

**CLERK OF THE BOARD OF SUPERVISORS  
EXHIBIT/DOCUMENT LOG**

**MEETING DATE & AGENDA NO. 10/12/2022 #15**

**STAFF DOCUMENTS (Numerical)**

No.	Presented by:	Description:
1	N/A	
2		
3		
4		

**PUBLIC DOCUMENTS (Alphabetical)**

No.	Presented by:	Description:
A	Kelly Jenkins-Pultz, Johanna Hester, Pamela Gray Payton, Stefanie Benvenuto, Liz Ramirez, Lilia Vergara, Erin Hogeboom	PowerPoint(56 pages)
B		
C		
D		
E		
F		
G		



# **CHILDCARE CONFERENCE**

## **CREATING A PATH TOWARDS BETTER CHILDCARE IN SAN DIEGO COUNTY**





# KEYNOTE SPEAKER



**KELLY JENKINS-PULTZ**

Women's Bureau Western Regional Administrator,  
U.S. Department of Labor (she/her)

# San Diego Childcare Conference

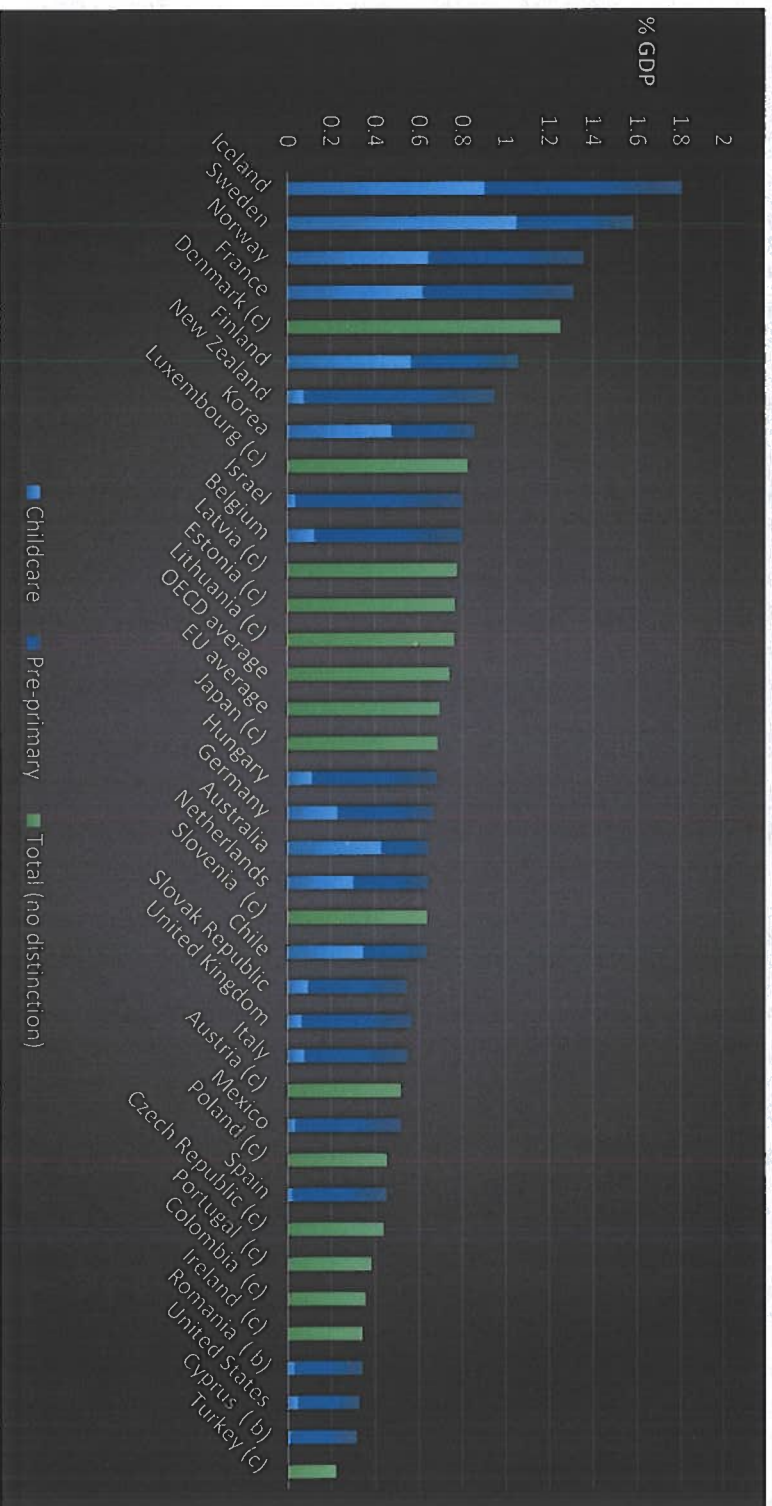
**Kelly Jenkins-Pultz**  
Western Region -  
Regional Administrator

**Wednesday, October 12, 2022**  
**2:00 – 5:00 p.m. PT**

**WOMEN'S BUREAU**  
Advocating for working women  
since 1920

# Public spending on early childhood education and care

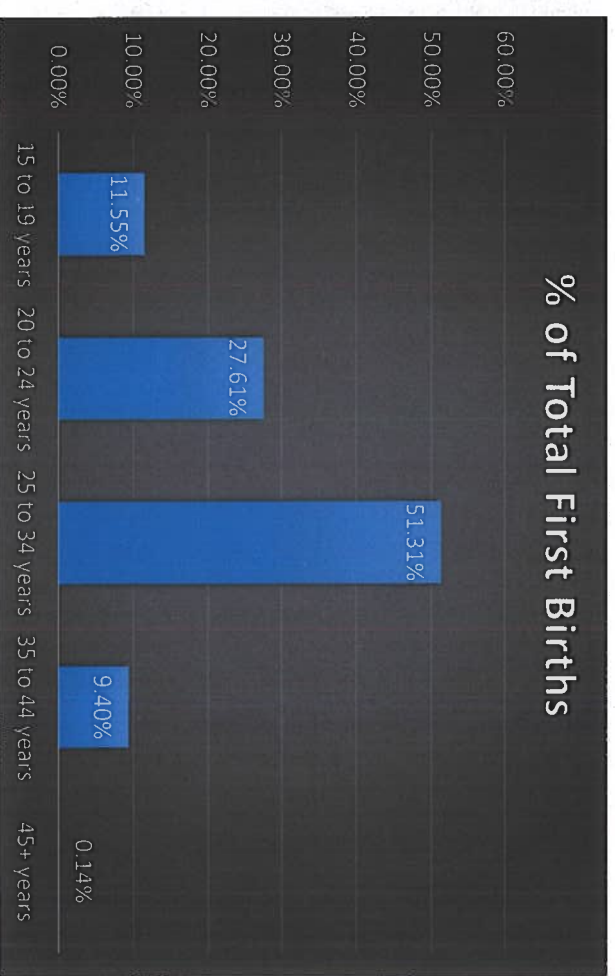
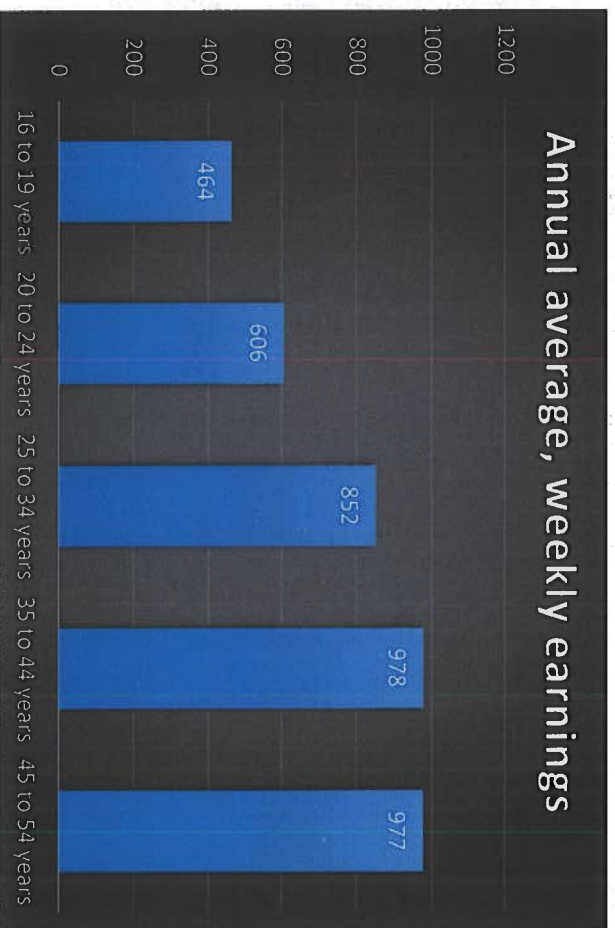
The U.S. ranks  
35<sup>th</sup> out of 37  
countries



W O M E N ' S B U R E A U



# Earnings and Birth Rates



# Childcare Prices

## San Diego County, California

- **Care type and age: Infant center-based**
  - Median yearly price in 2018 dollars: \$17,074
  - Childcare price as share of median family income: 19.8%
- **Care type and age: Toddler center-based**
  - Median yearly price in 2018 dollars: \$12,121
  - Childcare price as share of median family income: 14.1%

# Wages

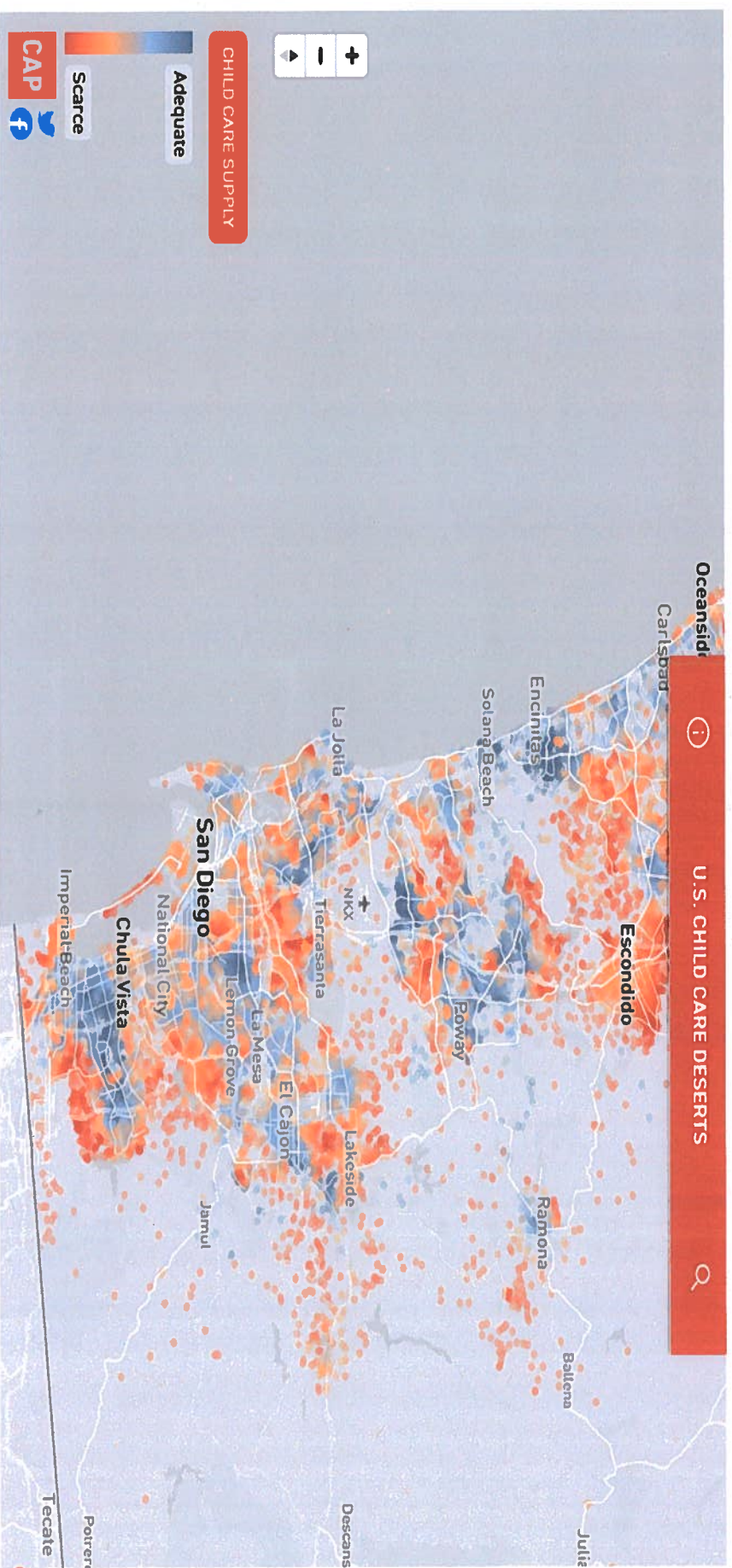
MIT Living Wage Calculator												
San Diego County												
			One adult			2 adults (1 working)			2 adults (both working)			
	0 kids	1 kid	2 kids	0 kids	1 kid	2 kids	0 kids	1 kid	2 kids			
Living wage	\$22.74	\$45.20	\$55.77	\$34.15	\$42.01	\$47.98	\$17.08	\$24.49	\$30.95			
Poverty wage	\$6.19	\$8.38	\$10.56	\$8.38	\$10.56	\$12.74	\$4.19	\$5.28	\$6.37			
Minimum wage	\$15.00			\$15.00			\$15.00					
Average wages for childcare workers												
San Diego-Carlsbad, CA			\$15.11									
California, statewide			\$16.43									



# Race and Wages

	% of childcare workers	Median earnings
Asian women	7%	\$25,433
Black women	8%	\$25,143
Hispanic women	48%	\$22,088
White alone	27%	\$26,606

# U.S. Childcare Deserts



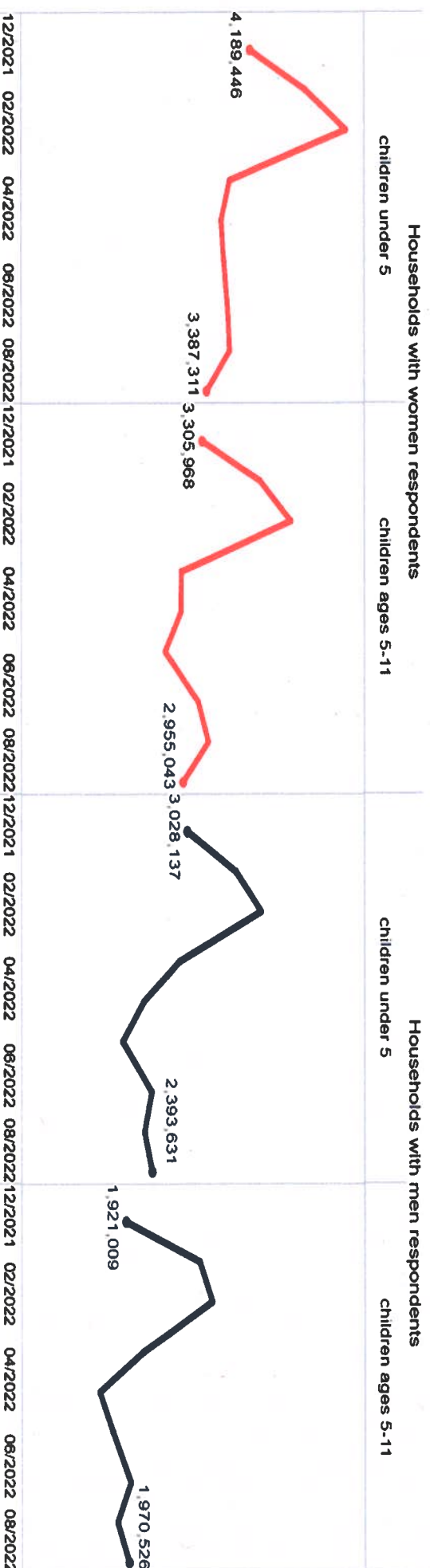
W O M E N ' S B U R E A U

# Households with disrupted childcare arrangements

Households with disrupted childcare arrangements by sex of household respondent and age of children

Select type of work disruption from the options below:

at least one type of work disruption (total households with disrupted work and childcare in a 4 week period)





# QUESTIONS?

**W O M E N ' S   B U R E A U**

# Thank you



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Western Region

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(415) 625-2638

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# CHILDCARE VOICES





# PANEL 1

## ARTICULATING THE PROBLEM



**PAMELA GRAY PAYTON**

San Diego Foundation  
(she/her)



**STEFANIE BENVENUTO**

San Diego Regional  
Chamber of Commerce  
(she/her)



**JOHANNA HESTER**

United Domestic Workers  
(she/her)



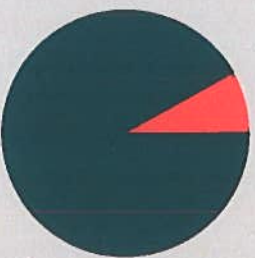


# Workforce Childcare & Change

Understanding the needs of  
working parents in San Diego



# Childcare is Crucial to Workforce Participation



92%

Nearly all parents agreed that having safe, reliable childcare is crucial for parents to be able to work.<sup>1</sup>





# Childcare is a Highly Valued Service



86%

Most working parents agree that childcare is an essential service for families with young children, on par with healthcare and education.<sup>1</sup>



# \$19,000+

The annual cost of care for one infant in a licensed childcare center in San Diego costs over \$19,000.<sup>4</sup>

In the San Diego Region, nearly half (48%) of children under age 5 do not have a stay-at-home parents and do not have an available licensed childcare space.

PP0

## Gap in available Childcare Spaces

153,041

Children Ages 0-5 with  
Working Parents

79,006

Licensed Spaces Available



## Slide 19

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### PP0

[@Katie Rast] - Are we saying approximately 74,000 children under age 5 are without a stay-at-home parent or childcare space? If, yes, who is taking care of these poor babies?  
Pamela Gray Payton, 2022-10-06T07:36:54.721

### KR0 0

I know! This is a deeply concerning fact. The bright side is that there are likely many family, friend, neighbor arrangements and unlicensed providers that exist within this gap.  
Katie Rast, 2022-10-06T16:44:04.875

“The good childcare options are not affordable. If you find a good program, there’s already 50 people in line.”

— Mom from National City<sup>3</sup>



# 77%

of parents say that it is a challenge to find childcare in San Diego County. <sup>2</sup>





76% said finding affordable  
childcare in their area is an  
issue



70% had difficulty finding  
childcare that meets their  
expectations



68% said that finding  
childcare for a full working  
day is an issue

**In San Diego, those most likely to have experienced job loss, lost opportunities at work, and financial uncertainty during the pandemic are:**

- Lower-income workers
- Single parents/sole decision-makers
- Working parents without college degrees
- Women, and especially women of color

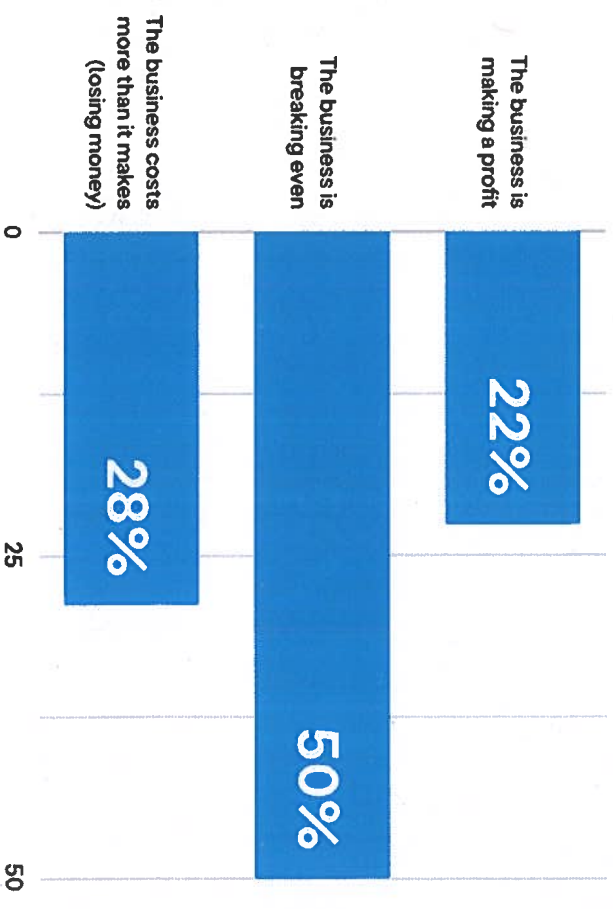
**Geography matters: some of the wealthiest zip codes have enough childcare spots, others have little to no available licensed care.**



■ > 0 - 20  
■ > 20 - 40  
■ > 40 - 60  
■ > 60 - 80  
■ > 80 - 100

Despite financial challenges, **79%** of providers said they want to grow, and only **2%** of respondents reported that they plan to close within the next 12 months.

### San Diego Childcare Providers: Financial Health



## Slide 26

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**PP0**

[@Katie Rast] - You could remove "Across the region." 78% of licensed San Diego childcare providers report losing money or just breaking even.  
Pamela Gray Payton, 2022-10-06T07:42:04.790

**KR0 0**

Removed!  
Katie Rast, 2022-10-07T07:33:20.481





# Thank You





**Women & Our Workforce Crisis**  
**October 12, 2022**

**San Diego County Board of Supervisors**

*Driving San Diego Business*



## It's Personal

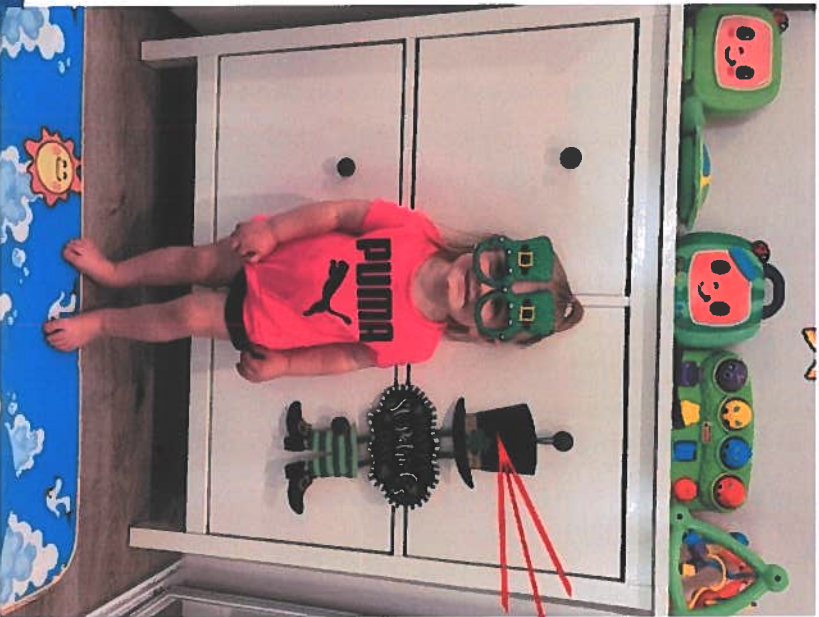
- Primarily female staff
  - 7 babies/toddlers
  - 3 high schoolers
- Female board chair
- Grandpa > CEO

## ABOUT US



# Employer Perspective: Keeping the Employee

- Employers vs. San Diego cost of living
  - Basic math: rent + food + insurance + childcare + commute = is it worth it?
  - Housing debates and childcare debates similar themes: supply vs demand
- Not just limited to 0-3 years – ongoing challenge
- Gaps in traditional social nets
- August 2022 men regained all jobs lost in COVID. Women still 110k + down
- Employers want to be a partner in solutions
  - We know about some that work!



## Case Study:

Median household income\*: appr \$84k  
\$7k/month before taxes

Daycare cost for this kid, not potty trained: \$14,300  
\$1.2k/month  
7:30am- 5:30pm  
25 minutes from home (on a good day)

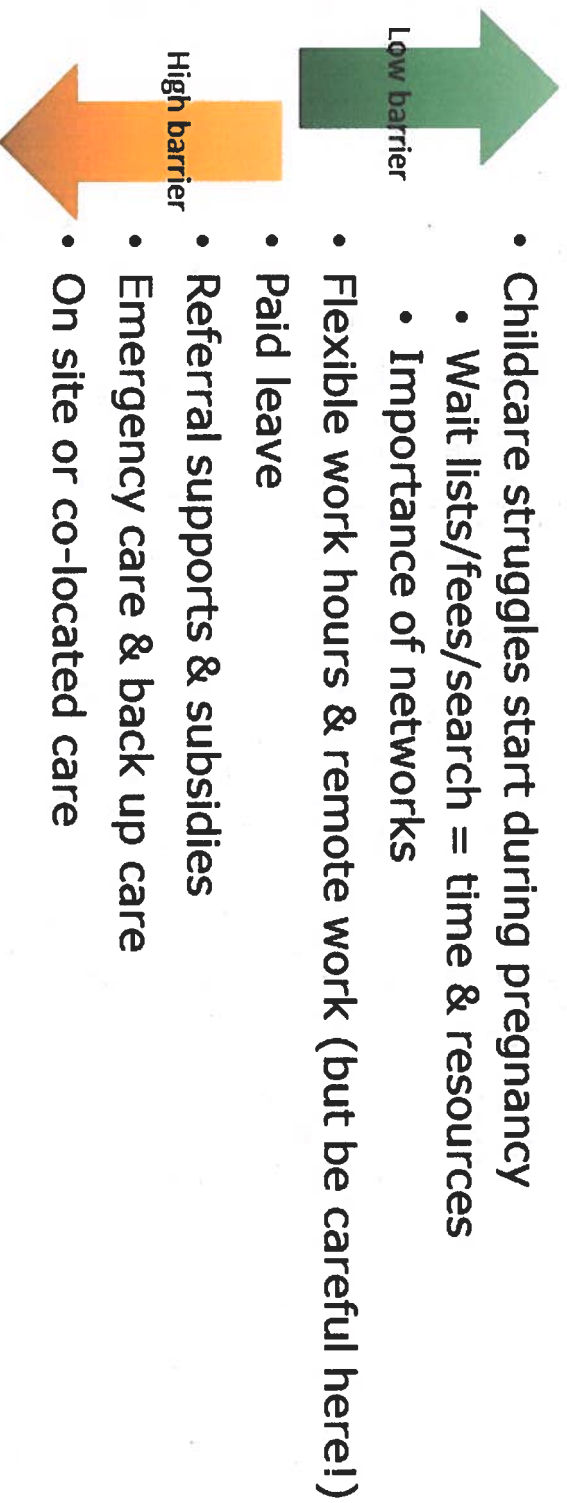
Mortgage payment: \$4.2k/month

-----  
Very basic costs: \$5.4k/month  
Leaves: \$1.6k

\*2020 census numbers



# Solutions & Employer Opportunity



**Q: What are the resources required vs. the ROI for private sector involvement?**

# For Your Consideration

- Childcare shortage also means...
  - Less successful examples of working parents
  - Ripple effects in other industries
  - Increases likelihood of unlicensed operations due to necessity
- Leverage innovation
  - Technology should have a seat here
  - Flexibility: not all parents need or can afford FT care
- Employer hurdles
  - Insurance
  - Licensing
  - Space

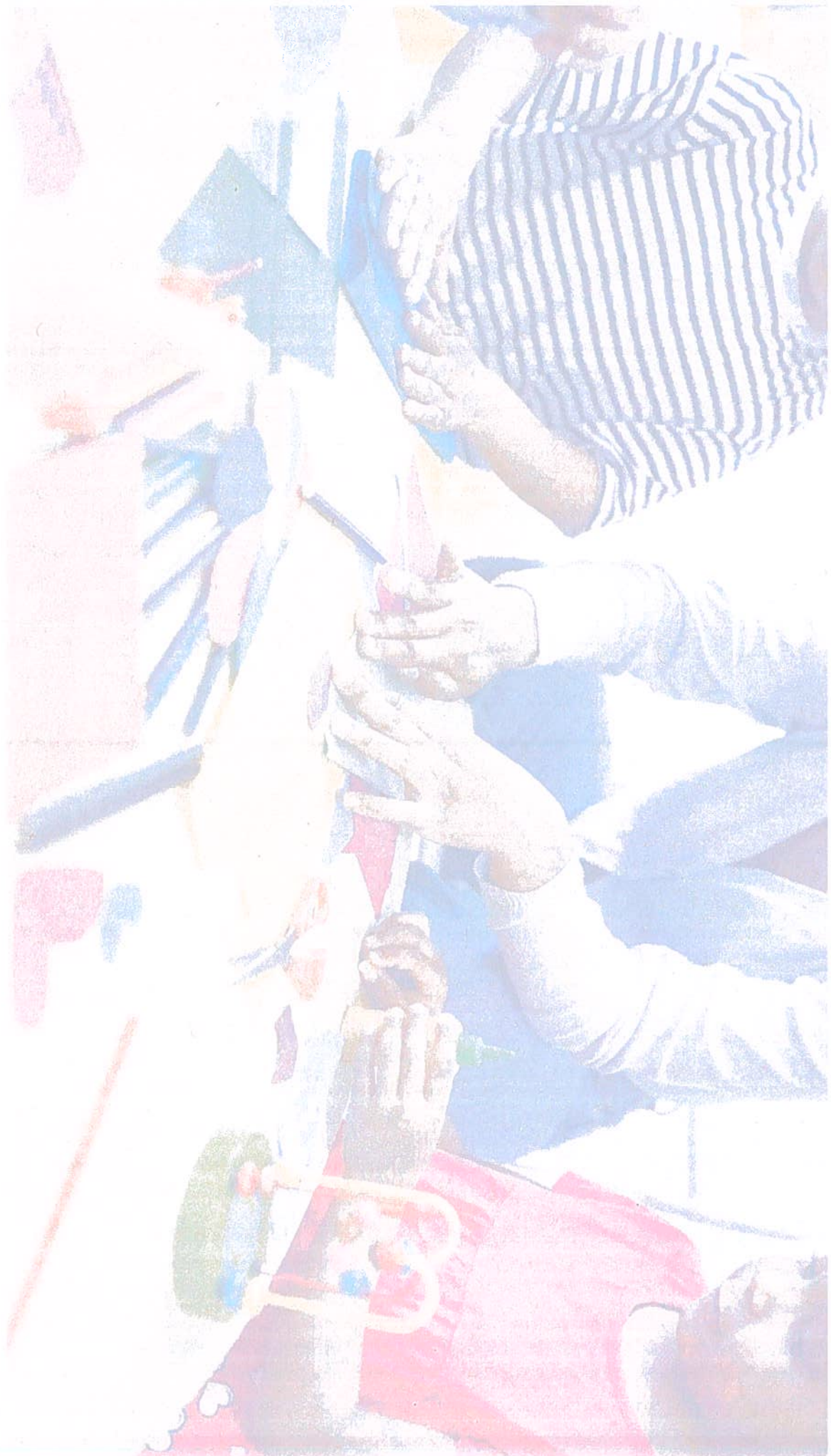




Thank you!

*Driving San Diego Business*









# PANEL 2 FINDING SOLUTIONS



**LIZ RAMÍREZ**

Chicano Federation  
(she/ella)



**LILIA VERGARA**

Dr. Bronner's  
(she/her)



**ERIN HOGEBOOM**

San Diego For Every Child  
(she/her)



# Chicano Federation Child Development Programs

**The Chicano Federation's mission is to invest in communities through programs that build resiliency and promote self-sufficiency. We serve over 25,000 families through our child-centered services.**

**Child Nutrition Program-** Provides healthy food and nutrition and educational support to providers in San Diego, Orange, Riverside and Imperial Counties. Serves 850 providers.

**Barrio Logan Child Development Center-** Full-day age and developmentally appropriate preschool program for three- and four-year-old children. Serves 72 children and their families.

**Infant Toddler Program-** An Early Childhood program that provides subsidized care to children ages 0-3 through state-licensed Family Child Care Homes in a provider education network. Serves 73 providers and 300 families.

**Home Based Early Head Start & Head Start Program-** Designed to empower the parents of children 0 months to 5 years old and educate them on their child's learning and development. Home visitors provide weekly in-home parenting and child development education. Serves 84 Families.

**Comienza tu Guarderia/ Women's Small Business Development-** This program provides support to Spanish-Speaking women to start their own family childcare business through outreach, trainings and one on one support. Supported 25 providers in obtaining their license.

**STEPS-** This program implements a comprehensive effort to improve the economic self-sufficiency and strengthen the quality of care being provided by family childcare providers in the City Heights, Barrio Logan, and Chula Vista areas with the overall goal of ensuring children in those areas are supported to reach their fullest potential. Serves 45 providers.



**FAMILY SOAPMAKERS SINCE 1858**

**DR. BRONNER'S**

**ALL ONE!**



*In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants. For we're All-One or None! All-One!*

**LILIA VERGARA**

**DIRECTOR OF HUMAN RESOURCES**

**October 12, 2022**

# ASK QUESTIONS

## Employee Surveys

- Conduct at least once a year
- Ask your employees what they want and need

## Findings

- Read the results
- Go back to ownership and pitch ideas

## Dr. Bronner's Employees asked for Childcare Assistance

- 2016 - \$5,000 Childcare Assistant Program
- 2019 - Partnership with Tootris
- 2020 – Increased to \$7,500

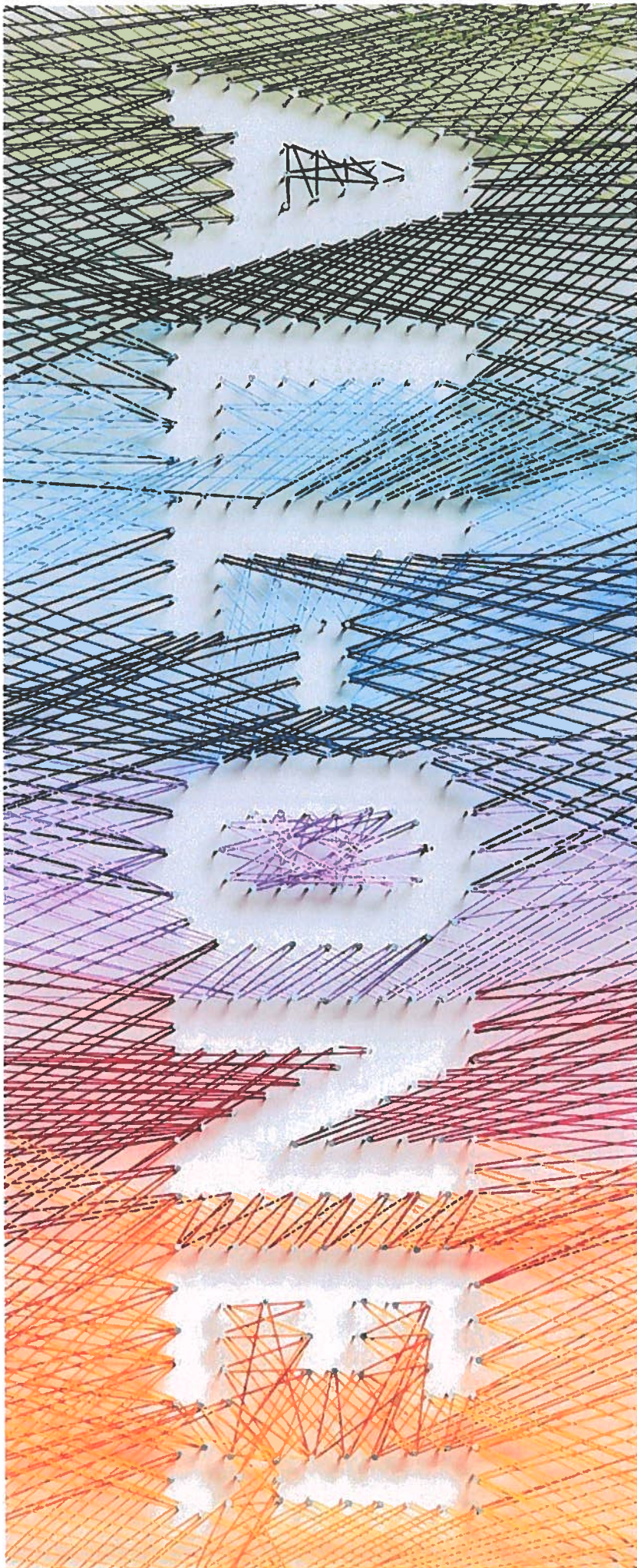
# FINDING SOLUTIONS

## Dr. Bronner's Childcare Assistant Program

- Recruiting Advantage
- Retention
- Invest in your employees, you are already paying for it
  - Absenteeism
  - Turnover
  - Recruiting Cost



# QUESTIONS





SAN DIEGO FOR  
**every child**

CH:LDREN F:RST  
COLLECTIVE  
SAN D:EGO

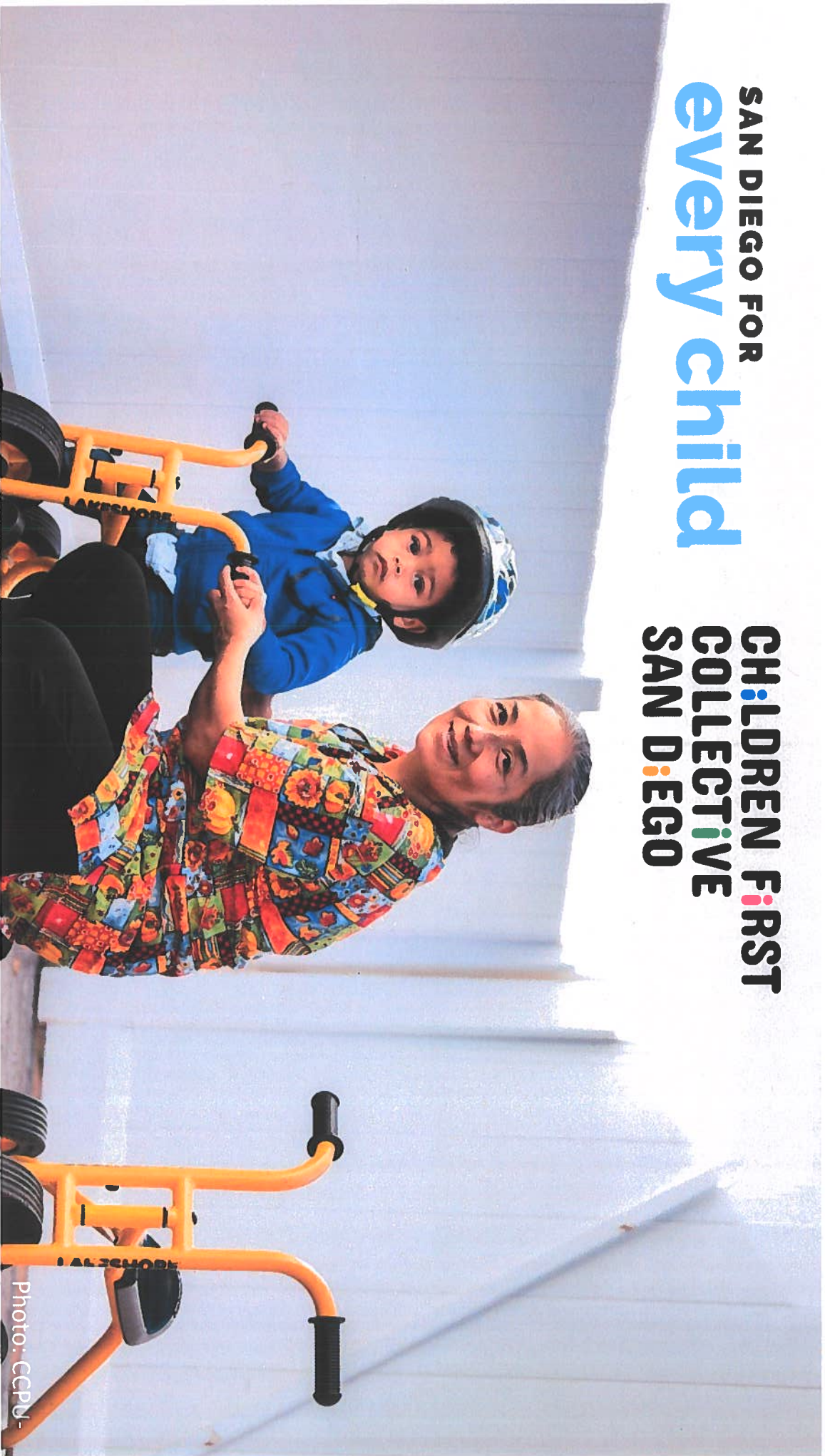


Photo: CCPU-



CH:LDREN F:RST  
COLLECTIVE  
SAN D:EGO

SAN DIEGO FOR  
every child



# Investing in child care is good for...

- Healthy **child** development
- **Family** budgets
- **Workforce** participation, especially for **women**
- Growing the local **economy**
- Pay equity for child care **workers** and **providers**

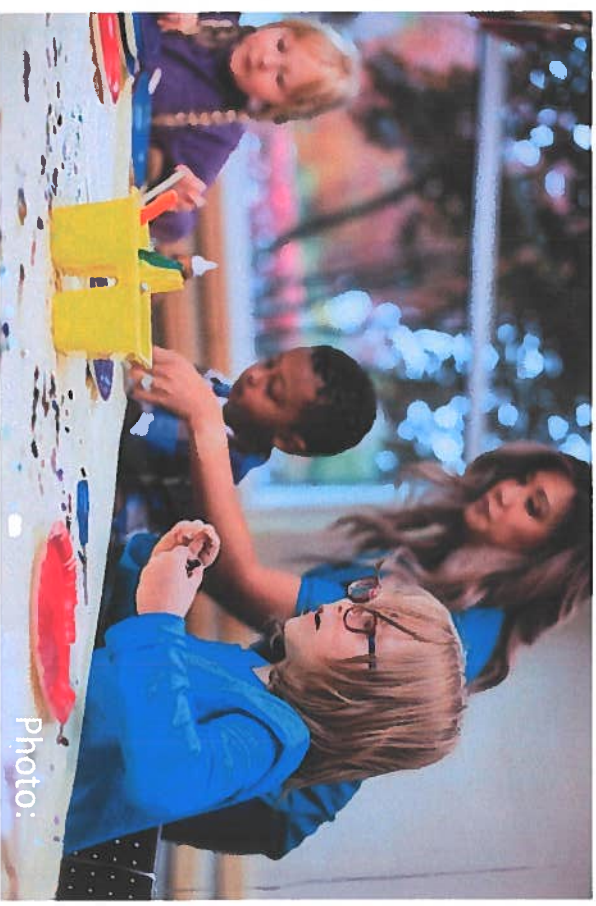


Photo:

CHILDREN FIRST  
COLLECTIVE  
SAN DIEGO

SAN DIEGO FOR  
every child

## Proposed Solutions



1. Local supplemental funding
2. Child care within housing
3. Mental and behavioral health of children ages 0-5

**CHILDREN FIRST**  
**COLLECTIVE**  
**SAN DIEGO**

**SAN DIEGO FOR**  
**every child**



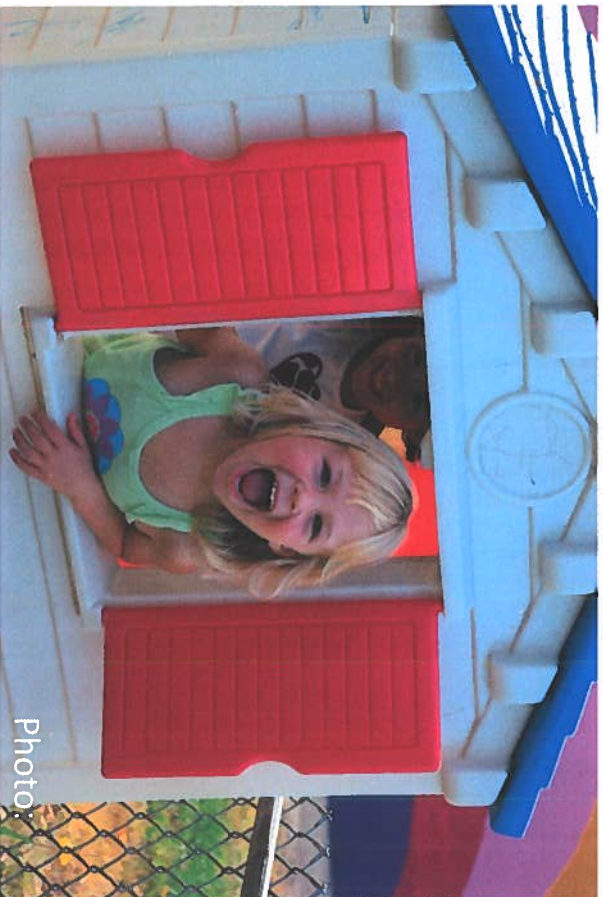
# Local supplemental funding

- Leverages pre-existing work and funding
- Modeled by other counties
- Helps fill state and federal funding gaps
- Can be focused (i.e. FCCs, infant and toddler care)
- Aids in resilience of the mixed-delivery system

**CHILDREN FIRST** **SAN DIEGO FOR**  
**COLLECTIVE**  
**SAN DIEGO** **every child**



# Child care within housing



- Helps fight climate change
- Ground floor centers and in-unit family child care
- Serves residents and broader community
- County sets priority through ranking and funding
- Opportunity to identify efficiencies

**CHILDREN FIRST**  
**COLLECTIVE**  
**SAN DIEGO**

**SAN DIEGO FOR**  
**every child**

# Prioritizing the systems that support the mental and behavioral health of children ages 0-5

- Utilize existing funding streams
- Direct and increasing impact on child care
- Streamlining across County departments

**CHILDREN FIRST**  
**COLLECTIVE**  
**SAN DIEGO**

**SAN DIEGO FOR**  
**every child**



Photo: CCPU -



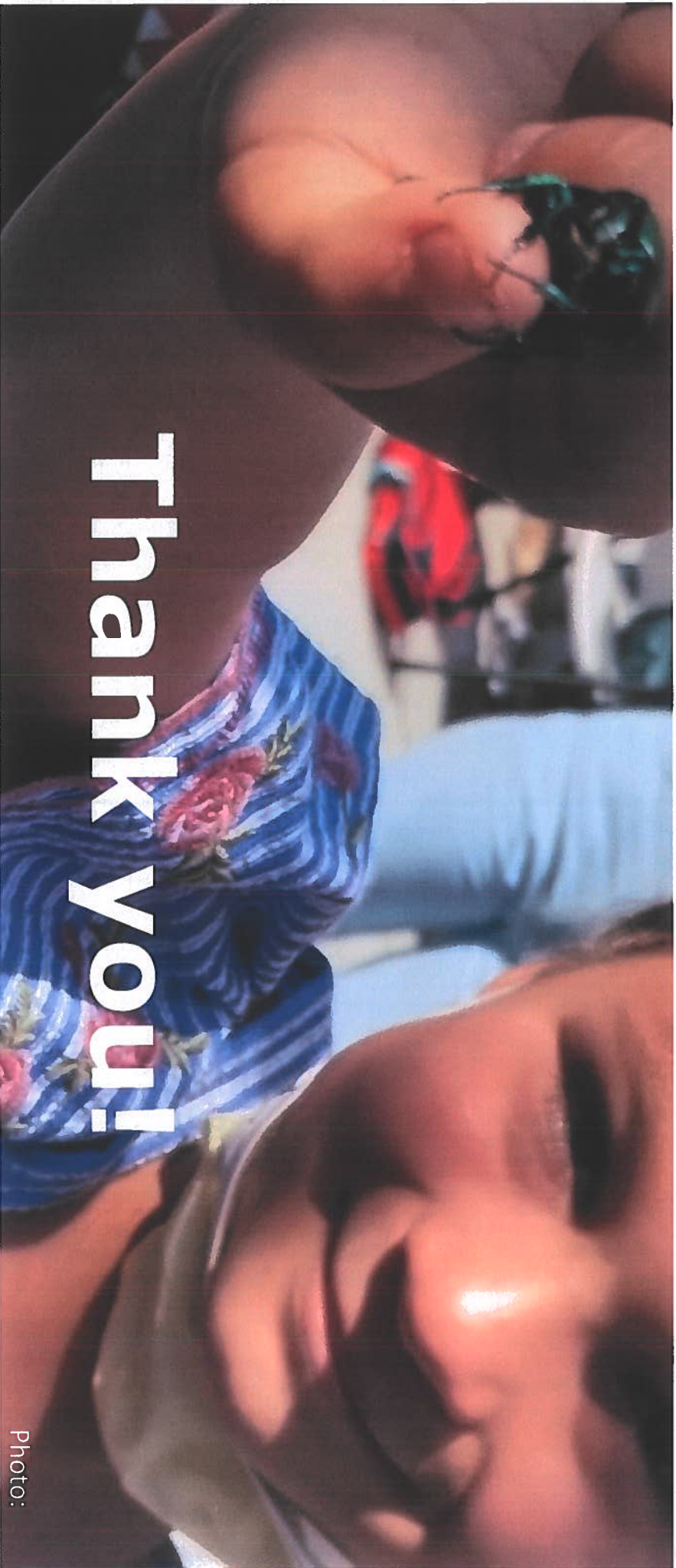


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# Thank you!

CH:LDREN F:RST  
COLLECTIVE  
SAN D:EGO

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**every child**



# PUBLIC COMMENTS







