WE ARE THE CARE

WHO WE ARE
The We Are the Care Initiative is a coalition of committed individuals and agencies mobilizing to bring together the whole community to build upon our current local child care system. We seek to increase the access/affordability and quality of child care options for ALL families, and to elevate the profession of early childhood educators. We work together toward our goals through education of public and private sectors, the use and alignment of resources, and creative problem solving.

Currently Engaged Parties Include:
- First 5 San Luis Obispo County
- Child Care Planning Council
- SLO County Resources & Referral
- Higher Education Institutions
- Chambers of Commerce
- Human Resource Directors
- Child Care Professionals
- Business Managers/Owners
- Government Leaders
- Parents and Caregivers

IN SLO COUNTY,
24% OF A MEDIAN INCOME FAMILY’S BUDGET GOES TO CHILD CARE, MORE THAN HOUSING

GET INVOLVED! JOIN A TASK FORCE!

CROSS-SECTOR COLLABORATION
Supports collaboration between businesses/employers and child care professionals. Created a Family-Friendly Workplace Toolkit. www.slofamilyfriendlywork.org

LOCAL GOVERNMENT ENGAGEMENT
Addresses the role of local government in tackling the Child Care Challenge. Builds relationships and advocates for policy and planning changes.

PUBLIC AWARENESS CAMPAIGN
Works to educate the community of the needs and opportunities of support relating to child care. Reports out on the successes and innovations of We Are the Care.

POWER TO THE PROFESSION
Works to support the education, training, and compensation of the Early Childhood Education workforce. Addresses the workforce crisis through collaboration to achieve living wages for ECE professionals.

To get involved, email us at WeAreTheCareSLO@gmail.com
Visit www.first5slo.org/we-are-the-care.php
Just a Few Workforce Themes that Relate to Child Care

• Pandemic Patterns – Remote, Safety Protocols, Essential Workers

• Employment Shifts – Women, “Quitt-itch”

• Workplace Stability – Talent Attraction, Non-Traditional Hours

• “Trilemma” of Child Care – Quality/Affordability/Compensation
Child Care Workforce Factoids

- Approximately 600 child care workers in SLO County
- Average earning for child care worker: $27,200
- Average cost of child care: $10,000
- CC worker with no dependents can work full time and earn 71% of living wage. WITH dependents, 33% of living wage.

SLO County Child Population
(based on U.S. Census 2020)

~282,424 population
~36,695 children 0-12
~13,729 children 0-5
WE ARE THE CARE
SAN LUIS OBISPO COUNTY

Collaborative Child Care Study
ARPA Funding Opportunities
Child Care Economic Impact Report

Shared Services Alliance & Related Projects
Family-Friendly Workplace Accelerator Program
FAMILY-FRIENDLY WORKPLACE

ACCELERATOR PROGRAM

Call Christina! christina@slochamber.org
FINDINGS

- Most child care workers can work full-time and still not earn a living wage.

- Child care is expensive, and cc workers likely cannot afford full-cost care for their own child.

- There is a large need for additional cc in SLO County.

- Meeting 100% of the low end estimates for potential need for cc in SLO County would increase GRP by more than $108 mil annually and support 425 jobs.
CONCLUSIONS

• There is considerable need to expand cc services in SLO County.

• Proposed federal investment in universal pre-k and subsidized cc could have local benefits, though cc supply shortages will still be likely.

• Meeting cc demands will require a larger workforce. Career pathways into, through and from cc may help attract/retain more workers.

• Low pay perpetuates challenges in the cc industry.
LOCAL FUNDING PROPOSAL FOR YOUNG CHILDREN

- 5% for children 0-5 and their families
- One-time supports for COVID resilience/recovery
- Proposal sent to County and 7 Cities

Signatories:
LIST OF PROPOSED ARPA INVESTMENT AREAS

STABILIZATION OF CHILD-SERVING SYSTEMS
1. Strengthening Local Child Care System Infrastructure
2. Family Resource Center Operations and Facilities

CHILD CARE
3. Access to Child Care through Vouchers
4. Small Business Grants for Child Care Programs
5. Workforce Development for Child Care Professionals
6. Child Care Facility Capacity

MENTAL AND BEHAVIORAL HEALTH SUPPORTS
7. Mental and Behavioral Health Support for Children & Families

HOUSING NEEDS
8. Family Housing Stabilization
## LOCAL ALLOCATION OF ARPA FUNDS

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<tr>
<th>AGENCY</th>
<th>ALLOCATION (in millions)</th>
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<tr>
<td>County of SLO</td>
<td>$54.9</td>
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<td><strong>TOTAL</strong></td>
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Collaborative Child Care Study Component Areas

A. Role Model/Champion Options (e.g. HR, ROI)
B. Policy Options (e.g. Planning, Permitting)
C. CC Workforce Support Options (e.g. Compensation, Pipeline)
Again...A Few Workforce Themes that Relate to Child Care

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DISCUSSION/QUESTIONS