

The Economic Impact of Child Care in Alameda County

*A Growing Industry
Supporting the
Local Economy*

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An Alameda County Child Care Planning Council Report
Prepared by Shelby McCulley and Stephanie Upp

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All questions about this report should be directed to:

Ellen Dektar
Alameda County Child Care Planning Council
General Services Agency of Alameda County
1401 Lakeside Drive, 11th Floor
Oakland, CA 94612
Phone: (510) 208-9578 or (510) 208-9675
Website: www.co.alameda.ca.us/childcare/index.html

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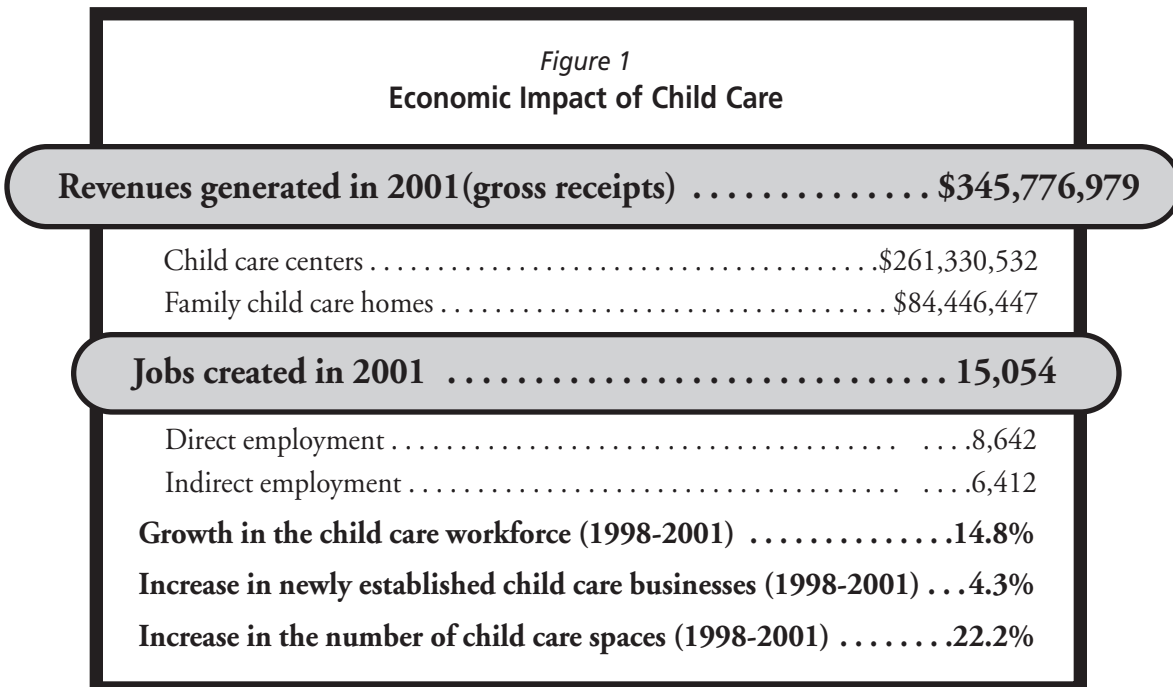
Executive Summary

In 1998, Alameda County released its first child care Economic Impact Report. This report arose from the County's participation in the Local Investment in Child Care (LINCC) initiative, a project designed to bridge the gap between child care planning and economic development. The Economic Impact Report was intended to measure child care's impact on the local economy using traditional business tools and market analysis, and it showed that child care was indeed a major force in the local economy.

This report includes updated county-level data, as well as snapshots for each of the County's 14 cities (plus two unincorporated areas). It shows that the child care industry has grown dramatically in the past four years and continues to be a major force in local economic development. This report examines the unique characteristics and challenges facing the child care industry that influence the roles the public and private sectors must play in supporting it, and it makes recommendations for further action.

Economic Impact of Child Care

Child care is a major industry in Alameda County and has a significant economic impact. Over the past few years, the child care industry has experienced significant growth, particularly in its workforce. Figure 1 includes major impacts of the child care industry.



The impact of the child care industry extends beyond these measurable indicators. Child care supports and increases labor force participation among parents. The availability of convenient, high-quality care also increases worker productivity and decreases turnover rates. As with other industries, the child care industry is influenced by the surrounding economic and demographic trends.

Unique Characteristics and Challenges of the Child Care Industry

While child care is a major business, it also has unique characteristics and challenges that require more public and private support than other industries. Unlike many goods and services, child care is a public concern as well as an individual or family concern.

- Child care has long-term benefits to the community in the form of decreased future public sector costs in special education, crime, and welfare.
- Other public goals, such as school readiness and reduced welfare dependency, rely on child care.
- The generally held view that all children should have an equal chance at success helps justify support for child care on grounds of equity, as well as economics.

All of these characteristics depend on the *quality* of child care, not simply the *availability* of child care. For instance, school readiness suffers when the quality of child care is deficient.

Since high quality child care is a public concern, the cost and workforce characteristics of child care take on an importance not seen in ordinary goods and services. The high cost of quality care places it beyond the reach of many families, but providers are unable to lower their rates and stay in business. Their single biggest expense is labor. A stable, qualified workforce is crucial to high-quality care, but child care workers are extremely low-paid (even when their education level meets or exceeds that of workers in other fields), and turnover is high.

In recognition of these issues, there has recently been an increased public investment in child care. Child care subsidies in Alameda County for fiscal year 2001-2002 equaled approximately \$212 million, with \$182 million for direct provision of child care and \$30 million for quality improvements and capacity building. Despite this investment, however, thousands of low-income parents remain on waiting lists for child care, and many working families do not qualify for subsidies (even though child care accounts for a major portion of their income). Furthermore, studies have found the quality of most available child care to be mediocre. More investment in child care is needed from both the public and private sectors. Despite the documented and significant benefits of child care for businesses, national estimates are that business contributes only one percent of the overall cost of child care.

Recommendations

- **Mitigate the impact of new development on child care demand and supply.** Institute developer fees and encourage voluntary agreements to ensure that new development does not place further burdens on a child care system already facing supply gaps.
- **Include child care in economic development and planning efforts.** Include child care as an indicator of economic health in countywide and regional publications and consider it in any long-range planning efforts and redevelopment efforts.
- **Continue developing and financing innovative public and private initiatives to strengthen the child care workforce.** For example, support the Alameda County Child Development Corps (also known as the CARES program), which provides incentives for child care staff to pursue additional training and remain in the field.
- **Increase public and private support for efforts to build the child care infrastructure.** For example, contribute to the Child Care Fund, which helps provide child care businesses with facilities development loans, quality improvement grants, and professional business practices training. Businesses in other parts of the state and country have formed consortia to support access to affordable child care for parents and the development of a quality child care infrastructure.
- **Encourage public and private efforts to make child care affordable for all families.** Both businesses and employees benefit from child care tax credits and employer child care subsidies. Government investment in high-quality child care generates significant public savings over the long run.

Introduction

Alameda County's first child care Economic Impact Report (EIR) was written in 1998 as part of the county's participation in the Local Investment in Child Care (LINCC) initiative, an innovative project designed to bridge the gap between child care planning and economic development and land use planning.¹ The report used traditional business tools and market analysis to measure the child care industry's impact on the local economy, with the goal of changing perceptions of the child care industry and developing ways to support child care and economic development.

In the four years since the report was published, significant progress has been made toward accomplishing these goals. The LINCC project has raised awareness of the connection between child care and economic development among business and local government leaders, both in Alameda County and throughout the state. Specific accomplishments include: launching the Child Care Fund with \$1,200,000, which provides business training for providers as well as facilities assistance and is now administered by Every Child Counts; advocating for the inclusion of child care provisions in five city general plans; and producing analyses of local child care permitting and zoning procedures and recommendations for best practices.

Still, much remains to be done. The updated industry data in this report show that child care is a growing industry that remains an integral part of the local economy. High-quality child care has public benefits in addition to private benefits, therefore the challenges faced by the industry in building supply, supporting its workforce, ensuring quality and increasing affordability are also challenges for the broader public and private sectors. Greater involvement and action by local businesses and governments is needed to realize the full benefits of a strong child care industry with high-quality, affordable child care available to all families.

Definition: What is the Child Care Industry?

Child care encompasses a range of services to educate and nurture young children, including early care and education, preschool programs, nannies, and after-school enrichment programs. The steady increase in working parents over the past 60 years makes child care a critical support for working families and the businesses that employ them. Parents cannot work without adequate, affordable, and accessible child care, and the loss of these parents in the workforce would severely threaten Alameda County's economic viability.

Child care operates in both a formal and informal economy. Formal, or licensed, child care meets required health and safety standards set by the state legislature and regulated by Community Care Licensing. Licensed establishments include most child care centers and many home-based providers, also known as family child care homes. These establishments vary in their management (corporate, public agency, non-profit, or sole proprietor), but as small businesses they all must contend with the same economic challenges:

1. The LINCC initiative was jointly funded by the David and Lucile Packard Foundation and the Alameda County General Services Agency.

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- Generating adequate revenues from parent fees and government transfer payments;
- Competing with other formal and informal providers in the marketplace;
- Maintaining credentialed staff at adequate staffing levels;
- Meeting all the requirements of a highly regulated field, while maintaining high quality services and a manageable budget.

Additionally, licensed establishments, especially centers, must make capital investments in buildings and equipment. They also must invest in employee salaries and benefits to attract and retain experienced staff.

In contrast, informal or unlicensed child care is not held to a minimum standard of care. As such, unlicensed care may undermine the market feasibility of licensed establishments by lowering consumer fees and the quality of care. License-exempt care includes care in the home of relatives, neighbors, or babysitters who are only caring for children from one family besides their own, as well as care provided in the child's home by nannies or relatives. Some center-based programs, such as those operated by schools or recreation programs, are also exempt from licensure because they are subject to similar operating, workforce, and financial requirements.

For the purposes of this report—and for consistent data management over time—only licensed child care establishments are included in our data analysis.² Because licensed child care is a formal part of the economy (i.e., the sector is subject to taxes, state regulations, etc), its economic impact is more easily quantified. Even in this highly regulated industry, significant challenges remain for gathering reliable and accurate data due to the inadequacy of traditional accounting tools.³

Although unlicensed child care arrangements are widely used, their impact is more difficult to ascertain. Currently, no standard method exists for tracking informal care.

Report Structure

This report begins by presenting the revenues generated by the child care industry, the number of people it employs, the number of indirect jobs created because of dollars spent on child care, and the capacity growth of the child care industry. It then discusses the role of the child care industry in supporting other businesses and the impact of economic and demographic forces on the industry.

Next, the report reviews the unique characteristics and challenges of the child care industry. It reviews the reasons why high-quality child care is a community concern as well as a good or service purchased by individuals. It further reviews why and how the high cost of care and the challenges facing the child care workforce are issues that demand both private and public sector attention.

Finally, the report makes recommendations on strengthening the nexus between economic development and child care and building the child care infrastructure to enable all families to obtain affordable, high-quality care.

2. An exception is made to include license-exempt centers, such as school district operated after-school programs and recreation programs.

3. For example, the U.S. Department of Commerce monitors economic activity through Standard Industrial Classification (SIC) system, which separates "preschool teachers" from "child care workers." This split results in a significant under-representation of the field.

Economic Impact of Child Care

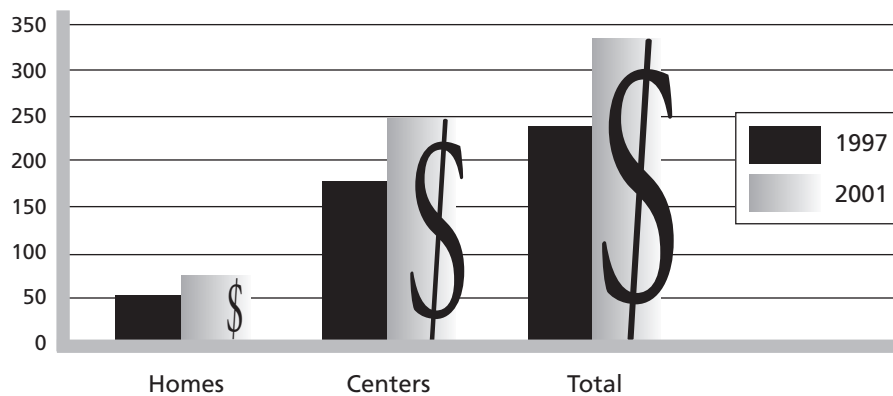
Alameda County's child care industry continues to be a critical component of the County's overall economic vitality and well-being. Since 1998, the industry has experienced growth in revenue, supply, employment, and new business creation.

Child care generates substantial revenues

The child care industry in Alameda County generated over \$345 million in 2001. This industry output is up 39% from 1997.⁴ Child care centers accounted for approximately three-quarters of the total revenue, generating approximately \$261 million in 2001. Home-based providers created \$84 million in output.⁵

These overall revenue estimates most likely underestimate the total economic impact of child care on the County economy. We know that most unlicensed care is also paid care, but its impact is virtually impossible to calculate. One study on California suggests that the final revenue total could be as much as 50% greater.⁶ In Alameda County, this translates as an additional \$173 million in "unassigned" revenue generated by the informal sector of the child care industry.

Figure 2
Total Revenues 1997-2001
(in millions)



4. Revenue calculations for 1997 have been adjusted for methodological consistency and differ from those reported in the 1998 Economic Impact of the Child Care Industry report.

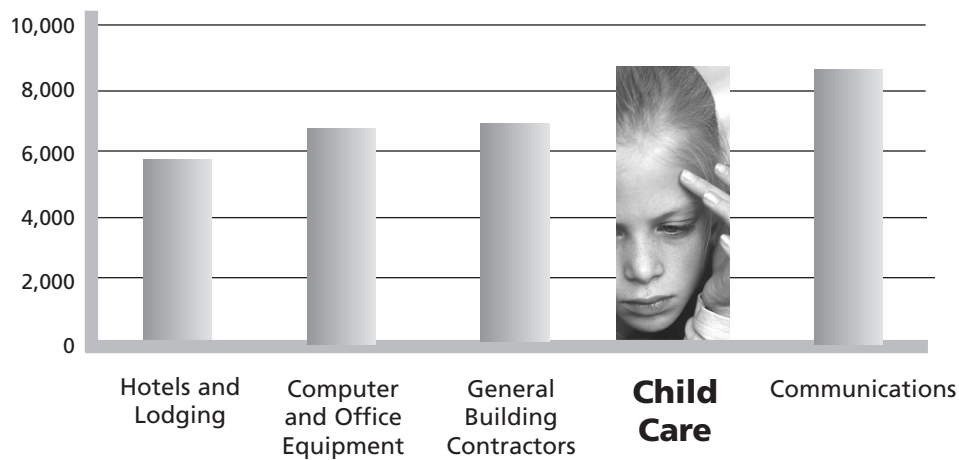
5. Output, also known as gross receipts, measures the size of an industry in terms of the overall value of the goods and services it produces.

6. Moss, Steven. "The Economic Impact of the Child Care Industry in California," p. 8.

Child care industry growth outpaces other sectors

Approximately 15,000 jobs were created and sustained by the Alameda County child care industry in 2002. Of these jobs, 8,642 were directly connected to the child care field as teachers and non-teaching staff (e.g., center receptionists, cooks, custodians, directors). If these 8,642 people worked for one company, their company would be the third largest employer in Alameda County, ranking between Alameda County and the Oakland Unified School District.⁷ The child care industry directly employs more people than the 7,950 employees at Lawrence Livermore Lab and the 5,450 at Kaiser Permanente Medical Group, and more than NUMI and Safeway (two other major County employers) combined. As shown in Figure 3, direct employment in the child care industry is greater than in hotels and lodging (5,600), computer and office equipment manufacturing (6,800), and general building contractors (7,000), and comparable to employment in communications (8,700).⁸

Figure 3
Industry Employment (2001)



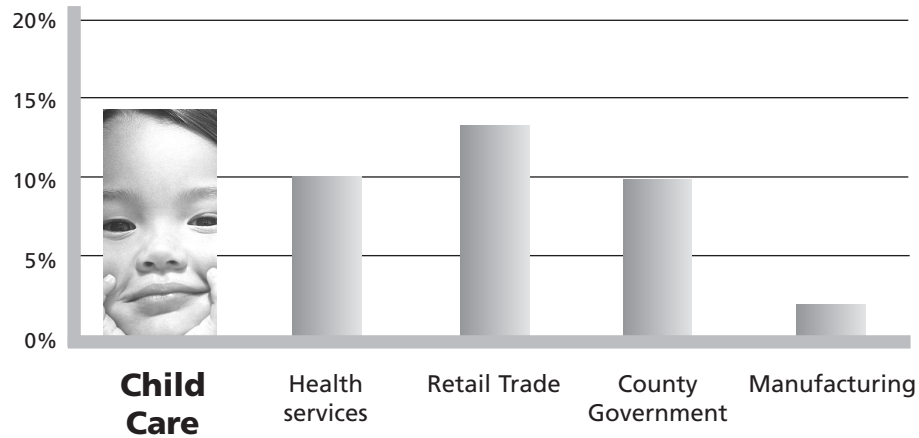
Employment in the child care industry is also growing rapidly. As shown in Figure 4, Alameda County's child care workforce increased by 14.8% from 1997, outpacing other industry sectors such as health services (10.7%), retail trade (13%), county government (10.8%), and manufacturing (1.9%).⁹

7. According to statistics provided by the Economic Development Alliance for Business at [Http://www.edab.org](http://www.edab.org)

8. Industry employment data from the California Employment Development Department at www.calmis.ca.gov/htmlfile/subject/indemp.htm

9. Industry employment data from the California Employment Development Department at www.calmis.ca.gov/htmlfile/subject/indemp.htm.

Figure 4
**Industry Employment Growth Rates:
 1997-2001**



The licensed child care industry, like most industries, generates indirect employment through its purchase of goods and services. All jobs created by an industry—generally called employment multiplier effects—are expressed as the number of jobs created per \$1 million of final investment in an industry. Impacted industries may include, for example:

- business services, due to the bookkeeping needs, tax compliance and audits;
- automobile, due to home-to-school transportation;
- agriculture, due to the food purchase made by child care programs.

Applying the U.S. Department of Commerce’s Bureau of Economic Analysis (BEA) child care multiplier to the locally-generated employment estimate, we estimate that Alameda County's child care industry indirectly supports an additional 6,412 jobs in the local economy, for an aggregate employment of 15,054.¹⁰ Even more employment is created by the construction of new facilities: every \$1 million invested in the construction of a child care facility creates 23 new jobs for one year, including nine jobs in the construction industry alone.¹¹

10. See Appendix C for more information on BEA multipliers and indirect employment estimates.
 11. www.bea.gov

Child care capacity is growing

Alameda County is home to 2,718 licensed child care establishments, which have the capacity to serve nearly 60,000 children.¹² This modest 4.3% increase in newly established child care businesses belies the tremendous gain in overall capacity. The number of actual child care spaces in the County grew by 22%. This represents a success for the county's child care advocates, who identified child care supply building as a primary goal for the LINCC project.

Enrollment increased by 15.5%, a smaller increase than in capacity, leading to an increase in the vacancy rate from 10.7% in 1997 to 15.3% in 2001. Having some level of vacancies ensures adequate parental choice when choosing a child care provider. This is similar to the market for rental housing, where low vacancy rates make it very difficult for people to find housing.

Despite this large increase in supply and slight increase in vacancy rates, however, demand continues to exceed supply. During this same time period, demand for child care has grown dramatically due to factors such as population growth, employment growth and welfare reform. The recent Alameda County Child Care Needs Assessment found gaps in supply ranging from 20,763 under a conservative, best-case estimate to 117,214 under a broader, worst-case estimate.¹³

Child care increases workforce participation and productivity

In addition to the direct and indirect employment effects of the child care industry, child care allows parents in all industries to work. While it is difficult to measure the magnitude of these effects, there are several ways to illustrate this impact.

The statewide Economic Impact of Child Care Report estimated that Californians are able to earn an additional \$13 billion annually because of the licensed child care sector (considering the numbers of working parents, usage of licensed care versus other options, average family earnings, and costs of child care).¹⁴ These wages then generate other indirect effects throughout the state economy, including an additional \$44 billion in labor income, \$65 billion in contribution to the Gross State Product, and almost \$5 billion in tax receipts.¹⁵

Another indicator of the impact of child care on productivity comes from studies of employer-sponsored child care, which have found that employer-sponsored child care increases job satisfaction, decreases time off of work because of child care issues, and reduces employee turnover.¹⁶

12. *Meeting the Child Care Needs of Alameda County's Children: A Comprehensive Assessment of Licensed Child Care Supply and Demand*. Alameda County Child Care Planning Council: February 2002.

13. The worst-case estimate assumes that all families with all parents working demand licensed care; the best-case estimate applies statewide licensed care utilization rates to Alameda County population and employment counts. *Meeting the Child Care Needs of Alameda County's Children*, February 2002.

14. Moss, Steven. "The Economic Impact of the Child Care Industry in California" p. 12.

15. *Ibid.*, p. 13.

16. For more information, see publications such as *Taking Care: An Employer's Guide to Child Care Options* One Small Step: 2002; *Investing in Child Care*, U.S. Department of the Treasury: 1998; and *Meeting the Needs of Today's Workers: Child Care Best Practices* U.S. Department of Labor: 1998.

Economic and demographic factors impact child care

As in other industries, the economic and demographic trends in the region impact the child care industry and must influence its growth and development. Below are a few of the factors that will have the greatest impact on child care. A more complete profile of Alameda County is included as Appendix A.

- ◆ The County population is expected to grow 10% by 2010, with a disproportionate share in the East County cities of Dublin, Livermore, and Pleasanton, which are expected to grow at 58%, 23%, and 22% respectively.¹⁷
- ◆ Job growth will mirror population growth, with gains of 28,060 in the East County region and 21,630 in Oakland. Because lower-wage occupations will lead much of Alameda County's projected job growth, the availability of federal and state child care subsidies will play an increasingly important role in supporting economic development.
- ◆ Children under 14 comprise approximately 25% of the County's total population, with higher proportions of Latinos, African-Americans, and Asians than the population as a whole. The shifting ethnic makeup of the County will require the child care industry to meet these cultural and language needs.
- ◆ Cost of living has dramatically increased, while wages of lower-income workers have failed to keep pace. High housing costs make it ever more difficult for families to meet basic expenses, creating even more difficulty in meeting the high cost of child care and recruiting staff to the child care field.

17. *Projections 2000*, Association of Bay Area Governments, p. 64.

Unique Characteristics and Challenges of the Child Care Industry

While child care is a major business, it also has unique characteristics and challenges. Therefore, the child care industry requires more public and private support than other industries if it is to thrive and maximize its benefits to our communities.

Child care is a public, as well as private, concern

As in many industries, the primary participants and beneficiaries of child care are the purchasers (parents) and the providers. Unlike many goods and services, however, the availability of high-quality, affordable child care is a matter of public concern, not just a concern for those directly involved in purchasing or producing child care.

- **Child care has long-term benefits to society.** A number of studies have shown that dollars invested in high-quality child care generate significant returns in the form of decreased public sector costs in special education, crime, and welfare, as well as increased eventual earnings by the children who are served.¹⁸
- **Other public goals rely on child care.** The dramatic shift in welfare policy towards requiring mothers to work depends heavily on the availability of child care, not only for mothers to find jobs, but also for them to successfully keep those jobs and transition off of public assistance.¹⁹ Another public goal, increased school readiness and academic achievement, is also advanced by high-quality child care.²⁰
- **All children deserve an equal chance at success.** In addition to the benefits to society of high-quality care, there are also benefits to children of high-quality care. High-quality child care is an important means of giving all children a chance at success in school and later life, which is a generally held community value.²¹ This concern for the opportunities of all children justifies a consideration of child care as a public issue in addition to a private market transaction.

It is important to emphasize that to produce child care that results in attainment of all three of the above public objectives, the *quality* of child care is crucial. It is not enough for child care to simply be available; it must also be of a quality that encourages children's growth and development. There are many ways to improve the quality of a child care program, such as increasing the knowledge of child care staff through early childhood education, providing safe and appropriate outdoor play equipment, and ensuring an adequate supply of reading materials to develop children's language skills.

18. See *The Chicago Longitudinal Study, 2000* (information available at www.waisman.wisc.edu/cls/home.htm).

See also *Significant Benefits: the HighScope Perry Preschool Study Through Age 27*.

19. See, for example, "New Lives for Poor Families?" *The Growing Up in Poverty Project*: April 2002.

20. For example, see the *Family and Child Experiences Survey*, a national longitudinal study of Head Start programs and outcomes, at www.acf.dhhs.gov/programs/core/ongoing_research/faces/faces_intro.html. Also see "Making a Difference in the Lives of Infants and Toddlers and Their Families: The Impacts of Early Head Start," Prepared by Mathematica Policy Research for the Administration for Children and Families, U.S. Department of Health and Human Services: June 2002. Available at www.acf.dhhs.gov/programs/core/ongoing_research/ehs/ehs_intro.html.

21. The passage of Proposition 10 at the statewide level, establishing the State and County Commissions on Children and Families, and the passage in Oakland of the Kids First (Measure K) initiative, establishing the Oakland Fund for Children and Youth, offer concrete support for this assertion.

Child care costs are high and burdensome

Though it trails most of its Bay Area neighbors, Alameda County remains one of the state's most expensive child care markets. The average annual cost of full-time care in a child care center is \$10,891 for an infant and \$7,843 for a preschooler; the cost in a licensed family child care home is \$7,349 for an infant and \$7,079 for a preschooler.²² This is a significant percentage of family incomes: the cost for one infant and one preschooler in a center is 28% of county median family income and 133% of minimum wage.²³ This also represents a significant increase since 1997: 43.4% and 34.7% for infants (in a home and center, respectively) and 38.1% and 23.9% for preschoolers.

The burden of these costs prevents families and the community from reaping the social and economic benefits of high-quality care. Furthermore, this burden is borne primarily by families (in the form of high fees) and providers (in the form of low wages). Families pay approximately 60 percent of the cost of child care, government 39 percent, and the private sector only one percent.²⁴ Compare this to other sectors with both private and public benefits. Child care is a part of the educational system, in that it prepares young children for school and contributes to their development, yet public schools are supported almost entirely by government. Public transportation, which is also a part of local economic infrastructure, receives only 41 percent of its revenues from user fees.²⁵

The child care workforce is underpaid and has high turnover

Most child care staff earn well below the self-sufficiency wage of \$20.57 for a family of three in Alameda County. Assistants earn between \$8.31 and \$10.71 per hour, teachers earn between \$10.42 and \$14.86 per hour, and directors earn between \$19.66 and \$24.61 per hour.²⁶ This is despite the fact that well over three-quarters have some post-secondary education, with 27% of teachers and 57% of directors holding a four-year college degree or higher. These rates are higher than those of the U.S. civilian labor force (men or women), yet child care staff wages are much lower.²⁷

In Alameda County, as in the rest of the state, low child care wages are closely linked to rapid turnover. Approximately one-quarter of Alameda County's child care teaching staff leave their jobs each year. In contrast, the turnover rate for public school teachers in California was only 6.6 percent.²⁸ This is as much a result of low wages as it is high growth in other better paying occupations. For example, beginning public school teachers in Alameda County earn anywhere from \$9,000 to \$24,000 more than an entry-level child care teacher.²⁹

22. California Resource and Referral Network, 2001 Regional Market Rate Survey.

23. Median family income from Census 2000; 2002 California minimum wage (40hrs/wk, 52 wks/yr).

24. Mitchell, Anne, Louise Stoney, and Harriet Dichter. *Financing Child Care in the United States*. Ewing Marion Kauffman Foundation, Kansas City, MO: 2001, p.3.

25. *Ibid.*, p.4.

26. *A Profile of the Alameda County Child Care Center Workforce 1995-2001*. Alameda County Child Care Planning Council: February 2002.

27. *Ibid.*

28. *Ibid.*

29. *Ibid.* Public school teacher salary information is from the 2000-01 Certificated Teacher Salary Profile report, available at www.cde.ca.gov/fiscal/financial/certsalary.htm.

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The impact of this high turnover rate is felt most acutely by the children in these licensed child centers and homes. Numerous studies highlight the significance of the relationships between children and staff for child development—these close, stable bonds provide necessary continuity in children’s lives. Thus, a high frequency of provider turnover undermines the essential quality of care in licensed centers and homes.

Public subsidies are significant, but more public and private support is needed

The child care industry now adds approximately \$212 million to the local economy through federal and state subsidies, with \$182 million for direct provision of child care and \$30 million for quality improvements and capacity building. These subsidies are spread across a number of services that impact child care, such as facilities financing and business training, child development programs and capacity building. Thus, only a portion of the County’s subsidy dollars will directly contribute to the child care industry’s revenue estimates. In addition, subsidy funds support both licensed and licensed-exempt care (through alternative payment "voucher" programs).

From an economic development perspective, subsidies make it possible for some of Alameda County’s lower-income families to afford child care and remain in the workforce. A reduction in child care cost is critical for working families, given the already high percentage of total income consumed by housing costs. Because lower-wage occupations will lead much of Alameda County’s projected job growth, the availability of federal, state, and local child care subsidies will play an increasingly important role in supporting economic development.

Recommendations

Local governments, business, and the child care field can support and strengthen the economic impact of child care by pursuing a range of strategies ranging from changing administrative practices to establishing new legislative directives and financial resources.

Include child care in economic development and planning efforts

Long-range community planning efforts should consider how child care fits into future economic and community development.

Examples:

- A.B.2954 (Simitian) of 2002 would have required cities and counties to include child care in their General Plans. While some communities already include child care in their General Plans, this requirement would have been an important step in highlighting the importance of child care in planning for all communities. Although the bill received resounding legislative approval it was vetoed by Governor Davis in September, 2002 based on last minute and disputable cost concerns.
- The City of Hayward's General Plan, which references child care in the Community Facilities and Amenities Element, includes language which directs the City to "work with applicants for development proposals in the Business and Technology Corridor to provide for child care facilities and services."
- Include child care as an indicator of economic health in countywide and regional publications. For example, the Economic Development Alliance for Business (EDAB) now includes child care as an overall indicator of the region's economic health in their indicators report.
- Local planning departments can facilitate the planning and permitting processes for child care facilities through such practices as providing an in-house review forum for new child care providers to help them anticipate necessary building modifications and upfront costs (as in Union City); or reducing fees for permits for family child care providers (as in the City of Pleasanton).

Mitigate the impact of new development on child care demand and supply

New developments and redevelopment projects can create demand for child care services, placing an increased burden on a licensed child care system already facing supply gaps. Require development projects to analyze their impact on child care demand and supply. Cities can mitigate the impact of new development on child care by requiring child care to be addressed in environmental impact reviews and instituting developer fees or agreements which garner resources to support new spaces or to strengthen and expand the existing supply.

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Examples:

- The City of South San Francisco recently instituted a child care developer fee for new development. Since late last year, the fee has resulted in approximately \$100,000 for child care facilities and greater annual revenues are projected for future years when the economy rebounds.
- See the overview, below, of the Berkeley developer agreement that supports affordable child care.

Continue developing and financing innovative public and private initiatives to strengthen the child care workforce

Child care workers need increased access to education and training, higher wages, and better benefits. The CARES program (called the Child Development Corps in Alameda County) provides financial incentives for child care staff to increase their professional development and remain in the field. Other promising strategies include programs to provide health insurance for child care workers.

Examples:

- The CARES program provided \$4.1 million in stipend payments in 2000 and \$4.2 million in 2001 to over 2,400 child care providers. Since this program is funded with Proposition 10 cigarette tax money, however, its funding will likely decrease in future years unless new funding sources are secured.

Increase public and private support for efforts to build the child care infrastructure

Examples:

- Providian Financial has made the largest corporate investment to date in the Child Care Fund for Alameda County child care facilities, which provides local child care businesses with facilities development loans, quality improvement grants, and professional business practices training. A contribution of just \$15,000 improves the quality and resources of some of the child care facilities currently providing early care and education opportunities for some of the approximately 60,000 children in child care in the County.
- Bay Area Rapid Transit (BART) staff is working with the child care field with assistance from Alameda County and the City of Oakland to secure the incorporation of child care in the new station area development at the MacArthur Station in Oakland.
- The City/County Association of Governments (C/CAG) in San Mateo County adopted child care as a mitigation measure and incentive in the C/CAG Transportation Demand Management (TDM) Program. All developments which generate 100 or more peak hour trips must mitigate all trips, using any combination of options, or make a one-time payment of \$20,000 per trip, for TDM measures serving their development. Among other options, trip credits are given for: on-site child care; child care services at residential developments and/or transit centers; child care within five miles of a job site; or subsidy incentives of \$75.00 for parents using transit to child care en route to work. The guidelines allow one credit for every two child care slots on site, or one trip per slot if multiple age groups are served.

Encourage public and private efforts to make child care affordable for all families

Both businesses and employees benefit from tax credits and employer child care subsidies, yet very few employers take full advantage of these programs. Options for employers include offering dependent care assistance programs (DCAPs), providing child care subsidies, reserving slots at an existing child care center, and building an on-site child care center. While public sector investment in child care is significant, more is needed at the federal, state, and local levels. Government investment in high-quality child care generates significant public savings over the long run through decreased costs of special education, welfare, and crime. The public sector can also play a key role in encouraging businesses to support child care via mechanisms they control, such as awarding incentives to developers that encourage them to dedicate space for child care.

Examples:

- As one of the conditions for approving a 30 year developer agreement for Bayer to expand a plant in 1992, the City of Berkeley required Bayer to mitigate its impact on child care by providing annual subsidies for 10 years for affordable child care and contributing annual funds (with cost of living adjustments) for 30 years to provide child care providers with health related training and support.
- Sybase, a provider of enterprise-class software, opened a child care center at its corporate headquarters in Dublin, CA in March, 2002 to accommodate up to 52 children. Noting that child care is a valuable employee-wide benefit, Sybase also recognizes that it is key to retaining parents in the workforce. According to an analysis by One Small Step, a San Francisco work-life organization, Sybase helps subsidize the center's operation by providing rent-free, first-class facilities and equipment plus assistance to the provider (La Petite Academy) with respect to the management fee.

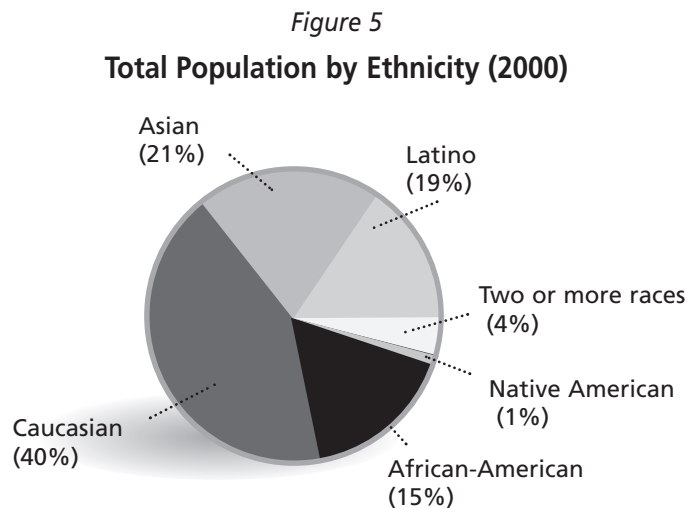
The child care industry is a growing industry that provides crucial support to the economic success of Alameda County, but it faces unique challenges in maintaining and strengthening its infrastructure and workforce. Public and private support at all levels is critical to supporting the child care industry and thereby allowing Alameda County communities, businesses, families, and children to reach their full potential.

Appendix A: Alameda County Profile

Who We Are

Alameda County, with its 1.44 million residents, is one of the most ethnically diverse counties in the nation. This diversity enhances the ethnic flavor of our community with its cuisine, music, entertainment, fashion, architecture and traditions.

Oakland is the most populous and ethnically diverse city in Alameda County. Its 400,000 residents have the distinction—one shared with the County as a whole—of being the only city with an ethnic plurality.³⁰



Alameda County's overall population is expected to reach 1.56 million people by 2010. This 10% increase in overall population will be felt most dramatically in the East County region, where the cities of Dublin, Livermore, and Pleasanton are expected to add 48,400 new residents. Dublin will lead the boom with an anticipated 58% population growth, followed by Livermore and Pleasanton (23% and 22%, respectively).³¹

In the northern part of the County, population growth will be smaller in percentage terms (with the exception of Emeryville, with a projected population growth rate of 31%). In absolute terms, however, Oakland is expected to add the greatest number of new residents, with an expected increase of 23,700 people.

Children under the age of 14 comprise approximately one-quarter of the County's total population with 281,523 children. It is important to note that the racial make-up of this population differs from the population as a whole. The child care industry will need to address language and cultural demands for services necessary to meet the County's shifting ethnic identities.

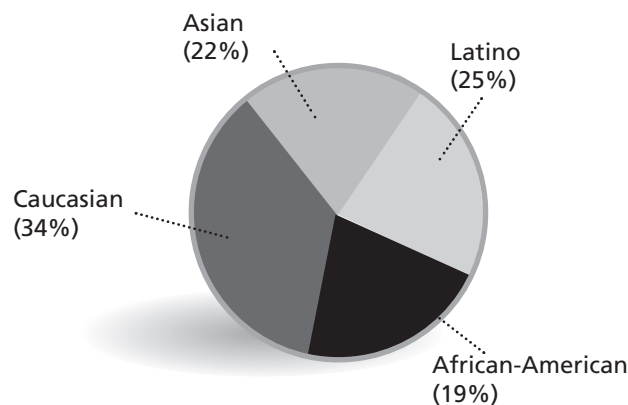
30. See Appendix B for Oakland City Profile.

31. Projections 2000, Association of Bay Area Governments, p. 64.

What We Do

As of May 2002, the County's overall unemployment rate was six percent, more than double the 2.9 percent unemployment rate of January 2001. This matches the statewide unemployment rate and is slightly worse than the national rate of 5.8 percent. Within the County, unemployment rates vary significantly, from a low of three percent in Pleasanton to a high of 9.4 percent in Oakland.

Figure 6
Children Population by Ethnicity (2000)



There are signs that the recession is ending, but the projections for the job market are uncertain. The state of California created an average of 500 jobs per month in 2002 (through May), compared to 2001's average loss of 2,200 jobs per month.³² Still, some economists fear a "jobless recovery" in which employment gains lag behind production gains by months, perhaps even by more than a year.

Already established as a major port for the Pacific Rim trade, Alameda County's varied economic base includes manufacturing, services, wholesale and retail business. The services industry is the largest industry sector, accounting for 35.7 percent of the employed in 2000 and projected to reach 316,000 jobs by 2010.³³ Within the services industry, growth is concentrated in business services, influenced in part by the spread of high-technology employment from neighboring Silicon Valley. Large companies have moved into existing real estate or have built their own business campuses along the Bay Area Rapid Transit (BART) corridor.

Job growth is expected to mirror population growth. The East County region will gain 28,060 new jobs by 2010, along with 15,680 new households. The City of Alameda is expected to have the greater percentage increase in job creation (36%), while Oakland will carry the greatest actual number of new jobs (21,630).

In the Tri-City (Fremont, Union City, and Newark) area, real residential growth heated up in the late 1990's as many of Silicon Valley's high-tech workers came looking for a lower cost of living and closer access to public transportation. Despite the slow-down in the technology industry, Fremont is projected to gain the second greatest number of jobs (14,860), and Union City is slated for the second greatest percentage of job growth (32%).

32. California Department of Finance, July 2002 Finance Bulletin.

33. Projections 2000, Association of Bay Area Governments, p. 95.

How We Live

The economic well-being of Alameda County families varies considerably within the County. Median family income ranges from \$44,384 in Oakland to \$149,857 in Piedmont, and the percentage of children living in poverty ranges from 2.4 percent in Pleasanton to 27.9 percent in Oakland.³⁴

While the economic boom of the late 1990s brought increased economic prosperity to Alameda County, the high cost of living in the Bay Area means that many people still struggle to meet basic expenses. While median family income rose 46% from 1989 to 1999, median rent rose by 49% over the same time period.³⁵ In March of 2002, the housing affordability index for Alameda County stood at 24% (the index measures the percentage of households able to afford a median-priced home).³⁶ A family earning \$30,000 would spend 82% of its annual income paying the median rent and sending an infant and a preschooler to a family child care provider. A moderate income family earning the County's median family income of \$65,857, paying the median mortgage payment of \$1,625 per month, and sending an infant and a preschooler to a child care center would spend 58% of their income meeting these basic needs.³⁷

34. 2000 U.S. Census Table DP-3.

35. Data from 1990 U.S. Census Tables DP-1 and DP-4 and 2000 U.S. Census Tables DP-3 and DP-4.

36. "Housing affordability in state drops," East Bay Business Times, May 9, 2002.
eastbay.bizjournals.com/eastbay/stories/2002/05/06/daily62.html.

37. Child care costs are 2001 average annual rates for center based care, calculated from the California R&R Network Regional Market Rate Survey. Income and rent data from 2000 U.S. Census Tables DP-3 and DP-4.

Appendix B: City Profiles: Child Care Industry Gross Receipts By City

details on page:

| | | |
|---------------|--------------|----------------|
| Alameda | \$19,689,086 |24-25 |
| Albany | \$4,046,337 |26-27 |
| Berkeley | \$34,648,438 |28-29 |
| Castro Valley | \$13,592,461 |30-31 |
| Dublin | \$10,929,135 |32-33 |
| Emeryville | \$2,005,680 |34-35 |
| Fremont | \$44,052,045 |36-37 |
| Hayward | \$29,294,550 |38-39 |
| Livermore | \$24,869,581 |40-41 |
| Newark | \$12,390,471 |42-43 |
| Oakland | \$99,138,345 |44-45 |
| Piedmont | \$1,837,355 |46-47 |
| Pleasanton | \$18,197,172 |48-49 |
| San Leandro | \$16,136,552 |50-51 |
| San Lorenzo | \$4,785,549 |52-53 |
| Union City | \$10,164,221 |54-55 |

Total: \$345,776,978



Alameda

Child Care Industry

The City of Alameda's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated almost \$20 million in revenue, while supporting approximately 800 local jobs. In addition to 465 people employed directly in child care homes and centers, an additional 345 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other Alameda businesses to thrive. Child care helps sustain the city's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after absences.

Alameda is expected to lead the county in the percentage of new jobs created by the year 2010. Total job growth is projected to increase by 36%. Within that total, service sector jobs--where the child care jobs are counted--are expected to climb to 49%. Alameda's child care industry, as both a job-creator and a job-enabler, will be a critical component in the expansion of the city's working population.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- **Contribute to the Alameda County Child Care Fund for child care facilities;**
- **Include child care in city and economic development planning efforts;**
- **Review and mitigate the impact of major new commercial and residential developments on child care.**

For more information, call BANANAS at (510) 658-7353 or the Alameda County Child Care Planning Council at (510) 208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

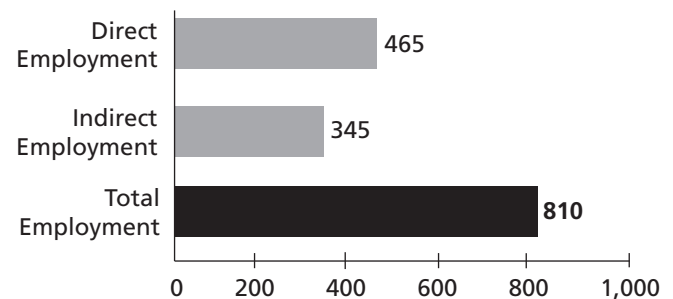
Population⁴

| | |
|---|--------------------------|
| Residents | 72,259 |
| Children under 14 | 12,160 |
| Age breakdown: | |
| Infant (0-2) | 13% |
| Preschool (2-5) | 27% |
| School-Aged (6-13) | 59% |
| Children as percent of total population | 17% |
| Expected population change by 2010 ⁵ | 7% (5,200 new residents) |

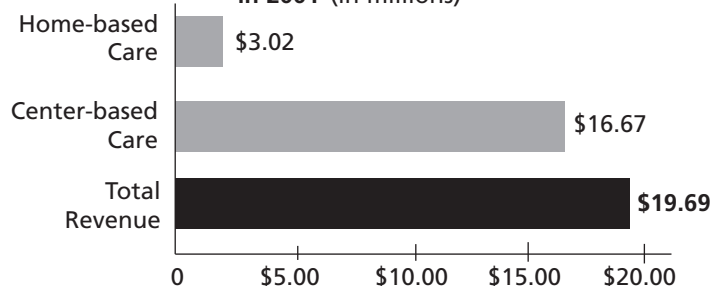
Family Economics⁶

| | |
|---|-----------|
| Median family income | \$68,625 |
| Median home value | \$345,000 |
| Median monthly rent | \$899 |
| Poverty rate among children under 18 | 11.4% |
| Families with income less than \$35,000 | 21.3% |
| Children receiving public assistance ⁷ | 1,368 |

Jobs Created by the Alameda Child Care Industry in 2001²



Revenue Generated by the Alameda Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis 2,3. Based on data provided by Bananas, Inc, calculations by Alameda County LINCC 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments 6. 2000 Census. 7. Alameda County Social Services Agency (includes CalWORKS, MediCal, and Food Stamps).

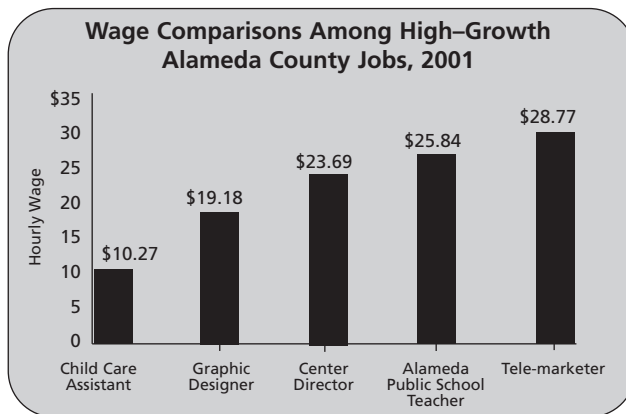
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

| | |
|--|----------|
| Child Care Assistant in North County | \$20,540 |
| Child Care Teacher in North County | \$30,240 |
| Child Care Director in North County | \$47,380 |

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the northern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 11% | \$10,891 | 16% |
| Preschool (2-5 years) ⁴ | \$7,079 | 10% | \$7,843 | 11% |
| School-Age (6-13 years) ⁵ | \$5,218 | 8% | \$5,115 | 7% |

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

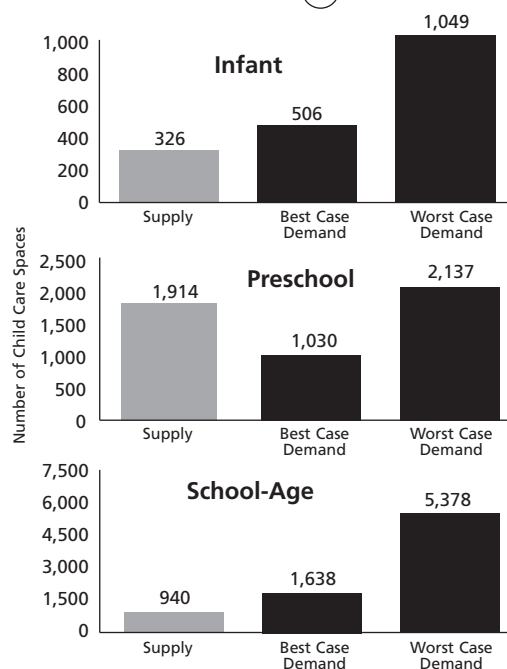
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

Alameda's demand exceeds supply

For most age groups, demand for child care in Alameda is greater than supply. The city has a total of 3180 licensed child care spaces, with shortages in infant and school-age care.

- **Demand Estimates:** Determining the true demand for child care is difficult because it is often unclear whether parents' choice reflect their true preferences or are a result of location and cost restraints. Therefore, these charts illustrate the gaps in Alameda's child care supply by age group using two methodologies:
 - **Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - **Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household who works would demand licensed care.
- **Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to BANANAS, the local child care resource and referral agency.



1. Based on "high" salaries in North County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 4. Alameda median family income, Census 2000 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002

Albany

Child Care Industry

The City of Albany's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated approximately \$4 million in revenue, while supporting nearly 200 local jobs. In addition to 108 people employed directly in child care homes and centers, an additional 80 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other Albany businesses to thrive. Child care helps sustain the city's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after absences.

Despite its contributions to the local economy, Albany suffers from a severe shortage of child care capacity for its infant population. The supply gap is striking, with estimates measuring between 70% and 83%.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- **Contribute to the Alameda County Child Care Fund for child care facilities;**
- **Include child care in city and economic development planning efforts;**
- **Review and mitigate the impact of major new commercial and residential developments on child care.**

For more information, call BANANAS, Inc., at (510) 658-7353 the Alameda County Child Care Planning Council at (510) 208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

Albany is a growing city

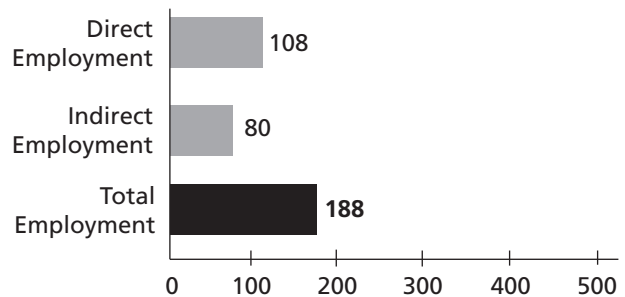
Population⁴

| | |
|---|---------------------|
| Residents | 16,444 |
| Children under 14 | 2,927 |
| Age breakdown: | |
| Infant (0-2) | 13% |
| Preschool (2-5) | 28% |
| School-Aged (6-13) | 59% |
| Children as percent of total population | 18% |
| Expected population change by 2010 ⁵ | .5% |
| | (900 new residents) |

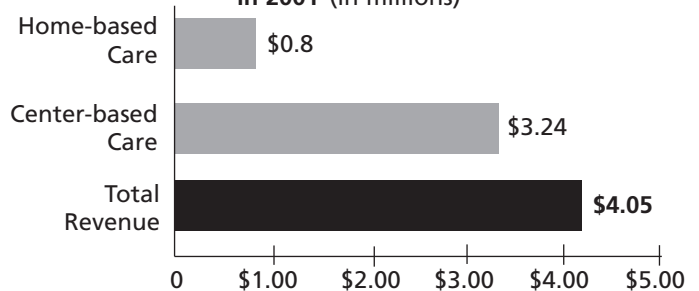
Family Economics⁶

| | |
|---|-----------|
| Median family income | \$64,269 |
| Median home value | \$334,800 |
| Median monthly rent | \$947 |
| Poverty rate among children under 18 | 8% |
| Families with income less than \$35,000 | 24.1% |
| Children receiving public assistance ⁷ | 230 |

Jobs Created by the Albany Child Care Industry in 2001²



Revenue Generated by the Albany Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis 2,3. Based on data provided by Bananas, Inc, calculations by Alameda County LINCC; 2001 Market Rate Survey of Child Care Costs, Child Care Resource and Referral Network 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments 6. 2000 Census. 7. Alameda County Social Service Agency (includes CakWORKs, MediCal, and Food Stamps).

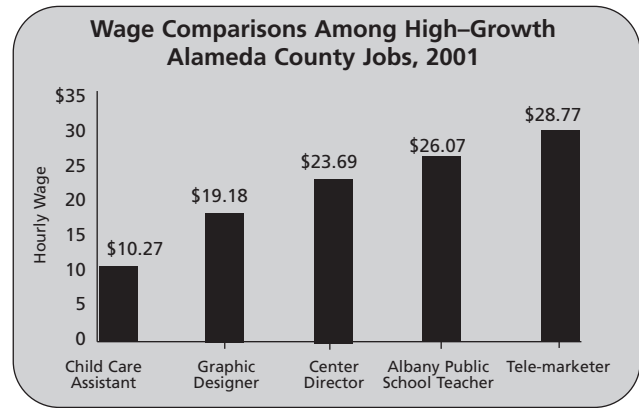
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

| | |
|--|----------|
| Child Care Assistant in North County | \$20,540 |
| Child Care Teacher in North County | \$30,240 |
| Child Care Director in North County | \$47,380 |

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the northern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 11% | \$10,891 | 17% |
| Preschool (2-5 years) ⁴ | \$7,079 | 11% | \$7,843 | 12% |
| School-Age (6-13 years) ⁵ | \$5,218 | 8% | \$5,115 | 8% |

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

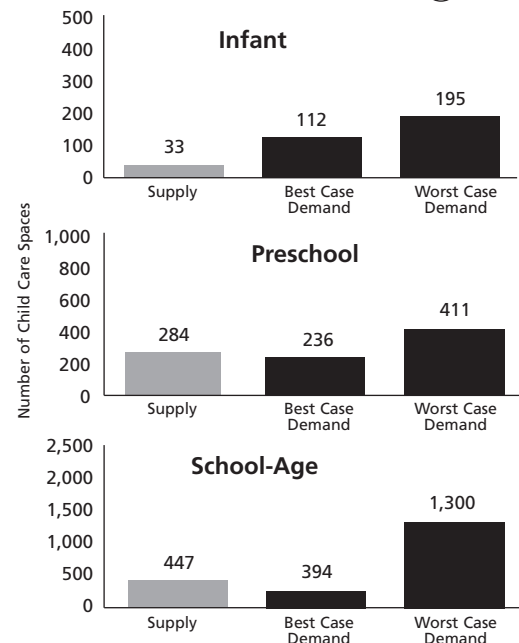
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

Albany's child care supply meets demand

Demand for infant child care in Albany exceeds current supply. The city has a total of 764 licensed child care spaces, with significant shortages in infant care even under the most conservative estimates.

- **Demand Estimates:** Determining the true demand for child care is difficult because it is often unclear whether parents' choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in Albany's child care supply by age group using two methodologies:
 - **Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - **Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household works would demand licensed care.
- **Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to BANANAS, the local child care resource and referral agency.



1. Based on "high" salaries in North County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3. This cost assumes an infant is in care with a family child care home and preschooler is in a center-based program. 4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Albany median family income, Census 2000. 6. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 7. Alameda County Child Care Needs Assessment, 2002.

Berkeley

Child Care Industry

The City of Berkeley's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated over \$34 million in revenue, while supporting approximately 1374 local jobs. In addition to 789 people employed directly in child care homes and centers, an additional 585 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the local child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other Berkeley businesses to thrive. In addition, child care helps sustain the City's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after an absence.

The high cost of child care presents a challenge in realizing the full benefits that child care can offer local families and the greater Berkeley community. The cost for just one infant in a licensed center is 15% of the Berkeley median family income, and 13% of Berkeley's children live in poverty.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- Contribute to the Alameda County Child Care Fund for child care facilities;
- Include child care in city and economic development planning efforts;
- Review and mitigate the impact of major new commercial and residential developments on child care.

For more information, call BANANAS, Inc., at (510) 658-7353 or the Alameda County Child Care Planning Council at (510) 208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

Berkeley is a growing city

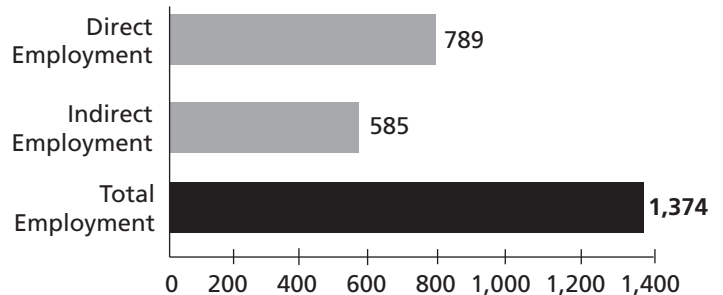
Population⁴

| | |
|---|-----------------------------|
| Residents | 102,743 |
| Children under 14 | 11,355 |
| Age breakdown: | |
| Infant (0-2) | 15% |
| Preschool (2-5) | 28% |
| School-Aged (6-13) | 57% |
| Children as percent of total population | 11% |
| Expected population change by 2010 ⁵ | 4% (4,600 new residents) |

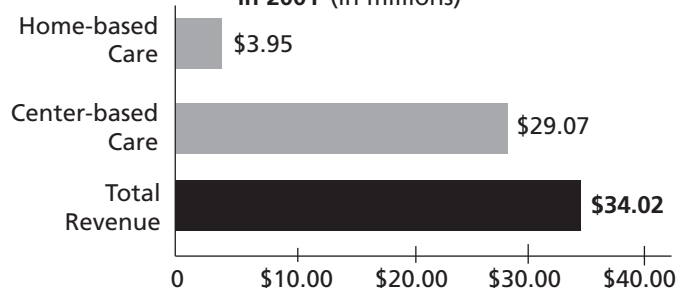
Family Economics⁶

| | |
|---|-----------|
| Median family income | \$70,434 |
| Median home value | \$380,200 |
| Median monthly rent | \$740 |
| Poverty rate among children under 18 | 13.4% |
| Families with income less than \$35,000 | 23.2% |
| Children receiving public assistance ⁷ | 1,664 |

Jobs Created by the Berkeley Child Care Industry in 2001²



Revenue Generated by the Berkeley Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis. 2,3. Based on data provided by BANANAS, Inc., calculations by Alameda County LINCC. 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments. 6. 2000 Census. 7. Alameda County Social Services Agency (includes CalWORKs, MediCal, and Food Stamps).

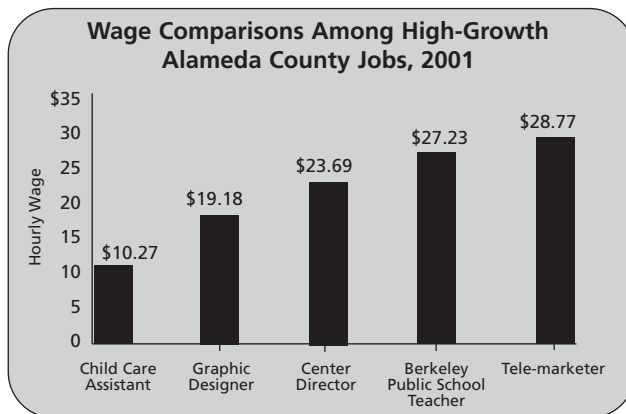
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

- Child Care Assistant in North County \$20,540
- Child Care Teacher in North County \$30,240
- Child Care Director in North County \$47,380

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the northern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 10% | \$10,891 | 15% |
| Preschool (2-5 years) ⁴ | \$7,079 | 10% | \$7,843 | 11% |
| School-Age (6-13 years) ⁵ | \$5,218 | 7% | \$5,115 | 7% |

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

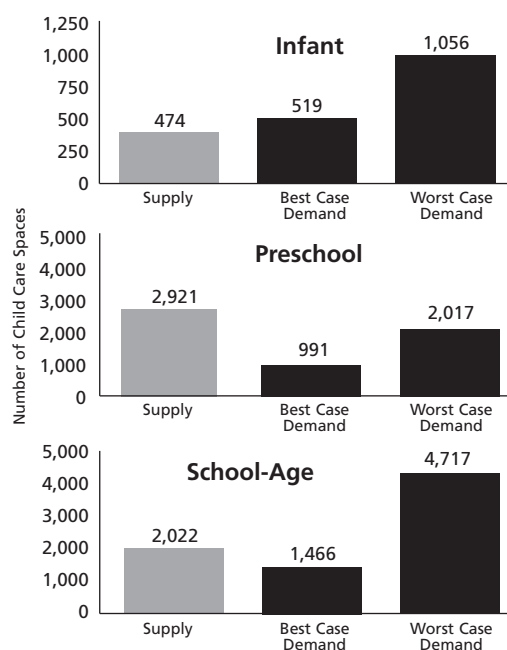
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

Berkeley has a shortage of infant care

Demand for infant child care in Berkeley exceeds current supply. The city has a total of 5,417 licensed child care spaces, with shortages in infant care even under conservative estimates.

- Demand Estimates:** Determining the true demand for child care is difficult because it is often unclear whether parents' choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in Berkeley's child care supply by age group using two methodologies:
 - Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household works would demand licensed care.
- Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to BANANAS, Inc., the local child care resource and referral agency.



1. Based on "high" salaries in North County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3,4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002.

Castro Valley

Child Care Industry

Castro Valley's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated approximately \$14 million in revenue, while supporting nearly 537 local jobs. In addition to 308 people employed directly in child care homes and centers, an additional 229 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other businesses in Castro Valley to thrive. Child care helps sustain the city's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after absences.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- **Contribute to the Alameda County Child Care Fund for child care facilities;**
- **Include child care in city and economic development planning efforts;**
- **Review and mitigate the impact of major new commercial and residential developments on child care.**

For more information, call 4 C's at (510) 584-3119 or the Alameda County Child Care Planning Council at (510)208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

Castro valley is a growing city

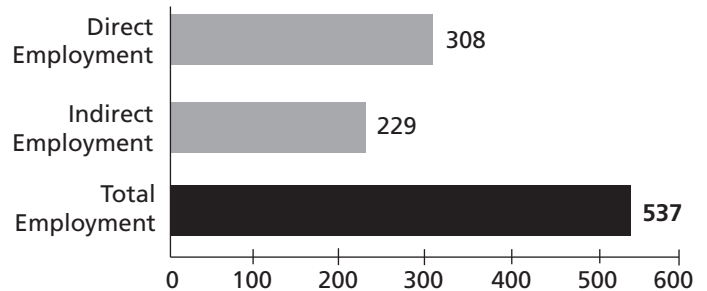
Population⁴

| | |
|---|--------------------------|
| Residents | 57,292 |
| Children under 14 | 10,195 |
| Age breakdown: | |
| Infant (0-2) | 13% |
| Preschool (2-5) | 26% |
| School-Aged (6-13) | 61% |
| Children as percent of total population | 18% |
| Expected population change by 2010 ⁵ | 8% (4,800 new residents) |

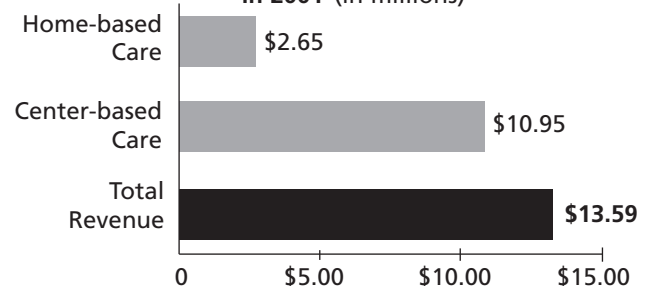
Family Economics⁶

| | |
|---|-----------|
| Median family income | \$73,060 |
| Median home value | \$298,300 |
| Median monthly rent | \$954 |
| Poverty rate among children under 18 | 4.3% |
| Families with income less than \$35,000 | 14.7% |
| Children receiving public assistance ⁷ | 518 |

Jobs Created by the Castro Valley Child Care Industry in 2001²



Revenue Generated by the Castro Valley Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis 2,3. Based on data provided by 4C's, calculations by Alameda County LINCC; 2001 Market Rate Survey of Child Care Costs, Child Care Resource and Referral Network 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments 6. 2000 Census. 7. Alameda County Social Service Agency (includes CakWORKs, MediCal, and Food Stamps).

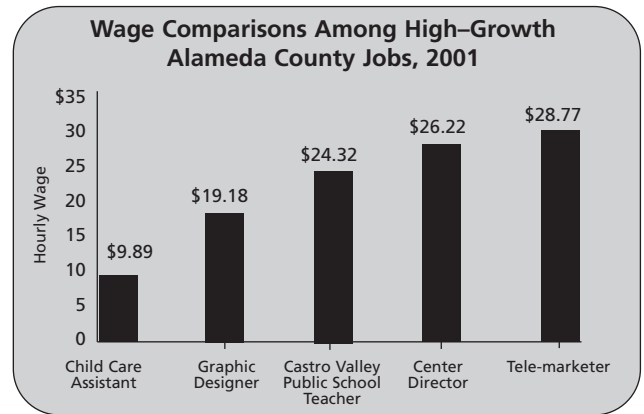
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

Child Care Assistant in South County \$19,780
 Child Care Teacher in South County \$30,260
 Child Care Director in South County \$52,440

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the southern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 13% | \$10,891 | 19% |
| Preschool (2-5 years) ⁴ | \$7,079 | 12% | \$7,843 | 14% |
| School-Age (6-13 years) ⁵ | \$5,218 | 9% | \$5,115 | 9% |

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

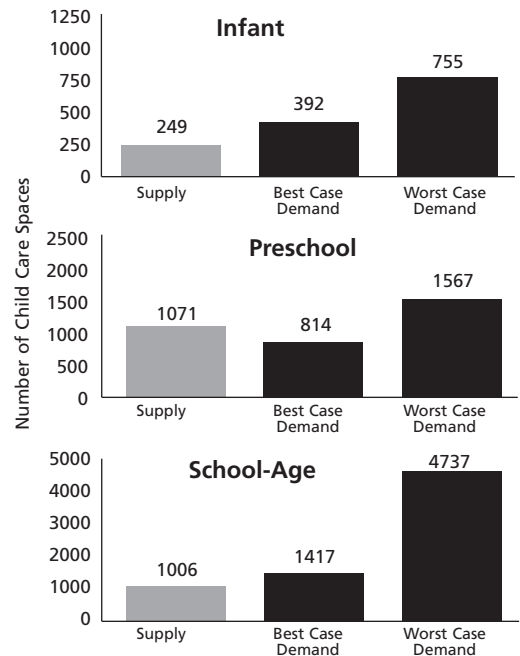
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

Castro Valley's demand outweighs supply

Demand for child care in Castro Valley is greater than supply. Castro Valley has a total of 2326 licensed child care spaces, with significant shortages in infant and school-age care.

- **Demand Estimates:** Determining the true demand for child care is difficult because it is often unclear whether parents' choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in Castro Valley's child care supply by age group using two methodologies:
 - **Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - **Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household who works would demand licensed care.
- **Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to 4 C's, the local child care resource and referral agency.



1. Based on "high" salaries in South County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3,4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002.

Dublin

Child Care Industry

The City of Dublin's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated over \$10.8 million in revenue, while supporting approximately 400 local jobs. In addition to 233 people employed directly in child care homes and centers, an additional 170 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the local child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other Dublin businesses to thrive. In addition, child care helps sustain the City's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after an absence.

Dublin's job market is estimated to grow by 30% by the year 2010, while its population will increase by 58%, more than any other city. To meet the demands of its escalating development, public and private investments are needed to sustain and grow Dublin's child care industry.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- **Contribute to the Alameda County Child Care Fund for child care facilities;**
- **Include child care in city and economic development planning efforts;**
- **Review and mitigate the impact of major new commercial and residential developments on child care.**

For more information, call Child Care Links at (925) 417-8733 or the Alameda County Child Care Planning Council at (510) 208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

Dublin is a growing city

Population⁴

Residents 29,973
 Children under 14 5,050

Age breakdown:

Infant (0-2) 14%
 Preschool (2-5) 27%
 School-Aged (6-13) 58%

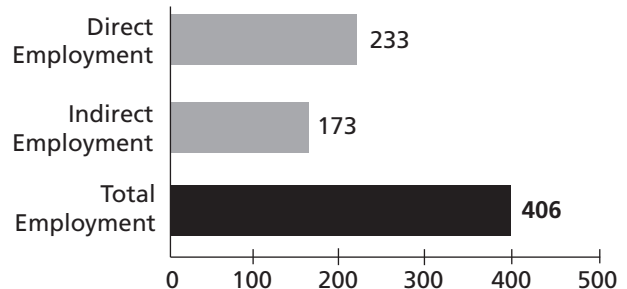
Children as percent of total population 17%

Expected population change by 2010⁵ 58%
 (17,500 new residents)

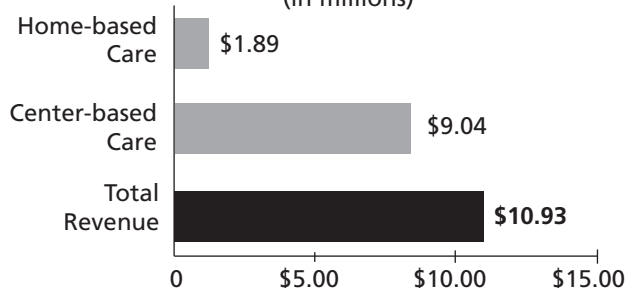
Family Economics⁶

Median family income \$83,123
 Median home value \$330,700
 Median monthly rent \$1,356
 Poverty rate among children under 18 3.2%
 Families with income less than \$35,000 . . . 12.1%
 Children receiving public assistance⁷ 236

Jobs Created by the Dublin Child Care Industry in 2001²



Revenue Generated by the Dublin Child Care Industry in 2001³
 (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis. 2,3. Based on data provided by Child Care Links, calculations by Alameda County LINCC. 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments 6. 2000 Census. 7. Alameda County Social Services Agency (includes CalWORKs, MediCal, and Food Stamps).

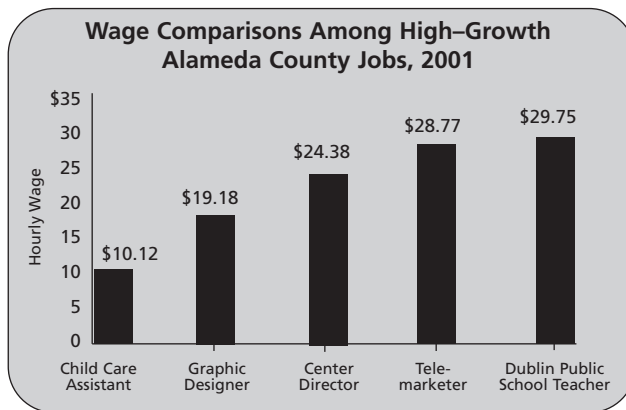
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

| | |
|---|----------|
| Child Care Assistant in East County | \$20,240 |
| Child Care Teacher in East County | \$27,400 |
| Child Care Director in East County | \$48,760 |

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the eastern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 9% | \$10,891 | 13% |
| Preschool (2-5 years) ⁴ | \$7,079 | 9% | \$7,843 | 9% |
| School-Age (6-13 years) ⁵ | \$5,218 | 6% | \$5,115 | 6% |

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

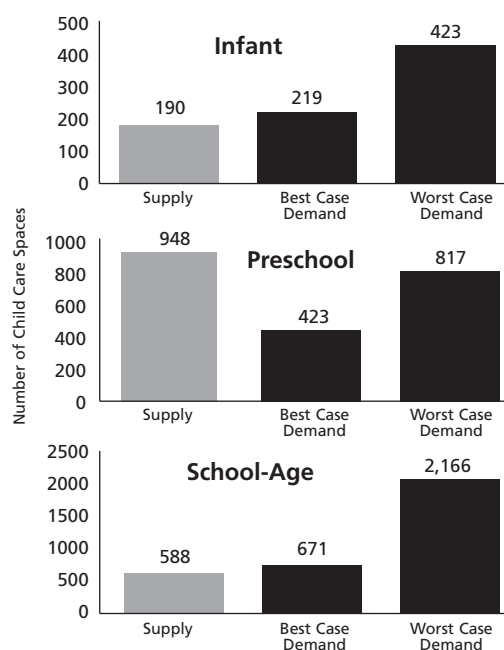
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

Dublin's demand outweighs supply

For most age groups, demand for child care in Dublin is greater than supply. The city has a total of **1,726 licensed child care spaces, with shortages in infant and school age care.**

- **Demand Estimates:** Determining the true demand for child care is difficult because it is often unclear whether parents' choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in Dublin's child care supply by age group using two methodologies:
 - **Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - **Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household works would demand licensed care.
- **Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to Child Care Links, the local child care resource and referral agency.



1. Based on "high" salaries in East County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3,4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002.

Emeryville

Child Care Industry

The City of Emeryville's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated over \$2 million in revenue, while supporting approximately 97 local jobs. In addition to 56 people employed directly in child care homes and centers, an additional 41 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the local child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other Emeryville businesses to thrive. In addition, child care helps sustain the City's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after an absence.

Emeryville's population is expected to increase by 31% by the year 2010. To meet the demands of its growing population, public and private investments are needed to sustain and grow Emeryville's child care industry.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- Contribute to the Alameda County Child Care Fund for child care facilities;
- Include child care in city and economic development planning efforts;
- Review and mitigate the impact of major new commercial and residential developments on child care.

For more information, call BANANAS, Inc., at (510) 658-7353 the Alameda County Child Care Planning Council at (510) 208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

Emeryville is a growing city

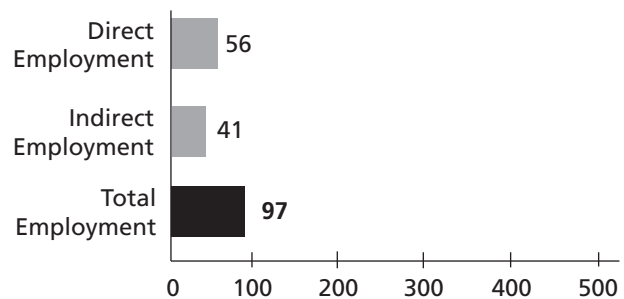
Population⁴

| | |
|---|-------------------------------|
| Residents | 6,882 |
| Children under 14 | 645 |
| Age breakdown: | |
| Infant (0-2) | 15% |
| Preschool (2-5) | 32% |
| School-Aged (6-13) | 53% |
| Children as percent of total population | 9% |
| Expected population change by 2010 ⁵ | .31% (2,100 new residents) |

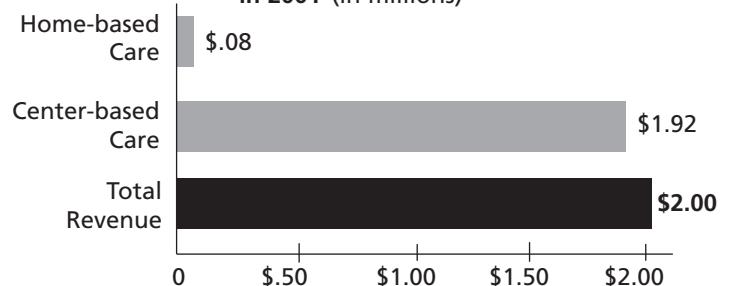
Family Economics⁶

| | |
|---|-----------|
| Median family income | \$57,063 |
| Median home value | \$161,600 |
| Median monthly rent | \$985 |
| Poverty rate among children under 18 | 4.5% |
| Families with income less than \$35,000 | 26.2% |
| Children receiving public assistance ⁷ | 217 |

Jobs Created by the Emeryville Child Care Industry in 2001²



Revenue Generated by the Emeryville Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis. 2,3. Based on data provided by BANANAS, Inc. calculations by Alameda County LINCC. 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments 6. 2000 Census. 7. Alameda County Social Services Agency (includes CalWORKs, MediCal, and Food Stamps).

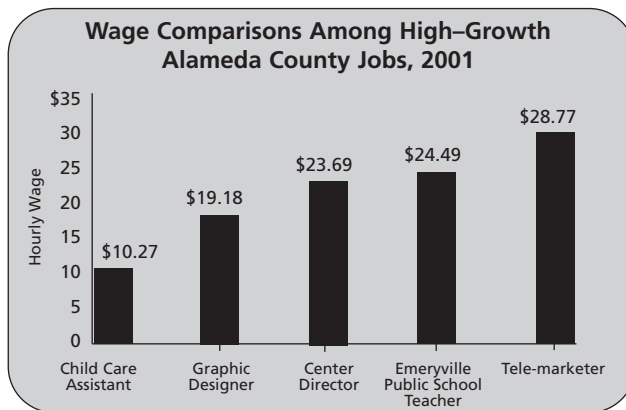
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

- Child Care Assistant in North County \$20,540
- Child Care Teacher in North County \$30,240
- Child Care Director in North County \$47,380

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the northern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 13% | \$10,891 | 19% |
| Preschool (2-5 years) ⁴ | \$7,079 | 12% | \$7,843 | 14% |
| School-Age (6-13 years) ⁵ | \$5,218 | 9% | \$5,115 | 9% |

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

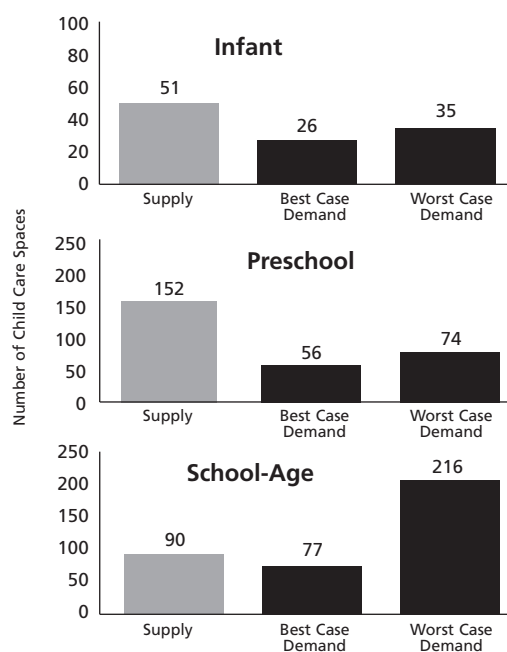
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

Emeryville's child care supply meets demand

Emeryville has a total of 293 licensed child care slots, which exceeds estimated demand (except for the worst case estimate of school-age demand). This may reflect parents who work in Emeryville but live elsewhere choosing child care in Emeryville.

- **Demand Estimates:** Determining the true demand for child care is difficult because it is often unclear whether parents' choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in Emeryville's child care supply by age group using two methodologies:
 - **Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - **Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household works would demand licensed care.
- **Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to BANANAS, Inc., the local child care resource and referral agency.



1. Based on "high" salaries in North County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3,4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002.

Fremont

Child Care Industry

The City of Fremont's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated over \$44 million in revenue, while supporting approximately 1874 local jobs. In addition to 1076 people employed directly in child care homes and centers, an additional 798 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the local child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other Fremont businesses to thrive. In addition, child care helps sustain the City's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after an absence.

Despite its contributions to the local economy, data shows that Fremont has a shortage of child care capacity, particularly for its infant population. The supply gap in infant care is striking, with estimates measuring between 59% and 79%.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- **Contribute to the Alameda County Child Care Fund for child care facilities;**
- **Include child care in city and economic development planning efforts;**
- **Review and mitigate the impact of major new commercial and residential developments on child care.**

For more information, call 4 C's at (510) 584-3119 or the Alameda County Child Care Planning Council at (510) 208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

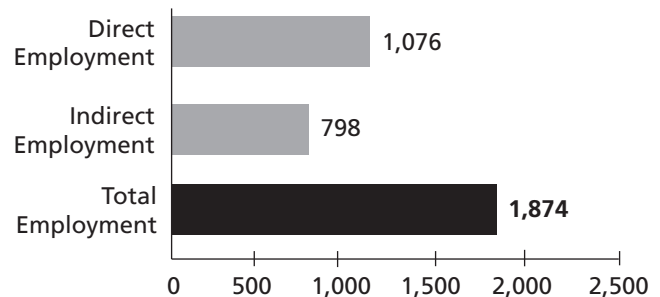
Population⁴

| | |
|---|---------------------------|
| Residents | 203,413 |
| Children under 14 | 41,788 |
| Age breakdown: | |
| Infant (0-2) | 14% |
| Preschool (2-5) | 29% |
| School-Aged (6-13) | 56% |
| Children as percent of total population | 21% |
| Expected population change by 2010 ⁵ | 8% (17,100 new residents) |

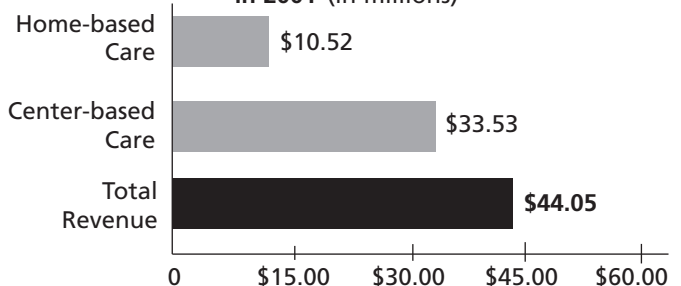
Family Economics⁶

| | |
|---|-----------|
| Median family income | \$82,199 |
| Median home value | \$363,400 |
| Median monthly rent | \$1,196 |
| Poverty rate among children under 18 | 5.9% |
| Families with income less than \$35,000 | 12.7% |
| Children receiving public assistance ⁷ | 2,645 |

Jobs Created by the Fremont Child Care Industry in 2001²



Revenue Generated by the Fremont Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis. 2,3. Based on data provided by 4 C's, calculations by Alameda County LINCC. 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments. 6. 2000 Census. 7. Alameda County Social Services Agency (includes CalWORKs, MediCal, and Food Stamps).

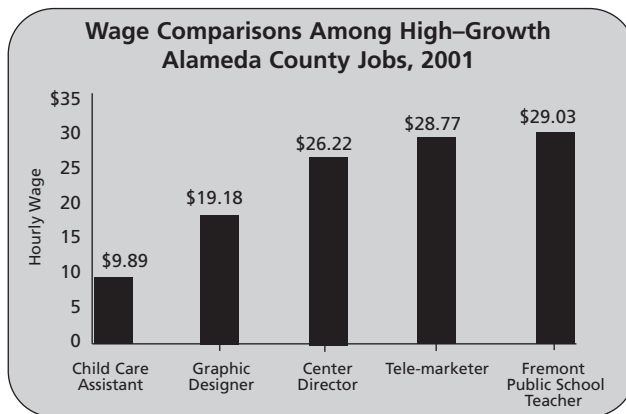
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

| | |
|--|----------|
| Child Care Assistant in South County | \$19,780 |
| Child Care Teacher in South County | \$30,260 |
| Child Care Director in South County | \$52,440 |

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the eastern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 9% | \$10,891 | 13% |
| Preschool (2-5 years) ⁴ | \$7,079 | 9% | \$7,843 | 10% |
| School-Age (6-13 years) ⁵ | \$5,218 | 6% | \$5,115 | 6% |

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

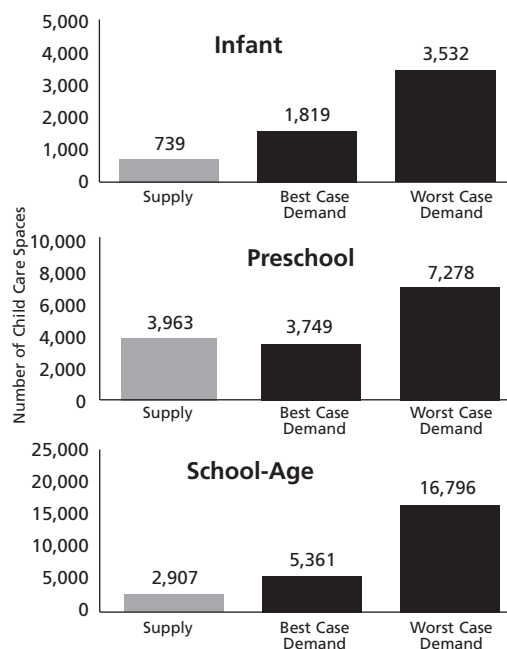
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

Fremont's demand exceeds supply

Fremont has a total of 7,609 licensed child care slots, with shortages in all age groups. Shortages of infant and school age care are particularly severe.

- **Determining the true demand for child care is difficult because it is often unclear whether parents' choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in Fremont's child care supply by age group using two methodologies:**
 - **Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - **Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household who works would demand licensed care.
- **Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to 4 C's, the local child care resource and referral agency.



1. Based on "high" salaries in South County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3,4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002.

Hayward

Child Care Industry

The City of Hayward's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated almost \$29.3 million in revenue, while supporting approximately 1,406 local jobs. In addition to 807 people employed directly in child care homes and centers, an additional 599 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the local child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other Hayward businesses to thrive. In addition, child care helps sustain the City's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after an absence.

Despite the child care industry's contributions to the local economy, Hayward suffers from a shortage of licensed child care, particularly for infants and school age children. The cost of licensed care puts it beyond the reach of many families, with the cost for one infant in a licensed center equal to 20% of Hayward's median family income.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- **Contribute to the Alameda County Child Care Fund for child care facilities;**
- **Include child care in city and economic development planning efforts;**
- **Review and mitigate the impact of major new commercial and residential developments on child care.**

For more information, call 4 C's at (510) 584-3119 or the Alameda County Child Care Planning Council at (510) 208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

Hayward is a growing city

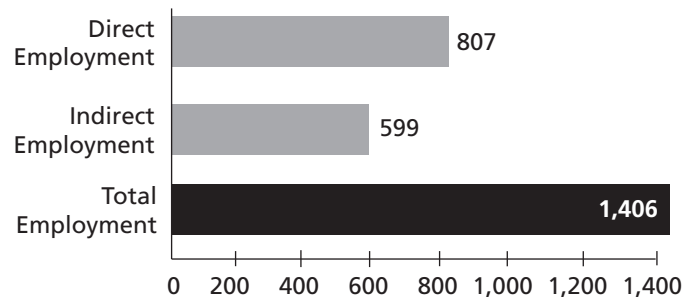
Population⁴

| | |
|---|---------------------------|
| Residents | 140,030 |
| Children under 14 | 30,166 |
| Age breakdown: | |
| Infant (0-2) | 14% |
| Preschool (2-5) | 30% |
| School-Aged (6-13) | 56% |
| Children as percent of total population | 22% |
| Expected population change by 2010 ⁵ | 7% (10,500 new residents) |

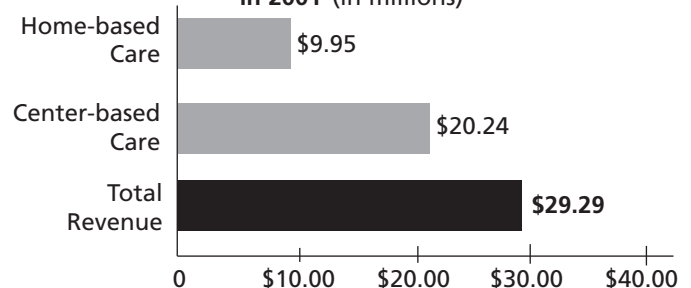
Family Economics⁶

| | |
|---|-----------|
| Median family income | \$54,712 |
| Median home value | \$237,300 |
| Median monthly rent | \$921 |
| Poverty rate among children under 18 | 11.7% |
| Families with income less than \$35,000 | 26.3% |
| Children receiving public assistance ⁷ | 6,791 |

Jobs Created by the Hayward Child Care Industry in 2001²



Revenue Generated by the Hayward Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis. 2,3. Based on data provided by 4 C's, calculations by Alameda County LINCC. 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments. 6. 2000 Census. 7. Alameda County Social Services Agency (includes CalWORKs, MediCal, and Food Stamps).

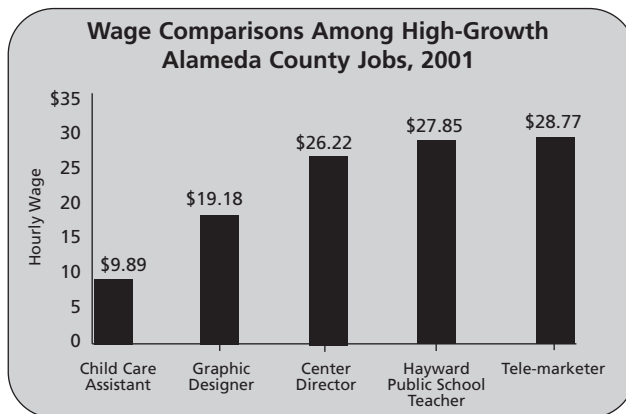
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

- Child Care Assistant in South County \$19,780
- Child Care Teacher in South County \$30,260
- Child Care Director in South County \$52,440

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the southern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 13% | \$10,891 | 20% |
| Preschool (2-5 years) ⁴ | \$7,079 | 13% | \$7,843 | 14% |
| School-Age (6-13 years) ⁵ | \$5,218 | 10% | \$5,115 | 9% |

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

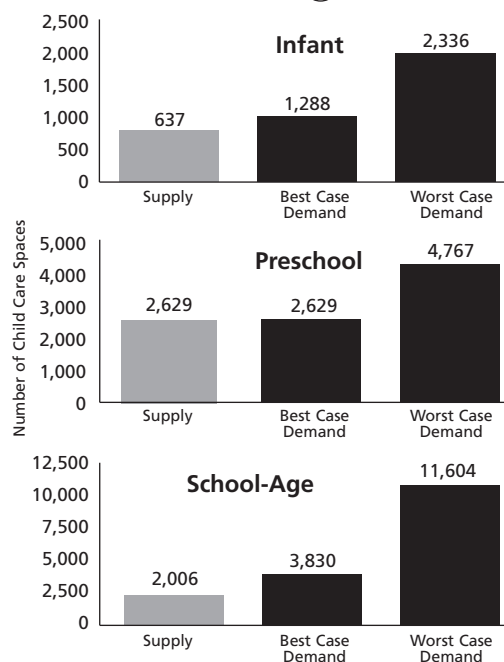
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Hayward. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

Hayward has a shortage of infant care

Hayward has a total of 5,272 licensed child care slots, with shortages in all age categories. Shortages are especially acute for infant and school age care, with supply gaps of 51%-74% and 48%-83% respectively.

- **Demand Estimates:** Determining the true demand for child care is difficult because it is often unclear whether parents' choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in Hayward's child care supply by age group using two methodologies:
 - **Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - **Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household works would demand licensed care.
- **Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to 4 C's, the local child care resource and referral agency.



1. Based on "high" salaries in South County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3,4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002.

Livermore

Child Care Industry

The City of Livermore's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated almost \$25 million in revenue, while supporting approximately 1057 local jobs. In addition to 607 people employed directly in child care homes and centers, an additional 450 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the local child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other Livermore businesses to thrive. In addition, child care helps sustain the City's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after an absence.

Livermore's job market is estimated to grow by 25% by the year 2010, while its population will increase by 23%. To meet the demands of its escalating development, public and private investments are needed to sustain and grow Livermore's child care industry.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- **Contribute to the Alameda County Child Care Fund for child care facilities;**
- **Include child care in city and economic development planning efforts;**
- **Review and mitigate the impact of major new commercial and residential developments on child care.**

For more information, Child Care Links at (925) 417-8733 or the Alameda County Child Care Planning Council at (510) 208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

Livermore is a growing city

Population⁴

Residents 73,345
 Children under 14 16,510

Age breakdown:

Infant (0-2) 13%
 Preschool (2-5) 27%
 School-Aged (6-13) 59%

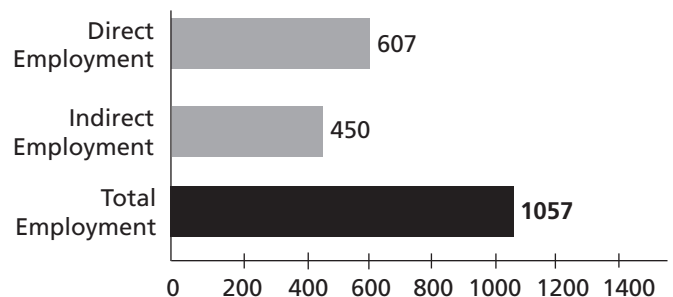
Children as percent of total population 23%

Expected population change by 2010⁵ 23%
 (16,800 new residents)

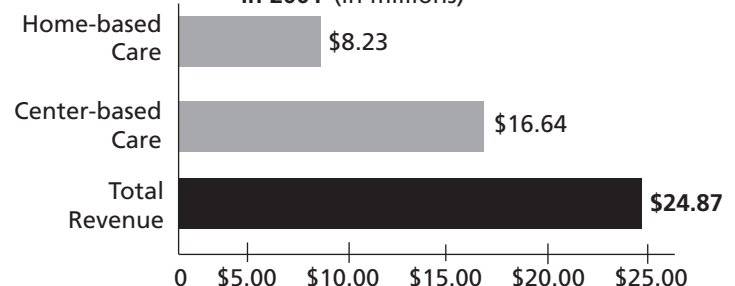
Family Economics⁶

Median family income \$82,421
 Median home value \$314,600
 Median monthly rent \$1,035
 Poverty rate among children under 18 7.0%
 Families with income less than \$35,000 13.2%
 Children receiving public assistance⁷ 1276

Jobs Created by the Livermore Child Care Industry in 2001²



Revenue Generated by the Livermore Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis. 2,3. Based on data provided by Child Care Links, calculations by Alameda County LINCC. 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments 6. 2000 Census. 7. Alameda County Social Services Agency (includes CalWORKs, MediCal, and Food Stamps).

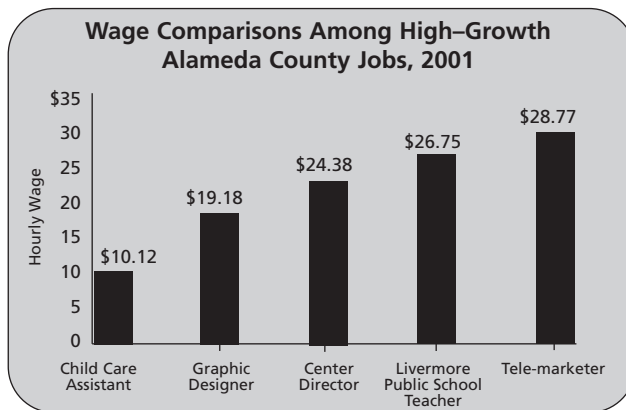
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

| | |
|---|----------|
| Child Care Assistant in East County | \$20,240 |
| Child Care Teacher in East County | \$27,400 |
| Child Care Director in East County | \$48,760 |

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares “high” child care wages in the eastern region of the county to other Alameda County occupations. The latter are mid-level wages based on “some experience” and/or “new to the firm.” (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 9% | \$10,891 | 13% |
| Preschool (2-5 years) ⁴ | \$7,079 | 9% | \$7,843 | 10% |
| School-Age (6-13 years) ⁵ | \$5,218 | 6% | \$5,115 | 6% |

These costs are for one child. The consensus among experts is that 10% of a family’s household income is the most families can “afford.”⁶

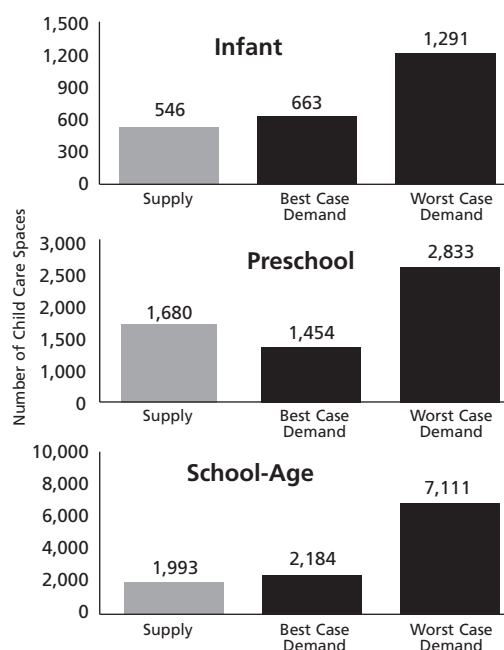
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

Livermore’s child care demand exceeds supply

Demand for licensed child care in Livermore is greater than supply. Livermore has a total of 4,219 licensed child care slots, with shortages in infant and school-age.

- **Demand Estimates:** Determining the true demand for child care is difficult because it is often unclear whether parents’ choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in Livermore’s child care supply by age group using two methodologies:
 - **Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - **Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household works would demand licensed care.
- **Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to Child Care Links, the local child care resource and referral agency.



1. Based on “high” salaries in East County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3,4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002.

Newark

Child Care Industry

The City of Newark's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated almost \$12.4 million in revenue, while supporting approximately 462 local jobs. In addition to 265 people employed directly in child care homes and centers, an additional 197 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the local child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other Newark businesses to thrive. In addition, child care helps sustain the City's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after an absence.

Despite the child care industry's contributions to the local economy, Newark suffers from a shortage of licensed child care slots. This is particularly true for infant care, where supply meets only an estimated 39%-68% of demand.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- **Contribute to the Alameda County Child Care Fund for child care facilities;**
- **Include child care in city and economic development planning efforts;**
- **Review and mitigate the impact of major new commercial and residential developments on child care.**

For more information, call 4 C's at (510) 584-3119 or the Alameda County Child Care Planning Council at (510)208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

Newark is a growing city

Population⁴

Residents 42,471
 Children under 14 9,018

Age breakdown:

Infant (0-2) 13%
 Preschool (2-5) 28%
 School-Aged (6-13) 59%

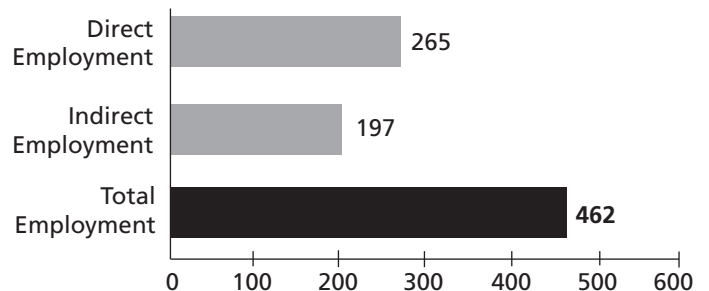
Children as percent of total population 21%

Expected population change by 2010⁵ 11%
 (4,600 new residents)

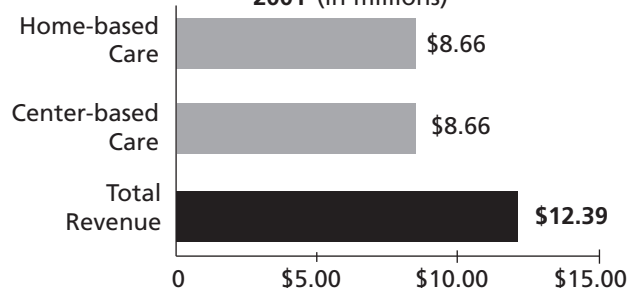
Family Economics⁶

Median family income \$71,351
 Median home value \$303,700
 Median monthly rent \$1,093
 Poverty rate among children under 18 5.7%
 Families with income less than \$35,000 . . . 16.2%
 Children receiving public assistance⁷ 1,051

Jobs Created by the Newark Child Care Industry in 2001²



Revenue Generated by the Newark Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis. 2,3. Based on data provided by 4 C's, calculations by Alameda County LINCC. 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments. 6. 2000 Census. 7. Alameda County Social Services Agency (includes CalWORKs, MediCal, and Food Stamps).

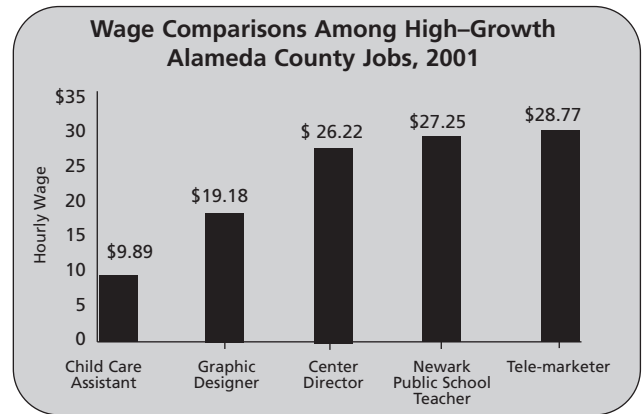
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

| | |
|--|----------|
| Child Care Assistant in South County | \$19,780 |
| Child Care Teacher in South County | \$30,260 |
| Child Care Director in South County | \$52,440 |

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the southern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 10% | \$10,891 | 15% |
| Preschool (2-5 years) ⁴ | \$7,079 | 10% | \$7,843 | 11% |
| School-Age (6-13 years) ⁵ | \$5,218 | 7% | \$5,115 | 7% |

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

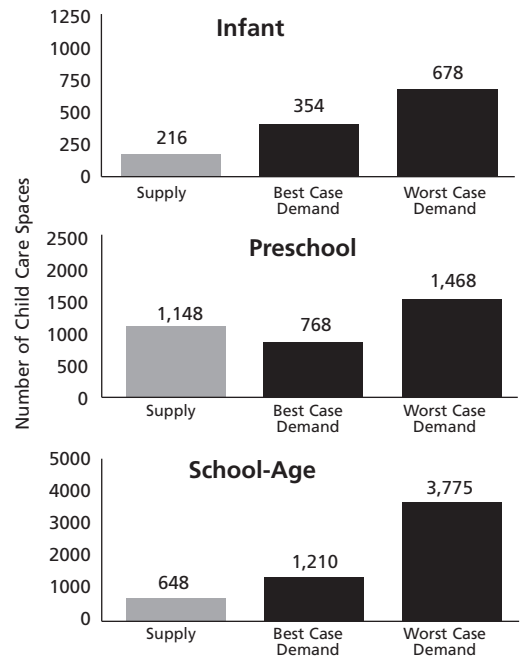
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

Newark's demand exceeds supply

Demand for licensed child care in Newark is greater than supply. Newark has a total of 2,012 licensed child care slots, with shortages for infant and school-age care.

- **Demand Estimates:** Determining the true demand for child care is difficult because it is often unclear whether parents' choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in Newark's child care supply by age group using two methodologies:
 - **Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - **Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household works would demand licensed care.
- **Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to 4 C's, the local child care resource and referral agency.



1. Based on "high" salaries in South County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3,4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002.

Oakland

Child Care Industry

The City of Oakland's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated over \$99 million in revenue, while supporting approximately 4,701 local jobs. In addition to 2,699 people employed directly in child care homes and centers, an additional 2002 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the local child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other Oakland businesses to thrive. In addition, child care helps sustain the City's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after an absence.

Oakland is expected to add 23,700 new residents by 2010, more than any other city. Many of these will be children, and many will live at or near poverty. Increased investments in affordable, high-quality child care will be needed to ensure that these children get a strong start in life.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- **Contribute to the Alameda County Child Care Fund for child care facilities;**
- **Include child care in city and economic development planning efforts;**
- **Review and mitigate the impact of major new commercial and residential developments on child care.**

For more information, call BANANAS, Inc., at (510) 658-7353 or the Alameda County Child Care Planning Council at (510) 208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

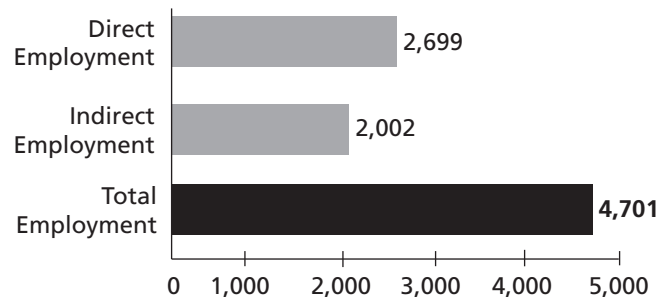
Population⁴

| | |
|---|---------------------------|
| Residents | 399,484 |
| Children under 14 | 80,001 |
| Age breakdown: | |
| Infant (0-2) | 14% |
| Preschool (2-5) | 29% |
| School-Aged (6-13) | 57% |
| Children as percent of total population | 20% |
| Expected population change by 2010 ⁵ | 6% (23,700 new residents) |

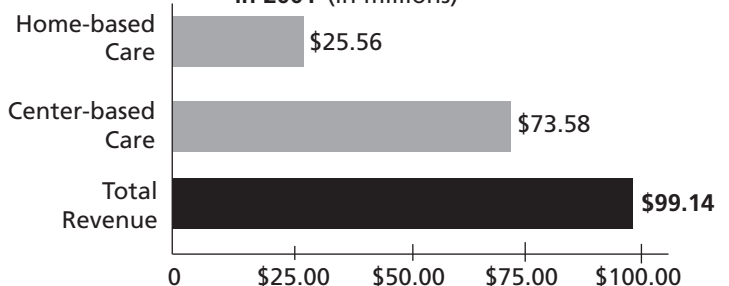
Family Economics⁶

| | |
|---|-----------|
| Median family income | \$44,384 |
| Median home value | \$235,500 |
| Median monthly rent | \$696 |
| Poverty rate among children under 18 | 27.9% |
| Families with income less than \$35,000 | 40.4% |
| Children receiving public assistance ⁷ | 29,796 |

Jobs Created by the Oakland Child Care Industry in 2001²



Revenue Generated by the Oakland Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis. 2,3. Based on data provided by BANANAS, Inc. calculations by Alameda County LINCC. 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments. 6. 2000 Census. 7. Alameda County Social Services Agency (includes CalWORKs, MediCal, and Food Stamps).

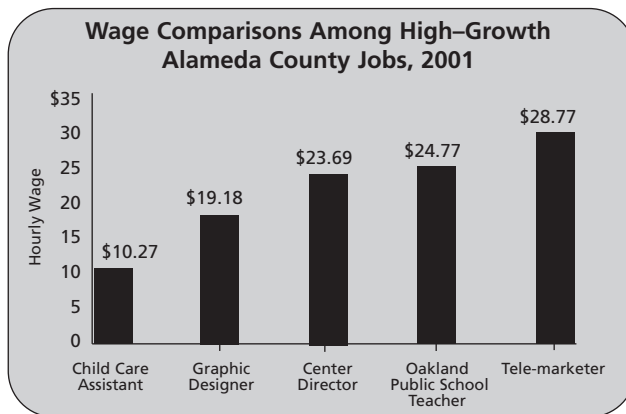
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

| | |
|--|----------|
| Child Care Assistant in North County | \$20,540 |
| Child Care Teacher in North County | \$30,240 |
| Child Care Director in North County | \$47,380 |

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the northern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 17% | \$10,891 | 25% |
| Preschool (2-5 years) ⁴ | \$7,079 | 16% | \$7,843 | 18% |
| School-Age (6-13 years) ⁵ | \$5,218 | 12% | \$5,115 | 12% |

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

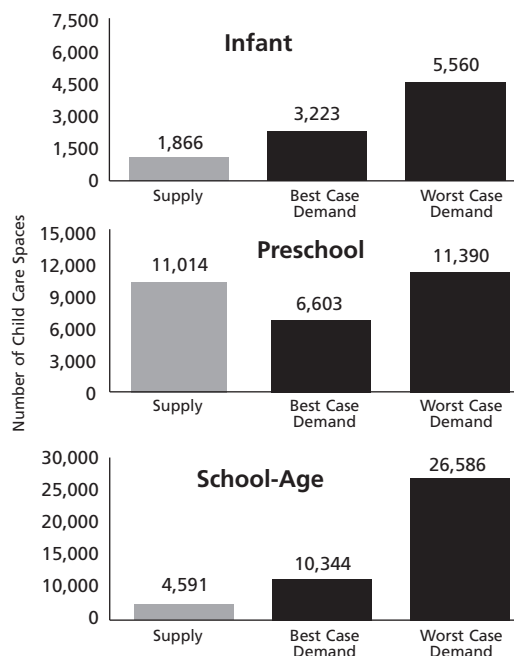
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

Oakland's demand exceeds supply

Demand for licensed child care in Oakland exceeds supply. Oakland has a total of 17,471 licensed child care slots, with shortages in infant and school-age care.

- Demand Estimates:** Determining the true demand for child care is difficult because it is often unclear whether parents' choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in Oakland's child care supply by age group using two methodologies:
 - Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household who works would demand licensed care.
- Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to BANANAS, the local child care resource and referral agency.



1. Based on "high" salaries in North County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3,4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002.

Piedmont

Child Care Industry

The City of Piedmont's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated over \$1.8 million in revenue, while supporting approximately 58 local jobs. In addition to 33 people employed directly in child care homes and centers, an additional 25 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the local child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other Piedmont businesses to thrive. In addition, child care helps sustain the City's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after an absence.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- **Contribute to the Alameda County Child Care Fund for child care facilities;**
- **Include child care in city and economic development planning efforts;**
- **Review and mitigate the impact of major new commercial and residential developments on child care.**

For more information, call BANANAS, Inc., at (510) 658-7553 the Alameda County Child Care Planning Council at (510) 208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

Piedmont is a growing city

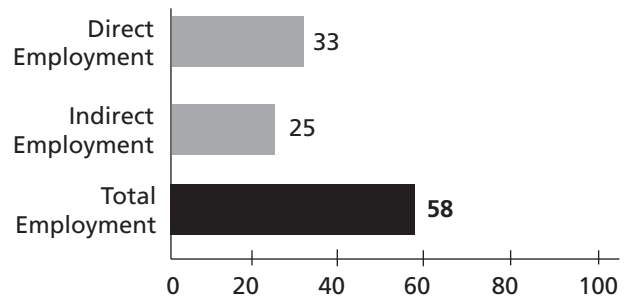
Population⁴

| | |
|---|---------------|
| Residents | 10,952 |
| Children under 14 | 2,389 |
| Age breakdown: | |
| Infant (0-2) | 8% |
| Preschool (2-5) | 22% |
| School-Aged (6-13) | 70% |
| Children as percent of total population | 22% |
| Expected population change by 2010 ⁵ | not available |

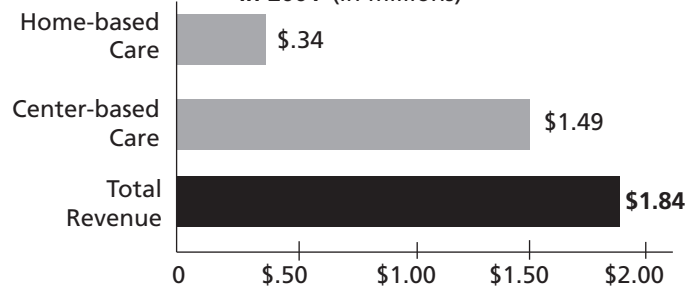
Family Economics⁶

| | |
|---|-----------|
| Median family income | \$149,857 |
| Median home value | \$760,000 |
| Median monthly rent | \$1,814 |
| Poverty rate among children under 18 | 2.6% |
| Families with income less than \$35,000 | 4.6% |
| Children receiving public assistance ⁷ | 18 |

Jobs Created by the Piedmont Child Care Industry in 2001²



Revenue Generated by the Piedmont Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis. 2,3. Based on data provided by BANANAS, Inc., calculations by Alameda County LINCC. 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments. 6. 2000 Census. 7. Alameda County Social Services Agency (includes CalWORKs, MediCal, and Food Stamps).

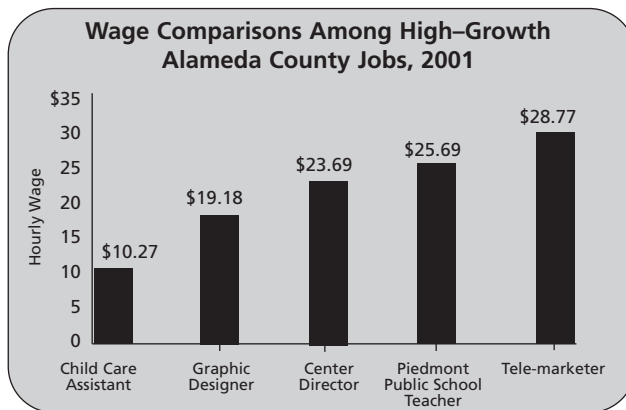
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

- Child Care Assistant in North County \$20,540
- Child Care Teacher in North County \$30,240
- Child Care Director in North County \$47,380

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the northern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 5% | \$10,891 | 7% |
| Preschool (2-5 years) ⁴ | \$7,079 | 5% | \$7,843 | 5% |
| School-Age (6-13 years) ⁵ | \$5,218 | 3% | \$5,115 | 3% |

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

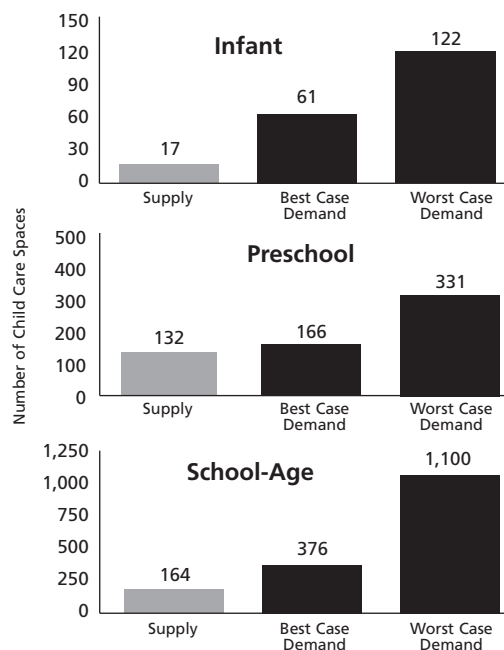
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

Piedmont's child care supply meets demand

Demand for licensed child care in Piedmont exceeds supply. Piedmont has 313 licensed child care slots, with shortages in all age categories.

- **Determining the true demand for child care is difficult because it is often unclear whether parents' choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in Piedmont's child care supply by age group using two methodologies:**
 - **Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - **Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household who works would demand licensed care.
- **Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to BANANAS, Inc., the local child care resource and referral agency.



1. Based on "high" salaries in North County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3,4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002.

Pleasanton

Child Care Industry

The City of Pleasanton's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated over \$18 million in revenue, while supporting approximately 711 local jobs. In addition to 408 people employed directly in child care homes and centers, an additional 303 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the local child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other Pleasanton businesses to thrive. In addition, child care helps sustain the City's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after an absence.

Pleasanton's job market is estimated to grow by 21% by the year 2010, while its population will increase by 22%. To meet the demands of its escalating development, public and private investments are needed to sustain and grow Pleasanton's child care industry.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- **Contribute to the Alameda County Child Care Fund for child care facilities;**
- **Include child care in city and economic development planning efforts;**
- **Review and mitigate the impact of major new commercial and residential developments on child care.**

For more information, call Child Care Links at (925) 417-8733 or the Alameda County Child Care Planning Council at (510) 208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

Pleasanton is a growing city

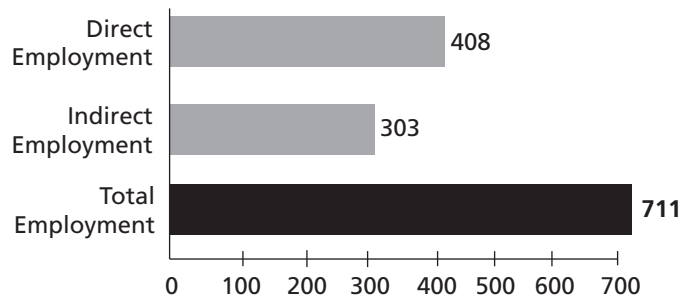
Population⁴

| | |
|---|--------|
| Residents | 63,654 |
| Children under 14 | 14,177 |
| Age breakdown: | |
| Infant (0-2) | 12% |
| Preschool (2-5) | 25% |
| School-Aged (6-13) | 63% |
| Children as percent of total population | 22% |
| Expected population change by 2010 ⁵ | 22% |
| (14,100 new residents) | |

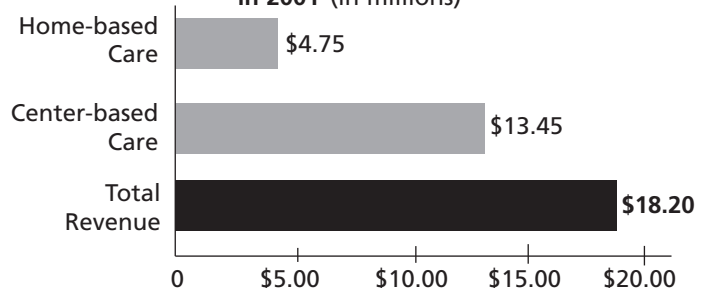
Family Economics⁶

| | |
|---|-----------|
| Median family income | \$102,796 |
| Median home value | \$435,300 |
| Median monthly rent | \$1,219 |
| Poverty rate among children under 18 | 2.4% |
| Families with income less than \$35,000 | 7.4% |
| Children receiving public assistance ⁷ | 300 |

Jobs Created by the Pleasanton Child Care Industry in 2001²



Revenue Generated by the Pleasanton Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis. 2,3. Based on data provided by Child Care Links, calculations by Alameda County LINCC. 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments. 6. 2000 Census. 7. Alameda County Social Services Agency (includes CalWORKs, MediCal, and Food Stamps).

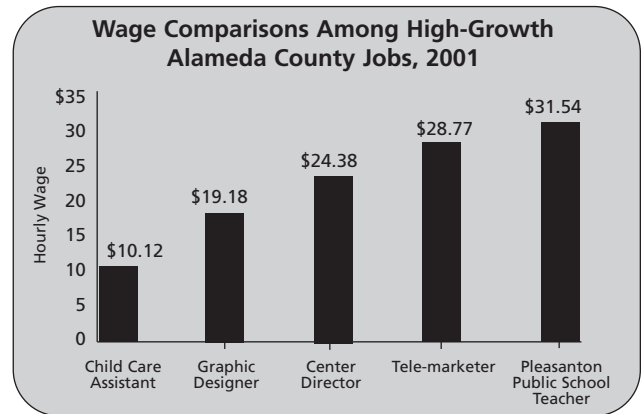
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

- Child Care Assistant in East County \$20,240
- Child Care Teacher in East County \$27,400
- Child Care Director in East County \$48,760

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the eastern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 7% | \$10,891 | 11% |
| Preschool (2-5 years) ⁴ | \$7,079 | 7% | \$7,843 | 8% |
| School-Age (6-13 years) ⁵ | \$5,218 | 5% | \$5,115 | 5% |

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

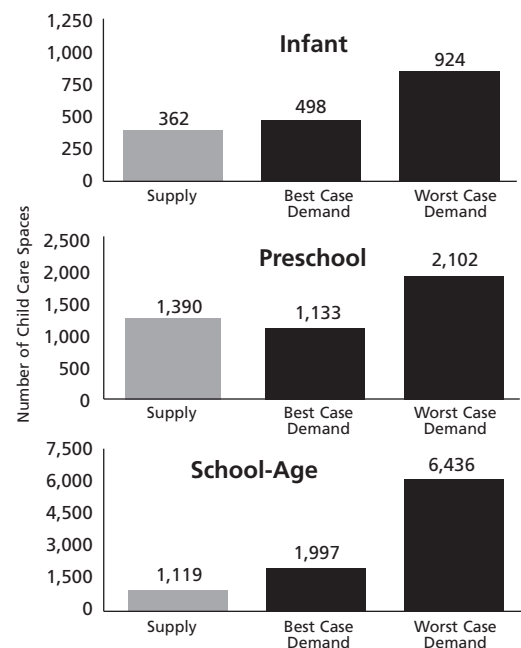
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

Pleasanton's demand exceeds supply

Demand for licensed child care in Pleasanton exceeds supply. Pleasanton has a total of 2,871 licensed child care slots, with shortages in infant and school-age care.

- **Demand Estimates:** Determining the true demand for child care is difficult because it is often unclear whether parents' choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in Pleasanton's child care supply by age group using two methodologies:
 - **Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - **Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household works would demand licensed care.
- **Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to Child Care Links, the local child care resource and referral agency.



1. Based on "high" salaries in East County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3,4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002.

San Leandro

Child Care Industry

The City of San Leandro's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated over \$16 million in revenue, while supporting approximately 687 local jobs. In addition to 394 people employed directly in child care homes and centers, an additional 293 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the local child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other San Leandro businesses to thrive. In addition, child care helps sustain the City's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after an absence.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- **Contribute to the Alameda County Child Care Fund for child care facilities;**
- **Include child care in city and economic development planning efforts;**
- **Review and mitigate the impact of major new commercial and residential developments on child care.**

For more information, call 4 C's at (510) 584-3119 or the Alameda County Child Care Planning Council at (510) 208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

San Leandro is a growing city

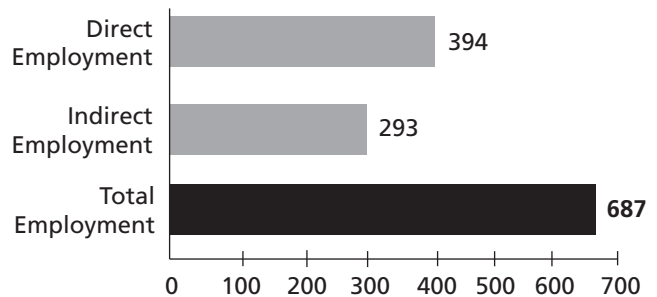
Population⁴

| | |
|---|-----------------------------|
| Residents | 79,452 |
| Children under 14 | 14,091 |
| Age breakdown: | |
| Infant (0-2) | 14% |
| Preschool (2-5) | 30% |
| School-Aged (6-13) | 56% |
| Children as percent of total population | 18% |
| Expected population change by 2010 ⁵ | 6% (5,000 new residents) |

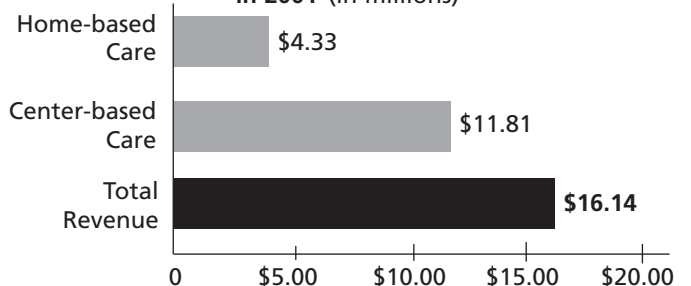
Family Economics⁶

| | |
|---|-----------|
| Median family income | \$60,266 |
| Median home value | \$235,500 |
| Median monthly rent | \$873 |
| Poverty rate among children under 18 | 7.3% |
| Families with income less than \$35,000 | 22.4% |
| Children receiving public assistance ⁷ | 2,849 |

Jobs Created by the San Leandro Child Care Industry in 2001²



Revenue Generated by the San Leandro Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis. 2,3. Based on data provided by 4 C's, calculations by Alameda County LINCC. 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments 6. 2000 Census. 7. Alameda County Social Services Agency (includes CalWORKs, MediCal, and Food Stamps).

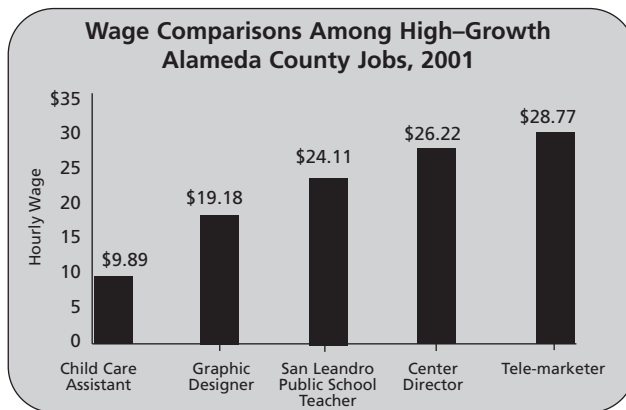
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

- Child Care Assistant in South County \$19,780
- Child Care Teacher in South County \$30,260
- Child Care Director in South County \$51,440

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the southern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 12% | \$10,891 | 18% |
| Preschool (2-5 years) ⁴ | \$7,079 | 12% | \$7,843 | 13% |
| School-Age (6-13 years) ⁵ | \$5,218 | 9% | \$5,115 | 8% |

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

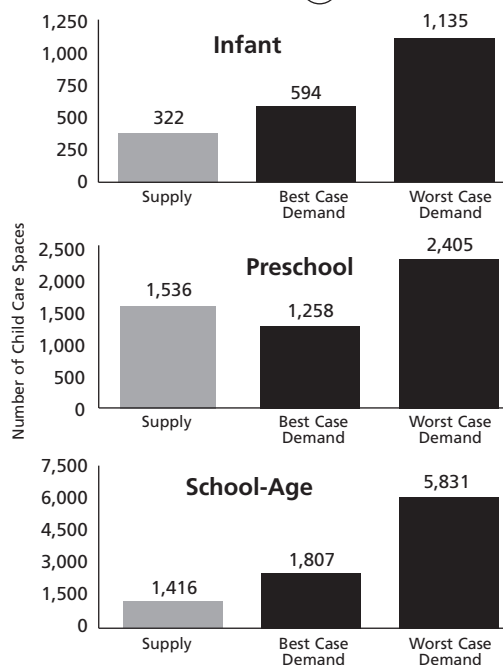
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

San Leandro's demand exceeds supply

Demand for licensed child care in San Leandro exceeds supply. San Leandro has a total of 3,274 licensed child care slots, with shortages in infant and school-age care.

- **Demand Estimates:** Determining the true demand for child care is difficult because it is often unclear whether parents' choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in San Leandro's child care supply by age group using two methodologies:
 - **Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - **Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household works would demand licensed care.
- **Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to 4 C's, the local child care resource and referral agency.



1. Based on "high" salaries in East County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3,4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002.

San Lorenzo

Child Care Industry

The City of San Lorenzo's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated over \$4.7 million in revenue, while supporting approximately 193 local jobs. In addition to 111 people employed directly in child care homes and centers, an additional 82 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the local child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other San Lorenzo businesses to thrive. In addition, child care helps sustain the City's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after an absence.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- **Contribute to the Alameda County Child Care Fund for child care facilities;**
- **Include child care in city and economic development planning efforts;**
- **Review and mitigate the impact of major new commercial and residential developments on child care.**

For more information, call 4 C's at (510) 584-3119 or the Alameda County Child Care Planning Council at (510) 208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

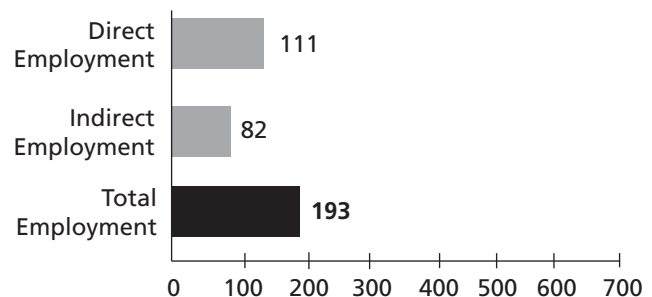
Population⁴

| | |
|---|------------|
| Residents | 21,898 |
| Children under 14 | 4,250 |
| Age breakdown: | |
| Infant (0-2) | 12% |
| Preschool (2-5) | 27% |
| School-Aged (6-13) | 61% |
| Children as percent of total population | 19% |
| Expected population change by 2010 ⁵ | not avail. |

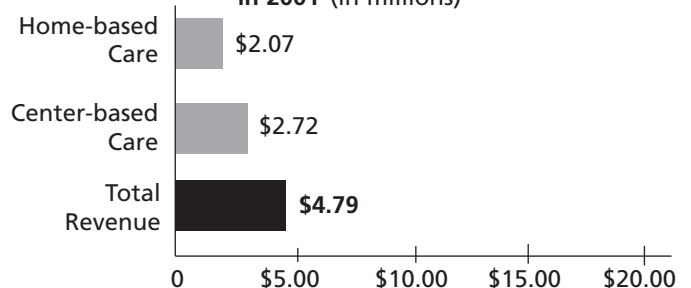
Family Economics⁶

| | |
|---|-----------|
| Median family income | \$61,787 |
| Median home value | \$223,300 |
| Median monthly rent | \$953 |
| Poverty rate among children under 18 | 6.4% |
| Families with income less than \$35,000 | 20% |
| Children receiving public assistance ⁷ | 510 |

Jobs Created by the San Lorenzo Child Care Industry in 2001²



Revenue Generated by the San Lorenzo Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis. 2,3. Based on data provided by 4 C's, calculations by Alameda County LINCC. 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments 6. 2000 Census. 7. Alameda County Social Services Agency (includes CalWORKs, MediCal, and Food Stamps).

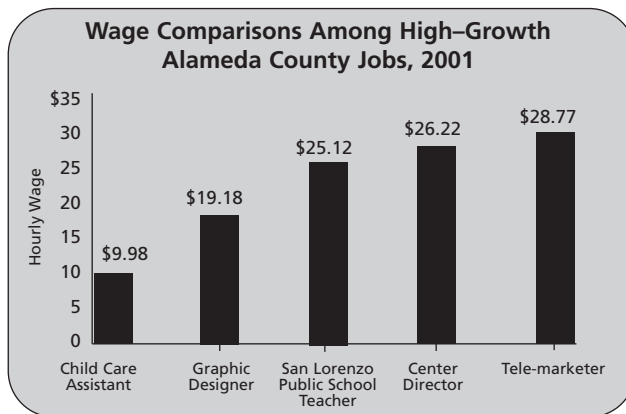
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

- Child Care Assistant in South County \$19,780
- Child Care Teacher in South County \$30,260
- Child Care Director in South County \$52,440

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the southern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 12% | \$10,891 | 18% |
| Preschool (2-5 years) ⁴ | \$7,079 | 11% | \$7,843 | 13% |
| School-Age (6-13 years) ⁵ | \$5,218 | 8% | \$5,115 | 8% |

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

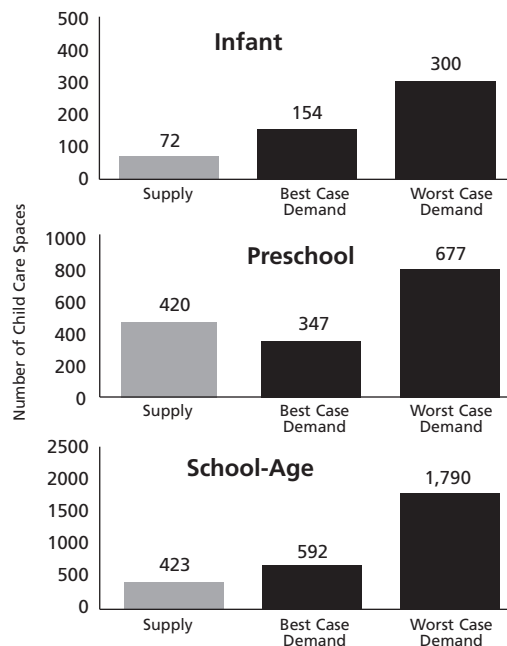
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

San Lorenzo's demand exceeds supply

Demand for licensed child care in San Lorenzo is greater than supply. San Lorenzo has 915 licensed child care slots, with shortages in infant and school-age care.

- **Demand Estimates:** Determining the true demand for child care is difficult because it is often unclear whether parents' choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in San Lorenzo's child care supply by age group using two methodologies:
 - **Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - **Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household who works would demand licensed care.
- **Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to 4 C's, the local child care resource and referral agency.



1. Based on "high" salaries in South County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3,4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002.

Union City

Child Care Industry

The City of Union City's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated over \$10 million in revenue, while supporting approximately 493 local jobs. In addition to 283 people employed directly in child care homes and centers, an additional 210 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the local child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other Union City businesses to thrive. In addition, child care helps sustain the City's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after an absence.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- **Contribute to the Alameda County Child Care Fund for child care facilities;**
- **Include child care in city and economic development planning efforts;**
- **Review and mitigate the impact of major new commercial and residential developments on child care.**

For more information, call 4 C's at (510) 584-3119 or the Alameda County Child Care Planning Council at (510) 208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

Union City is a growing city

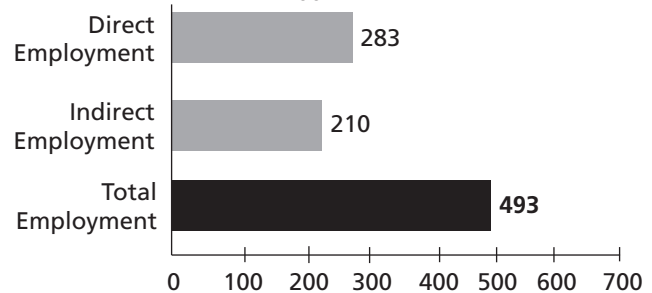
Population⁴

| | |
|---|------------------------------|
| Residents | 66,869 |
| Children under 14 | 14,410 |
| Age breakdown: | |
| Infant (0-2) | 13% |
| Preschool (2-5) | 28% |
| School-Aged (6-13) | 59% |
| Children as percent of total population | 22% |
| Expected population change by 2010 ⁵ | 15% (9,700 new residents) |

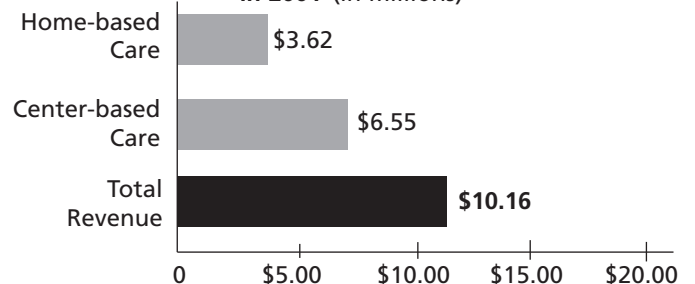
Family Economics⁶

| | |
|---|-----------|
| Median family income | \$74,910 |
| Median home value | \$312,600 |
| Median monthly rent | \$1,094 |
| Poverty rate among children under 18 | 7% |
| Families with income less than \$35,000 | 16% |
| Children receiving public assistance ⁷ | 1,810 |

Jobs Created by the Union City Child Care Industry in 2001²



Revenue Generated by the Union City Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis. 2,3. Based on data provided by 4 C's, calculations by Alameda County LINCC. 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments 6. 2000 Census. 7. Alameda County Social Services Agency (includes CalWORKs, MediCal, and Food Stamps).

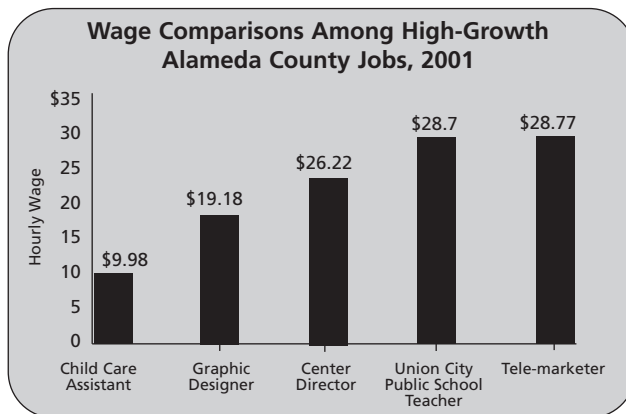
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

- Child Care Assistant in South County \$18,780
- Child Care Teacher in South County \$30,260
- Child Care Director in South County \$52,440

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the southern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

| | Family Child Care Home | % of Median Income | Child Care Center | % of Median Income |
|--------------------------------------|------------------------|--------------------|-------------------|--------------------|
| Infant (under 2 years) ³ | \$7,349 | 10% | \$10,891 | 15% |
| Preschool (2-5 years) ⁴ | \$7,079 | 9% | \$7,843 | 10% |
| School-Age (6-13 years) ⁵ | \$5,218 | 7% | \$5,115 | 7% |

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

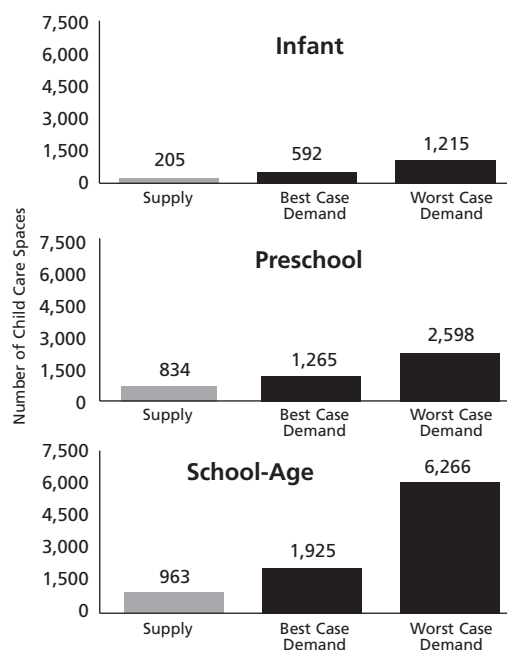
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

Union City's demand exceeds supply

Demand for licensed child care in Union City is greater than supply. Union City has a total of 2,002 licensed child care slots, with shortages in all age groups.

- **Demand Estimates:** Determining the true demand for child care is difficult because it is often unclear whether parents' choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in Union City's child care supply by age group using two methodologies:
 - **Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - **Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household works would demand licensed care.
- **Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to 4 C's, the local child care resource and referral agency.



1. Based on "high" salaries in South County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3,4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002.

Appendix C: Methodology

Revenue Calculations (Gross Receipts)

The calculation of total revenues or gross receipts requires two sets of data: child care enrollments and child care costs. Both of these are broken down by age group (infant/toddler, preschool, and school age) and by child care centers versus family child care homes.

Enrollment data:

This report uses enrollment data collected by the three local resource and referral agencies in Alameda County: BANANAS, Inc., Child Care Links, and the Community Child Care Coordinating Council of Alameda County (4Cs). Enrollment is not collected directly; rather, it is calculated by subtracting vacancies from capacity for each category. This data was gathered in the fall of 2001 for the Alameda County Child Care Needs Assessment.

Cost data:

This report uses cost data from the 2001 Regional Market Rate Survey conducted by the statewide Child Care Resource and Referral Network. The survey collected data from 330 child care centers and 366 family child care homes in Alameda County. The survey reports average cost of care broken down by age group, center versus home, and rate category (hourly, daily, weekly, and monthly). These figures are weighted by enrollment. The average annual cost of care figures used in this report are averages for each rate category, weighted by the number of providers in that category. Separate calculations were made for centers and family child care homes and for each age group. Average annual cost of care for school age children is based on 180 days of part-time care and 81 days of full time care.

Calculations

| Child Care Centers | | | | | |
|--------------------------------|-----------------|------------------|-------------------|------------------|----------------------|
| | Capacity | Vacancies | Enrollment | Cost | Revenues |
| Age 0-2 | 2020 | 130 | 1890 | \$10,891.25 | \$20,584,462.50 |
| Age 3-5 | 23228 | 2331 | 20897 | \$7,843.46 | \$163,904,783.62 |
| Age 6+ | 16696 | 1674 | 15022 | \$5,115.25 | \$76,841,285.50 |
| | | | | <i>Subtotal:</i> | \$261,330,531.62 |
| Family Child Care Homes | | | | | |
| | Capacity | Vacancies | Enrollment | Cost | Revenues |
| Age 0-2 | 4285 | 1161 | 3124 | \$7,348.73 | \$22,957,432.52 |
| Age 3-5 | 8808 | 2598 | 6210 | \$7,078.96 | \$43,960,341.60 |
| Age 6+ | 4627 | 1268 | 3359 | \$5,218.42 | \$17,528,672.78 |
| | | | | <i>Subtotal:</i> | \$84,446,446.90 |
| TOTAL: | | | | | \$345,776,979 |

Alternative Methodology

One significant contribution to the child care field in California was the 2001 publication of a statewide report measuring the economic impact of the child care industry, which developed an alternative approach to measuring the economic impact of the industry. The "M.Cubed Estimate," named after the consulting firm that developed the measure, relied on enrollment and cost data collected by the California Child Care Resource and Referral Network. Under this approach, county-specific enrollment estimates are multiplied by county-specific hourly rates to determine overall expenditure. In cases where the survey did not obtain data from all of the facilities in a given county, the available data were extrapolated.

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Both methodologies have their strengths and weaknesses, as do their underlying data sources. One challenge for the field is to continually assess data collection methods and strive for increased consistency and comprehensiveness. With any methodology, it is important to note that data represents a point in time, since child care enrollments and costs are constantly changing.

Employment Calculations

Direct Employment:

Direct employment calculations are derived from the numbers of centers and family child care homes using estimates of employment for each. Small family child care homes (those licensed to care for up to eight children) are assumed to have one employee, and large family child care homes (those licensed to care for up to 14 children) are assumed to have two employees. Employment calculations for child care center teaching staff are based on child to staff ratios of 3-4:1 for infants, 8-12:1 for preschoolers, and 14:1 for school-age children, as well as on an estimated number of hours that a center is open. Additional employment in non-teaching positions (such as custodians, cooks, and receptionists) is calculated based on average employment in each position for centers with slots for more than 80 children (in smaller centers, teaching staff typically fill these roles).

Indirect Employment:

Employment multipliers are calculated by the U.S. Department of Commerce's Bureau of Economic Analysis for a variety of industries. These multipliers allow calculation of direct and indirect employment based on gross receipts. For Alameda County, the BEA estimates that \$1 million in gross receipts creates 14.7 jobs in the child care industry and an additional 10.9 jobs indirectly sustained by the child care industry. This report calculated direct employment based on the number of providers (a method believed to be more reliable than using a multiplier based on gross receipts), so the multiplier was used only to calculate indirect employment. Using the BEA multipliers, the ratio of indirect to direct employment is 10.9 to 14.7, or .74. This multiplier of .74 was applied to the direct employment estimate to arrive at the indirect employment estimate.

Subsidy Calculations

Subsidy calculations are based on data collected in the Summer of 2002. Data sources include the California Department of Education - Child Development Division, Head Start, city governments, and a variety of other agencies, as well as information gathered directly from providers. The subsidy totals include center-based and alternative payment subsidies to programs including child care, preschool, and after-school programs. The total also includes funds used for a variety of quality improvement and capacity building activities. ■

