip code locations are shown in the chart to the right.

4.4 Major Findings

4.4.1 Child Care Supply

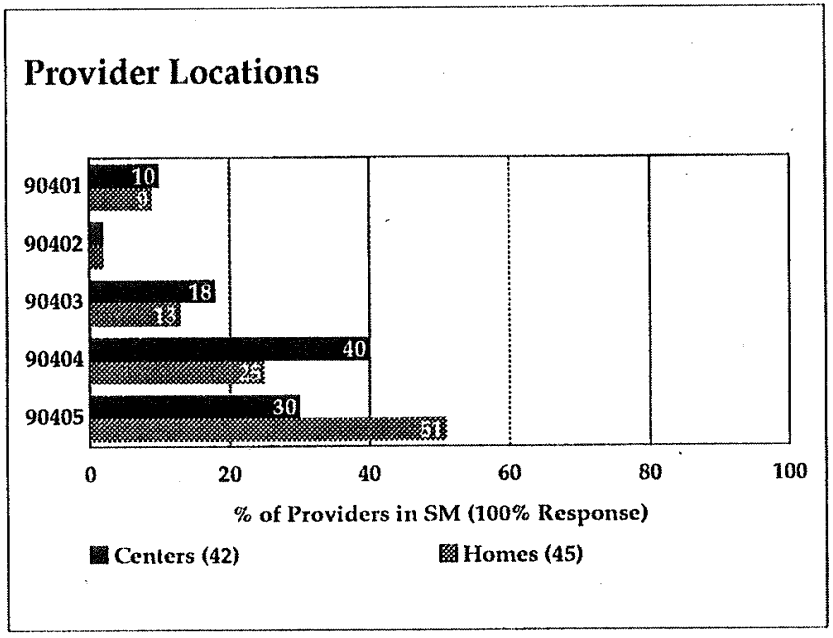
Licensed Capacity

- Care for children under 2 years old is offered by 15% of child care centers and 88% of family day care homes. Licensed capacity for this age range is estimated to be 202 spaces.
- Care for children 2 to 5 is offered by 81% of centers and 78% of homes. Licensed capacity for this age range is estimated to be 1,565 spaces.
- Care for children 6 to 12 is offered by 23% of centers and 16% of homes. Licensed capacity for this age range is estimated to be 1,165 spaces.
- Total licensed capacity is 2,945 spaces, with a total current enrollment of 2,725 children. There are currently 220 openings and approximately 1,130 children on waiting lists.

Types of Care

- Over half of all providers offer the following types of care:

	Centers	Homes
Full-time care	74%	96%
Part-time care (under 6 hrs/day)	88%	58%
Part-time care (2-3 days/wk)	62%	44%
Vacation/Summer care	67%	49%
Year-round care	76%	62%



- Less than half of all providers offer:

	Centers	Homes
Before/After school care	31%	22%
Sick child care	0%	24%

- Twenty-six percent (26%) of child care centers offer part-time care only and 4% of family day care homes offer part-time care only.

Cost of Care

- The average monthly charge for full-time care at child care centers is $487 and the average charge for part-time care is $420 for less than 6 hrs/day and $226 for 2-3 days/wk.
- The average monthly charge for full-time care at family day care homes is $332 and the average charge for part-time care is $220 for less than 6 hrs/day and $206 for 2-3 days/wk.

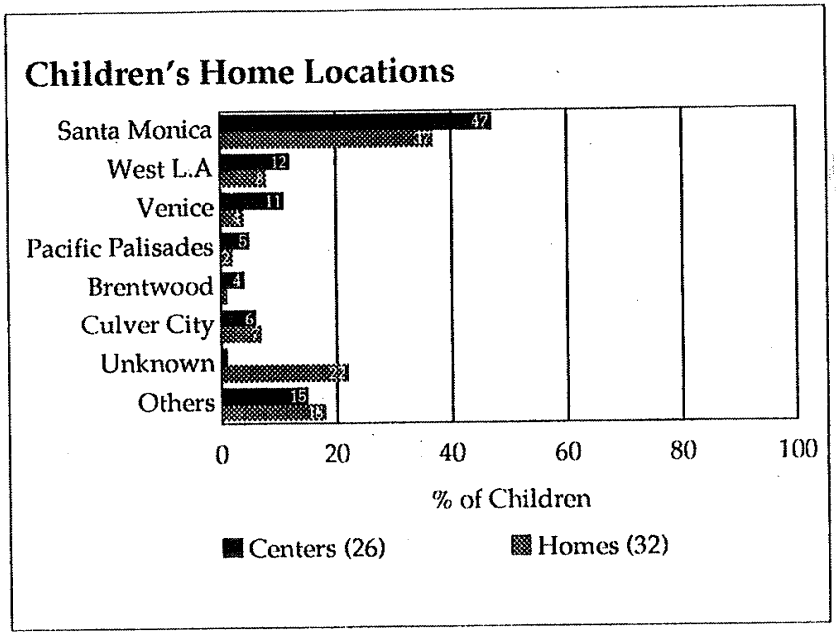
4.4.2 User Characteristics

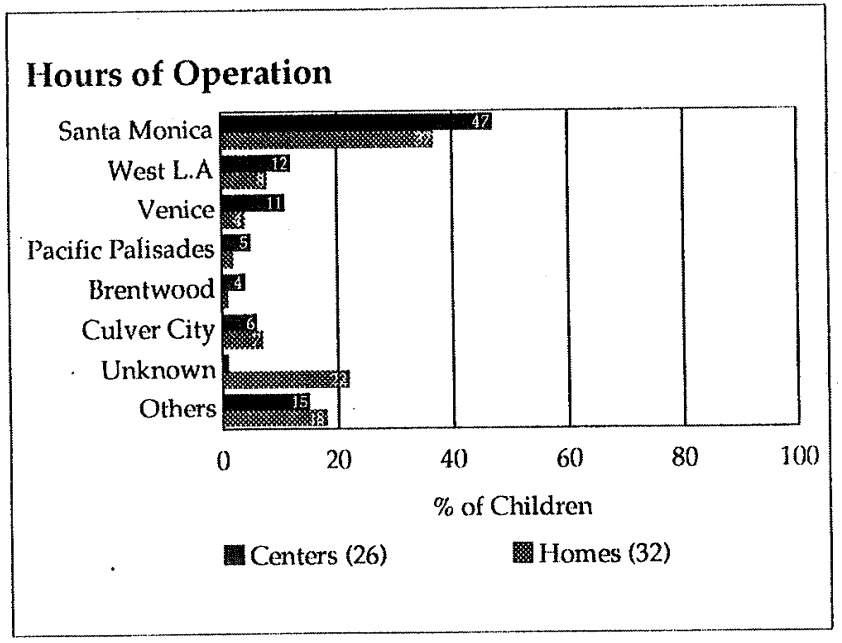
- Under half of the children enrolled in child care centers (47%) and family day care homes (37%) live in the City. Family day care providers indicated that they did not know the home locations of 22% of enrolled children, so the percentage of children living in Santa Monica may be higher.
- Fifty-two percent (52%) of the mothers of children currently enrolled in family day care homes work in Santa Monica.
- Almost one quarter of child care center providers did not know mothers' work locations, so the reported 38% of mothers who work in Santa Monica and use local center care may be slightly higher.
- Overall, approximately 46% of children currently using Santa Monica child care live in Santa Monica and 39% of the mothers work in Santa Monica.
- Center providers responding to the survey estimate that 17% of mothers are not working outside the home, and approximately 2% of these are known to be students.
- Family day care providers responding to the survey estimate that 8% of mothers are not working outside the home, and about 1% of these are known to be students.

4.4.3 Operational Information

Hours of Operation

- The majority of child care centers are open between 7 or 8am and 5 or 6pm. Some centers also specified part-time hours of operation, with most mentions falling into the 9am to 2pm range.
- The majority of family day care homes are open between 7 or 8am and 5 or 6pm. Many homes also specified





part-time hours, with most mentions falling into the 12 or 1pm to 5 or 6pm range.

- Less than 10% of centers and homes offer care before 7am.
- Less than 5% of centers and homes offer care after 6pm.

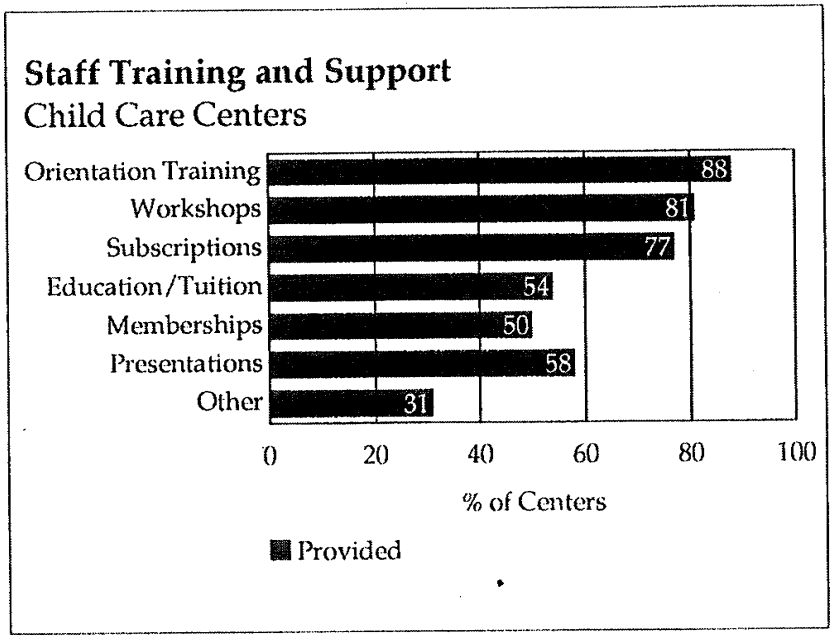
Family Day Care Provider Participation in Support and Development Activities

- Just over half of family day care providers participate in provider organizations or support groups (53%); 53% indicated that they attend child care conferences or child development classes; 22% subscribe to provider publications.
- One quarter of family day care providers do not participate in any support or development activities; one third participate in one activity, 22% participate in two activities and 19% participate in all three activities mentioned in the survey.

Staffing

- The majority (63%) of family day care providers do not employ any aides or helpers. Twenty-two percent (22%) indicated that they employ one full-time aide and 12% said they employ one part-time aide.
- Over three-quarters of child care center providers employ classroom (81%) and administrative (77%) staff full-time. One third indicated that they have part-time support staff.
- Over three-quarters of the centers in the sample indicated that the following types of staff training and support are provided:

Initial orientation and training	88%
Workshops	81%
Subscriptions to related publications	77%



- Over half of the centers in the sample indicated that the following types of staff training and support are provided:

Audiovisual presentations	58%
Education or tuition support	54%
Memberships in child care organizations	50%

- The average salary paid to child care center directors is approximately $15.00 per hour. The average salary paid to child care center teachers is $11.00 per hour, and the average salary paid to assistants is $7.00 per hour.
- The following staff benefits are provided by the majority of child care centers in the sample:

Paid sick days	92%
Paid holidays	92%
Yearly cost of living increases	92%
Paid vacations	81%
Paid trainings	73%

Paid personal days	69%
Paid health insurance	total: 54%
Paid health insurance	partial: 12%
Reduced child care fees	62%

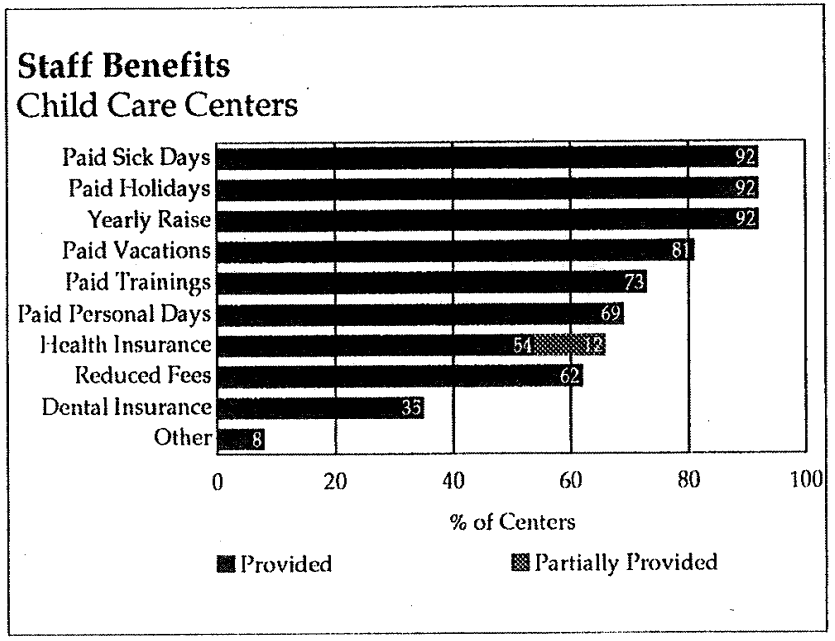
Other Operational Information

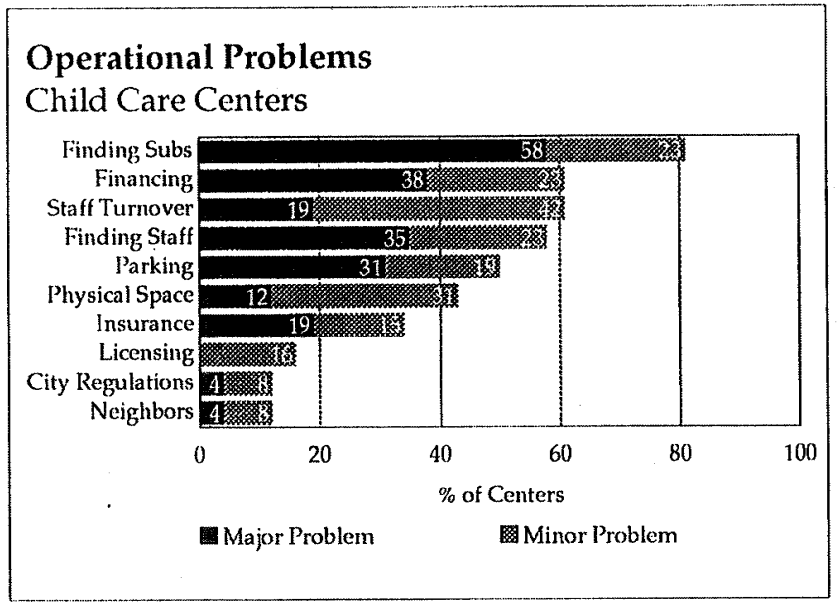
- The majority (72%) of child care centers are non-profit organizations, with 28% public and 44% private non-profit organizations.
- Twenty-six percent (26%) of child care centers receive government funding in addition to parent fees, 45% receive additional funding from fundraising efforts, 9% receive other additional funding and 19% receive no funding other than parent fees.
- Half of the child care centers are interested in expanding their centers and half are not. "Finding more space" was the most often mentioned suggestion for how improvement or expansion could be facilitated.
- Family day care providers generally do not want to expand their services, but those that do most often mentioned that they would like to see an increase in licensed capacity.

4.4.4 Operational Problems

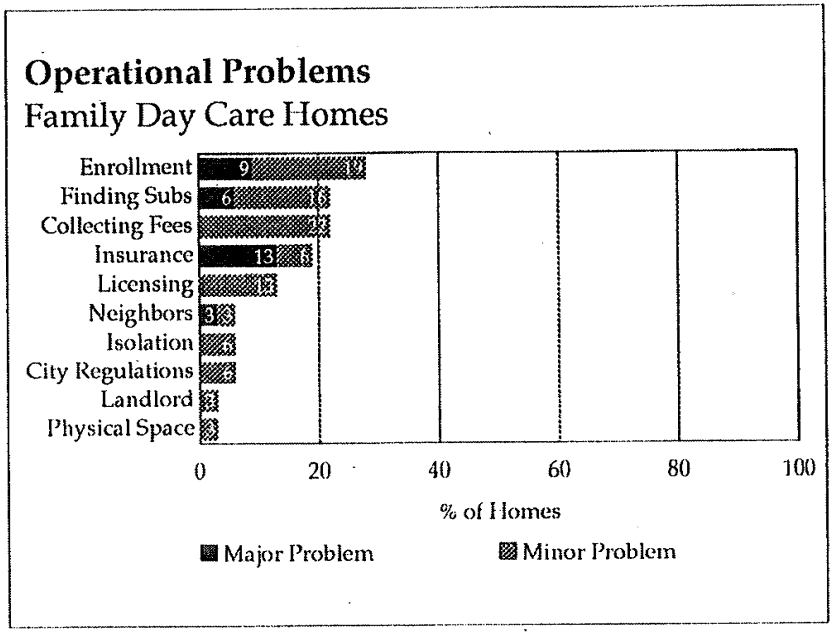
- Overall, child care center providers reported major or minor problems in the start-up or operation of their centers more often than did family day care providers for the specific problem areas addressed by the survey.
- More than half of center providers reported major or minor problems in the following areas:

Finding substitutes	81%
Financing	61%
Staff turnover	61%
Finding trained staff	58%





- Maintaining enrollment was the most often reported problem for family day care providers (28%). Finding substitutes (22%) and collecting fees (22%) were also reported. The other problem areas were mentioned as problems experienced by less than 20% of the sample.



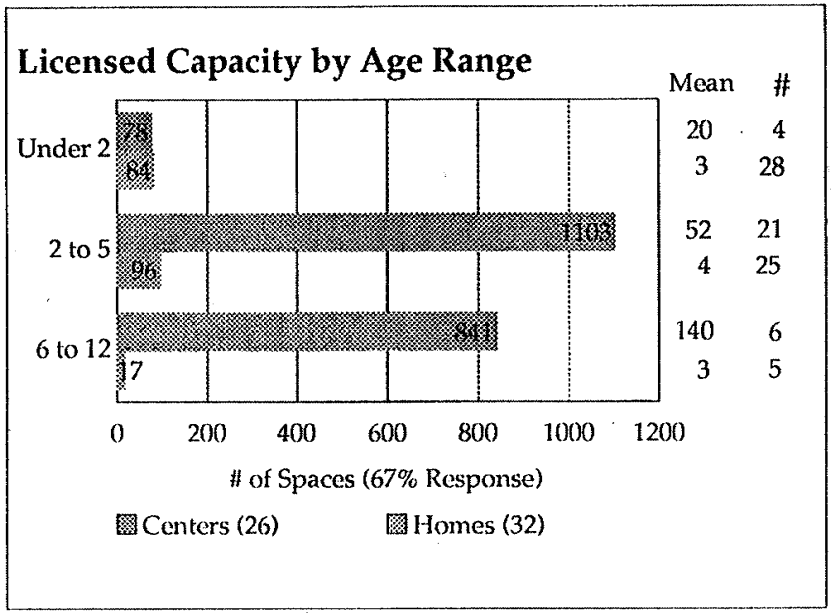
4.5 Detailed Results

Question 1
Child Care Center Survey, Family Day Care Home Survey
For each age group, please indicate your licensed capacity, current openings, and the current number of children on your waiting list. (67% response)

Licensed Capacity By Age Range

Four (4) child care centers reported that they are licensed to provide care for children under two years old for a total of 78 spaces and an average of 20 spaces per center. Twenty-one (21) centers reported that they are licensed to provide care for children two to five years old for a total of 1103 spaces and an average of 52 spaces per center. Six (6) centers reported that they are licensed to provide care for children six to twelve years old for a total of 841 spaces and an average of 140 spaces per center.

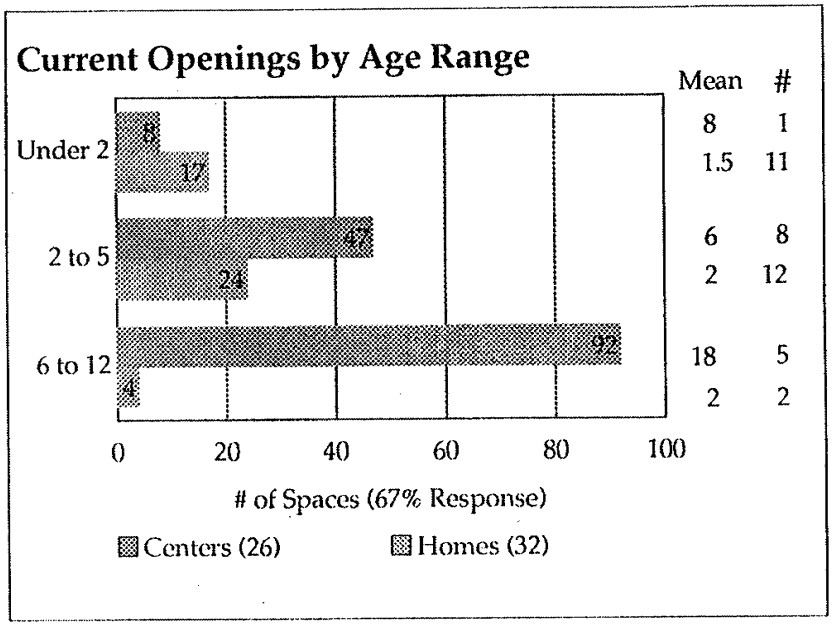
Twenty-eight (28) family day care homes reported that they serve children under two years old for a total of 84 spaces and an average of 3 spaces per home. Twenty-five (25) homes reported that they are licensed to provide care for children two to five years old for a total of 96 spaces and an average of 4 spaces per day care home. Five (5) homes reported that they are licensed to provide care for children six to twelve years old for a total of 17 spaces and an average of 3 spaces per day care home.



Current Openings By Age Range

One (1) child care center reported 8 current openings for children under two. Eight (8) centers reported 47 current openings for children two to five years old, with and average of 6 openings per center. Five (5) centers reported 92 current openings for children six to twelve years old with an average of 18 openings per center.

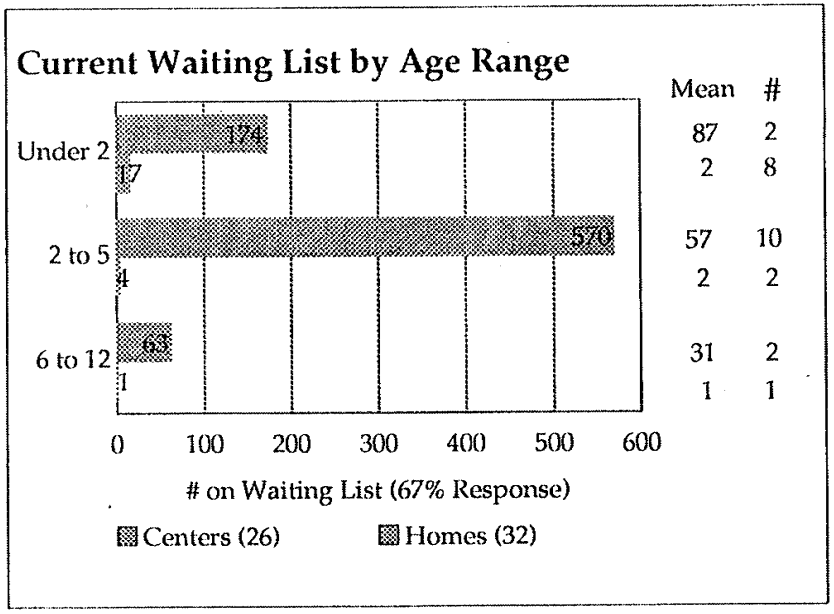
Eleven (11) family day care homes reported 17 current openings for children under two, with and average of 1.5 openings per day care home. Twelve (12) homes reported 24 current openings for children two to five years old, with and average of 2 openings per day care home. Two (2) homes reported 4 current openings for children six to twelve years old with an average of 2 openings per home.



Current Waiting List By Age Range

Two (2) child care centers reported 174 children under two in their waiting list, with an average of 87 children per center. Ten (10) centers reported 570 children two to five years old in their waiting list, with and average of 57 children per center. Two (2) centers reported 63 children six to twelve years old in their waiting list, with an average of 31 children per center.

Eight (8) family day care homes reported 17 children for children under two in their waiting list, with an average of 2 children per day care home. Two (2) homes reported 4 children two to five years old, with an average of 2 openings per day care home. One (1) home reported 1 child six to twelve years old in its waiting list.

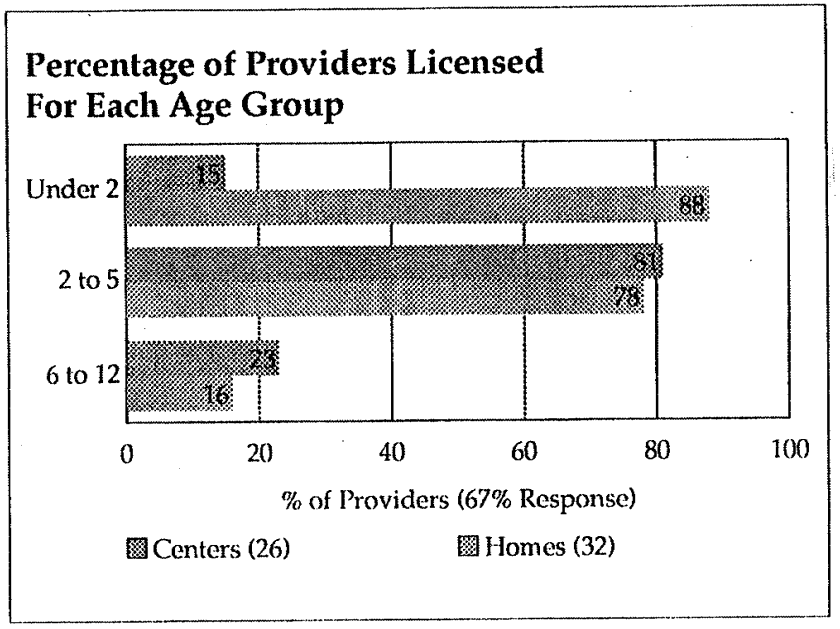


The following charts provide further analysis and summary of current child care capacity, enrollment, openings and waiting lists:

Percentage of Providers Licensed for Each Age Group

(67% response)
Fifteen percent (15%) of child care centers are licensed to provide care for children under two. Eighty-one percent (81%) are licensed to provide care for children two to five years old. Twenty-three percent (23%) are licensed to provide care for children six to twelve years old.

Eighty-eight percent (88%) of family day care homes offer care for children under two. Seventy-eight percent (78%) offer care for children two to five years old. Sixteen percent (16%) offer care for children six to twelve years old.

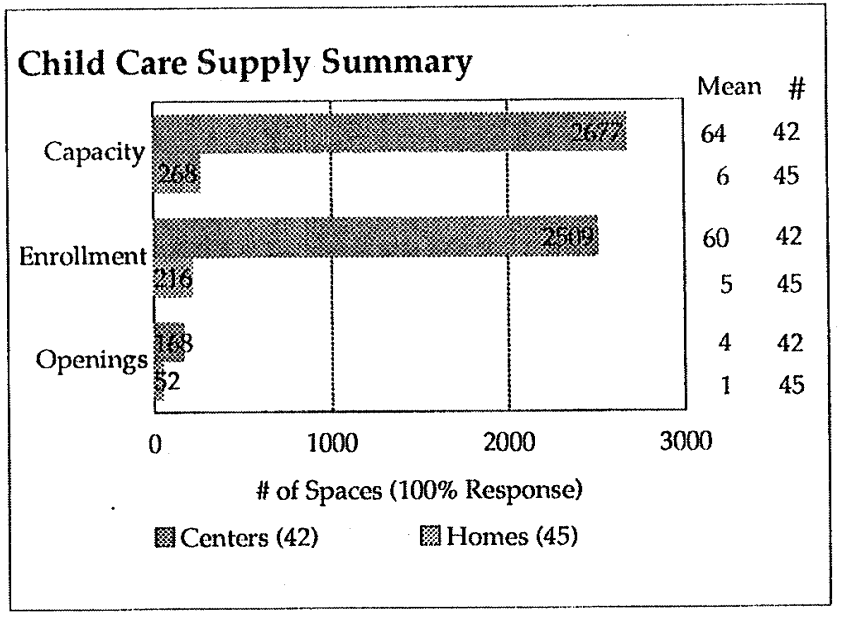


Child Care Supply Summary

Capacity, Enrollment and Openings

(100% response)
Forty-two (42) child care centers reported a capacity of 2677 spaces, with an average of 64 spaces per center. Forty-two (42) centers reported current enrollment of 2509 children, with an average of 60 children per center. Forty-two (42) centers reported current openings for 168 children, with an average of 4 children per center.

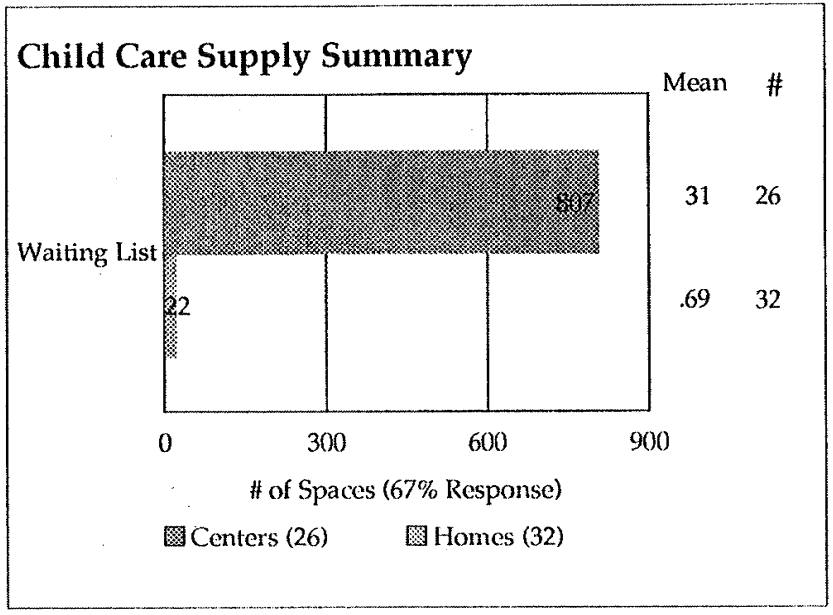
Forty-five (45) family day care homes reported a capacity of 268 children, with an average of 6 children per home. Forty-five (45) homes reported current enrollment of 216 children, with and average of 5 children per home. Forty-five (45) homes reported current openings for 52 children, with an average of 1 child.



Child Care Supply Summary

Waiting List

(67% response)
Twenty-six (26) child care centers reported a waiting list of 807 children with an average of 31 children per center. Thirty-two (32) family day care homes reported a waiting list of 22 children, with an average of .69 children per home.



Current Openings and Current Waiting Lists

Child Care Centers (12% of Sample) reported on the average, a capacity of 73 spaces, 5 current openings and 22 current children on their waiting lists.

Family Day Care homes (9% of Sample) reported on the average, a capacity of 7 spaces, 2 current openings and 2 current children on their waiting lists.

Providers w/Current Openings and Waiting Lists

	Average Capacity	Average # Openings	Average # Waiting
Child Care Centers (12% of Sample)	73	5	22
Family Day Care Homes (9% of Sample)	7	2	2

Question 2

Child Care Center Survey, Family Day Care Home Survey

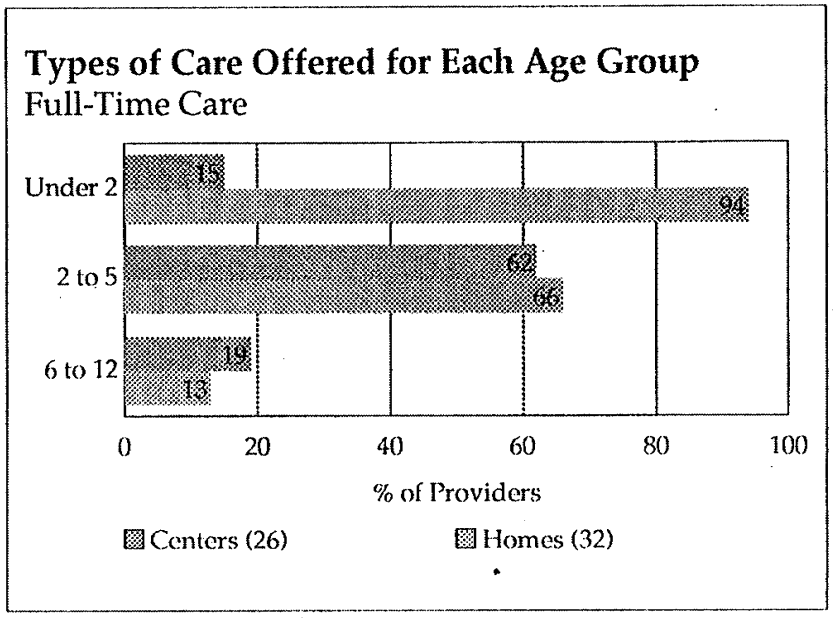
Please indicate what types of care you offer, by age group, by checking all of the appropriate boxes.

Types of Care Offered For Each Age Group

Full-Time Care

Fifteen percent (15%) of child care centers reported that they offer full-time care for children under two years old. Sixty-two percent (62%) of child care centers reported that they offer full-time care for children two to five years old. Nineteen percent (19%) of child care centers reported that they offer full-time care for children six to twelve years old.

Ninety-four percent (94%) of family day care homes reported that they offer full-time care for children under two years old. Sixty-six percent (66%) of family day care homes reported that they offer full-time care for children two to five years old. Thirteen percent (13%) of family day care homes reported that they offer full-time care for children six to twelve years old.

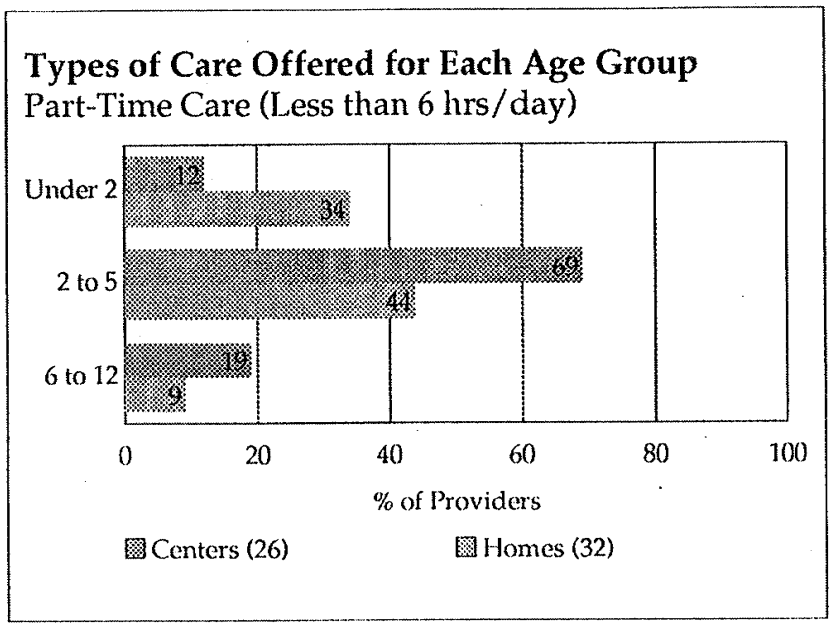


Part-time Care

(less than 6hrs/day)

Twelve percent (12%) of child care centers reported that they offer part-time care for children under two years old. Sixty-nine percent (69%) of child care centers reported that they offer part-time care for children two to five years old. Nineteen percent (19%) of child care centers reported that they offer part-time care for children six to twelve years old.

Thirty-four percent (34%) of family day care homes reported that they offer part-time care for children under two years old. Forty-four percent (44%) of family day care homes reported that they offer part-time care for children two to five years old. Nine percent (9%) of family day care homes reported that they offer part-time care for children six to twelve years old.

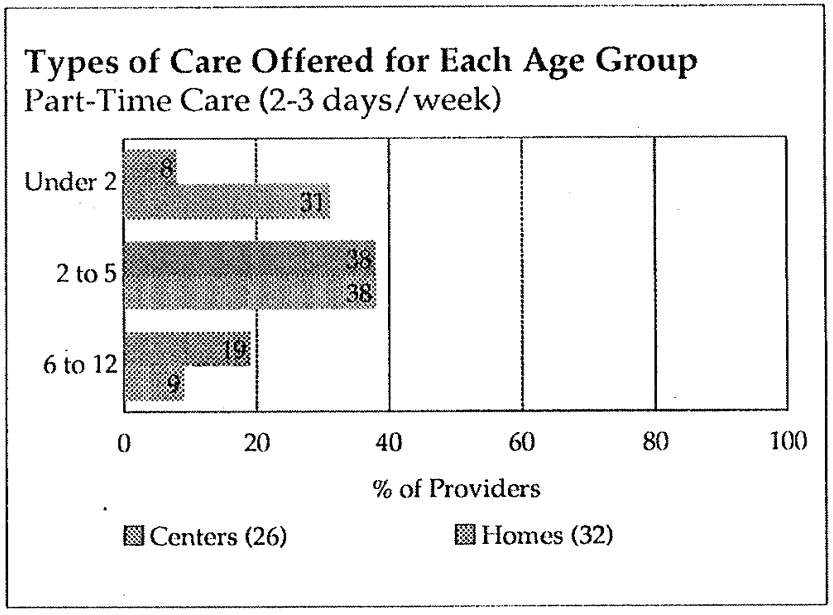


Part-time Care

(2-3 days/week)

Eight percent (8%) of child care centers reported that they offer part-time care for children under two years old. Thirty-eight percent (38%) of child care centers reported that they offer part-time care for children two to five years old. Nineteen percent (19%) of child care centers reported that they offer part-time care for children six to twelve years old.

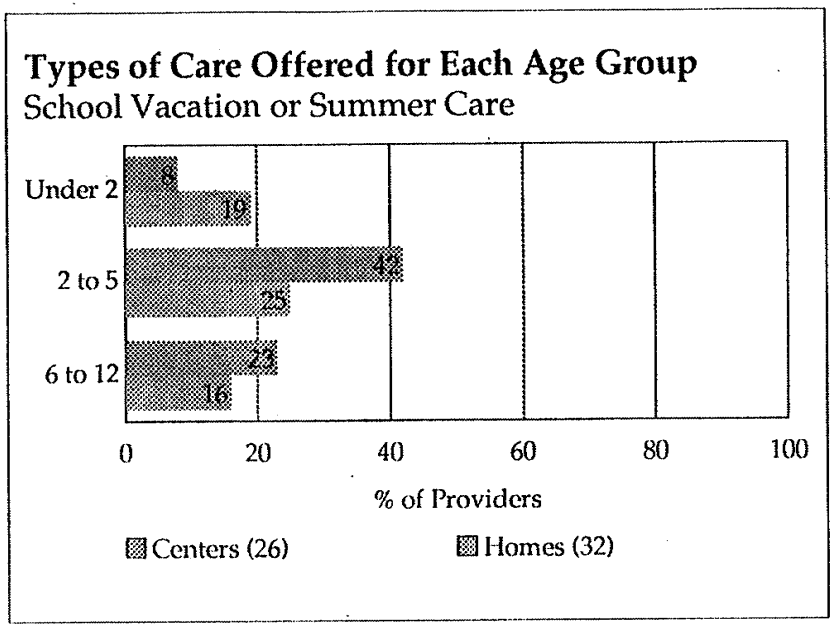
Thirty-one percent (31%) of family day care homes reported that they offer part-time care for children under two years old. Thirty-eight percent (38%) of family day care homes reported that they offer part-time care for children two to five years old. Nine percent (9%) of family day care homes reported that they offer part-time care for children six to twelve years old.



School Vacation or Summer Care

Eight percent (8%) of child care centers reported that they offer school vacation or summer care for children under two years old. Forty-two percent (42%) of child care centers reported that they offer school vacation or summer care for children two to five years old. Twenty-three percent (23%) of child care centers reported that they offer school vacation or summer care for children six to twelve years old.

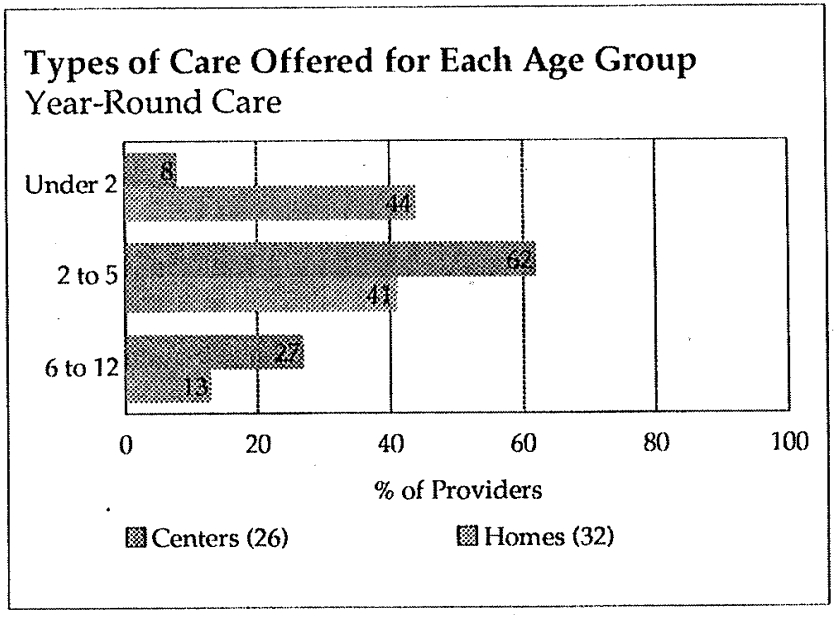
Nineteen percent (19%) of family day care homes reported that they offer school vacation or summer care for children under two years old. Twenty-five percent (25%) of family day care homes reported that they offer school vacation or summer care for children two to five years old. Sixteen percent (16%) of family day care homes reported that they offer school vacation or summer care for children six to twelve years old.



Year-Round Care

Eight percent (8%) of child care centers reported that they offer year-round care for children under two years old. Sixty-two percent (62%) of child care centers reported that they offer year-round care for children two to five years old. Twenty-seven percent (27%) of child care centers reported that they offer year-round care for children six to twelve years old.

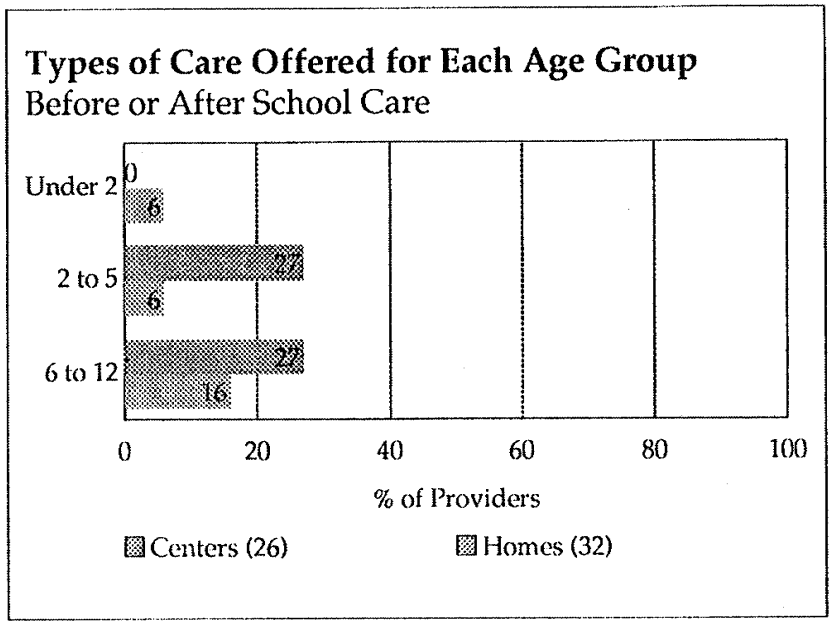
Forty-four percent (44%) of family day care homes reported that they offer year-round care for children under two years old. Forty-one percent (41%) of family day care homes reported that they offer year-round care for children two to five years old. Thirteen percent (13%) of family day care homes reported that they offer year-round care for children six to twelve years old.



Before or After School Care

Twenty-seven percent (27%) of child care centers reported that they offer Before or after school care for children two to five years old. Twenty-seven percent (27%) of child care centers reported that they offer before or after school care for children six to twelve years old.

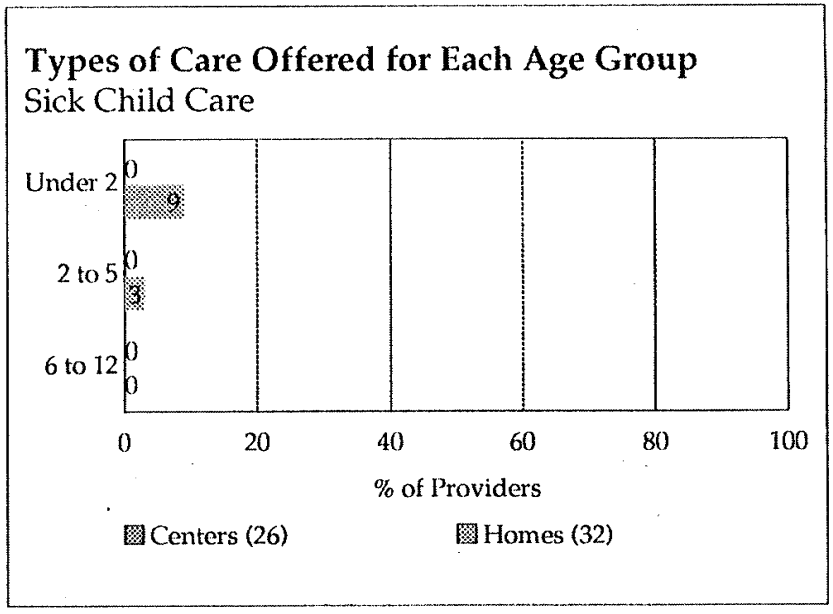
Six percent (6%) of family day care homes reported that they offer before or after school care for children under two years old. Six percent (6%) of family day care homes reported that they offer before or after school care for children two to five years old. Sixteen percent (16%) of family day care homes reported that they offer before or after school care for children six to twelve years old.



Sick Child Care

No child care center offers sick child care.

Nine percent (9%) of family day care homes reported that they offer sick child care for children under two years old and three percent (3%) of family day care homes reported that they offer sick child care for children two to five years old.

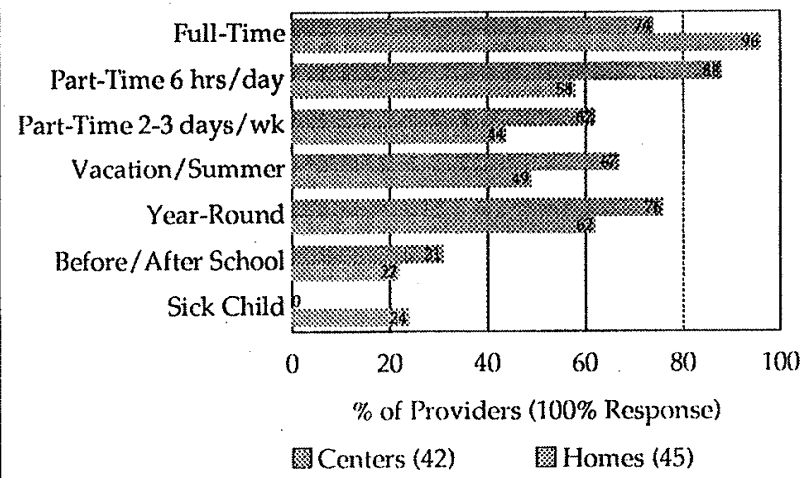


Summary of Types of Care Offered

(100% response)
Seventy-four percent (74%) of child care centers reported that they offer full-time child care. Eighty-eight percent (88%) of child care centers reported that they offer part-time 6 hours a day child care. Sixty-two percent (62%) of child care centers reported that they offer part-time 2-3 days a week child care. Sixty-seven percent (67%) of child care centers reported that they offer vacation/summer care. Seventy-six percent (76%) of child care centers reported that they offer year-round child care. Thirty-one percent (31%) of child care centers reported that they offer before/after school child care.

Ninety-six percent (96%) of family day care homes reported that they offer full-time child care. Fifty-eight percent (58%) of family day care homes reported that they offer part-time 6 hours a day child care. Forty-four percent (44%) of family day care homes reported that they offer part-time 2-3 days a week child care. Forty-nine percent (49%) of family day care homes reported that they offer vacation/summer care. Sixty-two percent (62%) of family day care homes reported that they offer year-round child care. Twenty-two percent (22%) of family day care homes reported that they offer before/after school child care. Twenty-four percent (24%) of family day care homes reported they offer sick child care.

Summary of Types of Care Offered



Providers Offering Part Time Care Only

Twenty-six percent (26%) of child care centers and 4% of family day care homes offer part-time care only.

Providers Offering Part Time Care Only

	% of Sample
Child Care Centers	26
Family Day Care Homes	4%

Question 3

Child Care Center Survey

What are your hours of operation for part-time, full-time and [if offered] before and after school care?

Child Care Centers

(100% response)
Most child care centers reported full-time hours of operation of 7 or 8am to 5 or 6pm. The most often mentioned part-time hours of operation were 9am to 2pm and noon to 6pm.

Hours of Operation
Child Care Centers
(100% Response)

	# of Total Mentions	% of Total Mentions
Part-Time		
12pm - 6pm	5	9
9am - 2pm	9	15
7 or 8am - 9 or 10am	2	4
4pm - 11pm	2	4
7:30am - 1pm	1	2
Full-Time		
7 - 8am to 5 or 6pm	34	61
7am - 4 or 5pm	3	5

Question 3

Family Day Care Home Survey

What are your hours of operation for part-time, full-time and [if offered] before and after school care?

Family Day Care Homes

(100% response)
Most family day care homes reported full-time hours of operation of 7 or 8am to 5 or 6pm. The most often mentioned part-time hours of operation were 12 or 1pm to 5 or 6pm and 7 or 8am to 9 or 10am.

Hours of Operation
Family Day Care Homes
(100% Response)

Part-Time	# of Total Mentions	% of Total Mentions
12 or 1pm - 5 or 6pm	14	23
7 or 8am - 9 or 10am	9	15
8 or 9am - 1 or 2pm	6	10
8:30am - 3pm	2	3
7 or 8am - 12 or 1pm	2	3
Full-Time		
7 or 8am - 5 or 6pm	24	39
9am - 2 or 3pm	3	5
8 or 9am - 5 or 6pm	1	2

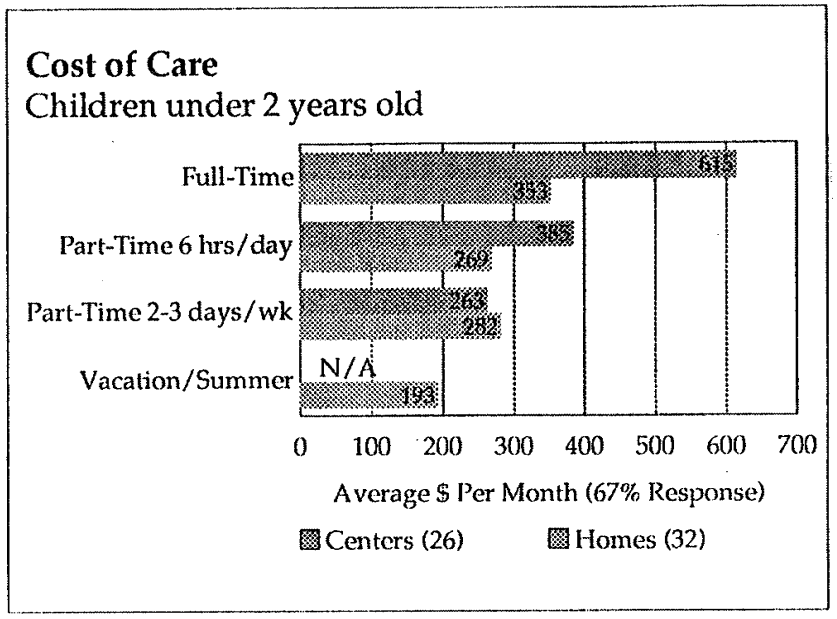
Question 4

Child Care Center Survey, Family Day Care Home Survey
Please indicate what your center charges for the types of care offered, by age group.

Children Under Two Years Old

(67% response)
For children under two, the average charge reported by child care centers for full-time care was $615.00. For part-time care (under 6 hrs a day) the average charge reported was $385.00. For part-time care (2-3 days a week) the average charge reported was $263.00. For vacation/summer care the average charge reported was not available.

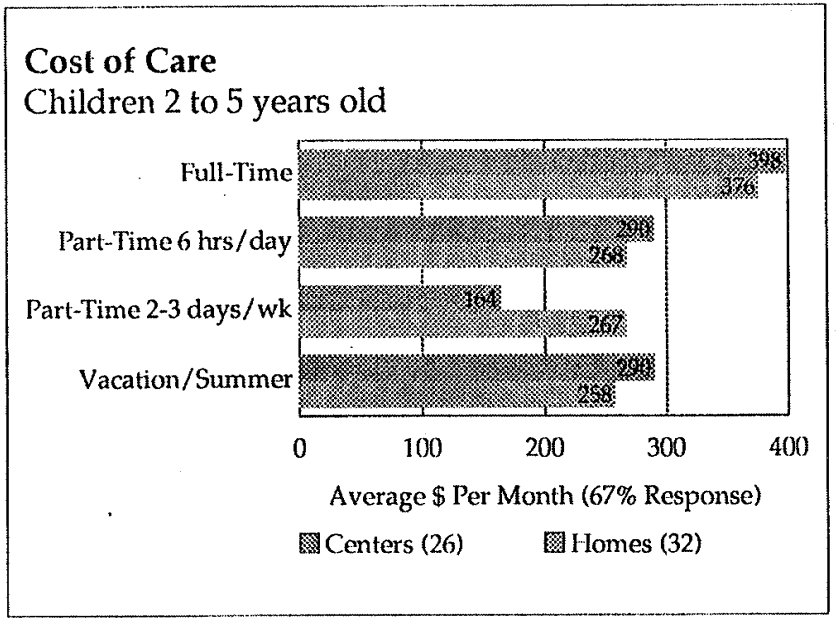
For children under two, the average charge reported by family day care homes for full-time care was $353.00. For part-time care (under 6 hrs a day) the average charge reported was $269.00. For part-time care (2-3 days a week) the average charge reported was $282.00. For vacation/summer care the average charge reported was $193.00.



Children 2 to 5 Years Old

(67% response)
For children 2 to 5 years old, the average charge reported by child care centers for full-time care was $398.00. For part-time care (under 6 hrs a day) the average charge reported was $290.00. For part-time care (2-3 days a week) the average charge reported was $164.00. For vacation/summer care the average charge reported was $290.00.

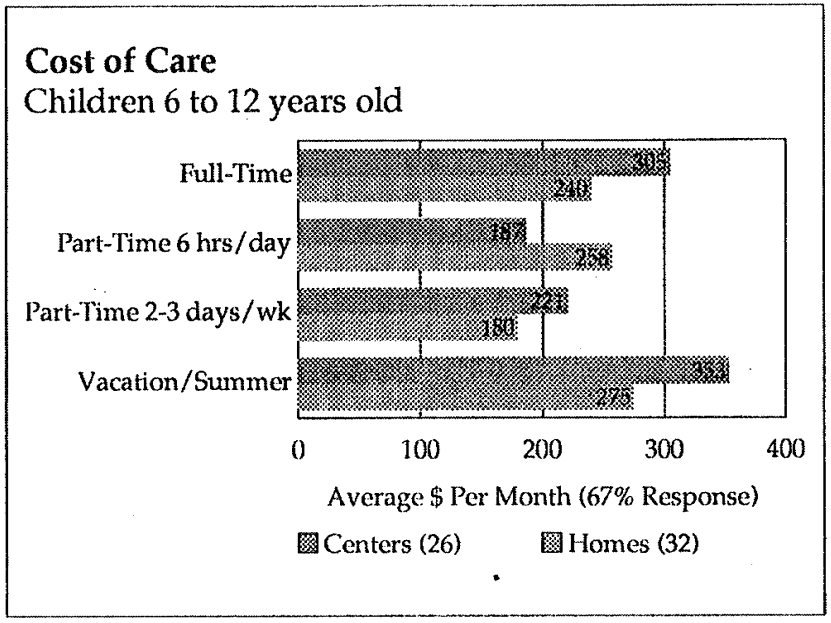
For children 2 to 5 years old the average charge reported by family day care homes for full-time care was $376.00. For part-time care (under 6 hrs a day) the average charge reported was $268.00. For part-time care (2-3 days a week) the average charge reported was $267.00. For vacation/summer care the average charge reported was $258.00.



Children 6 to 12 years old

(67% response)
For children 6 to 12 years old, the average charge reported by child care centers for full-time care was $305.00. For part-time care (under 6 hrs a day) the average charge reported was $187.00. For part-time care (2-3 days a week) the average charge reported was $221.00. For vacation/summer care the average charge reported was $353.00.

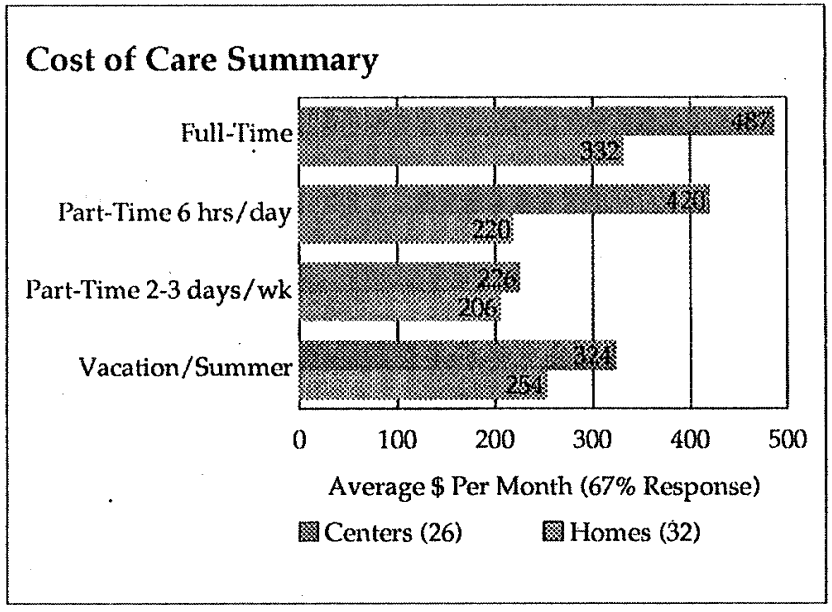
For children 6 to 12 years old the average charge reported by family day care homes for full-time care was $240.00. For part-time care (under 6 hrs a day) the average charge reported was $258.00. For part-time care (2-3 days a week) the average charge reported was $180.00. For vacation/summer care the average charge reported was $275.00.



Cost of Care Summary

(67% response)
Child care centers reported an average charge for full-time care of $487.00. For part-time care (under 6 hrs a day) the average charge reported was $420.00. For part-time care (2-3 days a week) the average charge reported was $226.00. For vacation/summer care the average charge reported was $324.00.

Family day care homes reported an average charge reported of $332.00. For part-time care (under 6 hrs a day) the average charge reported was $220.00. For part-time care (2-3 days a week) the average charge reported was $206.00. For vacation/summer care the average charge reported was $254.00.



USER CHARACTERISTICS

Question 5

Child Care Center Survey, Family Day Care Home Survey
Please indicate how many children live in each zip code area, city or neighborhood and how many mothers' work locations are located in each area.

Children's Home Locations

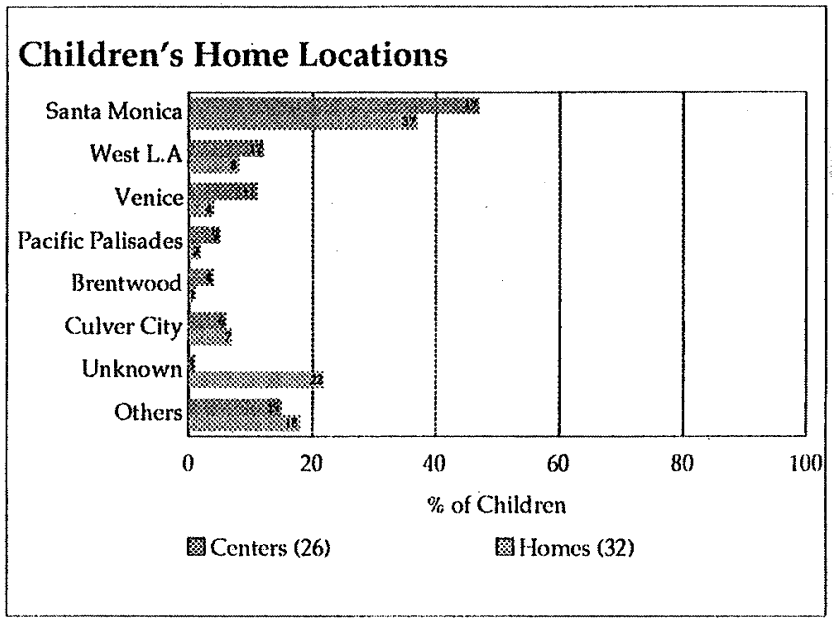
Child care centers reported that 47% of children live in Santa Monica. Twelve percent (12%) live in West L.A., 11% live in Venice, 5% live in Pacific Palisades, 4% live in Brentwood and 6% live Culver City.

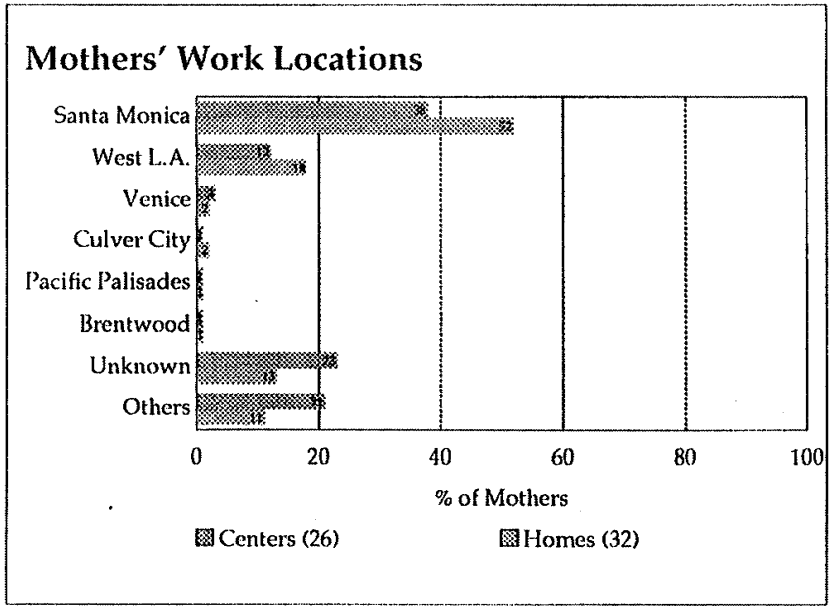
Family day care homes reported that 37% of children live in Santa Monica. Eight percent (8%) live in West L.A., 4% live in Venice, 2% live in Pacific Palisades, 1% live in Brentwood and 7% live Culver City.

Mother's Work Locations

Child care centers reported that 38% of mother's work locations are in Santa Monica. Twelve percent (12%) in West L.A., 3% in Venice, 1% in Culver City, 1% in Pacific Palisades and 1% in Brentwood.

Family day care homes reported that 52% of mother's work locations are in Santa Monica. Eighteen percent (18%) in West L.A., 2% in Venice, 2% in Culver City, 1% in Pacific Palisades and 1% in Brentwood.



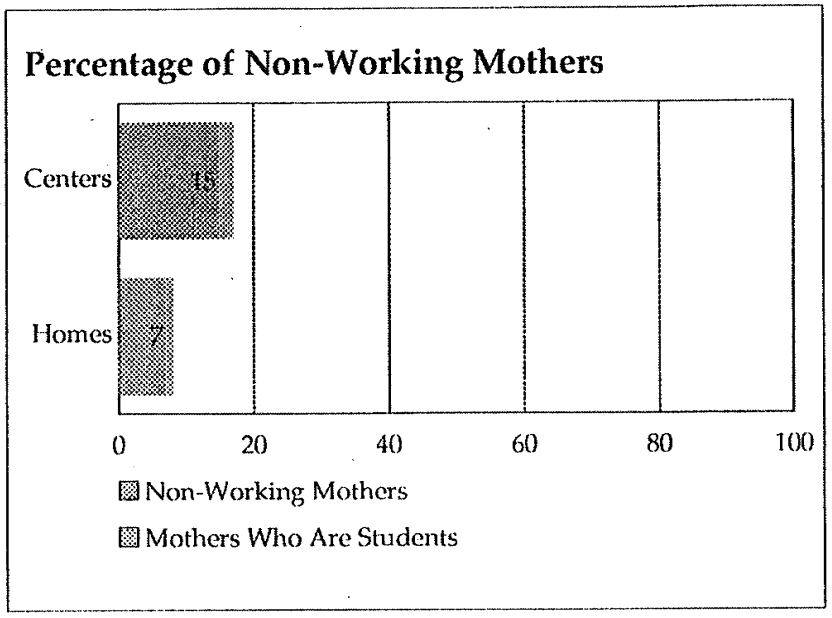


Question 6

Family Day Care Home Survey

As far as you know, are any of the mothers not working? How many of these are students?

Child care centers reported that 15% of the mothers are not working and 3% are students and not working. Family day care homes reported that 7% of the mothers are not working and 1% are students and not working.



OPERATIONAL INFORMATION

Question 7

Child Care Center Survey, Family Day Care Home Survey

How long has the center/home been open?

On the average, child care centers have been open for 12 years with a range of 2 to 48 years, while family day care homes have been open for 8 years with a range of six months to 43 years.

Years Operating

	Mean	Range
# of Years Open		
Centers	12	2 - 48
Homes	8	1/2 - 43

Question 8
Child Care Center Survey
How long have you been at your present location?

On the average, child care centers have been at their present locations for 8 years, with a range of three months to 38 years.

Length of Tenure

Child Care Centers

	Mean	Range
# of Years at Present Location	8	1/4 - 38

Question 9
Child Care Center Survey, Family Day Care Home Survey
Do you rent or own your building?

Fifty-seven percent (57%) of child care centers reported that they own their centers while 43% reported they rent their centers.

Fifty-nine percent (59%) of family day care homes reported that they own their homes while 41% reported they rent their homes.

Facility Tenure

Child Care Centers

57% Own, 43% Rent

Family Day Care Homes

59% Own, 41% Rent

Question 10
Child Care Center Survey
Approximately how much is your rent or monthly payment?

The average monthly rent or payment expense reported by child care centers is $2,950 with a range of $1,600 to $6,000.

Monthly Rent or Payment Expense

Child Care Centers

$2,950 Average Expense
$1,600 - $6,000 Range

Question 11
Child Care Center Survey
Question 10
Family Day Care Home Survey
Do you carry liability insurance?

All (100%) the child care centers reported carrying liability insurance costing an average of $3,946 and ranging from $350 to $10,000.

Forty percent (40%) of family day care homes reported carrying liability insurance costing an average of $392 and ranging from $100 to $1,500.

Liability Insurance

Coverage

Centers: 100% carry insurance
Homes: 40% carry insurance

Annual Cost

Centers: Average Cost $3,946
Range $350 - $10,000
Homes: Average Cost $392
Range $350 - $10,000

Question 11

Family Day Care Home Survey

Do you belong to any provider organizations or support groups? Which ones?

Fifty percent (53%) of family day care homes participate in provider organizations or support groups such as: Connections For Children, California Association of Family day care homes and Westside group.

Question 12

Family Day Care Home Survey

Do you subscribe to any provider publications? Which ones?

Twenty-two percent (22%) of family day care homes subscribe to provider publications such as the Connections For Children Newsletter, Preschool Perspectives and California Association/Family day care homes.

Question 13

Family Day Care Home Survey

Do you attend any child care conferences or child development classes? Which ones?

Fifty-three percent (53%) of family day care homes attend child care conferences or child development classes such as UCLA Extension/ Connections For Children, Crystal Stairs and Certificate in Early Childhood Education.

Participation in Provider Support and Development Activities

Family Day Care Homes

Provider Organizations or Support Groups

53% Participate
CFC, CA Assoc of FDC, Westside Group

Provider Publications

22% Subscribe
CFC Newsletter, Preschool Perspectives, CA Assoc/FDC

Child Care Conferences or Child Development Classes

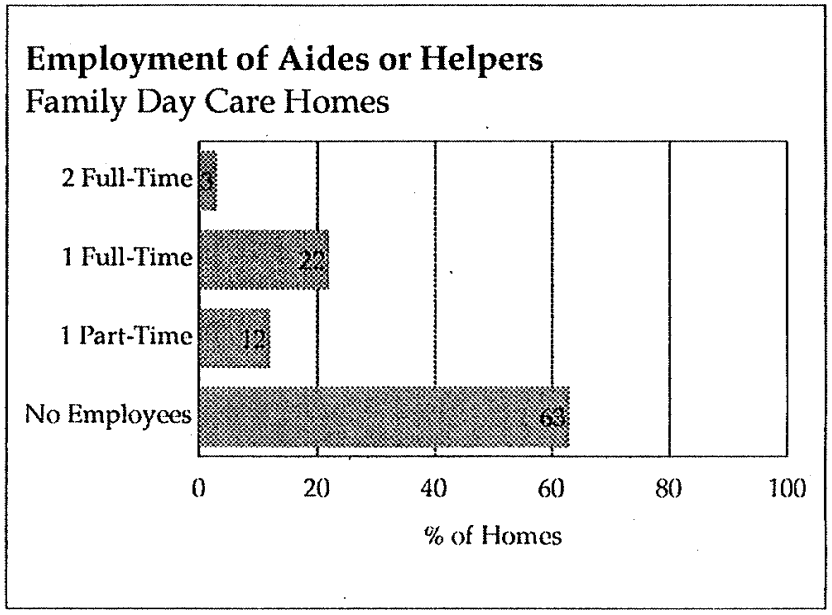
53% Attend
UCLA Extension/CFC, Crystal Stairs, Certificate in ECE

Question 8

Family Day Care Home Survey

Do you employ any aides or helpers?

Three percent (3%) of family day care homes reported employing 2 full-time aides or helpers. Twenty-two percent (22%) reported employing 1 full-time aide or helper and 12% reported employing 1 part-time aide or helper. Sixty-three percent (63%) do not employ any aides or helpers.

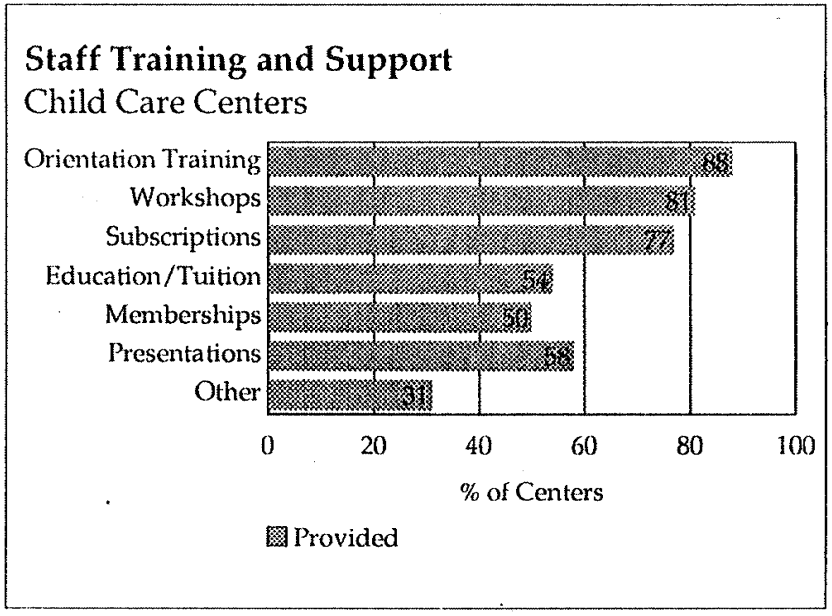


Question 14

Child Care Center Survey

What kind of staff training or support do you provide?

Eighty-eight percent (88%) of child care centers support or provide initial orientation and training, 81% provide workshops and 77% provide subscriptions to related publications. Fifty-four percent (54%) provide education/ tuition support, 50% provide memberships in child care organizations and 58% provide audiovisual presentations.



Question 15

Child Care Center Survey

What are the minimum and maximum hourly wages paid to employees of your center?

Child care centers reported the following information on minimum and maximum hourly wages paid to employees at their centers:

- For directors, the minimum hourly wage reported was $14.40 (average) with a range of $8.00 to $20.00. The maximum hourly wage reported was $15.62 (average), with a range of $8.50 to $25.00.
- For teachers, the minimum hourly wage reported was $9.11 (average) with a range of $6.75 to $13.90. The maximum hourly wage reported was $12.91 (average) with a range of $7.00 to $25.00.
- For assistants, the minimum hourly wage reported was $6.26 (average) with a range of $4.38 to $8.23. The maximum hourly wage reported was $8.03 (average) with a range of $5.50 to $10.90.

Question 16

Child Care Center Survey

What employee benefits does your center offer?

Ninety-two percent (92%) of child care centers offer paid sick days, 92% offer paid holidays, 92% offer yearly raises and 81% offer paid trainings. Other employee benefits provided include: paid personal days (69%), health insurance (54% provided, 12% partially provided), reduced fees for child care (62%) and dental insurance (35%).

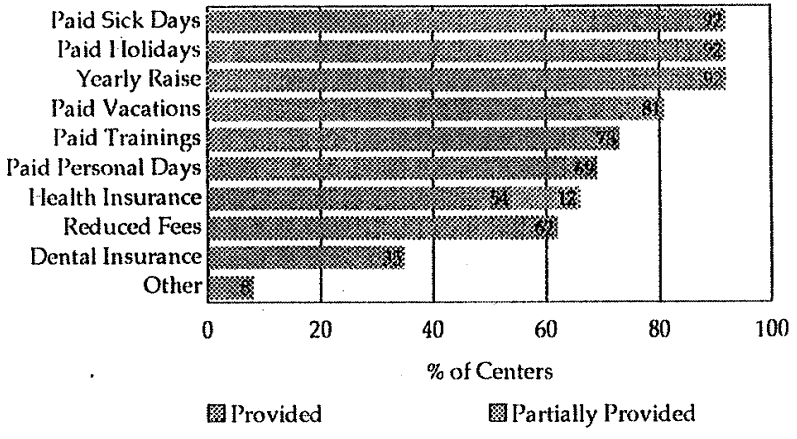
Staff Salaries

Child Care Centers

	Mean	Range
Director		
Minimum Hourly Wage	$14.40	$8.00 - 20.00
Maximum Hourly Wage	$15.62	$8.50 - 25.00
Teacher		
Minimum Hourly Wage	$ 9.11	$6.75 - 13.90
Maximum Hourly Wage	$12.91	$7.00 - 25.00
Assistant		
Minimum Hourly Wage	$6.26	$4.38 - 8.23
Maximum Hourly Wage	$8.03	$5.50 - 10.90

Staff Benefits

Child Care Centers

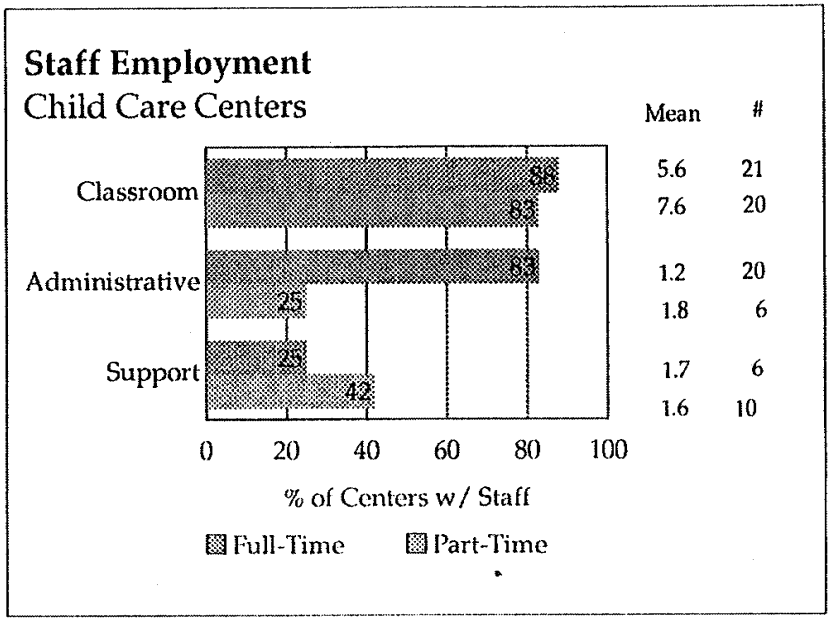


Question 12
Child Care Center Survey
What is the total number of regular staff employed at your center?

Classroom staff: 88% of child care centers (21) reported an average of 5.6 full-time employees and 83% of centers (20) reported an average of 7.6 part-time employees.

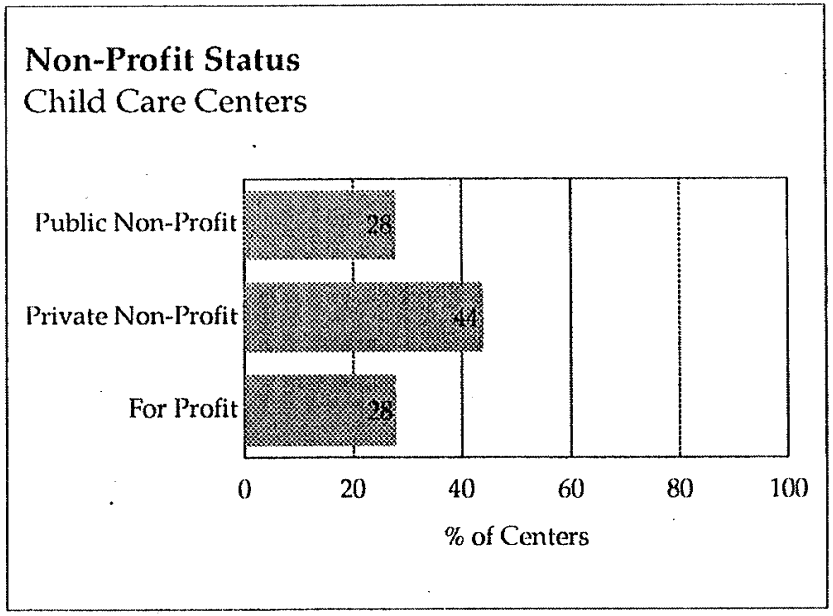
Administrative staff: 83% of child care centers (20) reported an average of 1.2 full-time employees and 25% of centers (6) reported an average of 1.8 part-time employees.

Support staff: 25% of child care centers (6) reported an average of 1.7 full-time employees and 42% of centers (10) reported an average of 1.6 part-time employees.



Question 17
Child Care Center Survey
Is the center a registered non-profit organization?

Twenty-eight percent (28%) of centers reported public non-profit status, 44% reported private non-profit status and 28% reported for-profit status.

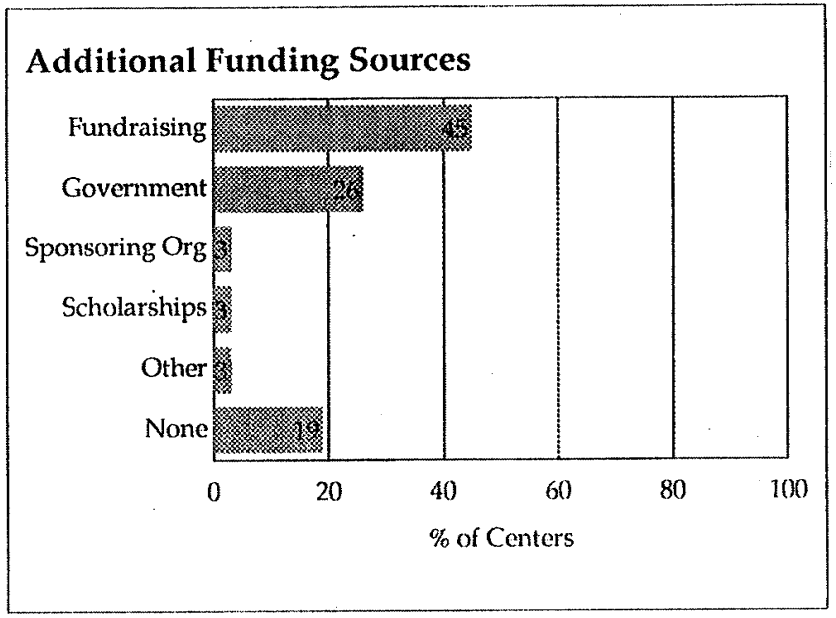


Question 18

Child Care Center Survey

Does the center receive any funding from sources other than parent fees?

Forty-five percent (45%) of centers reported fundraising as an additional funding source, 26% reported government funds, 3% reported funds from sponsorship organizations and 3% reported scholarships. Nineteen percent (19%) of centers reported that they do not receive any additional funding.



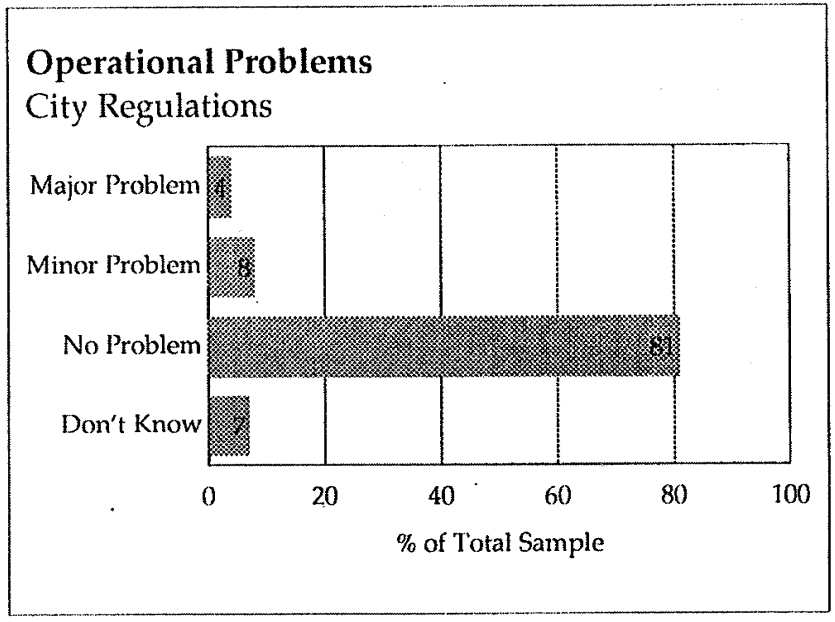
Question 19

Child Care Center Survey

Please indicate whether you have had any of the following problems related to the start-up operation or remodeling of your center, on a scale of Major problem, Minor problem or No problem.

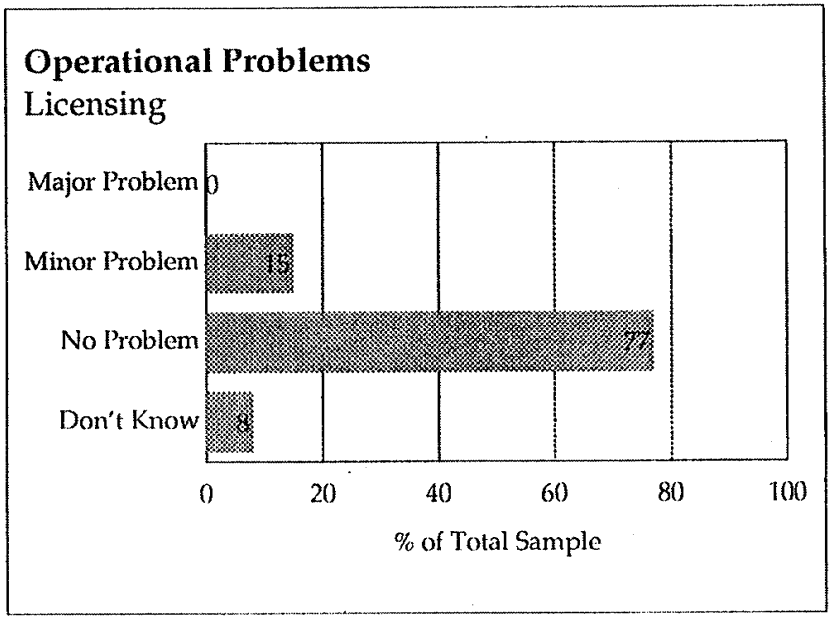
City Regulations

Four percent (4%) of child care centers reported city regulations as a major problem and 8% reported them as a minor problem. Eighty-one percent (81%) reported no problem.



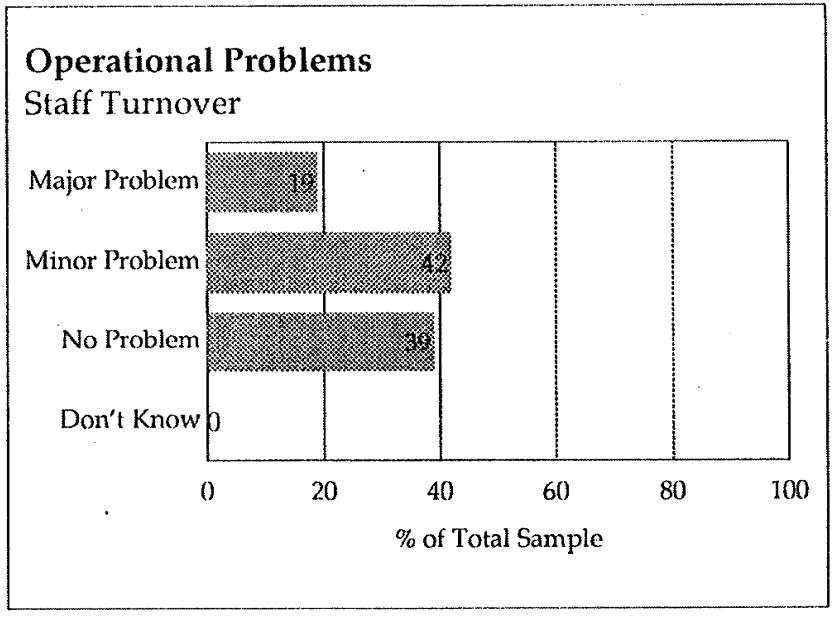
Licensing

Fifteen percent (15%) of child care centers reported licensing as a minor problem and 77% reported no problem.



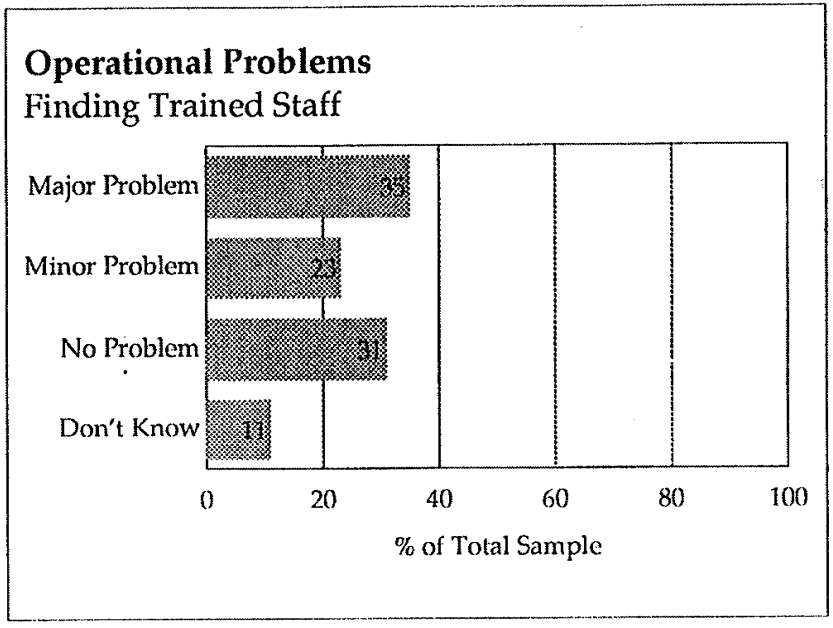
Staff Turnover

Nineteen percent (19%) of child care centers reported staff turnover as a major problem and 42% reported it as a minor problem. Thirty-nine percent (39%) reported no problem.



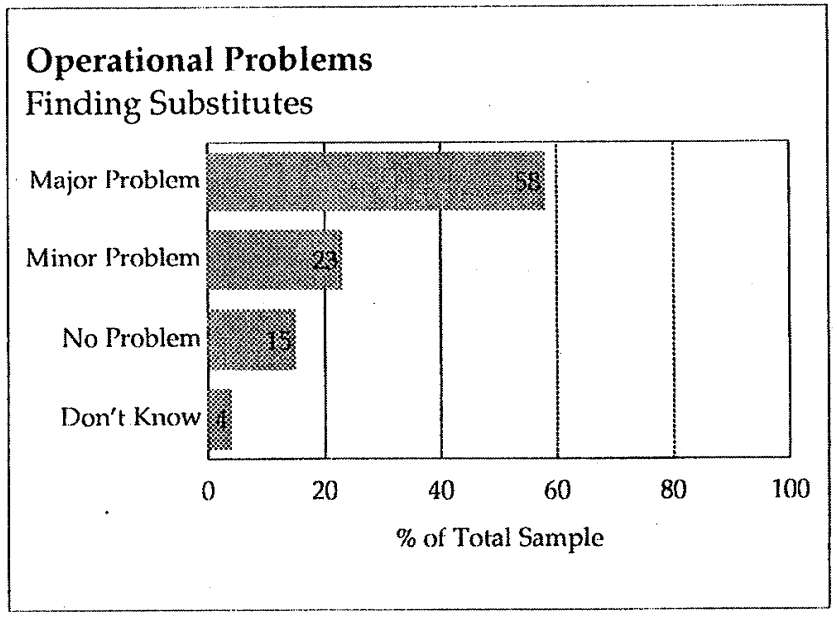
Finding Trained Staff

Thirty-five percent (35%) of child care centers reported finding trained staff as a major problem and 23% reported it as a minor problem. Thirty-one percent (31%) reported no problem.



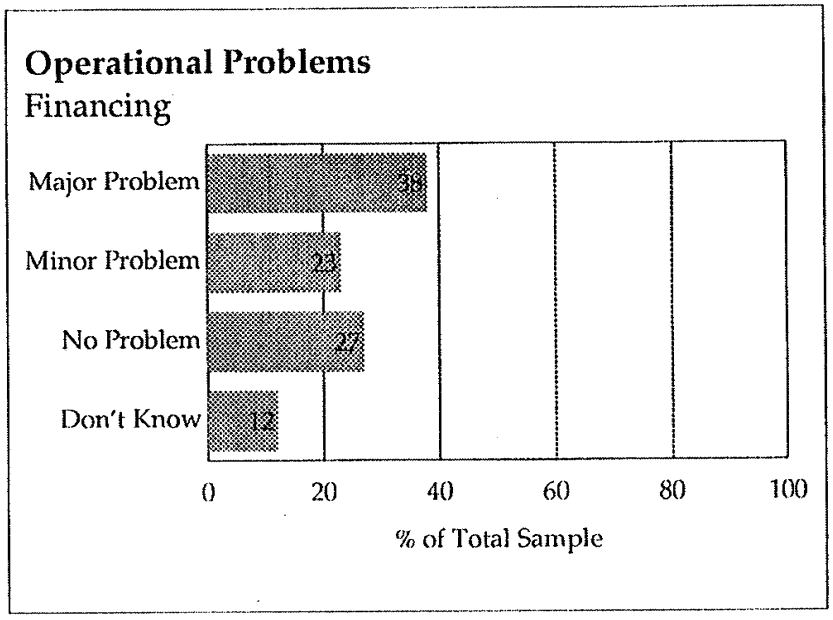
Finding Substitutes

Fifty-eight percent (58%) of child care centers reported finding substitutes as a major problem and 23% reported it as a minor problem. Fifteen percent (15%) reported no problem.



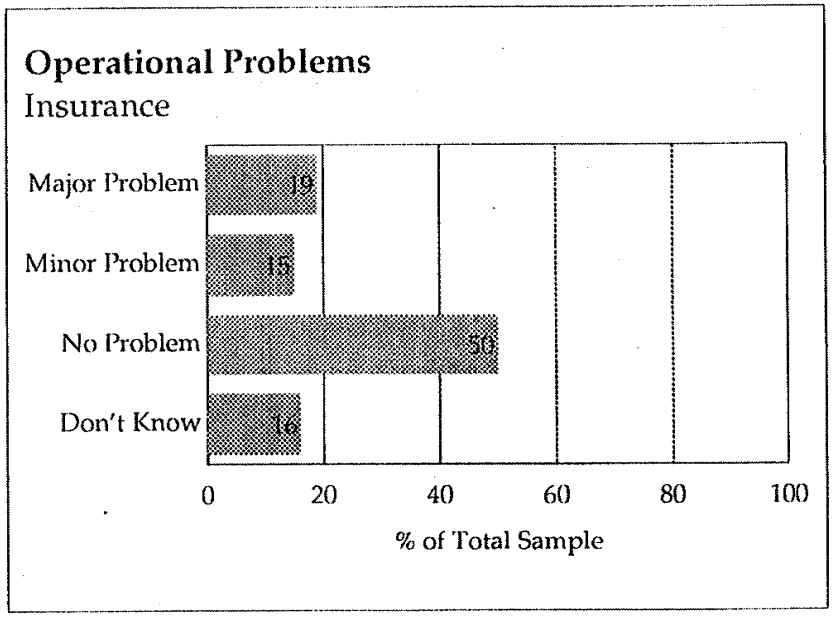
Financing

Thirty-eight percent (38%) of child care centers reported financing as a major problem and 23% reported it as a minor problem. Twenty-seven percent (27%) reported no problem.



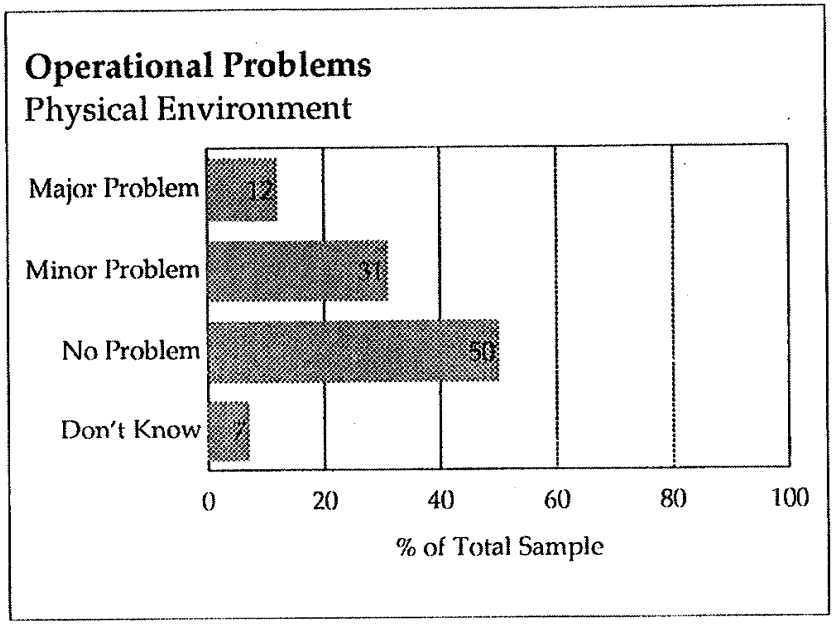
Insurance

Nineteen percent (19%) of child care centers reported insurance as a major problem and 15% reported it as a minor problem. Fifty percent (50%) reported no problem.



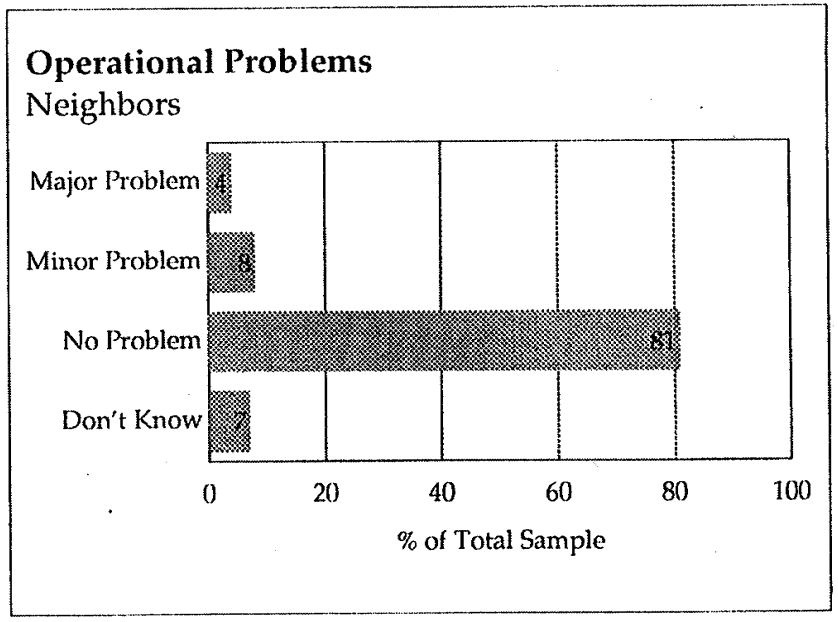
Physical Environment

Twelve percent (12%) of child care centers reported physical environment as a major problem and 31% reported it as a minor problem. Fifty percent (50%) reported no problem.



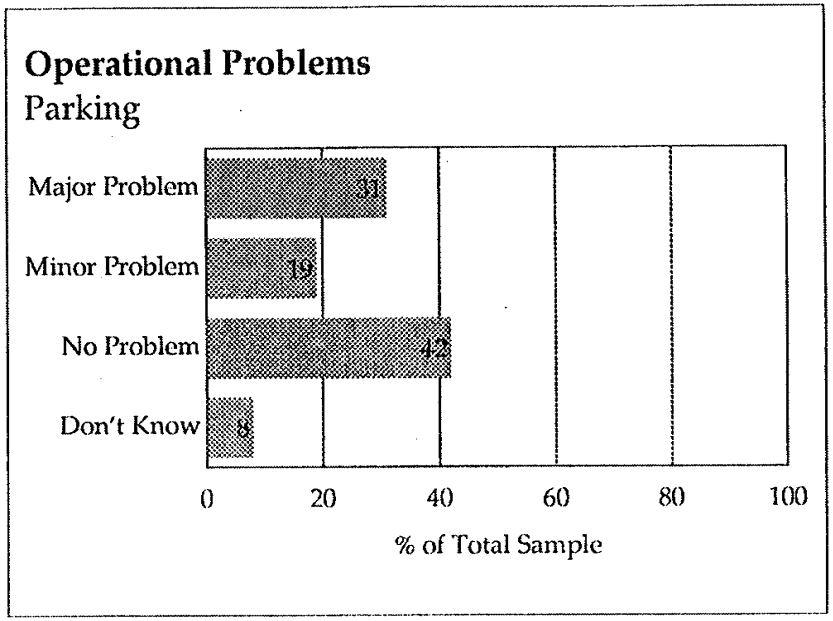
Neighbors

Four percent (4%) of child care centers reported neighbors as a major problem and 8% reported them as a minor problem. Eighty-one percent (81%) reported no problem.



Parking

Thirty-one percent (31%) of child care centers reported parking as a major problem and 19% reported it as a minor problem. Forty-two percent (42%) reported no problem.



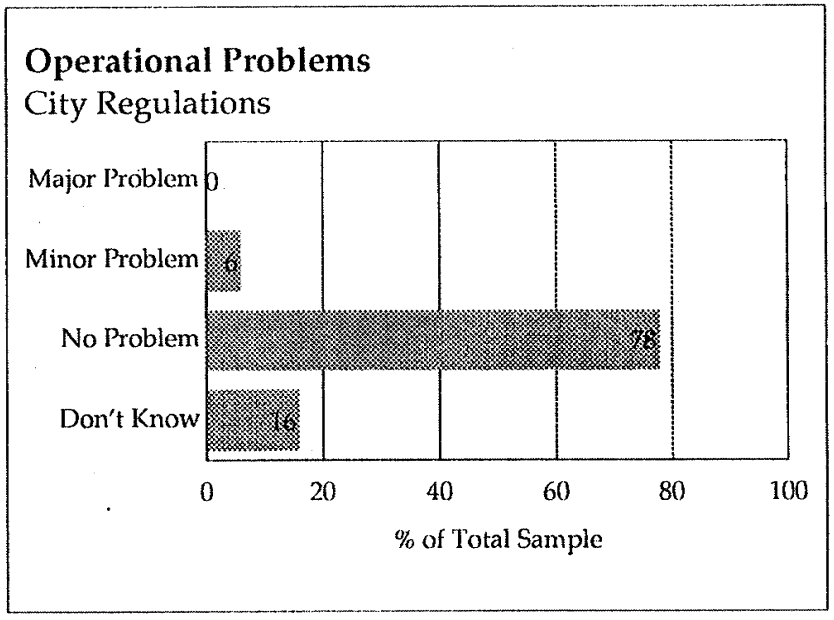
Question 14

Family Day Care Home Survey

Please indicate whether you have had any of the following problems related to the start-up operation or remodeling of your family day care home, on a scale of Major problem, Minor problem or No problem.

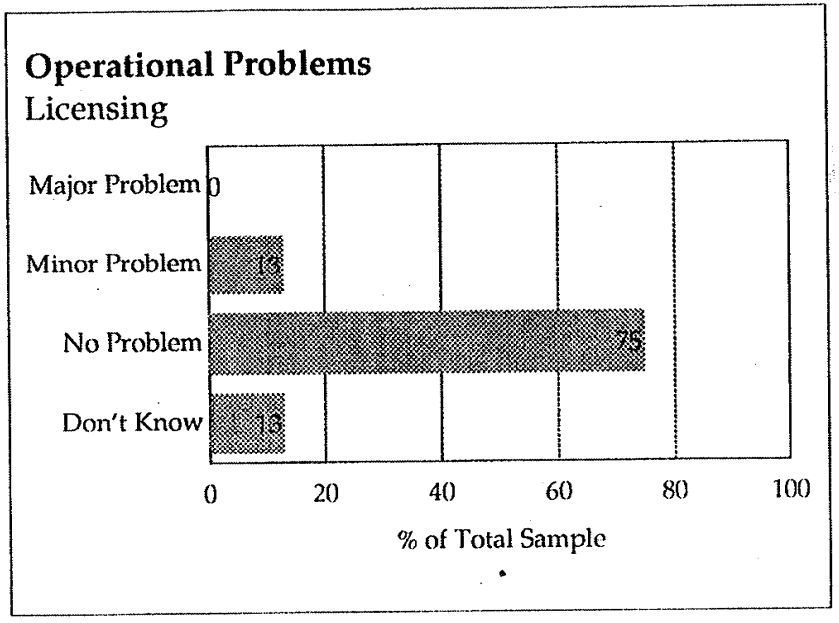
City Regulations

Six percent (6%) of family day care homes reported city regulations as a minor problem and 78% reported them as no problem.



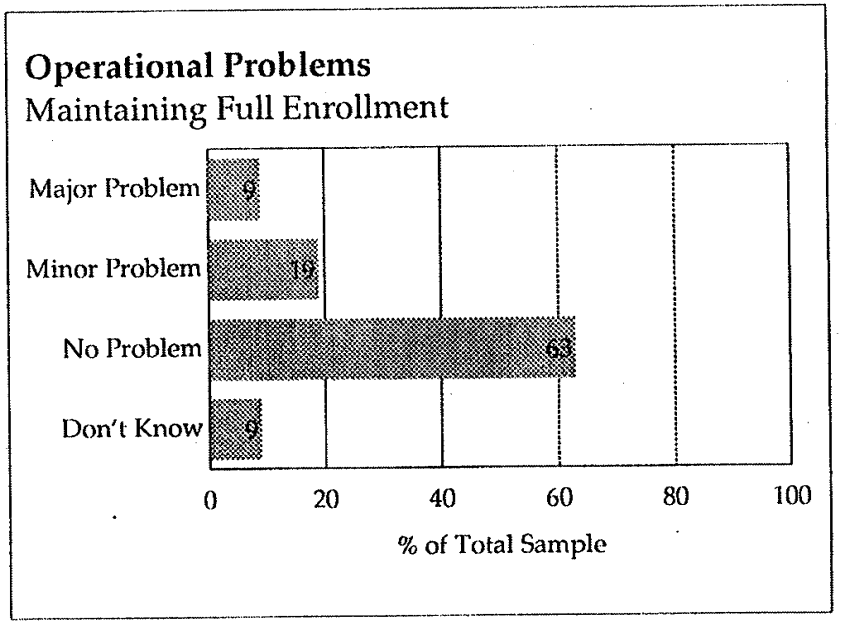
Licensing

Thirteen percent (13%) of family day care homes reported licensing as a minor problem and 75% reported it as no problem.



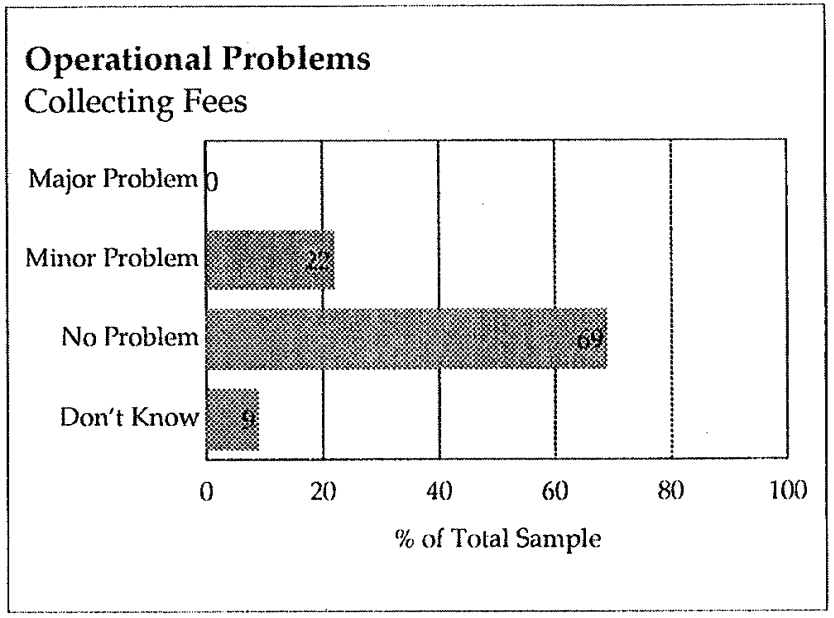
Maintaining Full Enrollment

Nine percent (9%) of family day care homes reported maintaining full employment as a major problem and 19% reported it as a minor problem. Sixty-three percent (63%) reported no problem.



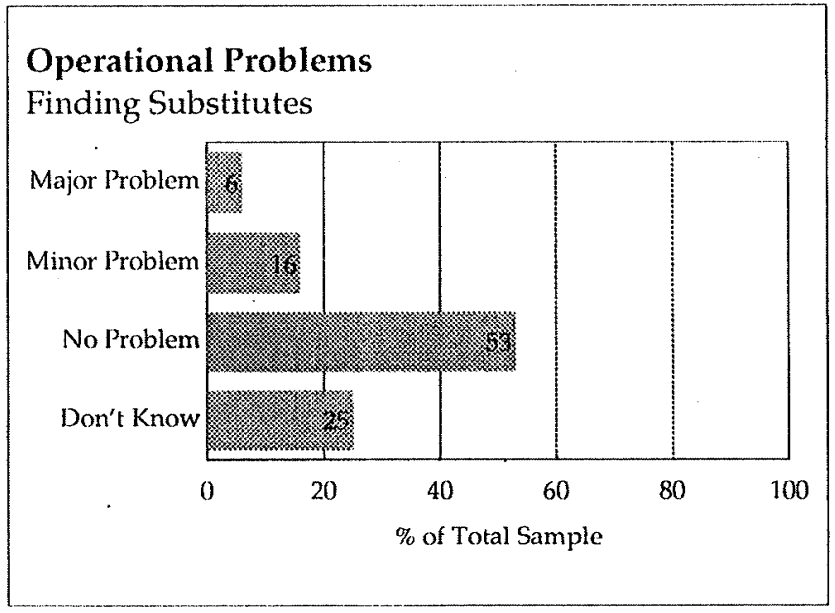
Collecting Fees

Twenty-two percent (22%) of family day care homes reported collecting fees as a minor problem and 69% reported them as no problem.



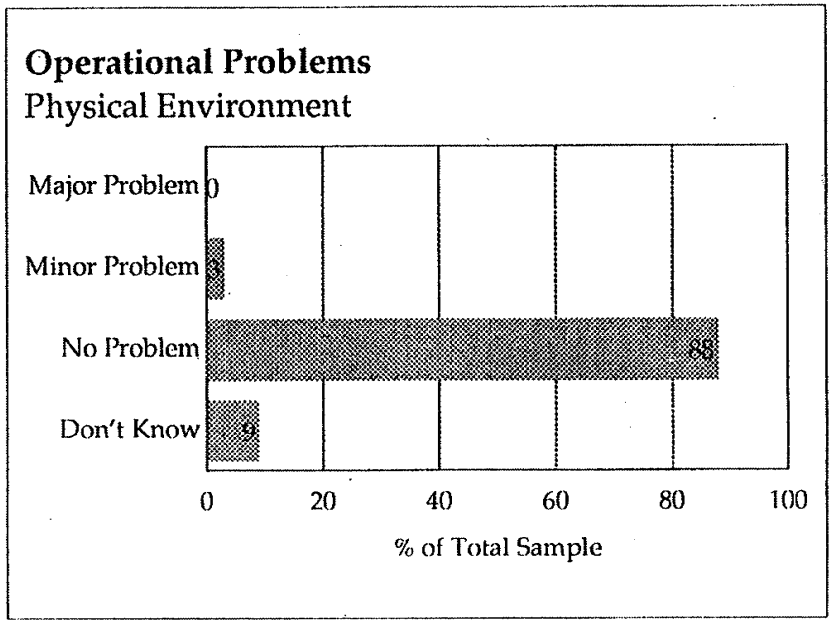
Finding Substitutes

Six percent (6%) of family day care homes reported finding substitutes as a major problem and 16% reported them as a minor problem. Fifty-three percent (53%) reported no problem.



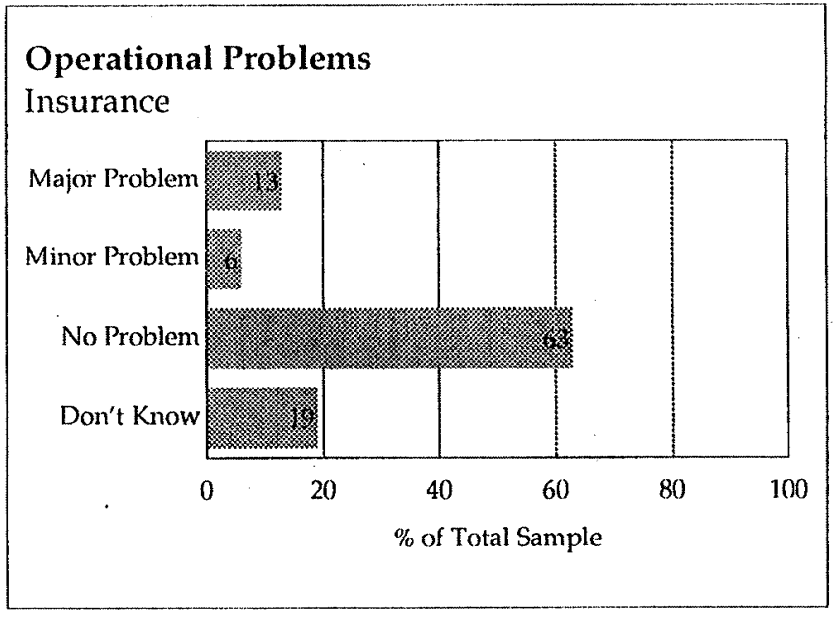
Physical Environment

Thirty-eight percent (3%) of family day care homes reported physical environment as a minor problem and 88% reported it as no problem.



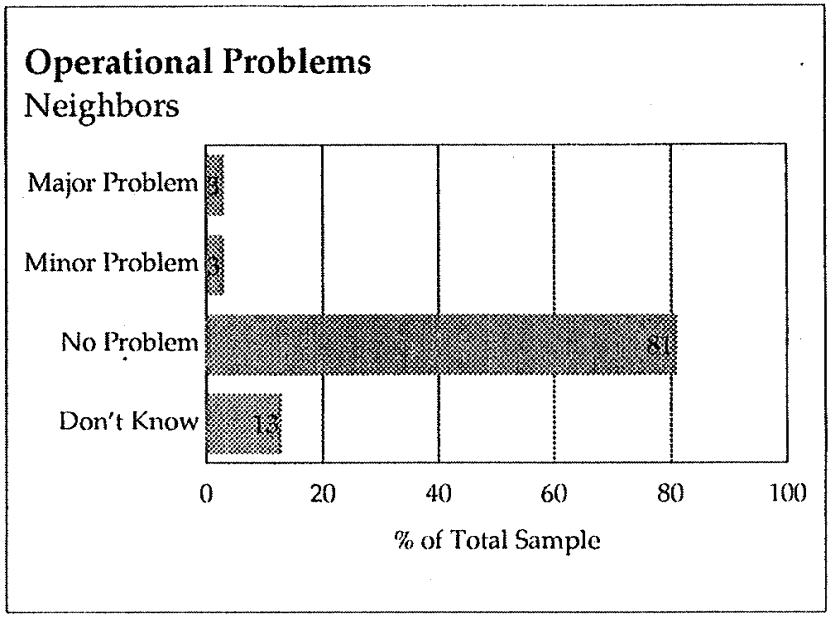
Insurance

Thirteen percent (13%) of family day care homes reported insurance as a major problem and 6% reported it as a minor problem. Sixty-three percent (63%) reported no problem.



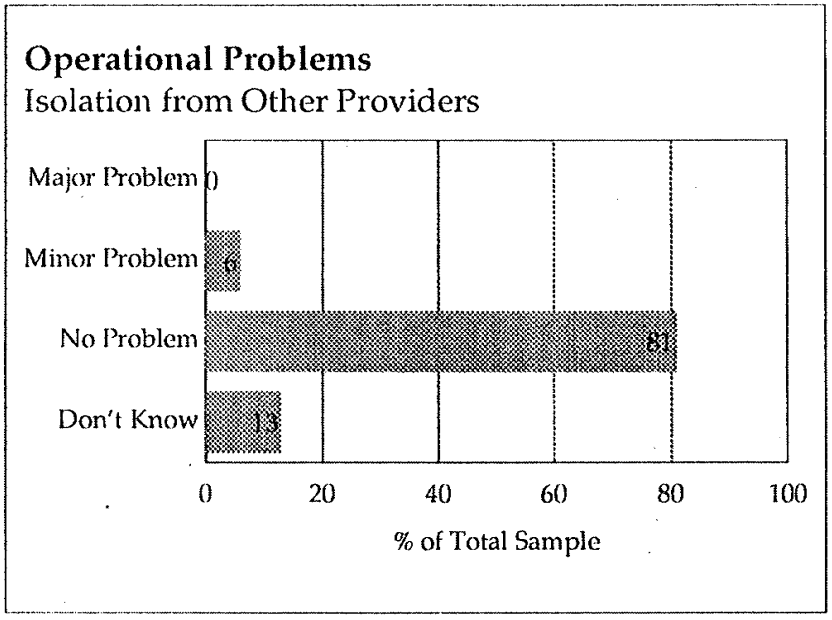
Neighbors

Three percent (3%) of family day care homes reported neighbors as a major problem and 3% reported them as a minor problem. Eighty-one percent (81%) reported no problem.



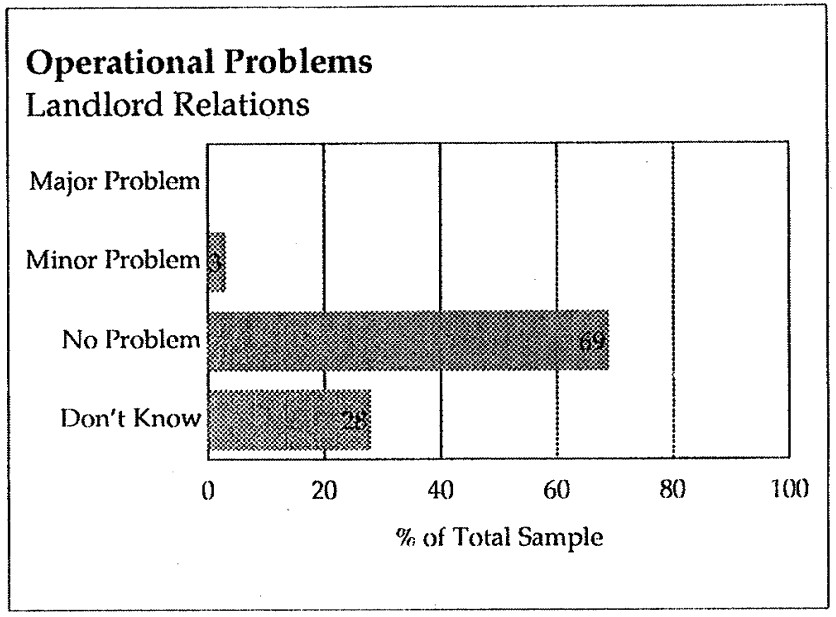
Isolation from Other Providers

Six percent (6%) of family day care homes reported isolation from other providers as a minor problem and 81% reported no problem.



Landlord Relations

Three percent (3%) of family day care homes reported landlord relations as a minor problem and 69% reported no problem.

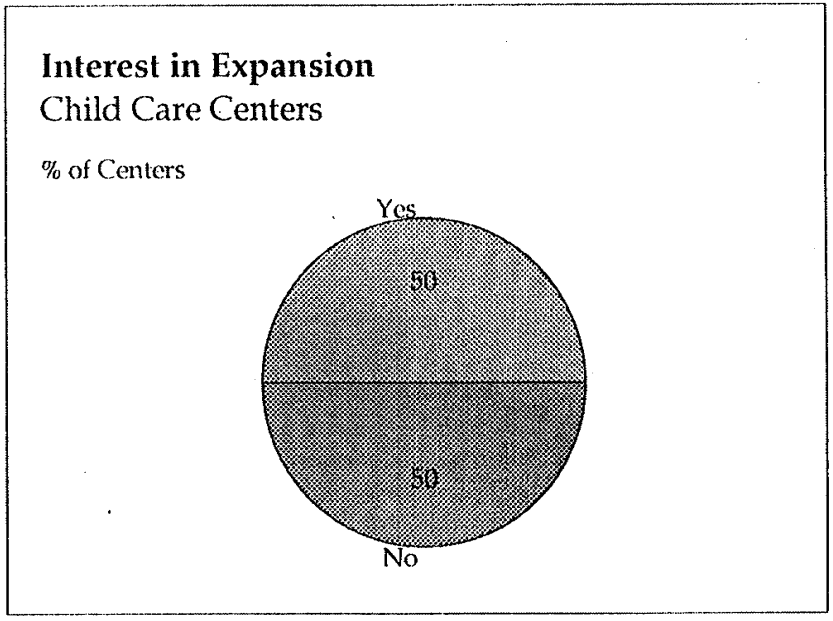


Question 20

Child Care Center Survey

Are you interested in expanding your center?

Fifty percent (50%) of the centers reported interested in expansion while the other 50% reported not being interested.



Question 21

Child Care Center Survey

What would facilitate the improvement or expansion of child care services at your center?

Finding more space was mentioned most often as a suggestion for facilitation of improvement or expansion. Other suggestions included financial assistance and affordable rent.

Suggestions for Facilitation of Improvement or Expansion

Child Care Centers

	# of Total Mentions	% of Total Mentions
Finding more space	10	40
Financial assistance	3	12
Affordable rent	2	8
Other	10	40

Question 15

Family Day Care Home Survey

What would facilitate the improvement or expansion of child care services at your home?

No improvement/ expansion desired was the most frequent answer to suggestions for facilitation of improvement or expansion among family day care homes. Other suggestions included increased licensed capacity for infant care.

Suggestions for Facilitation of Improvement or Expansion

Family Day Care Homes

	# of Total Mentions	% of Total Mentions
No improvement/expansion desired	7	47
Increase licensed capacity for infant care	2	13
Other	6	40

FIVE
Child Care Needs in Santa Monica: Analysis and Assessment

5.1 Introduction
5.2 Availability of Child Care
5.3 Affordability of Care
5.4 Quality of Care
5.5 Summary of Child Care Needs

5. CHILD CARE NEEDS IN SANTA MONICA: ANALYSIS AND ASSESSMENT

5.1 Introduction

Based on research conducted in Phase One of the Child Care Master Plan development process, a number of child care needs have been identified. The following is a summary of the major findings of the Child Care Needs Assessment which will guide the development of implementation strategies to meet identified child care needs in Santa Monica.

Results from the Child Care Demographic Analysis, the Working Parents Survey and the Provider Survey are brought together, analyzed and summarized below. The Major Findings sections in Chapters 2, 3 and 4 present the key results of each of the three studies in more detail. Additionally, complete results of the Provider Survey and the Working Parents Survey appear in Chapters 3 and 4.

5.2 Availability of Child Care

5.2.1 Child Care for Santa Monica Children

The current demand for child care from Santa Monica residents is triple the current available supply. A number of economic, demographic and social factors, in addition to survey findings, indicate increasing demand. The table on this page presents a rough estimate of Santa Monica residents' current unmet need for licensed child care based on the:

- Maximum potential child care demand from Santa Monica residents determined in the Demographic Analysis;
- Overall need or "actual" demand for licensed child care in Santa Monica estimated from data collected in the Working Parents Survey on ***preferred*** care arrangements by age range;
- Current supply of licensed child care available in Santa Monica assessed through a survey of all licensed child care providers; and,
- Estimated number of spaces actually available to resident children figured by subtracting the percentage of spaces used by non-resident children (indicated by Provider Survey data) from the total child care supply.

Estimated Need for Licensed Child Care in Santa Monica Based on Stated Preferences for Care

(Santa Monica Residents Only)		# of spaces
Maximum Potential Demand from SM Residents		7,623
Overall Need for Licensed Child Care in SM		4,223
Licensed Child Care Supply	2,945	
Less 54% Used by Non-residents	-1,590	
Adjusted Licensed Supply Available to SM Residents		1,355
Existing Unmet Need of Santa Monica Residents		2,868

The figure used for the overall need or "actual" demand for licensed child care in Santa Monica by residents was estimated using Working Parents Survey findings. However, all participants in the survey were employees in Santa Monica jobs. The percentage of resident parents who work outside of Santa Monica who would prefer child care close to their worksites rather than near their homes is unknown and

unaccounted for in the estimates presented above. Therefore, the actual demand from residents may be slightly lower than 55% of the maximum potential demand. Nevertheless, the existing unmet child care need of residents, based on expressed preferences, exceeds the available supply in Santa Monica by a large margin.

5.2.2 Care for Children of Non-Resident Working Parents

According to Phase One findings, Santa Monica already serves as a regional child care supplier and would serve additional non-residents if these parents had access to their preferred care arrangements. Data from the Child Care Provider Survey indicate that approximately 54% of child care spaces are currently held by children who live outside of Santa Monica. No projection can be made of the "actual" demand from non-residents because the number of Santa Monica jobs held by parents of young children is not known (although the percentage of Santa Monica jobs held by non-residents is estimated to be 72%).

However, data from the Working Parents Survey show that the demand for child care from non-resident employees working in Santa Monica jobs might exceed current use if parents had access to their preferred care arrangements. Although only 27% of non-resident parents' child care arrangements are currently located in Santa Monica, 59% of the preferred arrangements would be located in the City. Residents reported that 89% of their current arrangements are located in Santa Monica and 97% of their preferred arrangements would be located here.

5.2.3 Licensed Child Care at Centers and Schools

Overall, participants in the Working Parents Survey expressed a strong preference for licensed child care, especially center care and after school programs. Licensed child care comprises 40% of the survey sample's current care arrangements. This would increase to an average of 55% if the respondents had access to their preferred arrangements. The estimated shortfall of 2,868 spaces from residents alone indicates that there are far more children whose parents prefer licensed child care than are currently using formal, licensed care.

In order to satisfy the current unmet child care need of Santa Monica residents, the total supply of licensed child care spaces would need to nearly double in number. The additional demand from non-resident employees suggests that even more spaces would be used if they were available, affordable and convenient.

The table below summarizes current and preferred care arrangements. Numbers represent percentages of children in each type of care arrangement and location.

Current and Preferred Care Arrangements

	All Age Ranges	
Type of Care	*Current*	*Preferred*
Informal In Home	40%	30%
Informal Outside Home	19%	13%
Preschool or Center	18%	27%
Family Day Care Home	8%	8%
School Program	14%	20%
Location of Care	*Current*	*Preferred*
In Santa Monica	40%	67%
Outside Santa Monica	57%	33%

The table below summarizes current and preferred use of informal and licensed care by age range.

Summary of Current and Preferred Types of Care By Age Range

	Informal		Licensed	
Age Range	*Current*	*Preferred*	*Current*	*Preferred*
Under 2	70%	60%	30%	40%
2 - 5	39%	36%	61%	64%
5 - 12	64%	41%	34%	59%
All Ages	59%	43%	40%	55%

Data from the Child Care Provider Survey show that half of child care center providers are interested in expanding their centers. "Finding more space" was the most often mentioned suggestion for how improvement or expansion could be facilitated. Family day care providers generally do not want to expand their services. Therefore, in order to meet the current unmet need from residents and the additional need from parents working in Santa Monica, additional spaces must be created at new and expanded facilities.

5.2.4 Care for School Age Children

The Demographic Analysis projects that the population of children age 10 to 14 will increase by 1994. This projection, and a 1988 national labor participation rate of 73% for women with children over 5, indicates an increasing need for before and after school programs, and care during summer, school vacations and holidays.

Respondents in the Working Parents Survey confirmed the need for programs for school-age children. When asked to rank their three most important logistical considerations (practical factors such as the types, locations, and times of care; separate from quality factors or programmatic options), the majority of all respondents mentioned before and after school care as one of their top three. It was the third most often mentioned logistical consideration, after affordability and proximity to work. Respondents *with children in this age group* ranked before and after school programs as their second most important logistical consideration (affordability was ranked first).

Working Parents Survey respondents' current and preferred care arrangements for their school age children also confirmed the need for after school programs at the schools. Though only 24% of the sample's current arrangements are of this type, 38% of preferred care would be after school programs at the schools. Sixty-four percent (64%) of all current child care arrangements for children 5 to 12 are informal, either at home or outside the home; however, this would drop to 41% if parents had their preference. (14% of school-aged children currently look after themselves; however, if parents had their preference, only 5% of their children would care for themselves after school.)

The survey of working parents at Santa Monica worksites inquired about the degree to which respondents have experienced common child care problems. Finding care for children 13 and over was considered to be a problem by one third of the entire survey sample (33%), with many of these respondents reporting that is has been a major problem (27%). When asked about finding care for children age 6 to 12, one quarter (25%) of all respondents indicated that this has been a major problem (9%) or somewhat of a problem (16%). However, almost one half (46%) of the respondents *with*

children in this age group indicated that finding care for their children aged 6 to 12 has been a problem.

Findings from the Provider Survey indicate that less than a third of child care center providers offer before and after school care (31%), and only 22% of family day care providers offer this type of program. Likewise, only 23% of centers and 16% of family day care homes serve the 6 to 12 age group. This information indicates that the supply of child care for school age children is far lower than the demand.

Finding vacation care was mentioned as a problem by 43% of all Working Parents Survey participants and 51% of respondents *with children aged 6 to 12*, underscoring the need for all care arrangements for school age children.

5.2.5 Care for Infants and Toddlers

National data from the Bureau of Labor Statistics indicate that at least 56% of women with children under 6 years old work outside the home. Estimates for Santa Monica mothers in the labor force have been consistently higher than national percentages. This trend, together with other significant demographic and social trends summarized in the Demographic Analysis, suggests an overall need for infant child care arrangements.

Seventy percent (70%) of current care for infants and toddlers is informal (i.e., non-regulated; such as, spouse, relative, or unrelated person in the home, person outside the home without a business license, or parent child care at work). Thirty percent (30%) of current care is licensed, with 21% of all reported care arrangements at family day care homes. Parents' preferred care for their children under 2 was reported as 60% informal (38% at respondents' homes), and 40% licensed. A significant finding surfaced between parents' current and preferred licensed arrangements: while only 7% of current arrangements for this age range were at preschools or child care centers, 26% of preferred arrangements would be at this type of child care facility. Family day care arrangements are currently used by 21% of all of the children in this age group, but this percentage would decline to 11% if parents had their preference. Based on parents expressed preferences, there is a clear demand for infant and toddler care at child care centers.

Only 9% of the children of parents participating in the Working Parents Survey are under 2 years old, however, finding infant care was considered to be a problem by one third of the entire survey sample (33%), with 20% reporting it as a major problem. Fifty-five percent (55%) of those respondents *with children under 2 years old* reported that finding infant care has been a problem, with 30% saying it has been a major problem. Finding care for toddlers age 1 to 2 was considered a problem by 24% of the entire survey sample, with 12% saying it has been a major problem and 12% reporting a minor problem. Twenty-six percent (26%) of those respondents *with children under 2 years old* reported that finding care for toddlers has been a problem, with 16% saying it has been a major problem.

Infant care was ranked eighth out of nine items as one of working parents' top three logistical considerations. Though this ranking is low for the whole sample, it is higher for the 9% of respondents *who have infant children:* these parents ranked infant care as their second most important logistical consideration (affordability was first).

Only 15% of child care centers indicated that they offer care for children under 2 years old. However, most of the family day care homes offer infant care (88%). The current supply of spaces for children under 2 is estimated to be around 200. Maximum potential demand from Santa Monica residents for children 0 to 2 (including 2 year olds) is projected to be 1,452

in 1994. If half of these children had two working parents or a single working parent and 55% of these children required licensed care arrangements, there would be nearly 400 children needing care, with the majority under 2 years old. This figure represents the projected demand from residents only, indicating that the actual demand may be far greater if non-resident parents working in the City are factored in to the needs assessment.

5.2.6 Enhanced Quality of Care for Preschool Children

Additional child care spaces are needed for all age ranges. However, findings from the two surveys indicate that school age care and infant/toddler care are most urgently needed. Children aged 2 to 5 have access to over 50% of all child care spaces available in Santa Monica (approximately 1,500 spaces).[1] Eighty-one percent (81%) of child care centers and 78% of family day care homes serve preschool children.

According to Working Parent Survey respondents, 39% of current arrangements for children aged 2 to 5 are informal, with 30% of all preschool children cared for in their own homes. Informal care arrangements would decline to 36% if parents had their preference, and 25% of care would be at the child's own home. Most of the children in this age group currently are cared for in preschools and child care centers (45%). If parents had access to their preferred arrangements, both center care and after school care at the schools would increase by 2% to 3% as family day care arrangements would decline (from 9% to 7%).

Because no significant shifts from certain types of current care arrangements to other preferred arrangements were observed for this age range in the survey results, additional spaces for children 2 to 5 are not as urgently needed as spaces for children in other age groups. However, many children in this age group are on waiting lists at some centers. Quality may be an issue for parents with preschool children. Therefore, strategies to meet the needs of preschool children should focus on increasing the quality of care at all centers and homes, increasing the variety of programming, and adding spaces to serve low-income parents.

Respondents in the Working Parents Survey reported some problem finding care for 2 to 5 year olds, but it was mentioned as a problem by fewer respondents overall (9% reported a major problem and 15% reported somewhat of a problem finding care for this age range). Thirty-nine percent (39%) of respondents *with preschool children* reported problems finding care for their children, with 19% indicating a major problem in this area.

The need for before and after school care and infant care has been discussed in the previous section because these types of care are age-specific. The need for licensed care, especially center care and school programs, has also been emphasized. Other types of care which are needed are discussed below using findings from the Phase One surveys.

5.2.7 Sick Child Care

Care for sick children is an obvious need in Santa Monica, based on findings from the two surveys. Only 24% of family day care homes offer care for mildly ill children (i.e., children without contagious conditions and fever), and none of the centers offer this type of care.

1. The age categories of demand estimates presented in the Demographic Analysis were determined by available U.S. Census data and unfortunately do not correspond to the age ranges commonly used in discussing child care needs. Therefore, it is difficult to compare estimated demand from Santa Monica residents to current supply by age group. Child care *demand* was figured for children aged 0 to 2, 3 to 4, 5 to 9 and 10 to 14, however, current *supply* of licensed child care was reported by providers for children under 2 years old, 2 to 5 and 6 to 12.

Half of Working Parents Survey respondents (50%) indicated that they have experienced a problem finding sick child care, with 22% indicating that this has been a major problem. Whether parents would actually use this type of care if it was available is unknown, however, half of the survey respondents have apparently sought care when their children were ill.

5.2.8 Temporary Care

Finding drop-in or temporary care arrangements has also been a problem in Santa Monica, according to 49% of the working parents surveyed. Twenty-six percent (26%) identified this as a major problem and 23% indicated that it has been somewhat of a problem.

5.2.9 Vacation/Summer Care

Almost half of family day care providers (49%), and two-thirds of child care centers (67%) offer care during school vacations and summer.

It is difficult to assess whether the demand for this type of care is much greater than the supply. However, 43% of all Working Parents Survey respondents indicated that they have had a problem finding vacation care, with 22% reporting a major problem. Over half (51%) of respondents *with school-age children* reported a problem finding vacation care, with 25% reporting a major problem.

5.2.10 Expanded Hours of Care

Several findings from the Working Parents Survey and the Provider Survey indicate the need for expanded child care hours of operation. The table below presents a comparison of findings from the two surveys.

Comparison of Survey Findings Related to Times of Child Care Need and Hours of Operation

Working Parents Survey Findings	*Provider Survey Findings*
Most working parents work full-time (92% of the parents survey sample).	Though centers provide 91% of all child care spaces in Santa Monica, only three-quarters of centers offer full-time care (74%).
Most respondents (64%) need child care at least sometime between the hours of 7am and 6pm on weekdays.	Most centers and family day care homes offer care only between 7:30am and 5 or 6pm.
Almost one quarter of working parents need care before 7am (12%) or after 6pm (12%), some in addition to day-time care. Almost half (48%) of respondents need to drop off their children early or pick them up late sometimes (36%) or often (12%).	Less than 10% of centers and homes offer care before 7am. Less than 5% of centers and family day care homes offer care after 6pm.
23% start work at 7am, 41% start at 8am. Almost two-thirds finish work at 5pm or before (62%); however, 22% finish at 6pm and 6% finish at 7pm.	Less than 10% of centers and homes offer care before 7am. Most centers and family day care homes offer care only between 7:30am and 5 or 6pm.
Just over half of survey respondents have flexible work hours (56%); however, those who do not have flexible work schedules tend to start work earlier (26% at 7am and 50% at 8am).	Less than 5% of centers and family day care homes offer care after 6pm.

5.2.11 Accessible Child Care

Convenience, proximity to work and to home were mentioned repeatedly in the Working Parents Survey as reasons explaining preferred care arrangements. Finding convenient care locations was identified as a problem by 46% of the survey sample, with 18% reporting this as a major problem.

Transportation to and from child care is another accessibility issue which is also related to the convenience of care. Getting children to and from their child care arrangement was identified as a problem by 42% of working parents in the worksite survey.

Convenience may be interpreted as the right type of care, in the right place, at the right times, for the right price. This complex arrangement may be different for each family. In order to accommodate the majority of situations, care must be available in a variety of types, locations, times, and for a variety of costs. Some of the needs, preferences, demand indicators, as well as supply deficits have surfaced as a result of Phase One research.

The Working Parents Survey has provided especially valuable information on child care preferences. Although preferences are different than needs, and express an ideal situation that may be beyond the realm of possibility, they suggest directions and goals for the planning process. It must be noted, however, that expressed preferences are not only based on availability, but also assume affordability and quality. Phase One findings related to these factors are summarized below.

5.3 Affordability

5.3.1 Affordable Child Care

The cost of child care is often the reason why working parents' current and preferred child care arrangements are different. In fact, cost was the child care problem experienced most often by survey respondents: 33% reported a major problem and 35% reported a minor problem. Likewise, affordability was mentioned most often as one of respondents' three most important logistical considerations. Looking at sub-samples of the survey determined by age of respondents' children in the tables below, cost remains the most often experienced child care problem and affordability remains the most important logistical consideration.

Identified Child Care Problems By Age Range

Age Range	*Top Three Identified Problems*
Under 2	**Cost of Care** (66%) Finding Infant Care (55%) Convenience of Location (51%)
2 - 5	**Cost of Care** (72%) Finding Sick Child Care (52%) Finding School Vacation Care (51%)
5 - 12	**Cost of Care** (67%) Finding Sick Child Care (53%) Finding School Vacation Care (51%)
All Ages	**Cost of Care** (68%) Finding Sick Child Care (50%) Finding Temporary Care (49%)

The table below presents the ranking of logistical considerations by age range of respondents' children:

Important Logistical Considerations By Age Range	
Age Range	*Top Three Logistical Considerations*
Under 2	**Affordability** Infant care Proximity to work
2 - 5	**Affordability** Proximity to work Proximity to home
5 - 12	**Affordability** Before/after school care Proximity to work
All Ages (four items are listed because last 2 items tied for third place)	**Affordability** Proximity to work Proximity to home Before/after school care

5.3.2 Education About the Cost of Care

The median annual household income for Santa Monica residents is $33,800. Respondents in the Working Parents Survey have slightly higher household incomes, closer to $40,000, and 43% have incomes over $50,000. However, households with one income-earner reported annual incomes in the three ranges below $31,000. This suggests that child care should be available at a variety of costs. It also suggests that education and advocacy are needed about the value of child care.

5.3.3 Funding Sources

Working parents strongly favor six out of the eight potential funding strategies addressed in the survey. Federal and State government assistance in the form of tax breaks and child care subsidies was especially favored (87%). On-site child care centers provided by major employers and jointly-operated centers sponsored by smaller employers was a strategy which also received great support (82%).

Child care subsidies provided by the City received support from three-fourths of respondents, and employer financial assistance in the form of discounts, vouchers, and similar programs was favored by nearly 75%.

A special assessment tax and an increase of parent fees for child care were favored by about a third of the survey sample. Not surprisingly, any direct cost to the parents themselves is considered less desirable than government and employer assistance. This is consistent with other survey results: many parents feel they cannot pay more for child care or are already paying too much.

5.3.4 Provider Financial Assistance

In the Provider Survey, financing was a problem reported by 61% of child care centers, with 38% saying this has been a major problem. Problems related to inadequate financial resources such as recruiting staff, staff turnover, finding substitute teachers, physical space and insurance were also reported. In their open-ended comments, many providers indicated frustration in not being able to pay adequate staff salaries and afford equipment or space improvements.

Child care center providers were asked about their funding sources. Only 19% of all centers are able to survive on parent fees alone; they recieve no additional funding. One-quarter of

the centers receive government funding. Almost half (45%) do some type of fundraising.

The majority of centers (72%) are non-profit organizations, either public (28%) or private (44%).

Overall, it seems clear that child care subsidies for low income parents and financial support for providers must be carefully explored. Though the need for provider financial support is presented in the affordability category, meeting this need would directly effect quality of care.

5.4 Quality of Care

5.4.1 Enhanced Quality of Existing Child Care Services

One of the goals of the Working Parents Survey was to identify what working parents think are important factors contributing to the overall quality of child care. Following the question which asked respondents to rank their three most important logistical considerations, a question was asked about their three most important program and provider qualities, assuming all logistical arrangements were satisfactory. The question was open-ended, allowing participants to respond in their own words. The most often mentioned items represent respondents' picture of quality child care. Though the Master Plan cannot rely soley on definitions of quality framed by users, it is valuable to note what quality elements are most important to a sample of working parents. It is also interesting to compare the most often mentioned quality components with preferred child care arrangements, as below:

- Fourteen percent (14%) of the total mentions, were related to the experience, qualifications and reliability of providers. The majority of these respondents indicated that they would prefer center care or after-school programs at the schools (28% said center care, 23% said school programs).
- Ten percent (10%) of the total mentions were related to the degree of personal attention and care given to children. These respondents indicated that their preferred care arrangement would be center care (20%) a relative in their home (20%), or an after-school program (14%). Eleven percent (11%) favor family day care.
- Nine percent (9%) of the total mentions indicated that a program with an educational curriculum is one of three most important child care quality components. These respondents also prefer center care (31%) or after-school programs (27%). Thirteen percent (13%) preferred that their spouse or partner provide care.

Working Parent Survey respondents were presented with a list of common problem areas and asked to indicate if they have had problems in these areas. Seven quality components were listed, along with 16 other items. All seven quality components were identified as problems by over one-third of respondents, however, the top four problems experienced were in other areas (cost, sick child care, temporary care, convenience of location; see table on page 112). This suggests that parents are occupied with finding satisfactory logistical arrangements and are not able to address quality issues until these basic child care requirements are satisfied.

Finding small group size (i.e., a small number of children enrolled) was experienced as a problem by 44% of the sample. Finding trained teachers was a problem identified by 43%. Finding a program meeting the child's play and learning needs was a problem for 42% of respondents. Other responses concerning problems related to quality were: Finding care meeting the child's emotional needs (40%), finding an

adequate number of adults (i.e., high staff to child ratio) (38%), finding providers that encourage and allow for parent involvement (36%), and finding child care with adequate physical facilities (32%).

5.4.2 Provider Support

Several findings from the Child Care Provider Survey pertain to quality of care offered by child care centers and family day care homes. Some of these findings are reported below to indicate the need for provider support in order to increase the quality of care.

The National Child Care Staffing Survey indicates that staff wages is the most important predictor of the quality of care children receive. Though average wages paid to child care staff in Santa Monica are higher than national averages according to the provider survey, the cost of living in Santa Monica is relatively high. The average salary paid to child care center directors is $15.00 per hour, with a range from $8.00 to $25.00. The average salary paid to teachers is $11.00 per hour, with a range from $6.75 to $25.00 per hour. The average paid to assistants is $7.00 per hour, with a range from $4.38 to $10.90.

The survey inquired about whether child care centers provided specific staff training or support such as initial orientation or training, workshops, subscriptions to related periodicals or memberships in child care organizations, education or tuition support, and audio-visual presentations. Survey data show that each of these items is provided by over half of the responding centers.

Similarly, of the nine staff benefits addressed in the survey (such as paid trainings, vacations, sick days, holidays, health insurance, and reduced fees to parent employees), eight are provided by over 60% each.

Ten operational problems were listed in the questionnaire, and respondents were asked to indicate to what degree they have experienced each problem, if at all. By far, the most serious problem for providers is finding substitute teachers. Eighty-one percent (81%) of child care center providers reported problems in this area, with 58% reporting that this has been a major problem. Financing was also a problem, experienced by 61% of the centers. Staff turnover was identified as a concern by 61%, and finding trained staff has been a problem for 58%. Half of the center directors rated parking as a problem.

Very few family day care providers reported that they experience operational problems. The most often reported problem was maintaining enrollment (28%). Finding substitutes and collecting fees were problems for some providers (22% each). Insurance was identified as a problem for 19% of family day care providers, with 13% reporting a major problem.

Family day care providers were asked about their participation in three provider support or development activities. The percentages of respondents who indicated that they participate in each activity are shown below:

Provider Organizations or Support Groups	53%
Child Care Conferences or Child Development Classes	53%
Provider Publications	22%

One-fourth of providers indicated that they do not participate in any of the three activities, however, 34% participate in at least one, 22% named two of the three and 19% said that they participate in all three of the provider support or development activities addressed in the survey.

5.5 Summary of Child Care Needs

Availability of Care

- Child Care for Santa Monica Children
- Care for Children of Non-Resident Working Parents
- Licensed Child Care at Centers and Schools
- Care for School Age Children
- Care for Infants and Toddlers
- Expanded Hours of Operation
- Sick Child Care
- Temporary or Drop-in Care
- School Vacation/Summer Care
- Accessible Child Care

Affordability of Care

- Affordable Child Care
- Education about the Cost of Care
- Funding Sources
  - Subsidies/financial assistance from government and employers
- Provider Financial Assistance

Quality of Care

- Enhanced Quality of Existing Child Care Services
- Provider Support
  - Substitute teachers

City of Santa Monica

Child Care Master Plan

Phase Two

Implementation Strategy Development

Phase Two Executive Summary

PHASE TWO EXECUTIVE SUMMARY

Based on research conducted in Phase One, a set of goals, objectives and strategies was developed, refined and prioritized for implementation.

Phase Two, **Implementation Strategy Development,** involved three major activities:

The Working Group engaged in a process of ***Strategy Development and Prioritization.*** Goals, objectives and strategies were identified to meet child care needs and the resulting set of implementation ideas was refined through a series of discussions. The fifty-one strategies were then prioritized and a 12 Point Action Plan was developed for Phase One implementation.

A ***Community Workshop*** was held to present the results of the Child Care Needs Assessment, the status of the Master Planning process, and the Draft 12 Point Action Plan.

The planning process also included some initial ***Financing Mechanisms Research*** to identify possible funding sources.

Overall Goals and Objectives

The Working Group identified the following as overall goals and objectives for implementation of the Child Care Master Plan:

Availability, Affordability, Quality

Expand the supply, types and variety of quality child care in Santa Monica.

Increase access to licensed, quality care for low and moderate income families.

Assist child care providers in every way possible.

Educate parents, employers and government about the true costs and value of child care.

Ensure quality care in Santa Monica.

Ensure that every child is guaranteed access to quality child care.

- Initiate and maintain a coordinated advocacy effort promoting child care support, expansion and quality enhancement.

Child Care As Community Priority

Acknowledge that child care and education are integrally linked to child development and begin at birth.

Affirm the importance of child care to the community.

- Implement a child care ordinance or resolution.
- Hire a Child Care Coordinator to administer child care policies and programs.
- Incorporate language about child care as a societal issue and not simply the concern of individual families in the City's next General Plan update.

Partnership Approach

Promote and utilize community partnerships to meet child care needs:

- Maximize and coordinate the efforts of the City, the School District, the College and Connections for Children to meet community need for quality child care.
- Encourage and facilitate increased private sector and employer involvement in meeting child care needs.
- Identify and coordinate other available and potential

community resources for child care support, expansion and quality enhancement.

Responsive Child Care

Advocate, encourage and facilitate child care services that recognize the importance of the parent/child relationship and respond to parent's real life situations.

Facilitate creative options for balancing work and child-rearing responsibilities through action strategies that:

- Acknowledge the burden of conflicting work and family responsibilities, especially for women.
- Recognize that women are a large, permanent and valuable part of the work force.
- Encourage fathers to share in caregiving responsibilities.

Model Employers

Use the City, the School District and the College to serve as model employers to the larger community, providing child care, work and benefit options which recognize the dual responsibilities of parent-employees.

Flexibility

Build in flexibility to meet changing demographics and needs:

- Evaluate changing child care demand, supply and need on an on-going basis.
- Update the Child Care Master Plan on a regular basis.

The 12 Point Action Plan

In addition to these goals, the Working Group developed eleven objectives and fifty-one strategies and prioritized the strategies into three implementation phases to span approximately ten years. Priorities for Phase One implementation were organized into a 12 Point Action Plan. These strategies, called *A Dozen Ways To Care,* represent a starting point for long term implementation of the vision to meet Santa Monica child care needs.

The 12 Point Action Plan has been refined and its priorities confirmed by 45 members of the community who attended a Community Workshop in March, 1991.

The priorities for implementation are summarized below. (Chapter 8 presents the current status, the staffing and/or space requirements, and next action steps for each strategy. The public agencies or private organizations responsible for strategy implementation are also indicated.)

Strategy #1

- Create a Child Care/Family Impact Policy

Strategy #2

- Continue and Expand Collaborative Child Care Planning and Advocacy Efforts

Strategy #3

- Create a Nucleus of Private Sector Supporters and Advocates

Strategy #4

- Increase the Quality of Child Care Programs

Strategy #5

- Increase the Affordability of Child Care Programs

Strategy #6

- Increase the Supply of Qualified Child Care Professionals

Strategy #7

- Maintain and Expand the Supply of Quality, Affordable Infant Care

Strategy #8

- Protect Current Sites and Identify New Locations for Child Care Facilities; Create "Safe Harbors"

Strategy #9

- Coordinate and Expand City, School District, and Community Programs for School-Age Children and Youth

Strategy #10

- Provide Additional Resources to Help Families with Special Needs

Strategy #11

- Coordinate Existing and Create New Resources for Parent Education and Outreach to Support Working Families

Strategy #12

- Create Supportive Land Use and Housing Policies and Permit Procedures

SIX
Overview of Phase Two

6.1 Introduction
6.2 Overview of Phase Two Activities

6. OVERVIEW OF PHASE TWO

6.1 Introduction

The second phase of the Child Care Master Planning process was designed to draw upon the results of the Phase One Child Care Needs Assessment to develop and refine a set of implementation policies and strategies to meet current and future child care needs in Santa Monica.

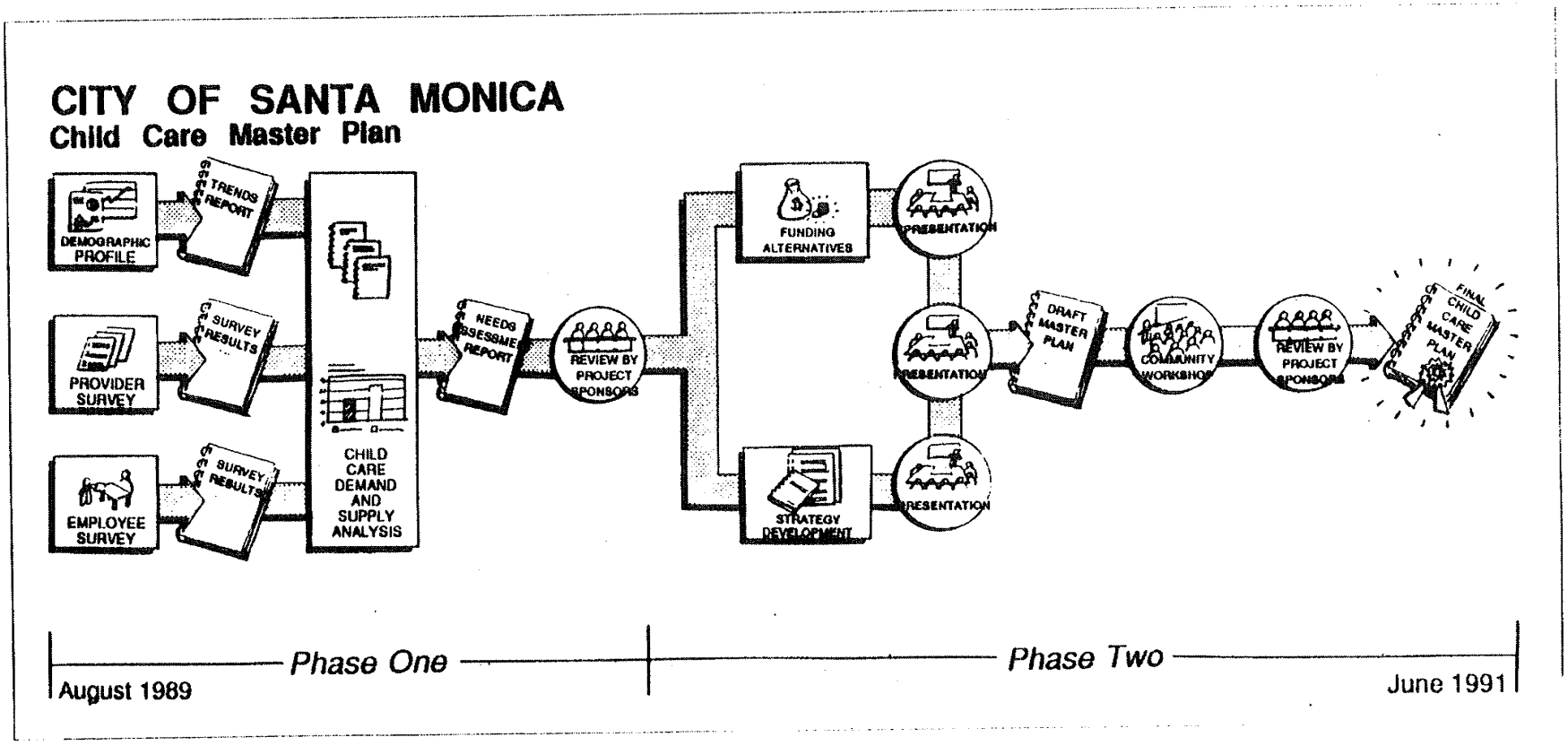
The flow chart below presents the components of the planning process, including Phase Two tasks and products.

6.2 Overview of Phase Two Activities

The Project Sponsors reviewed the results of the Phase One Child Care Needs Assessment Report and gave approval to the Working Group to proceed with strategy development.

Strategy Development

Based on Phase One research findings, the Working Group engaged in a process of strategy development and prioritization. First, a brainstorming session was held to identify goals, objectives and strategies to meet child care needs. The resulting set of implementation ideas was refined through a series of discussions. The fifty-one strategies were



then prioritized and a 12 Point Action Plan, called *A Dozen Ways to Care,* was developed for Phase One implementation. These priorities were reviewed and further refined by the Project Partners. (The Project Sponsors were called "Project Partners" in Phase Two to emphasize their commitment to working together to implement the Child Care Master Plan.) Presentations were made to the following groups:

- The Santa Monica Child Care Task Force
- The Commission on the Status of Women
- The Statewide Conference of the Commission on the Status of Women

Community Workshop

A community workshop was held to present the results of the Child Care Needs Assessment, the status of the Master Planning process, and the Draft 12 Point Action Plan. Participants commented on the state of child care in Santa Monica and gave feedback on the 12 Point Action Plan. The Plan was finalized based on community priorities for implementation.

Financing Mechanisms Research

The planning process also included some initial research to identify possible funding sources.

Outline of the Phase Two Report

Following is a summary of the content of the Phase Two report document, which starts with an Executive Summary of Phase Two, followed by this chapter (Chapter 6).

6. *Introduction*

The purpose of Phase Two is described, tasks and products are discussed and an outline of the second half of the Master Plan document is presented.

7. *Implementation Measures and Phasing Plan*

The Child Care Master Plan goals, objectives and strategies are presented, and the fifty-one strategies are designated for implementation in three phases.

8. *Priorities for Implementation*

The 12 Point Action Plan—twelve strategies which represent priorities for the first phase of Master Plan implementation—is presented with an overall rationale, staff and space requirements and next action steps described for each strategy.

9. *Potential Financing Mechanisms*

Possible funding methods to implement child care strategies are described.

10. *Community Workshop Results*

Community feedback to the 12 Point Action Plan is presented and public comments and discussion related to Santa Monica child care needs are summarized.

SEVEN
Implementation Measures and Phasing Plan

7.1 Introduction
7.2 Overall Goals and Strategies
7.3 Availability Goals, Objectives, Strategies
7.4 Affordability Goals, Objectives, Strategies
7.5 Quality Goals, Objectives, Strategies

7. IMPLEMENTATION MEASURES AND PHASING

7.1 Introduction

This chapter presents the complete set of goals, objectives and strategies. These are summarized in four categories: *Overall Goals and Strategies*, and implementation measures related to *Availability, Afford-ability* and *Quality* of child care. Through further discussion, the Working Group refined the Plan and developed a three-phase implementation schedule. (Approximate phasing is represented in parentheses following each strategy. Numbers after Phase 1 strategies refer to the 12 Point Action Plan; see Chapter 8 of this document.)

7.2 Overall Goals and Strategies

Availability, Affordability, Quality

Ensure that every child is guaranteed access to quality child care.

- Initiate and maintain a coordinated advocacy effort promoting child care support, expansion and quality enhancement. (Phase 1)

Child Care As Community Priority

Acknowledge that child care and education are integrally linked to child development and begin at birth.

Affirm the importance of child care to the community.

- Implement a child care ordinance or resolution. (Phase 1, #1)
- Hire a Child Care Coordinator to administer child care policies and programs. (Phase 1, #2)
- Incorporate language about child care as a societal issue and not simply the concern of individual families in the City's next General Plan update. (Phase 3)

Partnership Approach

Promote and utilize community partnerships to meet child care needs:

- Maximize and coordinate the efforts of the City, the School District, the College and Connections for Children to meet community need for quality child care. (Phase 1)
- Encourage and facilitate increased private sector and employer involvement in meeting child care needs. (Phase 1, #3)
- Identify and coordinate other available and potential community resources for child care support, expansion and quality enhancement. (Phases 1, 2, 3)

Responsive Child Care

Advocate, encourage and facilitate child care services that recognize the importance of the parent/child relationship and respond to parent's real life situations. (Phases 1, 2, 3)

Facilitate creative options for balancing work and child-rearing responsibilities through action strategies that:

- Acknowledge the burden of conflicting work and family responsibilities, especially for women.
- Recognize that women are a large, permanent and valuable part of the work force.
- Encourage fathers to share in caregiving responsibilities.

Model Employers

Use the City, the School District and the College to serve as model employers to the larger community, providing child care, work and benefit options which recognize the dual responsibilities of parent-employees. (Phases 1, 2, 3)

Flexibility

Build in flexibility to meet changing demographics and needs:

- Evaluate changing child care demand, supply and need on an on-going basis. (Phases 2, 3)
- Update the Child Care Master Plan on a regular basis. (Phases 2, 3)

The tables on the following four pages present the goals, objectives and strategies designed to improve the *Availability*, *Affordability* and *Quality* of child care in Santa Monica.

7.3 Availability Goals, Objectives and Strategies

Goals	Objectives	Strategies	Phasing	Supporting Needs Assessment Findings
I. Expand the supply, types and variety of quality child care in Santa Monica, especially for: • Infants • Toddlers • School-age Children • Teens	Offer financial and technical assistance for start-up and expansion of child care centers and family day care homes.	Develop and disburse funds to assist with providers' capital improvements and start-up costs.	Phase 2	The current demand for child care far exceeds the available supply. Santa Monica is a regional child care supplier. Licensed child care is preferred. (55%)
		Explore the possibility of providing low-interest loans for start-up of new child care centers.	**PHASE 1** (#7)	
		Identify locations and resources for new or expanded child care or youth services in the community.	**PHASES 1** (#7, 8, 9), 2, 3	
		Provide technical assistance to new and established providers.	Phase 2	
		Distribute the findings of the Child Care Needs Assessment to providers and prospective providers to encourage expansion and start-up of licensed centers/homes.	**PHASE 1** (#6)	
		Arrange and coordinate contributions (facilities, funding, in-kind services) from public and private sector sources.	Phases 2, 3	
		Remove barriers to start-up and expansion of licensed child care operations: • Streamline City zoning regulations and permit procedures. • Establish child care standards as community priority in land use policy by ackowledging link between development and increased child care need.	**PHASE 1** (#12)	
		Promote extended hour and drop-in care.	Phase 3	Extended hours and drop-in care are needed.
	Establish and expand child care centers at every school site.	Identify locations and resources for new or expanded child care or youth services at or near the schools.	**PHASES 1** (#9), 2, 3	Population of older school-age children is increasing. Additional after-school programs are needed.
		Protect existing child care spaces, including those that are most vulnerable to competing priorities.	**PHASE 1** (#8)	
		Expand use of existing underutilized public facilities (e.g."Community School").	Phase 2	

(Numbers after Phase 1 strategies refer to the 12 Point Action Plan; see Chapter 8.)

Availability Goals, Objectives and Strategies *(Continued)*

Goals	Objectives	Strategies	Phasing	Supporting Needs Assessment Findings
Expand the supply, types and variety of quality child care in Santa Monica. *(Continued)*	Increase employer awareness of child care need and employers' responsibility to help address that need; and promote child care assistance programs as beneficial to both employees and employers.	Arrange and conduct educational activities with employers to help them: • Assess parent-employee needs. • Develop employer child care assistance programs. • Use flexible personnel policies and benefit plans.	Phase 2	72% of working parents support the idea of employer assistance programs.
		Establish an employer partnership or alliance to: • Explore creative ways to meet care needs • Increase child care supply and quality • Improve productivity, morale and company image	**PHASE 1** (#3)	82% of working parents support the idea of on-site and consortium centers.
	Increase the types and variety of available child care.	Facilitate cooperative parent child care arrangements by establishing and coordinating a parents network.	Phase 3	Additional child care of all types is needed.
		Help start-up of infant care alternatives (family day care homes, share care) thru training, networking & employer stipends.	Phase 2	There is a clear demand for infant care and only 15% of centers offer it.
		Explore the use of mobile classrooms.	Phase 2	Additional child care of all types is needed.
		Encourage community institutions (churches, synagogues, etc.) to offer more after-school activities.	Phase 2	
		Incorporate child care programs into City-sponsored activities.	Phase 2	
Expand the supply, types and variety of quality child care in Santa Monica for: • Mildly ill children • Abused children • Children w/ disabilities • Children of teens • Children with parents working odd hours • Non-English speaking children	Develop appropriate support services to ensure access to child care by parents and children with special needs.	Develop and support additional resources to enable resource and referral agencies to hire a special needs specialist.	**PHASE 1** (# 10)	Additional child care is needed for all children.
		Develop and support staff training in special needs.	Phase 2	
		Eliminate any barriers to program development or expansion for special needs children, including discriminatory policies or rules, or policies or rules that have a discriminatory impact.	Phase 2	

(Numbers after Phase 1 strategies refer to the 12 Point Action Plan; see Chapter 8.)

7.4 Affordability Goals, Objectives and Strategies

Goals	Objectives	Strategies	Phasing	Supporting Needs Assessment Findings
II. Increase access to licensed, quality care for low and moderate income families.	Increase the sources of child care subsidy. Diversify the funding base of child care providers so that child care programs do not rely solely on parent fees.	Explore and develop regional financing and subsidy vehicles and non-resident fees.	Phase 2	Santa Monica is a regional child care supplier.
		Promote and expand use of the employer child care tax credit.	**PHASE 1** (#5)	The cost of care is the main problem for working parents.
		Ensure that special funding initiatives are earmarked for early childhood and school age programs.	Phase 2	Child care is needed at a variety of costs.
		Promote providers' use of sliding scale fees by providing technical assistance and/or incentive grants.	Phase 2	Financing has been a problem for most providers.
		Assess revenues generated by development to ensure a "fair share" is collected for and distributed to child care.	Phase 2	Only 19% of licensed child care centers can survive on parent fees alone.
	Improve local coordination in applying for public and private child care funds and in lobbying for child care legislation.	Designate a staff person to track subsidy sources, grant possibilities, child care legislation (e.g., Child Care Coordinator, Task Force Member).	**PHASE 1** (#2)	
III. Assist child care providers in every way possible.	Increase provider support in order to reduce operating costs, staff turnover and training costs.	Study ways to expand the availability and reduce the cost of liability insurance for providers (insurance pools).	Phase 2	Child care centers have had problems related to insurance.
		Develop benefits consortia for child care providers.	Phase 2	Financing, staff turnover and finding trained staff have also been problems.
IV. Educate parents, employers and government about the true costs of child care.	Demonstrate where child care dollars go.	Prepare a fact sheet comparing child care costs to parking costs, etc. and relating costs to quality care.	Phase 2	Education is needed about the value and cost of care.
		Develop standards for cost as proportion of income.	Phase 2	
		Demonstrate the preventative nature and social benefits of child care.	Phase 2	

(Numbers after Phase 1 strategies refer to the 12 Point Action Plan; see Chapter 8.)

7.5 Quality Goals, Objectives and Strategies

Goals	Objectives	Strategies	Phasing	Supporting Needs Assessment Findings
V. Ensure quality child care in Santa Monica.	Upgrade the status of child care workers by increasing salaries, expanding training opportunities, improving benefits and increasing recognition of child care as early childhood education.	Develop and circulate performance measures of quality programs & settings, including recommendations for: • Optimum group size • Active parent involvement • Ongoing parent-provider partnerships • Safe and stimulating play environments	Phase 2, 3	Enhanced quality is needed.
		Increase child care staff salaries to attract and retain qualified caregivers.	Phase 2	Staff turnover & finding trained staff have been problems.
	Provide and coordinate resources for provider staff development, training and program enhancements.	Develop teams of child development specialists and business support specialists who provide consultation to providers upon request.	Phase 3	Enhanced child care quality is needed.
		Develop alternative accredited training programs that are accessible to staff, such as on-site mentoring programs.	Phase 2	
		Provide financial support for staff education release time.	Phase 2	
		Encourage and coordinate resource exchanges among providers.	Phase 3	
		Reduce isolation of family day care providers by offering events, cross-trainings, mentoring programs, etc.	Phase 2	
		Expand the diversity of program offerings by providing program and setting enhancements such as: • Mobile resource pool • Professional sponsorships • Talent banks • Field trips	Phase 3	
		Develop a substitute pool for providers.	**Phase 1** (#4)	Finding substitutes has been the most serious provider problem.
	Increase consumer awareness of quality care factors and costs.	Develop a sustained public education effort to address quality of care issues.	Phase 2	Education is needed about the value and cost of care.
		Expand and distribute a community resources guide to child care (Connections for Children).	Phase 2	

(Numbers after Phase 1 strategies refer to the 12 Point Action Plan.)

EIGHT
Priorities for Implementation

8.1 The 12 Point Action Plan
8.2 12 Point Action Plan Summary

8. PRIORITIES FOR IMPLEMENTATION

8.1 The 12 Point Action Plan: *A Dozen Ways to Care*

The following twelve strategies, called "A Dozen Ways to Care" represent a starting point for long term implementation of the vision to meet Santa Monica child care needs. Of the more than fifty strategies developed as part of the Child Care Master Plan, these twelve were identified as priorities for the first phase of implementation. For each strategy, a rationale is presented in the form of the child care needs identified through Needs Assessment research and the priorities identified through community workshop results (see Chapter 10); the staffing and space requirements are briefly outlined; and next action steps are delineated. The public agencies or private organizations responsible for strategy implementation are also indicated. (Strategy components are summarized in an accompanying table.)

Strategy #1
Create a Child Care/Family Impact Policy

Rationale and Requirements

The Child Care Needs Assessment research and community input identified the following overarching needs to support families in the community:

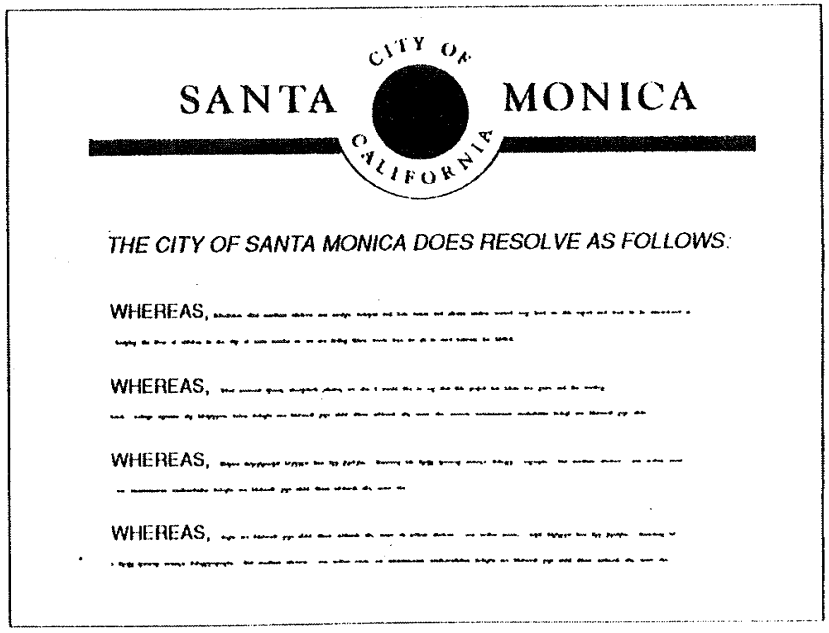
- Quality enhancement for child care centers and providers
- Additional spaces to meet demand
- Public education about the cost and value of child care
- Policies that support flexible work schedules and encourage a balance of work and family responsibilities.

Existing project staff have initiated implementation of this strategy. Responsibility for developing and distributing the child care/family impact policy will be undertaken by the Project Partners (the City of Santa Monica, the Santa Monica College, and the Santa Monica/Malibu Unified School District). Each policy will be tailored to the role of the partner in the community. A common resolution will be drafted.

Next Action Steps

Project Partners will:

1. Review the policies of other cities.
2. Create draft policies.
3. Present the draft policies to the Project Partners.
4. Finalize and adopt the joint resolution and policy statements.
5. Develop awareness campaign and publicize policies.


CITY OF SANTA MONICA CALIFORNIA

THE CITY OF SANTA MONICA DOES RESOLVE AS FOLLOWS:

WHEREAS,

WHEREAS,

WHEREAS,

WHEREAS,

See Appendix F for a copy of the City of Santa Monica Child Care Resolution.

Strategy #2
Continue and Expand Collaborative Child Care Planning and Advocacy Efforts

Rationale and Requirements

Child Care Needs Assessment research and community input identified the need to continue collaboration, planning and advocacy with the result being:

- Public education and information programs which focus the community's attention on the needs of children
- Improvement of the quality and availability of care
- Effective legislative advocacy and solutions at all government levels

The collaborative efforts of the Project Partners and other child care advocacy groups will be continued and expanded to implement the strategies of the Child Care Master Plan.

Next Action Steps

The City will:

1. Commit 50% of the newly hired Child and Youth Coordinator's time to child care and early childhood issues.
2. Develop a legislative action plan to include relevant updates to the City Council and requests for Council positions on key State and Federal child care issues.

The Project Partners, with support from the Child and Youth Coordinator, will:

1. Meet with key child care advocacy groups (Santa Monica Child Care Task Force, City Commission on the Status of Women, Southern California Association for the Education of Young Children (SCAEYC) to expand collaborations related to the Master Plan.
2. Develop and implement a plan for including interested community members in new and ongoing advocacy efforts.
3. Explore the feasibility of developing a procedure for collaborative legislative advocacy and joint positions on child care issues by the Project Partners.

Strategy #3
Create a Nucleus of Private Sector Supporters and Advocates

Rationale and Requirements

The need to increase public, private and non-profit involvement in meeting regional child care demands (from both resident and non-resident workers) was identified in the Child Care Needs Assessment and in the Community Workshop.

Responsibility for the implementation of this strategy will be shared by the Project Partners and private sector supporters. Staffing will involve the Child and Youth Coordinator and representatives of the Project Partners.

Next Action Steps

The Project Partners will:

1. Identify and build a core group of supporters.
2. Set up informal and formal meetings to discuss objectives.
3. Create advocates to take action in their spheres of influence.

In conjunction with private sector supporters, the Project Partners will:

4. Plan a business meeting to promote the Plan, broaden support and explore consortium and programming possibilities. Participants will be identified through the city's list of employers and Project Partner referrals.

Strategy #4
Increase the Quality of Child Care Programs

Rationale and Requirements

The Child Care Needs Assessment identified a need to increase provider support and financial assistance in light of the very low salaries and lack of benefits received by child care professionals. This finding was underscored in the Community Workshop.

This strategy highlights the critical link between the quality of child care programs and the skill and expertise of trained staff. It recognizes the need to increase the salaries and benefits of child care professionals commensurate with the skill and caring they bring to the community's children and their families. Implementation will be undertaken by the Project Partners with Connections for Children and other child care organizations.

Next Action Steps

1. Research and develop a "substitute pool" program to provide a stable source for quality temporary staff.
2. Work with private sector employer advocacy group to identify possible "enrichment" projects to be supported by local employers.
3. Research the feasibility of establishing a "teacher life-long learning project", providing merit scholarships for continuing education, including innovative training programs (mentoring).

The City, with Connections for Children, will:

4. Plan and implement a model grant program for non-profit child care center and family day care providers, designed to enhance program quality. Priority will be given to those programs providing full-time child care to low-income and/or working parents. The program will include:
   - ongoing operating grants to non-profit centers, with priority given to enhancing salaries and benefits
   - small, one-time grants to non-profit centers and family day care providers for enrichment projects or other specialized needs that address program quality.

Strategy #5
Increase the Affordability of Child Care Programs

Rationale and Requirements

Child Care Needs Assessment research and community input identified the need to increase the affordability of child care programs, especially for low-income, working families.

Implementation of an immediate strategy to address affordability issues will be undertaken by the City, focusing on the expansion of use of Dependent Care Assistance Programs (D-CAP) by Santa Monica employers. Longer-term strategies will be developed after an analysis of the feasibility of identifying a major new revenue source to support such a subsidy effort for low-income families.

Next Action Steps

The City will:

1. Develop an educational campaign and possible employer incentives to expand the use of D-CAP programs by Santa Monica employers.
2. Develop and disseminate D-CAP informational materials for use by Santa Monica parents who work outside of the City.
3. Research funding options for expanding the Santa Monica Child Care Scholarship Fund, targeted to low-income families.

Strategy #6
Increase the Supply of Qualified Child Care Professionals

Rationale and Requirements

Child Care Needs Assessment research and community input identified the areas of need:

- Enhanced quality of child care services
- Increased provider support
- Increased monetary assistance for providers
- Substitute pool

Responsibility for strategy implementation will be shared by the Project Partners, Connections for Children, private sector foundations, professional organizations and community organizations. Implementation will involve Project Partner representatives and contract staff for a marketing campaign and video production.

Next Action Steps

1. Santa Monica College will coordinate a multimedia public relations and recruitment campaign directed at local high school and college students.
2. The College, the School District and Connections for Children will conduct a survey of Santa Monica providers (including family daycare, in-home, and center-based care givers) to determine staff development needs and interests.
3. The Project Partners and Connections for Children, with assistance from the private sector, will develop and implement a child care staff development program.
4. The College and the City will work with professional early childhood organizations and the private sector to develop a scholarship fund for preservice and inservice education of graduating high school students who enter the child development field.
5. The College will work with Connections for Children and SCAEYC to enhance job placement services.

Strategy #7
Maintain and Expand the Supply of Quality, Affordable Infant Care

Rationale and Requirements

The need for infant care spaces was identified through Child Care Needs Assessment research and community input. The quality of care for infants was emphasized by parents participating in the Needs Assessment.

Project Partners will coordinate strategy implementation.

Next Action Steps

1. The School District will consider providing space that is free or at a reduced rate for full-time, subsidized infant care centers.
2. The School District and College will offer short-term classes at a centrally located child care center to train infant care center providers (similar to UCLA extension classes). In addition, classes for family day care providers will be offered.
3. The City will establish a deferred loan or grant program for center-based and family day care infant programs. Loans or grants will be used for:
   - Renovation and start-up costs.
   - One-time purchases of supplies.
   - Supplements for teacher salary enhancement (non-profit centers only).
   - Operating supplements (non-profit centers only).

4. The City will research the Community Reinvestment Act (CRA) to determine the feasibility of private sector loans to family day care providers.

Strategy #8
Protect Current Sites and Identify New Locations for Child Care Facilities; Create "Safe Harbors"

Rationale and Requirements

The following needs were identified through Child Care Needs Assessment research and community input:

- Protection of existing child care resources
- Additional spaces to meet demand
- Additional after-school programs
- Additional provider support

Each Project Partner will take responsibility for protecting and expanding their own existing child care facilities.

Next Action Steps

1. Partners will protect and retain existing child care programs (e.g., Marine Park, Washington East, Madison School, Children's Center), by including appropriate provisions in all long-term facilities plans.
2. The City will research the feasibility of adopting an "inclusionary family day care" policy in City-funded affordable housing projects.
3. The City will develop an interdisciplinary "permit processing team" to streamline and expedite approvals for new centers and family day care homes.
4. The City will provide operating subsidies to non-profit centers to support rental costs and/or other facility expenses (See Strategy 4).

Strategy #9
Coordinate and Expand City, School District, and Community Programs for School-Age Children and Youth

Rationale and Requirements

The following needs were identified through Child Care Needs Assessment research and community input:

- Additional after-school and vacation programs
- Increased quality of programs
- Age relevant programs, especially for 10-14 year-olds

The Santa Monica Youth Action Plan includes a strategy to expand after-school programs and will be supported by this Child Care Master Plan strategy. The City and the School District will take primary responsibility for strategy implementation, in coordination with the Santa Monica Child Care Task Force.

Next Action Steps

The City and School District will develop recommendations for improved coordination and expansion of programs, including expanded hours and vacation care.

The City and School District will:

1. Identify needs and opportunities for coordination between City and school district programs.
2. Coordinate schedules and logistics.
3. Create policies and procedures for on-site activities, including safety and emergency procedures.
4. Define program staff relationships.
5. Identify scholarship needs and expand program to assure access to the whole community.
6. Create promotional outreach tools to needy families.

7. Identify field trip opportunities and create a pilot field trip enrichment program to coordinate with after-school curricula.
8. Coordinate SDEDC, Recreation and Library resources.
9. Explore second year program expansion including: supply increase, field trip admission budget, community scholarship, promotional campaign.
10. Identify additional start-up needs and sources of funding.

In addition, community groups such as the Child Care Task Force will be invited to convene a school-age care Working Group to further enhance community based school age care resources.

Strategy #10
Provide Additional Resources to Help Families with Special Needs

Rationale and Requirements

The following needs were identified through Child Care Needs Assessment research and community input:

- Programs for children with special needs, including pre-natally drug exposed children
- Increased sick child care
- Additional before and after-school care
- Mainstreaming of special needs children

The College, School District and Connections for Children will take primary responsibility for strategy implementation.

Next Action Steps

1. The College will provide additional classes to address special needs.
2. Connections for Children will seek funding to hire a specialist who would conduct trainings, coordinate outreach and recruitment, develop resources, and work with the School District to coordinate services for school age children with special needs (including transportation, teacher and child care provider referral, etc.).
3. Project Partners will further assess what additional resources are needed to assist families under stress.

Strategy #11
Coordinate Existing and Create New Resources for Parent Education and Outreach to Support Working Families

Rationale and Requirements

The following needs were identified through Child Care Needs Assessment Research and community input:

- Public education about the cost and value of child care
- Additional parent education resources, including classes, videotapes, and a parent education clearinghouse
- Special support to pregnant women and parents of infants and toddlers
- Resources that are accessible, understandable and sensitive to cultural diversity
- Bilingual, bicultural outreach and educational resources.

The Project Partners, with Connections for Children, will be responsible for initiating this strategy.

Next Action Steps

1. Connections for Children will compile a list of the existing parenting services that are available to Santa Monica parents.

2. With a one-time planning grant from the City and in-kind professional services from The College, School District and Connections for Children, a parenting services consortium will be established for needs assessment, networking, coordination of and advocacy for parenting services in Santa Monica, (including bilingual, bicultural support programs and services for families with special needs).
3. The City and the College will use their respective cable TV channels to broadcast parenting programs.
4. The City, with Connections for Children, will develop a parenting "resource and referral service" to complement current child care "R&R".
5. Parent education classes based on needs assessment results will be offered.

Strategy #12
Create Supportive Land Use and Housing Policies and Permit Procedures

Rationale and Requirements

The following needs were identified through Child Care Needs Assessment research:

- Additional spaces to meet demand
- Enhanced quality of child care
- Increased accessibility of child care
- Additional provider support

The City will use existing City staff on an on-going basis to implement this strategy.

Next Action Steps

1. The City will create an interdepartmental trouble shooting team to establish and coordinate family-supportive planning, zoning and licensing policies. (This will involve State licensing, LUTM, and Police and Fire Departments.)

8.2 12 Point Action Plan Summary

The table on the following page summarizes the 12 Point Action Plan: the needs it is designed to address, the status of strategy implementation, the organizations that are primarily responsible for implementation, and a summary of the next action steps associated with each strategy.

12 Point Action Plan Summary

Strategy	Identified Need	Status (1991)	Organizational Responsibility	Summary of Next Action Steps
1. Create a Child Care/Family Impact Policy	Enhance child care availability, quality; Create additional spaces to meet demand; Educate about cost/value of child care; Promote family-sensitive work policies	City Policy Initiated	Partners*	Review other cities' policies, create draft policies, present to Partners, finalize and adopt; Develop awareness campaign and publicize policies.
2. Continue and Expand Collaborative Child Care Planning & Advocacy Efforts	Educate about the needs of children; Improve quality/ availability of care; Pursue legislative advocacy and solutions at all government levels	City share of Coordinator position (.5 FTE) recruited	Partners*; child care advocacy groups	Commit 50% of Child and Youth Coordinator's time; Develop a legislative action plan; Develop plans for including the public in advocacy efforts.
3. Create a Nucleus of Private Sector Supporters and Advocates	Increase involvement of additional public, private, non-profit partners to meet regional demand (from residents & non-resident workers)	Initiated	Partners*; Private sector supporters	Identify and build a core group of supporters; Create advocates to take action in their respective spheres of influence.
4. Increase the Quality of Child Care Programs	Increase provider support and financial assistance; Enhance teacher salaries and benefits	Start-up	Partners*; CFC Private sector supporters	Develop a "substitute pool" program; Identify possible "enrichment" projects; Research feasibility of continuing ed programs; Implement a model grant program for non-profit providers.
5. Increase the Affordability of Child Care Programs	Increase the affordability of care	Start-up	City	Develop educational outreach to expand the use of D-CAP programs; Research funding options for expanded SMCC Scholarship Fund.

* Partners: City of Santa Monica (City), Santa Monica College (SMC) and Santa Monica/Malibu Unified School District (SM/MUSD).
CFC: Connections for Children. FTE: Full time employee. SCAEYC: Southern California Association for the Education of the Young Child.

12 Point Action Plan Summary *(continued)*

Strategy	Identified Need	Status (1991)	Organizational Responsibility	Summary of Next Action Steps
6. Increase the Supply of Qualified Child Care Professionals	Enhance quality; Increase provider support and financial assistance; Create substitute pool	Start-up	Partners, CFC, Private sector, Foundations, Professional organizations, Community organizations	Initiate PR/marketing campaign directed at college and high school students to broaden recruitment; Develop scholarship; Enhance job placement; Implement child care staff development program.
7. Maintain and Expand Supply of Quality, Afford-able Infant Care	Create additional infant care spaces	Start-up	Partners*	Establish a deferred loan program; Provide rent-free space; Offer staff development classes.
8. Protect Current Sites & Identify New Locations for Child Care Programs	Increase provider support & protection of existing child care resources; Create additional spaces; Increase after-school programs	Start-up	SM/MUSD; SMC Program; City Program	Protect and retain existing child care programs in public facilities; Research "Inclusionary FDC" City policy; Develop "Permit processing team"; Provide operating subsidies.
9. Coordinate and Expand City, School District and Community Programs for School Age Children and Youth	Create additional after-school and vacation programs and increase the program's quality, especially for 10-14 year-olds	Start-up	City, School District in coordination with the Santa Monica Child Care Task Force	Develop recommendations for improved coordinations and expansion of programs.
10.Provide Additional Resources to Help Families with Special Needs	Create programs for children with special needs; Increase sick child care; Create additional before and after-school care; Mainstream special needs children	Start-up	City; CFC; SM/MUSD	Coordinate transportation for after-school care; Provide additional.classes; hire a specialist; assess additional needs.

* Partners: City of Santa Monica (City), Santa Monica College (SMC) and Santa Monica/Malibu Unified School District (SM/MUSD).
CFC: Connections for Children. FTE: Full time employee. SCAEYC: Southern California Association for the Education of the Young Child.

12 Point Action Plan Summary *(continued)*

Strategy	Identified Need	Status (1991)	Organizational Responsibility	Summary of Next Action Steps
11. Coordinate Existing & Create New Resources for Parent Education and Outreach to Support Working Families	Educate about cost/value of care; Create additional parent education resources; Support pregnant women; Provide bilingual, bicultural resources	Start-up	Partners* with Connections for Children	Compile a list of existing parenting services; Establish a parenting services consortium
12. Create Supportive Land Use and Housing Policies & Permit Procedures	Create additional spaces to meet demand; Enhance quality of care; Create additional provider support Better accessibility of child care	Start-up	City	Create interdepartmental team to establish & co-ordinate family-supportive City policies

* Partners: City of Santa Monica (City), Santa Monica College (SMC) and Santa Monica/Malibu Unified School District (SM/MUSD).
CFC: Connections for Children. FTE: Full time employee. SCAEYC: Southern California Association for the Education of the Young Child.

NINE
Potential Financing Mechanisms

9.1 Introduction
9.2 Potential Financing Mechanisms

9. POTENTIAL FINANCING MECHANISMS

9.1 Introduction

Implementation of the proposed goals, objectives and strategies will meet many of the child care needs identified in Santa Monica, but will require a commitment of funds from public and private agencies and businesses, and from Santa Monica residents and non-resident workers. Possible funding methods to implement the child care strategies are described below. However, these methods have not yet been analyzed in terms of their feasibility for Santa Monica. Further research is needed to define a funding strategy to meet the adopted child care goals and policies, and to implement the full Child Care Master Plan.

The following discussion describes various financing approaches that might be used for child care facilities and services in Santa Monica. Historically, child care has been a service provided by private organizations: churches, child care centers, and private households to name a few. Recently, however, child care has become an issue of broader public concern. As a relatively recent public concern, many public financing mechanism descriptions do not specifically state child care facilities as a type of qualifying project. Therefore, some of the following techniques may require additional research as to their applicability to child care facilities and services.

9.2 Potential Funding Sources

Mello-Roos Community Facilities District

A Mello-Roos Community Facilities District may be created by any legislative body (for example a city or school district) for purposes of financing the development, maintenance and operation of public facilities. Tax exempt bonds may be issued by the District to finance the facilities and repaid from special taxes imposed on landowners in the District. Community Facilities District bonded indebtedness does not constitute an obligation of the legislative body , but rather an obligation of the District, secured by tax liens on District property. Two-thirds majority voter approval is required for adoption of any District tax necessary to retire bonds and/or fund the cost of continued maintenance and operations.

In 1988, AB 2697 was adopted explicitly authorizing community facilities district financing of child care facilities. The bill, however, excludes all operational costs except liability and other insurance costs related to operation of a child care facility.

It should be noted that community facilities district special taxes can be designed so that the amount of the special tax is proportionate to the demand created for the facilities. For example, Santa Monica residents and employees may not benefit equally from child care. This means that special taxes might be more acceptable to voters if it can be demonstrated that the new tax is related to the demand generated by residents and employees for additional child care. If it is shown that residents benefit less than employees, than the tax on residences would be proportionately lower than the tax levied on business properties.

General Obligation Bonds

General Obligation (G.O.) Bonds may be issued by cities, counties and school districts to finance the development of all types of public facilities, including child care. Like community facilities district funds, operations, maintenance and equipment may not be financed with G.O. bond proceeds. G.O bonds are issued under the taxing authority of the city, county or school district and requires two-thirds majority voter approval of residents within the issuer's jurisdiction.

In order for a child care facility to be financed by a G.O. Bond issue, the specific project must be identified and an estimate of the cost stated. Since the tax levied to retire G.O. bonded indebtedness is apportioned based on property value (i.e. ad valorem tax), it may be difficult to obtain the necessary two-thirds majority voter approval if child care is not a popular issue in Santa Monica. This is because, unlike community facilities taxes, a G.O. bond tax is not apportioned according to the benefit received. If child care is popular and a G.O. bond issue is likely to be approved, then indeed this is a good approach since issuance costs and interest rates are typically lower than other types of bond financing and conventional loans.

Community Redevelopment Law

California's Community Redevelopment Law encourages activities that serve the interests and needs of residents of established project areas. While child care is not explicitly an authorized redevelopment activity, a forceful argument can be made that child care facilities and services promote the interest of the health, safety and welfare of residents in and around a project area, thereby fulfilling legitimate redevelopment purposes. Further, the argument for redevelopment agency provision of child care facilities and services was reinforced by the adoption of child care facilities to the Mello-Roos Community Facilities District Law and the California Child Day Care Act. The Child Day Care Act contains legislative findings that child day care facilities can contribute positively to a child's development and that good quality child day care services are an essential service for working parents.

Based on the above discussion, redevelopment agencies may be able to fund the development of child care facilities, but redevelopment agencies are specifically prohibited from paying for the maintenance or operation of such facilities. Tax increment monies collected or anticipated may be used for development of child care facilities, but it is unlikely that housing set-aside funds can be similarly used. One approach that Santa Monica might consider involves reimbursing a community or other public corporation for child care facilities development expenses. Basically, the community corporation (e.g. non-profit child care organization) would be responsible for development of the facility ("benefiting the residents of the redevelopment project area"), with the agency applying tax increment revenue periodically to reimburse the community corporation for the cost of developing the facility. The agency would then lease the facility to the community corporation for nominal rent. Service fees might then be applied to pay operations and maintenance expenses.

Alternatively, the Santa Monica redevelopment agency could develop a child care facility using existing tax increment revenue (net of housing set-aside funds) or issue bonds pledged against anticipated tax increment revenue. The agency could then lease the facility for a nominal rent, effectively subsidizing the cost of the service. This scenario may require a redevelopment plan amendment if a child care facility is not already specified in the project area development program. Otherwise, the redevelopment plan may "anticipate" such a facility under a provision in the plan allowing for "other public facilities consistent with the redevelopment plan."

Revenue Bonds

Revenue bonds are designed to finance facilities that provide benefits to a group of easily identifiable users. Pursuant to the Revenue Bond Law of 1941, a city, county, agency, or joint powers authority (combination of public agencies) may issue public enterprise revenue bonds. The revenue from the enterprise is the exclusive source for repayment of bond proceeds, therefore, there is no recourse to any taxing power of the issuer. A majority vote of residents within the jurisdiction of the issuer is required, authorizing the amount and purpose for the bonds.

Santa Monica may wish to issue revenue bonds for a child care facility. However, this approach might be difficult to implement since the cash flow from child care services may not be adequate to support revenue bonds. Security for such bonds is not based on the taxing authority of the issuer but rather a pledge to set rates in an amount sufficient to pay debt service, operations and maintenance expenses, as well as an amount to be set aside in reserve. Because of the reduced security nature of revenue bonds, they are a relatively costlier public financing mechanism, requiring higher interest yields than G.O. bonds. This means that the child care service may not benefit the general public in the short run as intended because the service could be too expensive. Of course, once the bonds are retired over the long run, rates could be lowered considerably.

Certificates Of Participation

Certificates of Participation (COPs), like revenue bonds, may be used to finance municipal improvements and qualifying private projects that have a specific cash flow. An installment sale agreement COP requires the City to guarantee repayment of the COPs from a special obligor fund of its General Fund, but actually relies on user fees to retire the COPs. Absent creation of the obligor fund, a two-thirds majority vote of City residents is required to issue COPs.

The City of Santa Monica may wish to pursue this option rather than attempt the more time consuming bond financing approach. While costlier than bond financing due to higher interest yields (because of reduced security as discussed under revenue bonds), COPs are nonetheless cheaper than conventional financing.

COP's are especially effective as a bridge financing strategy and as a method for providing a direct subsidy from general fund sources. However, obligations and limitations on the City's general fund may preclude the guarantee required for COP financing of child care facilities and services.

General Fund Taxes

Several different types of taxes may be levied, increased, or designated in whole or part for child care in Santa Monica. Based on Prop. 13, any new tax would be subject to the two-thirds majority voter approval requirement. Listed below are some of the taxes that may be levied, increased or designated for child care.

General Fund Allocation. This approach requires that the City establish a child care line item in its general fund. Annual property tax allocations to the City would then be distributed to child care as well as other City facilities and services. The difficulty with this approach is that child care may not have priority over other general fund obligations, without additional new general fund revenues becoming available.

Special Tax. A special tax could be adopted, the proceeds from which would be set aside by the City in a special child care fund. Such a tax would be subject to a two-thirds

majority voter approval. Similar to special taxes levied under a Mello Roos CFD, a special tax could be designed to be levied according to benefit received. A special tax could require a Gann limit override approval as well.

Excise Taxes. The City of Santa Monica currently levies a Business License Tax and Transient Occupancy Tax. Both taxes are contributed to the City's General Fund. A third tax which may be levied, a payroll tax, might be a good source of child care financing since it can be shown that employment is a major source of demand for child care services. To implement such a tax, it may be necessary to receive two-thirds majority voter approval, in a manner similar to special taxes. An excise tax could also require a Gann limit override approval as well.

Grant and Loan Programs

Many State and Federal programs may finance child care facilities as a community development facility/service. Listed below are those programs which might provide a source of funding to facilitate development, operation and maintenance of a child care center in Santa Monica.

Economic Development Administration, Public Works Program Grant. Administered by the U.S. Department of Commerce, this grant is predicated on the adoption of an Overall Economic Development Program as outlined by the EDA. Upon approval of the OEDP, all public works and business development projects proposed for EDA assistance must be consistent with the OEDP.

The Public Works Program grant provides funding for infrastructure, job training, transportation, and recreational facilities, as well building renovation for special development purposes. EDA funds 50 percent and sometimes as much as 80-100 percent of eligible projects. Ineligible projects include those that are highly speculative or lack job creation and business development potential, or those that do not provide benefits to the poor and unemployed.

Community Development Block Grant. CDBG funds are granted to cities by the U.S. Department of Housing and Urban Development. Cities then administer the funds according to local priorities, with a minimum of 51 percent of a city's grant allocated to support activities benefiting low- and moderate-income people.

Additionally, pursuant to Section 108 of CDBG statutes, HUD may guarantee loans to local governments. Recipient local governments must in turn pledge current and future CDBG funds as security for such loans. The maximum amount that may be guaranteed is three times a city's annual grant. Some of the relevant eligible CDBG grant and guaranteed loan activities include acquisition and disposition of real property, public facilities development, public services, payment of a non-federal share of a grant-in-aid program as well as rehabilitation and preservation activities.

Community Services Block Grant. CSBG funds are granted to states by the U.S. Department of Health and Human Services, Community Service Administration. States then award funds to locally based non-profit community corporations which provide services to low income people. Two of the relevant objectives of this grant program are: 1) To provide services which can have a measurable impact on the causes of poverty in a community, and 2) the removal of obstacles to self-sufficiency and expansion of opportunities for participation in community affairs.

Community Investment Fund. The Community Investment Fund is a program of the Federal Home Loan Bank Board of San Francisco. It was established to encourage its member savings institutions to make special, creative efforts to increase

their involvement in community revitalization and development in the communities they serve. The CIF provides lenders with a reliable and favorably priced source of funds to capitalize local projects. The standards for what qualifies as an eligible community investment activity are broad but specifically include development projects in low- and moderate-income communities.

TEN
Community Workshop Results

10.1 Introduction
10.2 Summary of Discussion

10. COMMUNITY WORKSHOP RESULTS

10.1 Introduction

On March 23, 1991, the City held a workshop at the Ken Edwards Center to provide community members with an update on the progress of the Master Plan and to gather feedback on the Draft 12 Point Action Plan developed for Phase One implementation. The Draft Plan was then revised to reflect the concerns that were raised at the workshop. The City announced the workshop through the following channels:

- Mailings to all members of the Santa Monica Child Care Task Force and all child care centers in Santa Monica
- Outreach to day care home providers through Connections for Children
- Fliers to parents at SM/MUSD Child Development Program Centers
- One-eighth page display ad in *Evening Outlook*
- Mailings to all City Commisioners

The meeting began with a welcome from Kate Vernez of the City Manager's office, who then introduced child care planning consultant and meeting facilitator, Carolyn Verheyen, of Moore Iacofano Goltsman. Carolyn Verheyen explained the purpose of the workshop and reviewed the meeting agenda.

Next, workshop participants introduced themselves and described their backgrounds and organizational affiliations. A total of 45 participants were in attendance, representing a broad range of experience. Participants included representatives from the Child Care Task Force, Connections for Children, the City of Santa Monica, Santa Monica/Malibu School District, Santa Monica College, SAPID program, Commission on the Status of Women, the School Mediation Program, West Side Hot Line, the Neighborhood Support Center, and the hispanic community. Also among the workshop participants were teachers from the Santa Monica School District, working mothers, child care advocates, child care center directors, psychologists, community leaders and PTA leaders.

Kate Vernez then provided an overview and status report on the Santa Monica Child Care Master Plan project. This was followed by a slide presentation which summarized the child care needs assessment results and introduced the Draft 12 Point Action Plan: *A Dozen Ways to Care.* Participants then discussed the Draft 12 Point Action Plan and the state of child care in Santa Monica for approximately one hour. After this discussion, Kate Vernez described the next steps in the Santa Monica Child Care Master Plan program and the facilitator closed the meeting.

10.2 Summary of Discussion

Overall, participants were enthusiastic about the progress of the Child Care Master Plan and specifically the priorities outlined in the Draft 12 Point Action Plan for Phase One implementation. The urgent need to increase child care availability, quality and affordability was emphasized throughout the discussion. Another recurring theme was the need for public outreach and education about the value of child care and the status of child care professionals.

Questions, General Comments and Ideas

- Recognize that child care in this country is in a state of crisis.
- Inform the public about the value of child care; many do not regard child care workers as professionals.

- Address the urgent need for safe after-school activities and environments for 10 - 14 year olds.
- Recognize the need for expanded hours of operation (evenings, early mornings and weekends).
- Factor in the figures for informal child care spaces.
- Recognize that child care is a societal issue; society is resorting to remedial measures rather than preventative strategies such as providing quality child care.
- Address the needs of low income families through subsidies, education and outreach.
- Recognize that while some low income people who are unemployed want to stay home with their children, others need low cost child care in order to work and/or seek employment.
- Pursue legislative solutions by making connections with child care lobbyists in Sacramento and Washington, D.C. Lobby for increased funding of child care.
- Recognize the need for a close working relationship between the school district and the City's Park and Recreation Department.
- Get the word out to the spanish speaking community about the Parenting Seminars, future planning efforts, and child care issues in general; Take advantage of spanish language radio, television and print media (KCRW/KSOU, Channel 34 and "Opinion").
- Recognize the need for bilingual publicity regarding parent education.
- Go to hotels to reach spanish speaking working parents.
- Create a mural to draw attention to child care issues.
- Need family oriented work policies and an overall increase in employer support of working parents.
- Provide support for new mothers.
- Need parent support, not just parent education.
- Raise parents' expectations of child care; give people a vision of what child care in Santa Monica should be.

Comments About Draft 12 Point Action Plan Strategies

Strategy #1: Create a Child Care/Family Impact Policy

Workshop participants emphasized the need to focus the community's attention on the needs of children and to educate the public about the numerous issues facing children and families. With these goals in mind, workshop participants expressed strong support for the creation of a child care and family impact policy that will serve as a statement of the community's support for children and families. The following comments were also made:

- Address the need for flexible work schedules which allow working parents to be with their children when they are born, when they are ill and when they are alone after school.
- Focus on balancing work and family by encouraging employers to adopt policies which support family life.
- Make it clear to the community that the lack of adequate child care is a crisis affecting our nation's future.
- Inform the public about the actual cost and value of child care. Note that child care still carries a stigma for many people.

Strategy #2: Continue and Expand Collaborative Child Care Planning and Advocacy Efforts

Many workshop participants indicated their support for committing 50% of the newly hired Child and Youth

Coordinator to child care and early childhood issues and to developing a public education and information program which focuses the community's attention on the needs of children. Helping to improve the quality and availability of child care was also mentioned as an important job responsibility for the Child and Youth Coordinator. The following comments were also made:

- Recognize the value of staff compensation; an all volunteer staff will not move the Plan forward quickly enough.
- Make this a full-time position.
- Determine whether this position can be handled by Connections for Children.
- Recognize that it is critical that the Coordinator receive support from the City – their success depends on it.
- Recognize that the Coordinator must have knowledge and aptitude in both child care and administration.

Strategy #3: Create a Nucleus of Private Sector Supporters and Advocates

Developing private sector support, especially involving employers, was frequently mentioned as a task which is critical to the success of the Master Plan. Many indicated that they think this is particularly important at the present time, in light of declining state funds. It was noted that government is not the only entity which can foster an environment that supports children and families; employers who invest in the lives of their employees are also helping to achieve this goal. The following other comments were also made:

- Consider working with the Chamber of Commerce Education Committee.
- Note that those with money have more influence.
- Look at the Seattle Plan.
- Organizing potential advocates is very important.
- Recognize that sharing resources and skills is another way (besides financial assistance) that the business community can contribute, especially if these resources and skills would otherwise have to be paid for by the providers.

Strategy 4: Increase the Quality of Child Care Programs

Workshop participants indicated strong support for increasing the quality of child care, noting that while Santa Monica has a reputation for quality child care services there is still room for improvement. Participants emphasized the lasting impacts of child care on early development and the overall quality of life. Of particular interest among workshop participants were issues related to attracting and retaining quality child care staff:

- Recognize that our nation's future, our children, are in the hands of people who are underpaid and have no health care benefits – it is not surprising that turnover is so high. The need to retain quality professionals is the most pressing problem next to the need for expanded services.
- Support a pool of qualified substitutes through good pay – this would be very helpful and have a direct impact on quality. Recognize that qualified people are in short supply.

The following specific suggestions for improving the quality of existing programs were also mentioned:

- Develop a strategy for reaching out to those programs that need help but are resistant.
- Find a way of licensing day care providers that are currently unlicensed. Be aware that this is a sensitive issue requiring much discussion in order to develop realistic solutions.

- Provide materials and curriculum guidelines.
- Provide more "life long learning" opportunities for teachers. Publicize these opportunities to maximize participation.

Strategy #5: Increase the Affordability of Child Care Programs

Workshop participants indicated that they think enabling children from low income families to enroll in quality child care programs will directly benefit the community. It was noted that low income people frequently have no other option than to leave children alone when they are at work. Some commented that increasing the availability of affordable child care programs requires a long term funding source. Ensuring that aid is not misused was mentioned as an ongoing concern.

Strategy #6: Increase the Supply of Qualified Child Care Professionals

The need to increase society's respect for child care providers, both in terms of verbal support and salaries payed, was frequently mentioned by workshop participants. Many felt that this is the best means of increasing the supply of qualified child care providers. Some said that simply increasing the number of providers might actually lower the image of the profession; ensuring that new providers are highly qualified is very important. It was noted that an infusion of new, qualified professionals will help the field grow and gain status and recognition.

Workshop participants specifically mentioned the need to educate the public as to the qualifications of child care providers (the necessary skills, education and experience). Many felt that the public does not understand that child care is a skilled profession; having children of one's own, loving children and good intentions may be valuable as prerequisites, but they do not make a child care professional – training and education are crucial.

Strategy #7: Maintain and Expand the Supply of Quality, Affordable Infant Care

While in general workshop participants did not emphasize additional infant care as an immediate priority, it was noted that the need for such care is increasing. Some felt that getting more infants into licensed, qualified centers is very important because of the critical developmental processes that occur during infancy. Many participants mentioned the need to maximize parent/infant interaction; flexibility in scheduling was mentioned as a means of increasing the amount of time that parents and infants can be together. It was also noted that infant care is the most expensive form of child care and therefore a specific grant may be necessary in order to expand this type of care.

Strategy #8: Protect Current Sites and Identify New Locations for Child Care and Support Services Programs; Create "Safe Harbors"

The need to protect existing child care resources was widely recognized by workshop participants. It was mentioned that the public must be made aware of the many issues facing child care providers. Reduced funding support from the state was the most frequently mentioned issue threatening currently existing programs. Exhaustion and discouragement among providers was mentioned as an issue arising from the overwhelming needs that child care providers are attempting to meet with reduced resources at their disposal. Over-crowded classrooms and the expense of capital outlays were also noted as issues affecting providers. In general, workshop

participants agreed that these problems are larger than the public realizes. Some recommended that protecting existing programs should be an ongoing responsibility of the coordinator.

Strategy #9: Coordinate and Expand City, School District, and Community Programs for School-Age Children and Youth

Many workshop participants indicated that they think this is a cost effective strategy, which can provide safety, protection and care for children and teens while providing the City's youth with opportunities to get involved and develop a sense of purpose. The following suggestions were also mentioned:

- Consider keeping school libraries open after school every day.
- Recognize that community service projects can benefit the community and the youth participants.
- Use current Park and Recreation staff to supervise programs.
- Address drug and gang related problems.
- Recognize that children in the 10 -14 year age range need attention; programs for this age group need to be appealing to them, as they are increasingly independent and have definite interests, likes and dislikes. They also may feel uncomfortable attending a "child care" program.
- Look at the Pomona model described in the Los Angeles Times Magazine in 1988.
- Responsibility for after school programs should be part of the coordinator's job description.

While providing loans or grants for program start-up was not highlighted as an immediate priority, some indicated that they think it is a practical means of addressing some of the Master Plan goals; it will encourage new programs to start-up. Some mentioned that this strategy should be implemented when and if the necessary funds become available. One participant said that before this strategy is implemented, standardized quality criterion such as those of NAEYC should be established.

Strategy #10: Provide Additional Resources to Help Families with Special Needs

In discussing this strategy, workshop participants focused primarily on the need to develop a means of helping children with problems associated with pre-natal drug exposure. However it was noted that "special needs" covers a wide range of developmental issues. Participants made the following comments in reference to Strategy #10:

- Help pre-natally exposed child learn to cope with, understand and accomodate to their behaviors; recognize that many such children are becoming destructive rather than productive.
- Recognize that the average school system is unable to handle the increasing number of children with behavioral and social problems due to infant/pre-natal exposure to drugs. These children are excluded, with nowhere to turn, which furthers the frustration of both parent and child.
- Mainstreaming is very advantageous for children with special needs as well as children in regular education.
- Recognize the need for sensitivity in placement and ongoing monitoring; be sure that program placements work for the child and the program.
- Note the frequent need for intervention, assistance and support for dysfunctional families. It is time to change our nation by helping, not ignoring or condemning dysfunctional families.

- Consider therapeutic companions.
- Network with Westside Regional Center.

Strategy #11: Coordinate Existing and Create New Resources for Parent Education and Outreach to Support Working Families

Workshop participants expressed strong support for improving educational resources for parents. It was observed that parenting skills are generally on the decline and that an action oriented strategy is needed; simply venting frustration will not eleviate the problem. The following comments were also made:

- Parents need more information on child development, expressed in terms they can understand. Repetition from a variety of sources will help get the information across.
- Be sure that programs are scheduled at times which are convenient for working parents.
- The coordinator should be responsible for implementing this strategy.
- Include outreach to pregnant women, especially those who are pregnant for the first time; this is a critical time to respond to parents' concerns and need for support.
- Support mothers of infants and toddlers in their role as their children's primary teachers; support the positive elements of their approach to parenting.

Strategy #12: Create Supportive Land Use and Housing Policies and Permit Procedures

Workshop participants indicated that they think the success of this strategy depends on City government; opportunities should be studied and implemention should begin as soon as possible.

Appendices

A. Working Parents Survey Instrument
B. Random Business Sample Selection Telephone Script
C. Detailed Cost of Care Findings From the Working Parents Survey
D. Child Care Provider Survey Instruments
E. Providers Comments to Open-Ended Questions
F. City Staff Report, Child Care Resolution and Policy Statement

Appendix A

Working Parents Survey Instrument

SANTA MONICA

CITY OF SANTA MONICA CALIFORNIA

Program & Policy Development

1685 Main Street
Santa Monica, CA 90401-3295
(213) 458-8585

Working Parents Survey

Do you have children under 12 years old currently living with you?

If so, please participate in our survey!

The City of Santa Monica is conducting a survey to assess the child care needs of parents who work in Santa Monica. Your company is participating in the survey to support the City's efforts and help us obtain valuable information about your current and preferred child care arrangements.

The results of this survey will help the City develop a plan for the provision of child care services. The survey is *completely anonymous* and will take about 10 minutes to complete.

Your survey field manager will return on _____ to collect completed questionnaires. Please return your questionnaire to your front desk or personnel director's office.

If you have any questions about the survey or would like to participate in the child care planning process, please call Liz Casey, City Planning Division, at 458-8585.

For Office Use

Thank You!

Working Parents Survey

1. How many children do you have?

2. What are their ages? (Please write in their ages, from oldest to youngest child)

Child #1	Child #2	Child #3	Child #4
oldest			youngest

If you have one child, please use the first column, under the heading Child #1, for your responses to questions 3, 4, 5, 6, and 11. If you have more than one child, please circle a response *for each child from your oldest to your youngest*, using the columns labeled Child #1, Child #2, Child #3 and Child #4, as in the question below.

CURRENT AND PREFERRED CARE ARRANGEMENTS

3. What types of care do you now use for your child(ren) *while you work?* (Please circle responses for each child to indicate the types of care used.)

	Child #1	Child #2	Child #3	Child #4
A. Yourself at work	①	②	③	④
B. Spouse or partner	①	②	③	④
C. Unrelated person in your home	①	②	③	④
D. Relative in your home	①	②	③	④
E. Relative, friend, neighbor or other person outside your home	①	②	③	④
F. Licensed family child care home	①	②	③	④
G. Licensed child care center or preschool	①	②	③	④
H. After-school child care program at a school	①	②	③	④
I. Child looks after self	①	②	③	④
J. Other Please describe:	①	②	③	④

4. Where are these current arrangements located, in Santa Monica or outside of Santa Monica? (Please circle a response for each child)

	Child #1	Child #2	Child #3	Child #4
A. In Santa Monica	①	②	③	④
B. Outside of Santa Monica	①	②	③	④
C Both	①	②	③	④

5. What type or types of child care arrangements would you prefer to have for your child(ren) while you work? (Please circle responses for each child)

	Child #1	Child #2	Child #3	Child #4
A. Yourself at work	①	②	③	④
B. Spouse or partner	①	②	③	④
C. Unrelated person in your home	①	②	③	④
D. Relative in your home	①	②	③	④
E. Relative, friend, neighbor or other person outside your home	①	②	③	④
F. Licensed family child care home	①	②	③	④
G. Licensed child care center or preschool	①	②	③	④
H. After-school child care program at a school	①	②	③	④
I. Child looks after self	①	②	③	④
J. Other Please describe:	①	②	③	④

6. Would you prefer child care services in Santa Monica or outside of Santa Monica? (Please circle a response for each child)

	Child #1	Child #2	Child #3	Child #4
A. In Santa Monica	①	②	③	④
B. Outside of Santa Monica	①	②	③	④

7. Why would you prefer these arrangements, both type and location? (Please write your comments below)

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7a

7b

8. Listed below are some common problem areas that working parents have identified. Please indicate if you have had problems in any of these areas in the past year on a scale of Major Problem, Somewhat of a Problem or No Problem. (Please circle a response to each item)

	Major Problem	Somewhat of a Problem	No Problem	Don't Know Not Applicable
A. Cost of Care	①	②	③	④
B. Convenience of Location(s)	①	②	③	④
C. Getting Children To/From Care	①	②	③	④
D. Dependibility of Care	①	②	③	④
E. Finding the Right Times and Types of Care:				
E-1. Care before 7am	①	②	③	④
E-2. Care after 6pm	①	②	③	④
E-3. Weekend care	①	②	③	④
E-4. School vacation care	①	②	③	④
E-5. Temporary/emergency care	①	②	③	④
E-6. Care for mildly sick children	①	②	③	④
E-7. Care for children with special needs	①	②	③	④
F. Finding Care for Certain Age Groups:				
F-1. Infants	①	②	③	④
F-2. Toddlers 1-2	①	②	③	④
F-3. 2-5 year olds	①	②	③	④
F-4. 6-12 year olds	①	②	③	④
F-5. Children 13 and over	①	②	③	④
G. Finding the Following Quality Components:				
G-1. Small group size	①	②	③	④
G-2. Adequate number of adults	①	②	③	④
G-3. Trained teachers	①	②	③	④

	Major Problem	Somewhat of a Problem	No Problem	Don't Know Not Applicable
G-4. Parent involvement	①	②	③	④
G-5. Program meeting child's play and learning needs	①	②	③	④
G-6. Program meeting child's emotional needs	①	②	③	④
G-7. Adequate physical facility	①	②	③	④
H. Other:	①	②	③	④

9. In a typical work week, when do you need child care? (Please circle the numbers to the left of the appropriate responses)

   1. Weekdays **before 7am**
   2. Weekdays, some period of time **between 7am and 6pm**
   3. Weekdays, some period of time **between 6pm and 11pm**
   4. Weekdays, some period of time **between 11pm and 7am**
   5. Weekends
   6. Other:

10. Do you ever need to drop off your child(ren) early or pick up your child(ren) late? (Please circle the number to the left of the appropriate response)

   1. Yes, often
   2. Yes, sometimes
   3. Yes, but rarely
   4. No

11. What is the average amount you pay *per month* for child care for each child while you work? (Please circle a response for each child)

	Child #1	Child #2	Child #3	Child #4
1. Under $100	①	②	③	④
2. $100-199	①	②	③	④
3. $200-299	①	②	③	④
4. $300-399	①	②	③	④
5. $400-499	①	②	③	④
6. $500-599	①	②	③	④
7. $600 or more	①	②	③	④

12. Finding child care services that match your family's particular needs can be a complicated task. There are logistical considerations – the how, when, where – and programmatic options – the who and what. You've indicated some of your preferred practical arrangements, but now please look at this list and indicate which *three* items are *most important* to you.

(Circle one item as your most important: ①, one item as your second most important: ②, and one item as your third most important: ③.)

	1	2	3
A. Before/after school care	①	②	③
B. Transportation to and from child care	①	②	③
C. Proximity to home	①	②	③
D. Proximity to work	①	②	③
E. Affordability of care	①	②	③
F. Flexible hours or drop-in care	①	②	③
G. Extended hours: before 7am and after 6pm	①	②	③
H. Summer and holiday care	①	②	③
I. Infant care	①	②	③

13. Now, assuming all logistical arrangements are satisfactory, what program and provider qualities are most important to you? Please list three.

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1. 13a

2. 13b

3. 13c

POTENTIAL FUNDING SOURCES

14. Several strategies for funding the improvement and expansion of child care services in Santa Monica have been suggested. Please read each of the following strategies, and indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the strategy. (Please circle a response for each item)

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know No Opinion
A. Parent fees for existing child care services should be raised to cover improvements or additional services.	①	②	③	④	⑤
B. The federal government should provide assistance in the form of tax breaks and child care subsidies.	①	②	③	④	⑤
C. The state government should provide assistance in the form of tax breaks and child care subsidies.	①	②	③	④	⑤
D. The City should provide assistance in the form of child care subsidies.	①	②	③	④	⑤
E. Santa Monica residents should be asked to vote on a special tax paid by all residents to fund child care services.	①	②	③	④	⑤
F. Large employers should provide on-site child care centers and smaller employers should participate in a jointly-operated center.	①	②	③	④	⑤
G. Employers should provide financial assistance in the form of discounts, vouchers, or similar programs to reduce the cost of child care for employees.	①	②	③	④	⑤
H. Developers should be asked to pay a one-time fee for facilities required to meet the demands of their projects.	①	②	③	④	⑤

15. Do you have any other suggestions for funding strategies?

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15a [ ]

15b [ ]

BACKGROUND INFORMATION

Your answers to the following questions are important so that we may develop a profile of working parents in Santa Monica jobs.

16. Which category describes your business/employer type most accurately? (Please circle the number to the left of the appropriate response)

    1. Service
    2. Professional
    3. Manufacturing/Wholesale
    4. Retail
    5. Corporate/Administrative Headquarters
    6. Other:

For Office Use

16 [ ]

17. Which category describes the number of people employed at your worksite? (Please circle the number to the left of the appropriate response)

    1. 1 to 4 employees
    2. 5 to 19 employees
    3. 20 to 99 employees
    4. 100 to 499 employees
    5. 500 or more employees

18. Do you work part-time or full-time? (Please circle the number to the left of the appropriate response)

    1. Part-time (under 35 hours per week)
    2. Full-time (35 hours or over per week)

19. What are your typical work hours? (Please circle a number to the left of your starting time in column A, and a number to the left of your finishing time in column B.)

A. Start work	B. Finish work
1. 7am	1. 7am
2. 8am	2. 8am
3. 9am	3. 9am
4. 10am	4. 10am
5. 11am	5. 11am
6. 12noon	6. 12noon
7. 1pm	7. 1pm
8. 2pm	8. 2pm
9. 3pm	9. 3pm
10. 4pm	10. 4pm
11. 5pm	11. 5pm
12. 6pm	12. 6pm
13. 7pm	13. 7pm
14. 8pm	14. 8pm
15. 9pm	15. 9pm
16. 10pm	16. 10pm
17. 11pm	17. 11pm
18. Other:	18. Other:

For Office Use

19a [ ]

19b [ ]

20. Are your work hours flexible; are you able to vary your schedule by 1 or 2 hours?

1. Yes
2. No

21. How do you get to work?

1. Car
2. Carpool
3. Bus
4. Walk
5. Bicycle

22. What is the zip code of your home address?

[ ]

23. In your household, how many income earners are there?

24. Approximately which income range describes your gross household income? (Survey is completely anonymous)

    1. Under $15,000
    2. $15,000 to $20,000
    3. $21,000 to $30,000
    4. $31,000 to $40,000
    4. $41,000 to $50,000
    5. $51,000 to $75,000
    6. $76,000 to $100,000
    7. Over $100,000

25. Are you female or male?

    1. Female
    2. Male

26. Which age category describes you best?

    1. 18-25
    2. 26-35
    3. 36-50
    4. 51-64
    5. 65+

27. Do you have any other comments about things not covered on the survey?

For Office Use

27a

27b

27c

Thank you for your time and participation. Please return the questionnaire to your front desk or personnel director.

Appendix B

Random Business Sample Selection Telephone Script

Santa Monica Child Care Needs Assessment

Working Parents Survey

Random Business Sample Selection Telephone Script

May I please speak with the [owner, business manager, personnel director]?

Hello, my name is _____. I work with a planning firm that has been hired by the City of Santa Monica to develop a Long Range Master Plan for child care services in Santa Monica. One of the most important parts of the planning process is a survey of working parents to find out what kinds of child care services they use, which is why I'm calling you. Your business has been randomly selected from the City's business license list.

Do you have any employees with children under 12?

[If No:] Thank you. This survey is aimed at collecting information from people who currently use or have need for child care. If you're interested in what kinds of strategies we develop to meet the needs of working parents, the Plan will be published next summer and will be available through the City's Planning Department. [Say Goodbye and mark 0 in # of Working Parents column]

[If Yes:] About how many employees do you have total? [Mark on chart under Size]

About how many of those are parents with children under 12? [Mark on chart under # of Working parents]

We would like to come by sometime in the next week to drop-off questionnaires for your working parents to complete. We would pick-up the completed questionnaires either later that day or within the next few days. Would this be okay with you?

[If No:] If the response time seems insufficient, we will accept questionnaires returned by mail; as long as they are received by November 30th. [If still No, check Refused column and make a note about the reason for refusal]

[If Yes:] Great! Let me get some information from you:

What are your business hours? [Mark on chart under Hours]

What is your cross-street? [Mark on chart under Cross-street]

Are you interested in receiving information about planning for future child care services in Santa Monica? [If Yes:] Okay, I have your address and I'll make sure you're signed up on our mailing list. [Mark business number with red marker]

Thanks for your interest and participation!

[Check Agreed column and mark business name and address with yellow marker.]

Appendix C

Detailed Cost of Care Results from the Working Parents Survey

Cost of Child Care by Children's Ages and Type of Care

Detailed Results from the Santa Monica Working Parents Survey

The tables below provide detailed information from the Working Parents Survey on the cost of child care. Tables 1 through 4 are specific to a particular age group and indicate the number of children in each monthly cost range, in each type of care for which there usually is a cost. Table 5 summarizes the cost of care across all age ranges. (Note: The survey was self-administered, and some respondents may have erroneously indicated *weekly* costs for child care instead of *monthly* costs as specified in the question instructions. This may have increased the margin of error for this question.)

Table 1 ***Children Under 1 Year***

# of Children by Type of Care	**Type of Care**	**Monthly Cost Ranges**						
		$0-99	$100-199	$200-299	$300-399	$400-499	$500-599	$600+
	Formal							
4	Licensed Child Care Center or Preschool		1			1	2	
8	Licensed Family Day Care Home	1	1	1		4	1	
1	After-School Program at a School			1				
	Informal							
8	Unrelated Person in the Home	1	1	2	1	3		
15	Relative, Friend, or Other Person Outside the Home	4	3	4		3	1	
36 Children	*Totals by Cost Range*	6	6	8	1	11	4	

Table 2 **Children 1 - 2 Years**

# of Children by Type of Care	Type of Care	Monthly Cost Ranges						
		$0-99	$100-199	$200-299	$300-399	$400-499	$500-599	$600+
	Formal							
4	Licensed Child Care Center or Preschool		1			2	1	
15	Licensed Family Day Care Home	1	1	3	8	2		
1	After-School Program at a School	1						
	Informal							
3	Unrelated Person in the Home					1		2
18	Relative, Friend, or Other Person Outside the Home	8	2	5	1	2		
41 Children	*Totals by Cost Range*	10	4	8	9	7	1	2

Table 3	*Children 2 - 5 Years*							
# of Children by Type of Care	**Type of Care**	**Monthly Cost Ranges**						
		$0-99	$100-199	$200-299	$300-399	$400-499	$500-599	$600+
	Formal							
58	Licensed Child Care Center or Preschool	3	6	18	22	7	1	1
11	Licensed Family Day Care Home	1	2	3	2	3		
6	After-School Program at a School		1	2	1	2		
	Informal							
14	Unrelated Person in the Home	2		7		1	1	3
14	Relative, Friend, or Other Person Outside the Home	4	2	3	1	3		1
103 Children	*Totals by Cost Range*	10	11	33	26	16	2	5

Table 4	*Children 5 - 12 Years*							
# of Children by Type of Care	**Type of Care**	**Monthly Cost Ranges**						
		$0-99	$100-199	$200-299	$300-399	$400-499	$500-599	$600+
	Formal							
26	Licensed Child Care Center or Preschool	3	5	8	7	1	1	1
9	Licensed Family Day Care Home	1	4		3	1		
60	After-School Program at a School	27	19	9	4			1
	Informal							
19	Unrelated Person in the Home	6	7	3				3
30	Relative, Friend, or Other Person Outside the Home	18	10	2				
144 Children	*Totals by Cost Range*	55	45	22	14	2	1	5

Table 5	*Children ALL AGES*							
# of Children by Type of Care	**Type of Care**	**Monthly Cost Ranges**						
		$0-99	$100-199	$200-299	$300-399	$400-499	$500-599	$600+
	Formal							
92	Licensed Child Care Center or Preschool	6	13	26	29	10	6	2
43	Licensed Family Day Care Home	4	8	7	13	10	1	
68	After-School Program at a School	28	20	12	5	2		1
	Informal							
44	Unrelated Person in the Home	9	8	12	1	5	1	8
77	Relative, Friend, or Other Person Outside the Home	34	17	14	2	8	1	1
324 Children	*Totals by Cost Range*	81	66	71	50	35	9	12

Family Day Care Providers' Participation in Support and Development Activities

Detailed Results from the Santa Monica Provider Survey

The table below provides detailed information from the Provider Survey on the participation of Family Day Care providers in the following specific support and development activities addressed by the survey:

- Provider Organizations or Support Groups
- Provider Publications
- Child Care Conferences or Child Development Classes

Level of Provider Participation			
No participation	**Participation in one activity**	**Participation in two activities**	**Participation in all three activities**
25%	34%	22%	19%

Appendix D

Child Care Provider Survey Instruments

CITY OF
SANTA MONICA
CALIFORNIA

OFFICE OF THE CITY MANAGER 458-8301 P.O. Box 2200, Santa Monica, California 90406-2200

November 9, 1989

Dear Child Care Provider:

The City of Santa Monica is currently preparing a Child Care Master Plan. This Plan is part of a comprehensive effort to address the needs of children in our City. We are working with the Santa Monica/Malibu Unified School District, Santa Monica College and Connections for Children to develop the Plan.

Our first task is to conduct a survey of every licensed child care provider in the City. The purpose of this effort is to find out what care is available and who is using it. The results of the survey will help us plan for the future and will be reported in the Child Care Master Plan.

Please complete the attached survey and send it to the project consultants (Moore Iacofano Goltsman) by Monday, November, 20th. A pre-addressed, stamped envelope is enclosed for your convenience. If you have any questions about the survey, please call Liz Casey, Associate Planner at 458 - 8585 or Terry Ogawa, Connections for Children at 452 - 3325. Survey results will be available upon request.

If you would like to get involved in the project, please contact Liz Casey at the number above. Thanks you for your time and cooperation.

Sincerely,

John Jalili

JOHN JALILI
City Manager

JJ:dvm

Attachments (Survey and return envelope)

(ccplan)

City of Santa Monica
Child Care Provider Survey

Child Care Centers

The City of Santa Monica, through Connections for Children, is conducting a survey of Santa Monica child care providers to determine the current supply of services, who uses them and what providers think about a variety of related issues.

The results will be used in aggregate form and compared with the demand for child care services to develop a long-range plan for child care. Your participation is critical to ensure complete City-wide information. The survey will take about 30 minutes.

Name of Center: _____

Director: _____

Zip Code: _____

CHILD CARE SUPPLY INFORMATION

1. For each age group, please indicate your licensed capacity, current openings, and the current number of children on your waiting list. (List *numbers* of children.)

	Number of Children		
Age Group	**Licensed Capacity**	**Current Openings**	**Current Waiting List**
A. **Under 2 Years**			
B. **2 to 5 Years**			
C. **6 to 12 Years**			
Totals			

2. Please indicate what types of care you offer, by age group, by checking all of the appropriate boxes. (Place ✓s in the cells which correspond to the types of care offered for each age group.)

Age Group	*Types of Care*						
	Full-time 6 or more hrs/day	Part-time less than 6 hrs/day	Part-time 2–3 days/wk	School Vacation or Summer	Year-Round	Before/ After School	Sick Child
A. Under 2 Years							
B. 2 to 5 Years							
C. 6 to 12 Years							
For Office Use:	①	②	③	④	⑤	⑥	⑦

3. What are your hours of operation for part-time, full-time and [if offered] before and after school care? (Please fill in *hours*.)

	Hours of Operation			
	Part-time	Full-time	Before School	After School
A. Open:				
B. Close:				

4. Please indicate what your center charges for the types of care offered, by age group. (Indicate *dollar amounts charged*, per month and per hour, as below.)

Age Group	*Cost of Care Per MONTH*				*Cost of Care Per HOUR*	
	Full-time 6 or more hrs/day	Part-time less than 6 hrs/day	Part-time 2–3 days/wk	School Vacation or Summer	Before/ After School	Sick Child
A. Under 2 Years	$	$	$	$	$	$
B. 2 to 5 Years	$	$	$	$	$	$
C. 6 to 12 Years	$	$	$	$	$	$

USER CHARACTERISTICS

We are trying establish a profile of who uses child care in Santa Monica. Your answers to the next two questions will help us do that. Please refer to your emergency cards or other records to provide us with the information we need.

5. Please indicate how many children live in each zip code area, city or neighborhood and how many mothers' work locations are located in each area. (Indicate the *number of children* and *the number of mothers* in each area.)

Zip Code, City or Neighborhood	*Children's Home Locations*	*Mothers' Work Locations*
	Number	**Number**
A. **Santa Monica, 90401-05**		
B. Venice, 90291, 90291		
C. West L.A., 90024, 90025 90064, 90066		
D. Brentwood, 90049		
E. Pacific Palisades, 90272		
F. Culver City, 90230, 90232		
G. Others		
H. **Not Available or Unknown**		
Total:		

6. As far as you know, are any of the mothers *not* working? (Please ***circle the number*** to the left of the appropriate response, and specify numbers for follow-up questions.)

1. Yes

6A. How many? _____ 6B. How many of these are students? _____

2. No

3. Don't Know

OPERATIONAL INFORMATION

The remaining questions pertain to your center's start-up, operation and licensing.

7. How long has the center been open?

_____Years

8. How long have you been at your present location?

_____Years

9. Do you rent or own your building? (Please ***circle the number*** to the left of the appropriate response, and specify number of months or years for follow-up question.)

1. Own

2. Rent with month to month agreement

3. Rent with lease agreement

9A. Length of Lease _____

10. Approximately how much is your rent or monthly payment?

$_____per month

11. Do you carry liability insurance? (Please ***circle the number*** to the left of the appropriate response, and specify dollars for follow-up question.)

1. Yes

11A. Approximately how much do you pay annually for this coverage?

$ _____per year

2. No

12. What is the total number of regular staff employed at your center?' (Please indicate the total ***number*** of staff and the numbers of staff in each category. *If a staff member has more than one role,* use ***fractions.***)

Hours	Total #	*Number of Staff*		
		# of Classroom Staff	**# of Administrative Staff**	**# of Support Staff**
		Teachers, Aides	*Director, Others*	*Bookkeeper, Receptionist*
A. Part-time (under 35 hours/week)				
B. Full-time (35 or more hours/week)				

13. What is the average child to staff ratio at your center, by age group? (Please indicate the ***numbers*** of children and staff.)

Age Group	*Ratio*	
	# of Children	**# of Staff**
1. Under 2		
2. 2 to 5 Years		
3. 6 to 12 Years		

14. What kind of staff training or support do you provide? (Please place a ✓ in the appropriate column.)

Type of Training or Support	*Staff Training and Support*	
	Provided	**Not Provided**
A. Initial orientation and training		
B. Workshops		
C. Education/tuition support		
D. Memberships in child care organizations		

Type of Training or Support	*Staff Training and Support*	
	Provided	Not Provided
E. Subscriptions to related publications		
F. Audiovisual presentations		
G. Others		
Please Explain:		

15. What are the minimum and maximum hourly wages paid to employees of your center? (Please indicate the range of ***dollar amounts paid per hour,*** for each position.)

Position	*Staff Salaries*	
	Minimum Hourly Wage Paid	Maximum Hourly Wage Paid
A. Director		
B. Teacher		
C. Assistant		

16. What employee benefits does your center offer? (Please place a ✓ in the appropriate column. *If a benefit is partially provided,* please specify *percentage.*)

Type of Employee Benefits	*Employee Benefits*	
	Provided	Not Provided
A. Health Insurance		
B. Dental Insurance		
C. Paid Sick Days		
D. Paid Holidays		
E. Paid Vacations		
F. Paid Personal Days		

Type of Employee Benefits	*Employee Benefits*	
	Provided	Not Provided
G. Payment for Attendance at Training Sessions		
F. Yearly Cost of Living Increases		
G. Reduced Child Care Fees for Employees		
H. Others		

17. Is the center a registered non-profit organization? (Please *circle the number* to the left of the appropriate response.)

1. Yes, Public Non-Profit
2. Yes, Private Non-Profit
3. No

18. Does the center receive any funding from sources other than parent fees? (Please *circle the number* to the left of the appropriate response.)

1. Yes: Government Funds
2. Yes: Funds from a Sponsorship Organization
3. Yes: Fundraising
4. Yes: Other: _____

5. No

19. Please indicate whether you have had any of the following problems related to the start-up, operation or remodeling of your center, on a scale of Major Problem, Minor Problem or No Problem. (Please place a ✓ in the appropriate column.)

Problem Area	*Operational Problems*			
	Major Problem	Minor Problem	No Problem	Don't Know
A. City Regulations				
Please Explain:				
B. Licensing				
Please Explain:				

Problem Area	*Operational Problems*			
	Major Problem	Minor Problem	No Problem	Don't Know
C. Staff Turnover				
Please Explain:				
D. Finding Trained Staff				
Please Explain:				
E. Finding Substitutes				
Please Explain:				
F. Financing				
Please Explain:				
G. Insurance				
Please Explain:				
H. Physical Environment				
Please Explain:				
I. Neighbors				
Please Explain:				
J. Parking				
Please Explain:				
K. Other:				
Please Explain:				
For Office Use:	①	②	③	④

20. Are you interested in expanding your center?

1. Yes
2. No

21. What would facilitate the improvement or expansion of child care services at your center?

For Office Use

21a [ ]

21b [ ]

22. Is there anything else you'd like to add about things not covered on the survey?

For Office Use

22a [ ]

22b [ ]

22c [ ]

Thank you for your time and participation.

City of Santa Monica
Child Care Provider Survey
Family Day Care Homes

The City of Santa Monica, through Connections for Children, is conducting a survey of Santa Monica child care providers to determine the current supply of services, who uses them and what providers think about a variety of related issues.

The results will be used in aggregate form and compared with the demand for child care services to develop a long-range plan for child care. Your participation is critical to ensure complete City-wide information. The survey will take about 30 minutes.

Name of Family Day Care Home:_____

Zip Code:_____

CHILD CARE SUPPLY INFORMATION

1. For each age group, please indicate your licensed capacity, current openings, and the current number of children on your waiting list. (List *numbers* of children.)

	Number of Children		
Age Group	Licensed Capacity	Current Openings	Current Waiting List
A. Under 2 Years			
B. 2 to 5 Years			
C. 6 to 12 Years			
Totals			

2. Please indicate what types of care you offer, by age group, by checking all of the appropriate boxes. (Place ✓ s in the cells which correspond to the types of care offered for each age group.)

Age Group	*Types of Care*						
	Full-time 6 or more hrs/day	Part-time less than 6 hrs/day	Part time 2–3 days/wk	School Vacation or Summer	Year-Round	Before/ After School	Sick Child
A. Under 2 Years							
B. 2 to 5 Years							
C. 6 to 12 Years							
For Office Use:	①	②	③	④	⑤	⑥	⑦

3. What are your hours of operation for part-time, full-time and [if offered] before and after school care? (Please fill in *hours.*)

	Hours of Operation			
	Part-time	Full-time	Before School	After School
A. Open:				
B. Close:				

4. Please indicate what you charge for the types of care offered, by age group. (Indicate ***dollar amounts charged,*** per **month** and per **hour**, as below.)

Age Group	*Cost of Care Per MONTH*				*Cost of Care Per HOUR*	
	Full-time 6 or more hrs/day	Part-time less than 6 hrs/day	Part-time 2–3 days/wk	School Vacation or Summer	Before/ After School	Sick Child
A. Under 2 Years	$	$	$	$	$	$
B. 2 to 5 Years	$	$	$	$	$	$
C. 6 to 12 Years	$	$	$	$	$	$

USER CHARACTERISTICS

We are trying establish a profile of who uses child care in Santa Monica. Your answers to the next two questions will help us do that. Please refer to your emergency cards or other records to provide us with the information we need.

5. Please indicate how many children live in each zip code area, city or neighborhood and how many mothers' work locations are located in each area. (Indicate the ***number of children*** and ***the number of mothers*** in each area.)

Zip Code, City or Neighborhood	*Children's Home Locations*	*Mothers' Work Locations*
	Number	**Number**
A. **Santa Monica, 90401-05**		
B. Venice, 902 91, 90292		
C. West L.A., 90024, 90025 90064, 90066		
D. Brentwood, 90049		
E. Pacific Palisades, 90272		
F. Culver City, 90230, 90232		
G. Others		
H. **Not Available or Unknown**		
Total:		

6. As far as you know, are any of the mothers *not* working? (Please *circle the number* to the left of the appropriate response and specify numbers for follow-up questions.)

   1. Yes

   6A. How many? _____ 6B. How many of these are students? _____

   2. No
   3. Don't Know

OPERATIONAL INFORMATION

The last few questions pertain to the start-up, operation and licensing of your home.

7. How long has your family day care home been open?

   _____Years

8. Do you employ any aides or helpers? (Please *circle the number* to the left of the appropriate response and specify the number of staff.)

   1. Yes: Part-time, under 35 hours per week _____

      Full-time, 35 hours or over per week _____

   2. No

9. Do you own or rent your building? (Please *circle the number* to the left of the appropriate response, and specify months or years for follow-up question.)

   1. Own
   2. Rent with month to month agreement
   3. Rent with lease agreement

      9A. Length of Lease _____

10. Do you carry liability insurance? (Please *circle the number* to the left of the appropriate response, and specify dollars for follow-up question.)

    1. Yes

       10A. Approximately how much do you pay annually for this coverage?

       $ _____per year

    2. No

11. Do you belong to any provider organizations or support groups?

    1. Yes Which ones? _____
    2. No

12. Do you subscribe to any provider publications?

    1. Yes Which ones? _____
    2. No

13. Do you attend any child care conferences or child development classes?

1. Yes Which ones? _____

2. No

14. Please indicate if you have had any of the following problems related to the start-up or operation of your family day care home, on a scale of Major Problem, Minor Problem or No Problem. (Place a ✓ in the box which corresponds with your answer.)

	Operational Problems			
Problem Area	**Major Problem**	**Minor Problem**	**No Problem**	**Don't Know**
A. City Regulations				
Please Explain:				
B. Licensing				
Please Explain:				
C. Maintaining Full Enrollment				
Please Explain:				
D. Collecting Fees				
Please Explain:				
E. Finding Substitutes				
Please Explain:				
F. Physical Environment				
Please Explain:				
G. Insurance				
Please Explain:				

Problem Area	*Operational Problems*			
	Major Problem	**Minor Problem**	**No Problem**	**Don't Know**
H. Neighbors				
Please Explain:				
I. Isolation from Other Providers				
Please Explain:				
J. Landlord Relations				
Please Explain:				
K. Other:				
Please Explain:				
For Office Use:	①	②	③	④

15. What would facilitate the improvement or expansion of the child care services provided at your home?

For Office Use

15a [ ]

15b [ ]

16. Do you have any additional comments about things not covered on the survey?

For Office Use

16a [ ]

16b [ ]

16c [ ]

Thank you for your time and participation.

Appendix E

Providers Comments to Open-Ended Questions

Provider Survey Comments - Family Day Care Homes

Question	Comments
15	Child care education.
15	Toys for kids.
15	Closer playground or park.
15	Pleased with things the way they are. Don't want to expand.
15	Parents and provider are satisfied with level of care and communication between both; no plans. We're all satisfied as is.
15	I am very happy with the way my program is going - so no changes that I know of.
15	Satisfactory as is.
15	Since I do not intend to have more than two children at any time I believe the facilities I have are sufficient.
15	CFC should work with the City and try to get as many providers as they can be licensed for 12.
15	It tends to get a little monotonous and boring with just 6 to 4 infants or 3 infants and 2 older kids.
15	If the group would be between 8 - 12, I certainly feel that the job would be more challenging and more interesting for both the children and providers.
15	Licensed capacity of under 2 years should be increased.
15	I am very interested in obtaining a license for 12 and I think CFC can offer some help in obtaining one.
15	Do not want to expand
15	Easing of restrictions to obtain license for large family day care.
15	Since I am a single mother on a limited budget, I need a weekly gardener, housekkeeper, and part-time handyman. Otherwise only existing enrollment is necessary.
16	Everything is fine.
16	I do not know, at this point, if I will continue Day Care or begin teaching in a preschool scheduled to open in January.
16	If I know child came without insurance. If child gets hurt, I get sued.
16	A paid vacation would certainly help.
16	A little financial help in buying cribs and outdoor toys would certainly be helpful.

Provider Survey Comments - Child Care Centers

Question	Comments
19a	Planning, zoning, building and parking inspectors, wheelchair parking requirements, etc.
19a	Fire marshal requiring a commercial hood over cooking stove; over kill.
19a	Problems before opening.
19b	Nit pickers - inspect on every complaint even though parent is not here, nor has valid complaint.
19b	Lack of training of DSS worker, inadequate mechanisms from state to get new forms to us.
19c	Due to pregnancy and staff's own children.
19c	Even though we are very stable, we have had 4 babies that took away teachers in 2 years.
19c	We often lose very qualified teachers since the pay is not that high.
19c	Because of low salaries, turnover is high.
19c	Finding trained staff at salaries the business can afford.
19c	Aides - not with teachers.
19c	Leaving for jobs in newer center: left for better salaries or benefits.
19c	3 hour aides tend to turn over (1 position per year)
19c	Not enough quality staff (better pay/opportunites for staff at new center in area).
19c	High assistant turnover -- not teachers.
19d	We do a lot of in-house training.
19d	Most staff does not have good practical skills; need lots of on the job learning.
19d	It is hard to find qualified people because of pay.
19d	Because of low salaries, turnover is high.
19d	Need a teacher this year - still haven't found one - have explored every avenue.
19d	Not enough trained people.
19d	Present child development course offerings focus on pre-school age. Need additional training on school-age children.
19d	Not enough well-trained staff.
19e	There are not many substitutes around since the pay is not that high.
19e	Because of low salaries, turnover is high.
19e	Not available.
19e	Impossible at the teacher level.
19e	Too few who want to work with infants.
19e	Limited number of substitutes in the area.
19e	Availability of GOOD substitutes is a problem.
19e	Pool of substitues has dried up with expansion of school-age child care.
19e	Not enough well-trained substitues.
19e	Substitutes are not available for very long.
19e	Our only source is our own part-time staff who are sometimes unable to fill in.

Provider Survey Comments - Child Care Centers

Question	Comments
19f	The program depends on tuition and we always need more to improve programs.
19f	Do to limited income the school cannot afford many things.
19f	S.B.A. will not loan to elementary aged children - only to nursery school. Private funding becomes essential.
19f	Keeping budget within money collected from parent fees and staff apportionment.
19f	Just funds to keep tuition costs down.
19f	Just make monthly expenses - need more for scholarship and salary increases.
19f	Due to limited state funding
19f	Parent fees and state subsidy do not pay for salaries (Prop 98 should help).
19f	Keeping costs down and salaries up.
19f	Consistent but not adequate for an infant program.
19g	We're covered under an umbrella policy with the church.
19g	School buses are almost impossible to insure.
19g	Molestation fear (with law suit) always hovers over any nursery school.
19g	Too high for private school to carry.
19g	Cost - especially liability.
19g	Very costly.
19g	5 years ago insurance went up dramatically, but now it comes down every year.
19h	Noise along boulevard distorts play in yard.
19h	Need swings, more grass and a stable lease.
19h	We could use more space
19h	Colorado place, all the construction and getting rid of waste materials.
19h	Limited funds to maintain environment / lack of space.
19h	Inadequate staff, conference and office space. Outdoor space is awkward.
19h	Finding appropriate space is difficult.
19i	They can complain and all civic employees jump.
19i	Civil servants work for complainers and not for the small business man.
19i	Staff feel pressure of larger program that shares same yard.
19j	The city won't allow us to park in alley to safely drop-off children.
19j	Although they allow trucks to block the alley to unload supplies.
19j	City requires too many parking spaces. Not needed.
19j	Street parking on and around Montana is a big problem.
19j	Especially on street cleaning days.
19j	Colorado place, working out with developer/owner parking at low cost for parents needing to be at center.

Provider Survey Comments - Child Care Centers

Question	Comments
19j	Very limited parking - am concerned about future restricted parking on 18th - would be a serious problem for us.
19j	Not enough space for staff and parent cars.
19j	Had green curb extended, but then other than school business park and leave their cars.
19j	Assigned parking lot shared with junior high-school and college.
19j	Difficult at drop-off and pick-up time.
19j	Difficult on street cleaning days.
19k	Our lease with the school district constantly puts us in jeapordy of being closed down.
19k	Rent too high.
19k	Wheelchair space totally absurd. Never had a wheelchair in 30 years.
19k	Also Firehouse required to have a handicapped spot.
19k	So, we get tickets while unloading groceries, etc. Hope to get this changed or modified.
19k	It is hard to find fundraising assistance from the primarily poor families we work with.

Provider Survey Comments - Child Care Centers

Question	Comments
21	City Hall cooperation instead of blocking, denying, delaying and perhaps forbidding.
21	Need another site; school district's rent way too high.
21	Would like to expand but no space available.
21	Only way to expand would be to find play ground space.
21	To expand client services we would need more space. We are at licensed capacity.
21	No additional building or play areas available.
21	Finding more space.
21	We are looking into a portable classroom.
21	A long term lease.
21	A long term plan for housing the center in this neighborhood to serve families south of Pico
21	should the district sell the property - which it plans to do.
21	Impossible to share site with Continuation High School.
21	Additional parking.
21	Subsidize our program so we can have more funds to improve and enhance our program.
21	Funding sources.
21	Would like to have own computer for computer class and necessary upgrades as higher grades are added.
21	Ability to serve students out of our district
21	Increase indoor and storge space.
21	More rooms for child care.
21	More space -- classroooms.
21	More space.
21	Major unit for a portable unit here would allow for expansion. Better funding would improve consistency of care.
21	Increase availability of funds for: social service assistance, construction costs.
21	Better integration between child care and the elementary school. Middle school child care -- youth type clubs.
21	More flexibility with licensing.
21	City could make parking easier, perhaps some help with car pool lines, etc.

Provider Survey Comments - Child Care Centers

Question	Comments
22	The Santa Monica Montessori School and Teacher Training Institute is a great school recognized all over the United States, Canada and England.
22	Santa Monica City could and probably will put this school out of business.
22	After 30 years, we have yet to receive any help from the city.
22	Do you - or do you not - want this school to remain a feather in you cap?
22	We need access to major employers to work out interim financing mechanisms to provide scholarships, more swings, possible expansion of spaces and funds to hold on to staff who can barely survive on the pay -- so that between the time the major employers actually get centers we won't lose all qualified and committed staff.
22	We need a full-time city employee to be child care coordinator.
22	Parents object and fear for their child's safety.
22	School is owned and run by Anita Shyne, who opened the school 5 years ago for her grand children. Her daughter is school administrator.
22	We have a small family atmosphere and have taken on 3 or 4 children with learning disabilities.
22	These children are doing quite well, along with the rest of the students,
22	who when tested yearly score well above average.
22	This survey is designed for Title 22 programs only -- it is not set for Title 5 age breakdowns.
22	We live in constant uncertainty over the lease on our property. It can end anytime the property is needed.
22	You did not ask for rates or other information on families using child care only 2-3 days per week;
22	yet many mothers prefer to work on a limited schedule and we must allow for it.

Provider Survey Comments - Family Day Care Homes

Question	Comments
14a	I thank Connections for Children for sending children to me when enrollment is down.
14b	I contract with Westside Children's Center and it's helpful to me to keep my full enrollment.
14b	City regulations were a problem when I applied for license for 12 kids.
14b	Late evaluation for renewal - late receiving license - a real problem with food program.
14c	Delayed response.
14c	What about S.M.'s regulations for licensing for 12.
14c	Occasional low enrollment, sometimes caused by part-timers occupying full-time space.
14c	Haven't had many calls for 3-12 year group.
14c	Capacity filled only 3 out of 12 for last 4 months.
14d	Had to find children between age group - infants to 2 years.
14d	Most of my kids I get are referrals from parents, and sometimes it takes a while to fill up a spot.
14d	Sometimes parents say, "We don't have money, will pay you next week."
14d	Parents are sometimes late in their payments.
14d	Some parents have given me bad checks and/or late payments.
14e	Some parents have hardships and are late in paying me.
14e	Don't always pay on time.
14e	Most of the other family day care providers are full.
14e	My personal "support group" is either moving away or going to work.
14f	No available time to visit doctor, dentist , lawyer and other necessary appointments.
14f	What substitutes? (I would be hestitant to use someone neither I nor the children know).
14g	Hard to find people to work on a part-time basis.
14g	Fixing toys such as bikes. Major maintenance -- broken doors.
14g	Too expensive.
14g	Costs to much money.
14g	Very expensive
14g	It is becoming increasingly difficult to find a carrier for Homeowners Ins. with Day Care in the home.
14h	Insurance tripled when the McMartin case became public. Many of our policies were canceled.
14h	Very high in cost (started at $90/year; now at $500/year).
14i	Landlord limits my number of children: two full-time, two part-time.
14i	Two of my neighbors had protested when I had applied for license for 12.
14j	It would be good to know some better so a knowledgable referral could be made, especially in emergencies.
14k	Landlord limits my number of children: two full-time, two part-time.

Appendix F

City Staff Report, Child Care Resolution and Policy Statement

CM:LCB:KV:ckl/ccmtrpl.pub.manager Santa Monica, California
Council Mtg.: June 11, 1991

TO: Mayor and City Council

FROM: City Staff

SUBJECT: Recommendations Regarding Findings of the Santa Monica Child Care Master Plan

INTRODUCTION

This report presents the findings of the Santa Monica Child Care Master Plan which was undertaken by the City in cooperation with the Santa Monica-Malibu Unified School District and Santa Monica College. It makes recommendations on the first phase of the plan's implementation -- the 12 point action plan called "A Dozen Ways to Care". A City Child Care Policy Statement and omnibus resolution designed for City, Santa Monica-Malibu Unified School District and Santa Monica College approval is also included for review and Council adoption.

BACKGROUND

Child care has become an important social, economic, and political issue with increasing activities at all levels of government and in the private sector. Large scale demographic, social and economic shifts in the work place have resulted in an increasing need for child care. Participation of mothers in the labor force has increased dramatically nationwide. Moreover, labor participation rates for women in Santa Monica have been consistently above the national rates.

The Santa Monica community as a whole has demonstrated a long standing commitment to child care and child development services. The City offers its employees one of the strongest child care benefits packages including a Dependent Care Assistance Program and priority placement in the City's Marine Park Child Care Center (MPCC). The School District has provided outstanding child care programs since 1940. It currently serves 1,000 children in infant, preschool and school age after school programs representing a $3 million annual commitment of District and State funds and parent fee revenue. It also operates the MPCC for the City. The College boasts one of the finest child development and training programs in the region, and has established a child care center serving 25 children.

The City, School District and College agreed to jointly pursue a community child care planning effort in cooperation with the local child care resource and referral agency, Connections for Children. The Master Plan was jointly funded by the City and a State Department of Education grant. The project was initiated in response to the larger socio-economic trends, and the proven long term benefits of high quality child care which include: children's school success, emotional and social development, positive impacts on society as a whole through increased skill level of the workforce, increased productivity, reduced absenteeism, improved worker morale and worker satisfaction. A project consulting team headed by Moore Iacofano Goltsman (MIG) was hired for the project due to their expertise in community facilitation and child care planning. A working group

representing the Project Sponsors, child care providers and advocates was also formed.

DISCUSSION

(1) STUDY APPROACH

A child care needs assessment was constructed by MIG based on a demographic analysis of residential child care demand; a working parents survey which was distributed to 300 parents employed in Santa Monica; and a child care provider survey which captured supply information. The Summary of major findings of the Plan is included as Attachment I.

(2) STUDY FINDINGS

Overall, the assessment found that:

- The resident demand for licensed child care is three times the available supply.
- Santa Monica serves as a regional child care supplier with over half of licensed spaces in Santa Monica held by non-resident parents and would serve additional non-residents if parents had access to their preferred arrangements.
- Increasingly, parents prefer licensed child care in every age range.
- A clear demand for school age care exists and is increasing for 10-14 year olds.

- The demand for infant and toddler care is increasing, although informal non-licensed care is the dominant form of child care currently used and preferred.

- Expanded types of care are increasingly important -- sick child care, before and after school care, vacation/holiday care, "special needs" care.

- The cost of care was a problem identified most often by parents of all income groups and was one of the three (3) top logistical concerns.

- Community education is needed about the importance and value of quality child care. The quality of care that children receive is directly related to the level of wages and benefits of their teachers. More education is needed so that parents understand the true cost of full day, year-round programs for very young children at adequate adult/child ratios. Also, greater understanding is needed about the relationship between early childhood education and long-term school/social success.

- Provider assistance is needed to preserve existing resources. Only 19 percent of child care providers survive financially on fees paid by parents alone. Staff turnover, finding substitute child care givers, physical space, and insurance are pressing issues for providers.

A 12 Point Action Plan was developed called "A Dozen Ways to Care" to serve as a starting point for long-term implementation of the goals, objectives and 51 strategies identified by the work

group in response to these needs. This first phase of implementation includes:

1. Creating a Child Care/Family Impact Policy and resolution in support of child care issues to be adopted by the three public entities.
2. Continuating and expanding collaborative child care planning and advocacy efforts.
3. Creating a nucleus of private sector supporters and advocates.
4. Increasing the quality of child care programs.
5. Increasing the affordability of child care programs.
6. Increasing the supply of qualified child care professionals.
7. Maintaining and expanding the supply of quality affordable infant care.
8. Protecting current sites and identifying new locations for child care and support services; creating "safe harbors".
9. Coordinating and expanding City and School District and community programs for school-age children and youth.
10. Providing additional resources to help families with special needs.
11. Coordinating existing and creating new resources for parent education and outreach to support working families.
12. Creating supportive land use and housing policies and permit procedures.

The detailed 12 Point Action Plan is included as Attachment II.

PLANNING PROCESS

The working group met at each critical stage in the planning process and held periodic briefings of the Project Sponsor principals. Presentations were also made to the Santa Monica Child Care Task Force, the Commission on the Status of Women and at a statewide Commission on the Status of Women conference. A community workshop was held on March 23, 1991. Participant input included: building community awareness of the value of child care and of teachers providing care; bilingual outreach; pursuing legislative solutions to lobby for increased funding; crafting family oriented work policies and an overall need to increase employers' support of working parents. The comments and enthusiastic support of these meeting participants helped refine and focus the Plan.

(3) PLAN IMPLEMENTATION

Tangible contributions tailored to each of the Project Sponsors' roles in the community have been crafted that are significant in preserving and expanding Santa Monica child care resources. For the City, the process has already produced a number of discrete programs which are included in the Proposed 1991-92 Community Development plan and as program enhancements in the City's FY1991-92 Youth Budget.

These include:

- o A $23,871 increase in operating subsidy for the City-owned and School District-operated Marine Park Child Care Center. The total subsidy provided will be $272,112.
- o Improvements to the MPCC courtyard and infant care areas

costing $10,000.

- $120,000 for a new Child Care Support Program (operating and one-time grants to non-profit centers and family day care providers serving low-income working parents).
- A $7,500 planning grant for a collaborative parenting needs assessment to supplement professional staff efforts of the School District, College and Connections for Children. This group will also serve as a clearing house for parenting information to better coordinate community resources.

The School District is looking into the feasibility of providing "safe harbors" for existing child care services and programs -- including non-profit community based programs housed at its sites. It is also working with City staff to enrich its after school programs. The College has agreed to coordinate a public relations and media campaign to increase the supply of qualified child care professionals as well as assess the related training staff development and placement needs. The College will also assess the need to provide additional classes to address special need populations. Both entities will be working within the community to enhance community school-age care and parenting resources. The attached 12 Point Action Plan delineates these programs in more detail.

BUDGET AND FISCAL IMPACT

There is no budget authority requested of Council at this time. As indicated previously, the FY1991-92 Proposed City Budget contains approximately $409,612 which will be considered as part

of budget adoption on June 25, 1991 and will represent the City's contribution to implement the first 12 steps of the Master Plan.

CONCLUSION

The Plan sets forth a comprehensive long term vision for the development of affordable quality child care in Santa Monica. Its goal is to enhance community child care resources by coordinating the efforts of the Project Sponsors, child care advocates and professional organizations and by obtaining additional support from the private sector.

Ultimately, to fully achieve the Plan's goals of expanding child care services, additional measures such as a voter approved initiative may be called for. At this time, however, staff believes that continued, steady progress to preserve the resources currently existing in the community and to making modest but important improvements desperately needed by the child care community will serve our community and our children well.

The attached Child Care/Family Impact Policy (Attachment III) acknowledges the importance of quality, affordable, accessible child care. It is the first step of the 12 Point Action Plan. Overall, it is a restatement of the City's vision to create a family supportive urban environment. It underscores the City's leadership role as a model employer, regulator, and catalyst to protect and expand child care services and programs. The School District and College will also adopt policy statements tailored to their roles in the community as child care advocates. Also included is an omnibus resolution (Attachment IV) designed for

all three public entities to endorse which solidifies our joint commitment to address the critical and increasing need for child care and to provide meaningful support and action on behalf of our community's families and children.

RECOMMENDATIONS

City staff requests that Council:

1. Conceptually approve the findings of the Santa Monica Child Care Plan.
2. Approve the related 12 Point Action Plan "A Dozen Ways to Care".
3. Approve the Santa Monica Child Care Policy Statement.
4. Adopt the omnibus resolution in support of children, families and child care givers.

Plan available in City Council Office

Prepared by: Kate Vernez, Senior Management Analyst
Barbara Stinchfield, Manager, CNS

Attachments:
- I Santa Monica Child Care Master Plan-- Summary of Major Findings
- II 12 Point Action Plan-"A Dozen Ways to Care"
- III Child Care Policy of the City of Santa Monica
- IV Resolution

RESOLUTION NUMBER _____
(CITY COUNCIL SERIES)

A RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF SANTA MONICA
ADOPTING THE CHILD CARE MASTER PLAN
AND CHILD CARE POLICY STATEMENT

WHEREAS, the City of Santa Monica, the Santa Monica-Malibu Unified School District, and Santa Monica College have realized the urgency of child care as a social issue through a jointly sponsored study, The Child Care Master Plan, of the present and future child care needs of our community; and

WHEREAS, these three entities have made a long standing commitment to nurture the optimum growth and development of children in our community, and that it is recognized that support for Early Childhood Education is the most cost effective way to insure success in school, and later in the employment market; and

WHEREAS, the Master Plan has found that the existing resources to support working families are not adequate; and

WHEREAS, the City of Santa Monica, Santa Monica-Malibu Unified School District, and Santa Monica College realize that working families and local employers depend upon Santa Monica as a regional provider of child care programs to support the workforce; and

WHEREAS, the accessibility, affordability and quality of early childhood through school age child care programs are a responsibility that must be shared collectively by parents, the private sector and governmental bodies; and

WHEREAS, the City of Santa Monica, Santa Monica-Malibu Unified School District, and Santa Monica College by adopting

resolutions in separate action are solidiying their joint commitment to address the critical and increased need for child care in the community; and

WHEREAS, we are taking the historic step of uniting our leadership and our resources in support of the Santa Monica Child Care Master Plan and individual child care policy statements,

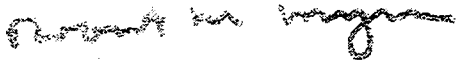
NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF SANTA MONICA DOES RESOLVE AS FOLLOWS:

SECTION 1. The City of Santa Monica adopts and approves in concept the Santa Monica Child Care Master Plan.

SECTION 2. The City of Santa Monica adopts the City Child Care Policy.

SECTION 3. The City Clerk shall certify to the adoption of this Resolution, and thenceforth and thereafter the same shall be in full force and effect.

APPROVE AS TO FORM:



ROBERT M. MYERS
City Attorney

CHILD CARE POLICY OF THE CITY OF SANTA MONICA

The City of Santa Monica has had a long standing commitment to nurture the optimal growth and development of children and to support families. The City joined with the Santa Monica-Malibu Unified School District and Santa Monica College to undertake preparation of a Child Care Master Plan to create a long term vision for child care in Santa Monica. This policy statement acknowledges the importance of quality, affordable, accessible child care. It is intended to commit City resources as an employer, regulator, and catalyst to protect the existing child care resources of the community and expand the child care supply. It is a restatement of our vision to create a family supportive urban environment with child care and human services targeted to meet the needs of families and children from infancy to early adulthood. It recognizes that our children represent our future.

Child Care: An Urgent Need

The American workplace and family have changed dramatically by the increasing number of women who have joined the permanent work force. Nationally, at least 56% of women with children under 6 work outside of the home and 73% of women with children 5 and over participate in the labor force. The labor force participation rate of Santa Monica mothers with children under 6 is higher than the national average.

The benefits of providing quality affordable and accessible child care for our children are well documented in terms of school success, emotional and social development. The workplace

benefits are also established in terms of enhancing worker productivity, reducing absenteeism, improving morale and worker satisfaction, retaining workers longer and recruiting competitively.

The City recognizes that existing child care services are not adequate to meet the current demand. The demand by residents for licensed child care is triple the available supply. Santa Monica serves as a regional child care supplier with over half of the licensed spaces in Santa Monica held by non-resident parents and would serve additional non-residents if they had access to their preferred arrangements. Increasingly, parents prefer licensed child care and school based care in order to avoid the patchwork of arrangements and "latch key" problems of caring for our children. A clear demand for infant and toddler care exists and care for school age children 10 to 14 is increasingly in demand. Expanded hours of sick child care, drop-in care, before and after school care, as well as vacation and holiday care are needed. Child care is needed at a variety of costs. Education and advocacy are needed concerning the value of child care.

Although the need to expand the supply of care is clearly evident, much also needs to be done to preserve the existing child care resources of the community. Provider assistance is needed by over half of the centers. Inadequate financial resources, staff turnover, finding substitutes, physical space and insurance are pressing issues for providers. Only 19% of centers can survive on parent fees alone. Financially assisting providers would directly effect the quality of care.

Child Care: A Joint Responsibility

Accessible, affordable, quality child care is a responsibility that must be shared collectively among parents, employers, child care professionals, schools, businesses, community leaders and city government. The City acknowledges it can best address the child care needs of Santa Monica by using its resources as a model *employer*, as a *facilitator* in its planning and regulatory functions, as an *advocate*, in its resource allocation decisions and as a *catalyst* in the community.

Model Employer

The City of Santa Monica will work as a model employer in the delivery of child care services to its employees. Child care services to employee families can include parental leave, resource and referral programs, flexible benefit policies, direct care services in centers, and parenting support services. This City has demonstrated its commitment to children by creating the Marine Park Child Care Center. The City will seek to demonstrate that employer-sponsored child care support systems are a positive, beneficial and cost-effective influence on the workforce.

Facilitator In City Land Use Planning Functions

The City of Santa Monica shall integrate the child care needs of those who live or work in the community into the City's land use planning process. This shall be accomplished, in part, through the inclusion of child care objectives and goals, where appropriate, in the Land Use Element of the General Plan.

Facilitator In Its Regulatory Functions

The City will promote and facilitate strategies to remove barriers in zoning, permits and licensing procedures, application fees, transportation and other administrative regulations affecting child care. An interdisciplinary "permit processing team" will be established to streamline and expedite approvals for new, relocated or renovated facilities for both licensed centers and family day care providers.

Advocate

The City will act as an advocate for children through resource allocation. The City will integrate planning for child care resources into the annual goals and workplans of appropriate City departments to assure that available properties, resources, and programs contribute to the development of quality, affordable, accessible child care for the community. Specifically, the City will seek to enhance resources to non-profits through the Community Development Program grant. All opportunities available through Federal, State, and County resources will also be utilized to enhance the availability of child care services to the community. The City will also act in an advocacy role to support State and/or Federal legislation which seeks to: reduce the present regulatory complexities relating to child care providers; provides for, or increases grants and other funds for child care programs and for the construction, renovation and maintenance of child care facilities; and provides reasonable tax incentives for employers who offer child care services.

Community Catalyst

The City will promote and support opportunities for cooperative relationships among businesses, child care providers, public and private organizations, educational institutions and other groups who seek to preserve and expand community child care resources. The purpose of these partnerships is to develop a coordinated response that results in creative, cost effective and affordable solutions to the child care shortage in the community. Cooperative relationships among parents, employers, child care professionals, businesses, educators, community and government leaders can result in defining and promoting new methods that are truly supportive of the role of parents, children and institutions in the community.

CONCLUSION

This policy statement expresses the will of the City to promote the optimum development and maintenance of families through City resources, through public and private partnerships and through the concerted and coordinated efforts of the City, School District and Santa Monica College in implementing the goals of the Santa Monica Child Care Master Plan.