

EXECUTIVES PARTNERING TO  
INVEST IN CHILDREN



# Employer-Based Child Care Design Lab

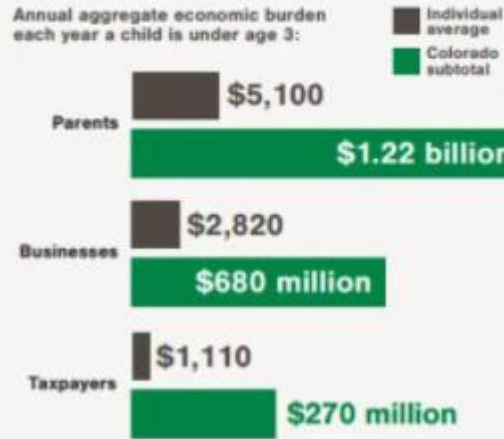
Nicole Riehl, President & CEO

# Community Need & Economic Impact

## The economic impacts of insufficient child care on Colorado parents, employers, and taxpayers

Insufficient care for children under the age of 3 costs individuals, businesses, and our entire state billions of dollars each year

Annual aggregate economic burden each year a child is under age 3:



In a report by the National Conference of State Legislatures, employers cite child-care issues as causing more problems than any other family-related issue in the workplace, with increases in absenteeism and tardiness reported in 9 out of 10 companies.

80% of the companies surveyed said that work days were cut short because of child-care problems.

Note: Economic Data taken from Council for a Strong America & ReadyNation study from March 2020



# Senate Bill 21-236: Employer Based Child Care Grant Program





- \$8.8 Million for the creation of onsite or near-site child care facilities to support employees (Private, Government, Non-Profit)
- Priorities Include:
  - High percentage of employees with wages below the area's median income
  - Plans to meet the level four standard of the Colorado Shines quality rating and improvement system
  - Stated commitment to and a business plan for a well-compensated child care staff
  - A plan for innovative models, such as co-ops, hubs, or microcenters
  - A plan to serve children in child care deserts or in regions with low child care capacity
  - Staff that represent or reflect the linguistic and cultural diversity of the families living or working in their community, including dual language learners
  - Primary industry and area of business is other than child care

# Employers Can Help

## US Chamber of Commerce Data Points

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- 20% of employers are currently willing to increase their investment in childcare needs. However, **49%** of employers would be likely to provide additional child care assistance if the government offered supplementary incentives
  - 89% of employers are looking for solutions to child care for their frontline workers but don't feel equipped to take the next steps
  - Employers have financial and real estate resources
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# Why A Design Lab?

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- Employers want and need guidance - this is not their primary industry or business they typically operate in
  - Child care is heavily regulated and there are many unknowns with cost, risk, and operations
  - Concept to Completion Road Map
    - What do they build and how do they know what is needed?
    - Where do they build?
    - How do they plan for real estate, design, operations, quality, staffing, tuition expenses, financial modeling, etc.?
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# Design Lab Vision and Goals

## **Vision:**

The Design Lab will equip employers throughout the state with the knowledge to create sustainable, quality, and affordable employer-based child care models responsive to the needs of their workers, along with the tools they need to apply for the Employer-Based Child Care Facility Grant Program authorized by SB21-236.

## **Goals:**

- Participants will understand the opportunities and challenges associated with employer-based child care programs
- Participants will have the tools to support design, decision-making, and launch of an employer-based child care program so they can complete the Lab with a business plan that enables them to apply for funding through the Employer-Based Child Care Facility Grant Program authorized by SB21-236.
- Participants will have a cohort of peers to share their child care planning wins and challenges with for thought partnership and support
- CDHS will have a better understanding of the interest level of employers in launching employer-based child care programs and any roadblocks associated with such endeavors

# Lab Phases & Proposed Timeline\*

## Recruitment & Design

(5 weeks - Aug 30-Oct 1)

- Define vision and goals of Design Lab
- Define target participants and participation requirements
- Recruit through social media, email blasts
- Host webinar to share information about Lab
- Develop and execute applicant survey and interviews to qualify participants and finalize cohort
- Develop syllabus and approach to participant engagement
- Begin to develop materials and line up supporting mentors/speakers for Lab

## Execution

(21 weeks - Oct 4-Feb 25)

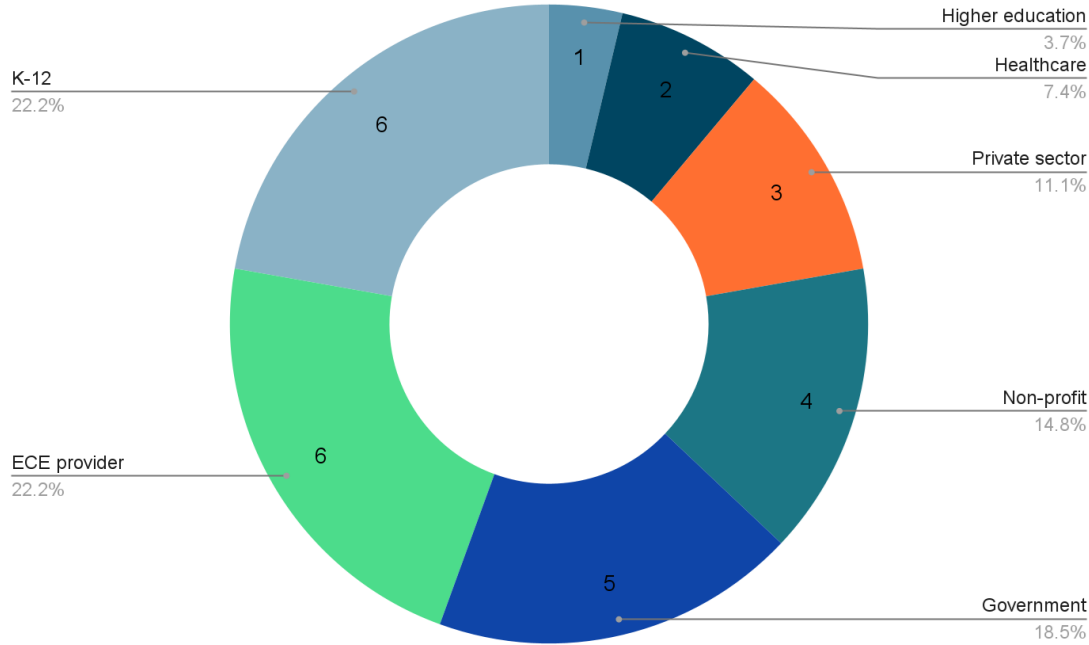
- With participants, co-define detailed objectives for Lab and individual organizations
- Plan for interactive sessions targeted to meet participant needs
- Engage participants in twice monthly Lab sessions
- Provide targeted technical assistance (2 hrs/wk total)
- Conduct mid-point check-ins with participants to inform adjustments to approach for second half of Lab

## Recap & Recommendations

(3 weeks - Feb 28-Mar 18)

- Provide targeted technical assistance to participants as they complete their business plans to submit for facility funding
- Collect feedback from participants re: Lab process and outcomes
- Collect feedback from participants re: hurdles and additional needs
- Share recap of process and insights with State partners

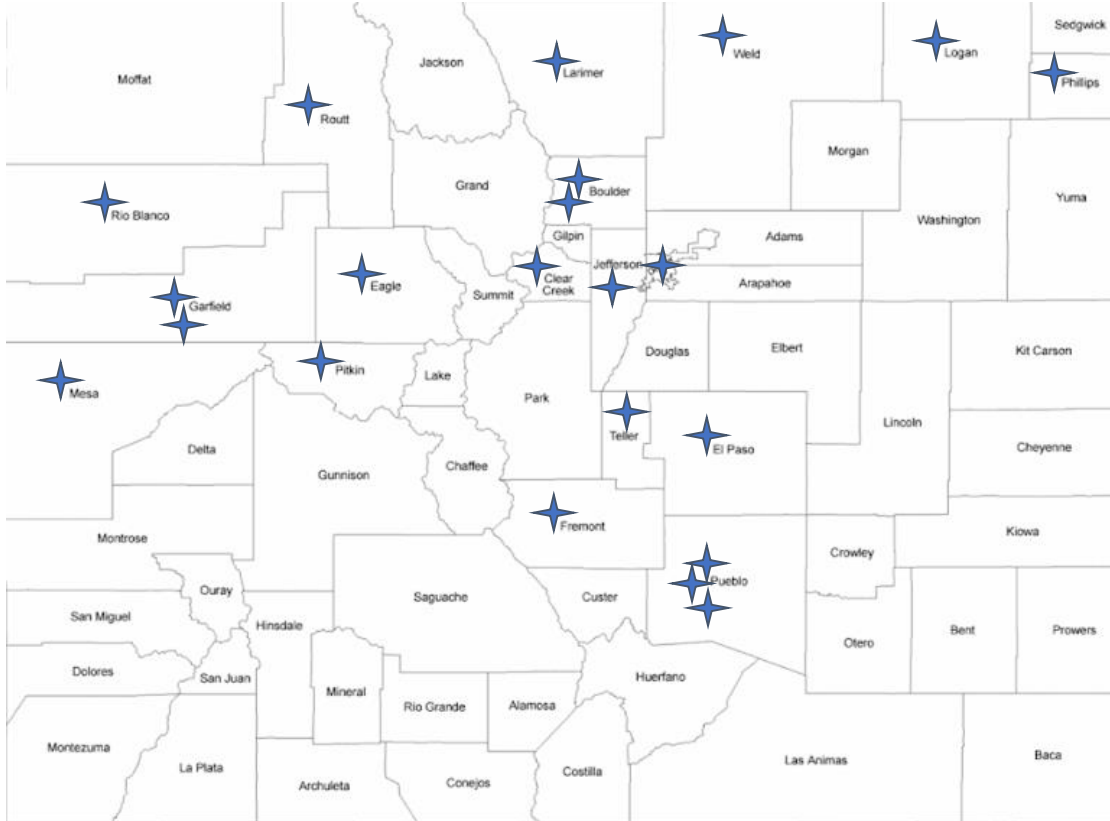
# The 27 Design Lab applicants came from an array of industries



Note: industries are self-identified and reflect applying organization only



# Applicants came from all over Colorado

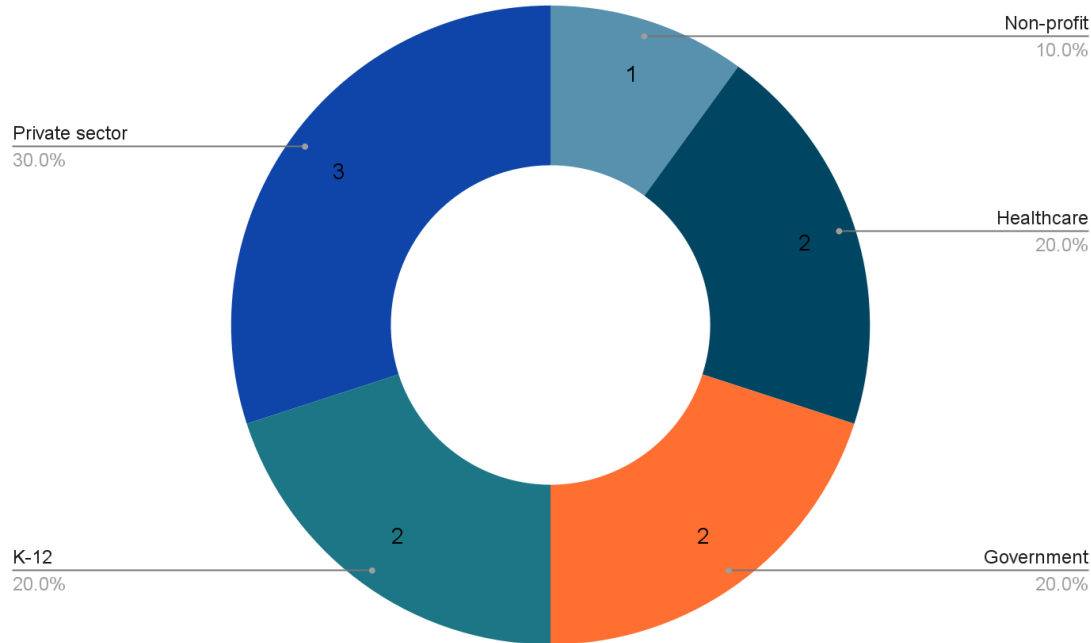


Note: map excludes child care applicants; stars are indicative of the County, not the location within the county

# Final Design Lab Participants

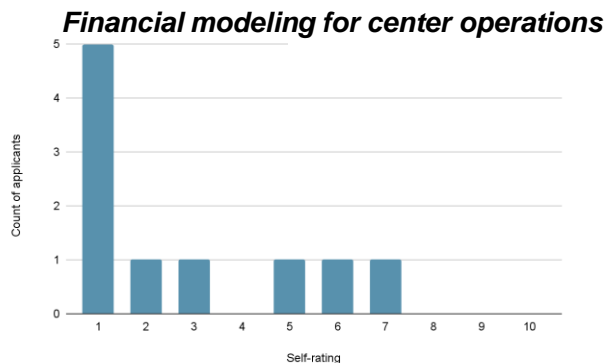
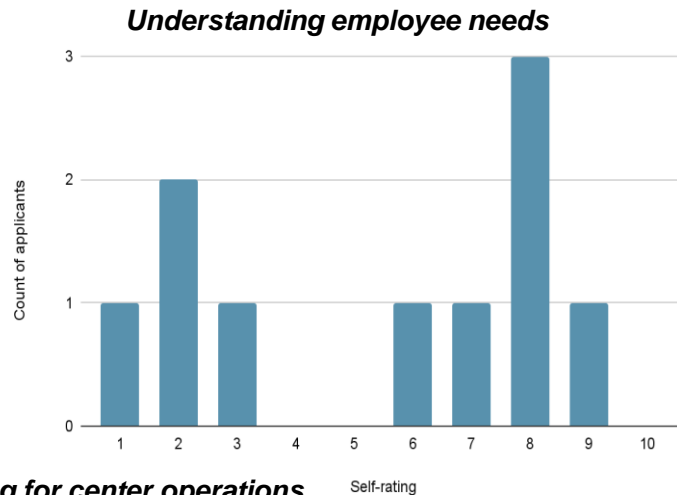
Lead organization	Partner organizations
City of Aspen	
Clear Creek School District	Clear Creek Metropolitan Recreation District, Clear Creek County and Expanding Early Care and Learning in Clear Creek County (non-profit org)
Community Hospital - Grand Junction	
Devonshire Acres- Sterling	
Rio Blanco County	Town of Meeker, ERBM Recreation Center, Meeker School District, Pioneers Medical Center
Steamboat Ski & Resort Corporation	
The Fuel & Iron Project - Pueblo	
The JM Smucker Co- Longmont	Pending
Vail Valley Foundation	Eagle County Government, Sonnenalp Hotel
Weld County School District	

# Design Lab participants operate in a variety of sectors and industries



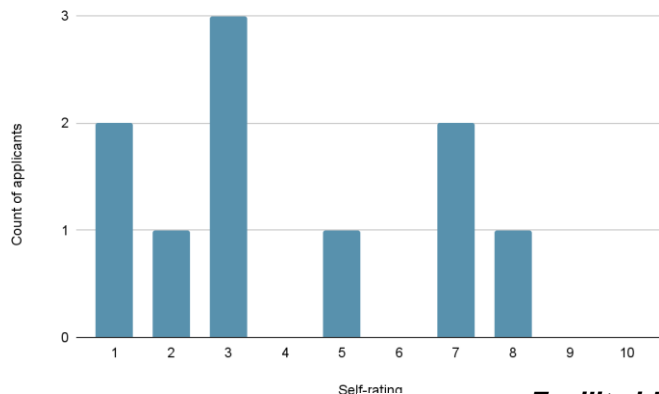
Note: the lead applicant is the industry listed - some projects have cross-industry leadership

# Participants rated their own knowledge across 6 dimensions (1 of 2)

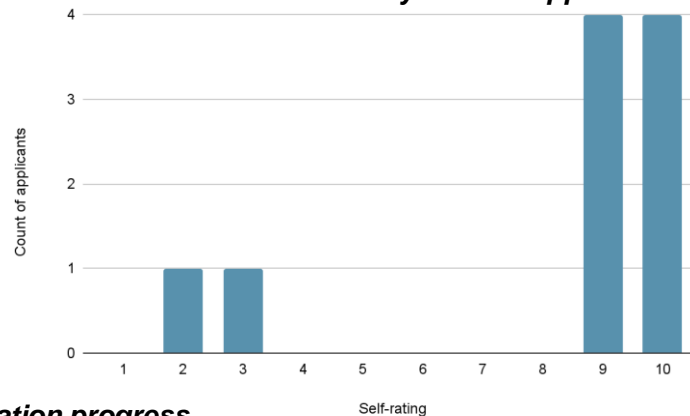


# Applicants rated their own knowledge across 6 dimensions (2 of 2)

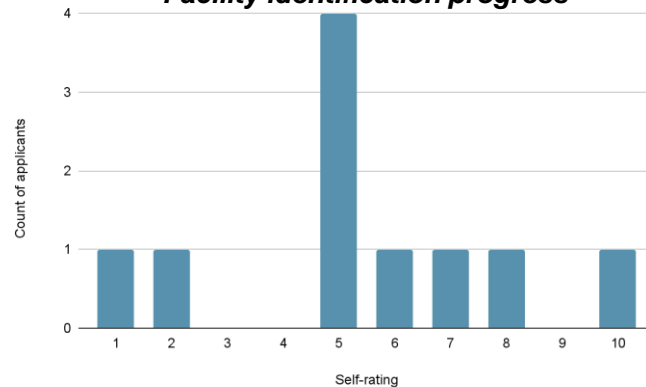
***Child care licensing expertise***




***Decision-maker buy-in and support***



***Facility identification progress***



# Key Takeaways & Commentary

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***“We know the only way a child care program can be successful in our community is if the industries in the community subsidize the cost of child care. Most of our families cannot afford to cover the costs of child care and for-profit programs have not succeeded in the past.”***

***As a Long Term Care Provider we see many of our staff members who are young single moms in need of child care especially during off hours (evenings and weekends).***



***Not one of these entities has enough capacity or resources to take on the entire project as the sole partner.***

***We are finding that there is a “chicken/egg” dilemma for seeking grant funds for the project. Many funding opportunities are tied to an operator, and we are unable to seek those funds without having the operator in place.***

***This is something that we have spoken about for years, but have not been able to implement.***

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# Opportunities & Considerations

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- The need for capital financing for child care facilities is significant, both with employer-led projects and community-based projects
  - Employers are more willing to come to the table as partners with incentives...let's continue this work and how do we engage employers where onsite or near-site is not a feasible option?
  - Demand for future Design Labs (and general technical assistance) exists and is likely to continue
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