



NATIONAL CENTER ON  
Early Childhood Quality Assurance

# Identifying, Mapping and Alleviating Child Care Deserts

Webinar Series on Strategies for Building and  
Financing the Supply of High-Quality Child Care

February 13, 2018



# Introductions

**Gerry Cobb**, State Services  
Director, BUILD Initiative



**Zelda Boyd**, Senior  
Technical Assistance  
Specialist, National Center  
on Early Childhood Quality  
Assurance





# NATIONAL CENTER ON Early Childhood Quality Assurance



# Series Overview

- ◆ We will explore and share supply building successes and lessons learned in states and communities.
- ◆ This is a five-part series.

Session/Date	Description
Webinar 1: 1/17/2018 2:00–3:30 (ET)	Strategies for Building and Financing the Supply of High-Quality Child Care <b>Check out the recording link for the webinar!</b>
Webinar 2: 2/13/2018 2:00–3:30 (ET)	Identifying, Mapping, and Alleviating Child Care Deserts
Webinar 3: 3/16/2018 2:00–3:30 (ET)	Innovation in State and Local Finance
Webinar 4: 5/01/2018 2:00–3:30 (ET)	Using Grants and Contracts, Payment Rates, and Financial Incentives to Increase Supply and to Improve Quality
Webinar 5: 6/04/2018 2:00–3:30 (ET)	Innovative Models to Build, Expand, and Sustain Quality Facilities in High-Need Communities

# Webinar Series Materials

- ◆ All materials related to this webinar and future webinars can be found at the following website:
- ◆ <https://www.qrisnetwork.org/It/strategies-building-and-financing-supply-high-quality-early-learning-webinar-series/overview>

# Series Objectives

- ◆ Identify gaps in the availability of child care in high-need areas of the state.
- ◆ Examine innovative approaches to finance child care at state and local levels.
- ◆ Understand rate strategies aimed at building the supply and quality of child care.
- ◆ Recognize models designed to build, expand, and sustain quality facilities and services in high-need communities.

# Key Requirement

- ◆ The Child Care and Development Block Grant (CCDBG) requires states to develop and implement strategies to increase the supply and improve the quality of child care services for children in underserved areas, infants and toddlers, children with disabilities, and children who receive care during nontraditional hours.

# Current Supply and Demand Landscape

- ◆ 65 percent of children younger than 6 have all parents in the workforce (U.S. Census Bureau).
- ◆ 80 percent of licensed child care centers are considered to be of “fair” quality (Child Care Aware of America, 2016).
- ◆ Children of color typically do not have access to high-quality early care and education (Child Care Aware of America, 2016).
- ◆ Small towns and rural communities typically have the lowest supply of high-quality child care (Child Care Aware of America, 2016).
- ◆ Children living in low-income homes typically do not have access to high quality child care (Child Care Aware of America, 2016).

# Today's Panelists

Jen Bump

Child Care Aware of  
America



Rasheed Malik

Center for American  
Progress



Dionne Dobbins

Child Care Aware of  
America



Natalie Brake

Partnerships for Early  
Learners



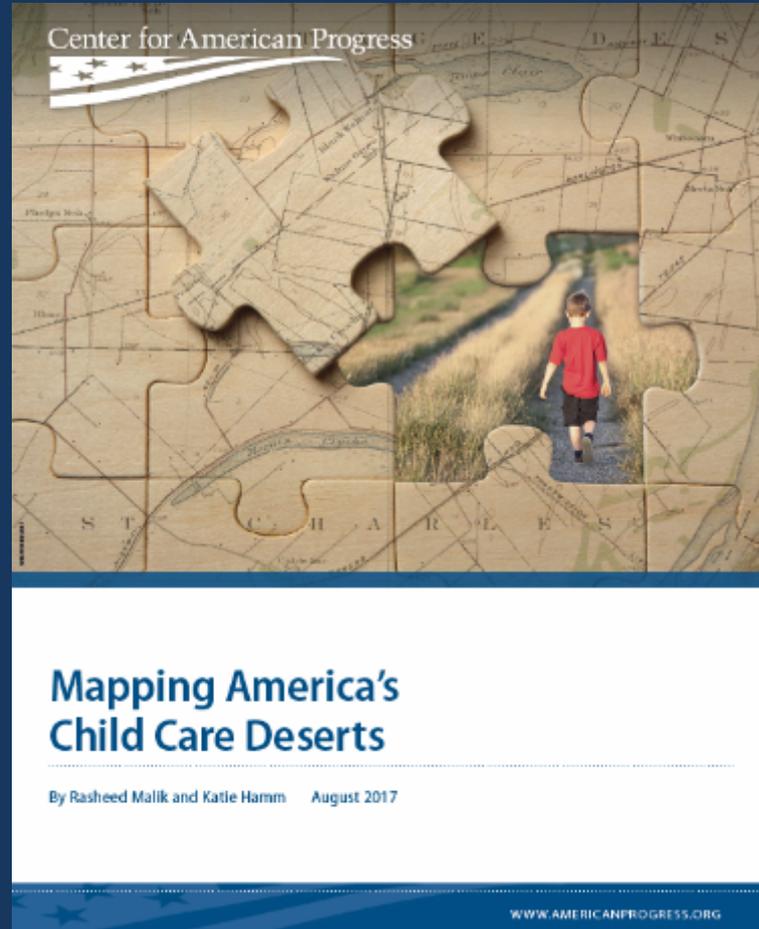
Center for American Progress



## Child Care Deserts

Assessing the state of child care market supply offers an opportunity to explain the potential of the early care and education field to the press as well as the typical, uninformed policymaker.

**Note: the concept first took hold as ‘food deserts’**





4 major issues  
facing the child  
care market:

- Quality
- Workforce
- Affordability
- Supply

## CAP Child Care Deserts Research

The cost of quality child care is well-documented, but less attention is given to the persistent undersupply of child care centers.

Collected info on child care locations and capacity from 22 states that have downloadable public data

We find that **51 percent** of Americans live in a child care desert

# Center for American Progress



## It's easy! All you need:

- **Child Care Data**
  - Often public →
  - Maybe you already have access to data?
- **Census Tables**
  - American FactFinder
- **GIS Software**
  - Need to geocode
  - ArcGIS (\$\$\$)
  - QGIS (free)
- **Statistical Software**
  - This is to merge (combine) all the data and then run analysis
  - We use Stata

The screenshot shows a web form titled "Request Child Care Provider List" from the Pennsylvania Department of Human Services, Certification & Licensing. The form is used to request a full list of providers locations (RE104c). It includes sections for Contact Information, Report Details, and a "Generate Report" button.

**Contact Information**

Your Name (required): Rasheed Malik

Your Email (required): rmalik@americanprogress.org

Confirm Email (required): rmalik@americanprogress.org

**Report Details**

Name Your Report: My\_PA\_childcare\_database

Report Format: CSV(Comma Separated Value)

Report Type:  Summary Report  Detail Report

Sort By: Provider Type  Ascending  Descending

County (required): Please select Adams Allegheny Armstrong

Provider Type (required): Please select Child Care Center Family Child Care Home Group Child Care Home

Legal Entry Address Type: Business Address

Location Address Type: Business Address

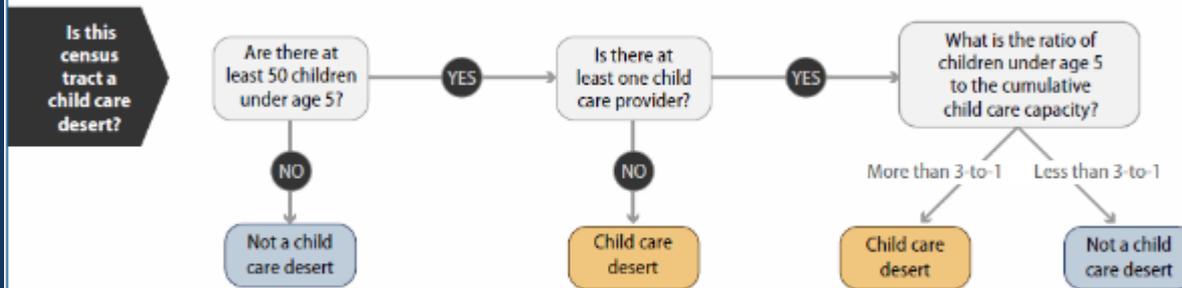
**Generate Report**

<https://www.pelican.state.pa.us/ppcspublicfacing/publicinterface/Reports/RE104c.asp>

X

## A Working Definition for Child Care Deserts:

FIGURE 1  
A working definition for child care deserts



Note: Child Care Aware defines child care deserts as "areas or communities with limited or no access to quality child care."

Source: Dionne Dobbins and others, "Child Care Deserts: Developing Solutions to Child Care Supply and Demand" (Arlington, VA: Child Care Aware of America, 2016), available at <http://usa.childcareaware.org/wp-content/uploads/2016/09/Child-Care-Deserts-report-FINAL2.pdf>.

- 3 in 5 rural children live in child care deserts
- Families living paycheck-to-paycheck esp. hard hit
- Latino, AIAN families are most likely to live in deserts

# Center for American Progress



The media wants to cover the issue  
They just need some hard numbers

**XXfactor** WHAT WOMEN REALLY THINK | JAN 5, 2018 @ 10:04 AM

## There's Not Even Close to Enough Child Care in the United States for All the Families That Need It

By Elise Struss

**Slate**

**The Washington Post**  
Workblog

## Child care isn't just expensive. It's hard to find.

By **Caroline Pequet** October 28, 2016

An analysis of eight states released Thursday found more than half of young children in rural zip codes live in a "child care desert," where kids under 6 years old outnumber the day-care spots by at least 3 to 1.

**Security Mommy**

## There's A Massive Shortage Of Quality Child Care Options

Child on the Edge

**shots**

## < Child Care Scarcity Has Very Real Consequences For Working Families

**Chicago Tribune**

Five out of six Chicago kids under age 5 live in child-care deserts, study says  
[trib.in/2e5Y47z](http://trib.in/2e5Y47z)

## How America's 'childcare deserts' are driving women out of the workforce

Rising daycare costs have put the spotlight on Washington state in a country offering little support for parents seeking childcare

**WORKING MOTHER** SUBSCRIBE

## This Interactive Map Can Tell You If You're Living in a Daycare Desert

Unfortunately, odds are you are.

By Meredith Bodger August 30, 2017

**FIX IT UP WITH A HOT COP OF TOUGH AND STAY IN THE GAME. SAVE \$1 NOW**

**CNN Money**

## 'Child care deserts' are leaving rural parents with few options

by Lydia DeNiro @CNNMoney  
October 19, 2017 6:02 PM

Waiver ATM fees. Join TD Freedom Checking. TD Bank

**CITYLAB**

## Closing the Child Care Access Gap

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## Local Numbers = Local Press

News-Review website snippet. The main headline reads "Think of the children" with a sub-headline "I smile struggle to find places that provide child care while they work". Below the text is a map of Vermont with several counties highlighted in orange, indicating child-care deserts.

Chalkbeat article snippet. The headline is "South Jersey full of 'child-care deserts,' new report shows".

Brattleboro Reformer article snippet. The headline is "40 percent of Vermonters live in child care 'deserts'". A small graphic for Subaru is visible on the right side of the snippet.

Article snippet with the headline "Child care a key issue for rural areas".

Iowa Farmer Today article snippet. The headline is "Rural child care providers fill need". The byline reads "By Jeff DeYoung, Iowa Farmer Today | Sep 23, 2017".

Chalkbeat article snippet. The headline is "Life in a child care desert: What one Denver neighborhood can teach us about solving a national problem".

KBTX-TV video player snippet. The video title is "Focus at Four: Do you live in a 'childcare desert?'". The video content shows two people in a studio setting. A play button is overlaid on the video. The video player includes a "CHILD CARE DESERTS" banner and the KBTX-TV logo.

**'Childcare deserts' common throughout rural R.I.**

Center for American Progress



[www.childcaredeserts.org](http://www.childcaredeserts.org)



## Questions???

### My Questions For You:

- What data are you sitting on that could be analyzed geographically?
- How do we move the public conversation toward solutions once we get people to accept the problem?
- Ideas for variations on this theme?
  - E.g. Infant/toddler supply, quality ratings, CCDF subsidies, non-traditional hours, etc.

**Rasheed Malik, MPP** – Senior Policy Analyst, Center for American Progress  
([rmalik@americanprogress.org](mailto:rmalik@americanprogress.org))



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## Early Childhood Quality Assurance

# Questions, Answers, and Comments

## Audience Sharing Their Own Strategies

# Webinar Survey

**How much was your understanding of Identifying, Mapping and Alleviating Child Care Deserts improved?**

**Not improved**

**A little improved**

**Moderately improved**

**Significantly improved**

# Webinar Survey

**How likely is it you will use at least one of these strategies or practices?**

**Won't**

**Probably not**

**Will consider**

**Definitely**

**Already doing all of this**

**Not applicable to my work**

# Webinar Survey

**Please tell us what was useful – and how we could improve the webinar.**

# Thank You

Join us for Session III on March 16, 2018:  
Innovations in State and Local Financing, 2:00–3:30  
p.m. (EST)

Registration links can be found at: <https://www.qrisnetwork.org/It/strategies-building-and-financing-supply-high-quality-early-learning-webinar-series/overview>

# Webinar Follow-Up

- ◆ If you have additional questions or are looking for resources, email:
  - Gerry Cobb, [gcobb@buildinitiative.org](mailto:gcobb@buildinitiative.org); and
  - Zelda Boyd, [Zelda.boyd@icf.com](mailto:Zelda.boyd@icf.com).

# Resources and Links

National Center on Early Childhood Quality Assurance. (2017). *Developing a staffed family child care network: A technical assistance manual*. Retrieved from <https://childcareta.acf.hhs.gov/resource/developing-staffed-family-child-care-network-technical-assistance-manual>

National Center on Early Childhood Quality Assurance. (2017). *Staffed family child care networks: A research-informed strategy for supporting high-quality family child care*. Retrieved from <https://childcareta.acf.hhs.gov/resource/staffed-family-child-care-networks-research-informed-strategy-supporting-high-quality>

KIDS COUNT Data Center, <http://datacenter.kidscount.org/>

# Resources and Links

Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. (2015). Information memorandum: Building the supply of high-quality child care information memorandum [Log no: CCDF-ACF-IM-2015-02]. Retrieved from [https://www.acf.hhs.gov/sites/default/files/occ/ccdf\\_acf\\_im\\_2015\\_02.pdf](https://www.acf.hhs.gov/sites/default/files/occ/ccdf_acf_im_2015_02.pdf)

Oregon Department of Education. (n.d.). *What are hubs?* Retrieved from <https://oregonearlylearning.com/administration/what-are-hubs/>

Ramsburg, D., Bromer, J., Saterfield, L., McMannis, D., & Hallam, R. (2015, July). *Strategies for building a supply of high-quality infant and toddler care*. Presented at 2015 State and Territory Administrators Meeting, Alexandria, VA. Retrieved from <https://childcareta.acf.hhs.gov/resource/strategies-building-supply-high-quality-infant-and-toddler-care-stam-2015>

# References

Child Care Aware of America. (2016). *Parents and the high cost of child care*. Retrieved from [https://usa.childcareaware.org/wp-content/uploads/2017/01/CCA\\_High\\_Cost\\_Report\\_01-17-17\\_final.pdf](https://usa.childcareaware.org/wp-content/uploads/2017/01/CCA_High_Cost_Report_01-17-17_final.pdf)

U.S. Census Bureau, 2008–2016 American Community Survey, as cited in analysis by Population Reference Bureau (Population Reference Bureau, DataFinder, U.S. Profile). Retrieved from <http://www.prb.org/DataFinder.aspx>)

**National Center on  
Early Childhood Quality Assurance**

9300 Lee Highway

Fairfax, VA 22031

Phone: 877-296-2250

Email: [QualityAssuranceCenter@ecetta.info](mailto:QualityAssuranceCenter@ecetta.info)

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