



Child Care Master Plan Update

City of South San Francisco

Unanimously Approved in 2022

Purpose:

Improve/expand the reach, quality, and impact of early childhood education programs, child care, and youth services for SSF residents.

Consultant, Kathleen White:

Extensive history: retired chair for the Child Development/Family Studies Dept. at City College of SF, Skyline and Cañada College, 4C's of SMC, and years prior, SSF preschool services.

South San Francisco is a Leader in San Mateo County – A Family-Friendly City



- SSF was the first city in San Mateo County to implement child care developer fees in 2001 (updated in 2020) and included child care in the 1999 General Plan
- The updated General Plan (SHAPE SSF), has been coordinated with the SSF CCMP and includes multiple references to child care
- First city in San Mateo County to complete a Child Care Master Plan

Workforce Needs: Child Care Expansion Dependent on Workforce Availability



- 80% of TK-12 districts in CA report teacher shortages (STEM, SPED, TK, substitute shortages especially)
- Careers in ECE and Education are part of a career continuum
- The teacher shortage impacts all levels: ECE, TK, K-12
- Over the next 5 years, there are projected to be over 124,000 teacher openings annually in California
 - 28,000 openings annually in the San Francisco Bay region
- TK will need 11,000 new teachers and aides by 2025 in CA
 - 2,500 in the SF Bay region
- Expansion funding in ELO-P /ASES after-school will impact staffing availability with 200,000 new staff needed in CA
 - 40,000 in the SF Bay region

Next Steps for the 2022 Child Care Master Plan for SSF



- Roll-out and distribute Child Care Master Plan
 - Re-introduce with SHAPE SSF launch
- Strengthen web resources for parents and providers
 - Priority recommendation
- Elevate child care visibility in SSF
 - Provider recognition
- Form Joint Advisory Committee for the Child Care Master Plan
 - Ensure key participants and regular meetings
- Develop capacity within SSF and SSFUSD to track funding opportunities, engage in collaborative child care projects, facilities ›
 - Explore staffing options between SSF and SSFUSD

Next Steps for the 2022 Child Care Master Plan for SSF



- Prioritize the provision of after-school care for at least 50% of each elementary school's population
 - Priority recommendation
- Proactively seek available funding in 2022-2025 for program expansion, facility improvements, child care subsidies, workforce development funds, and COVID impacts
- Support expansion of subsidized infant and preschool spaces in SSF
- Ensure that TK is expanded in SSF through a collaborative process that maximizes available resources and community preschool programs
- Move forward with plan to meet preschool program service gaps West of El Camino Real

Next Steps for the 2022 Child Care Master Plan for SSF



- Ensure that Joint Use Agreement /Child Care Memorandum of Understanding between SSFUSD and SSF is in place and updated
- Consider sharing staffing opportunities, outreach efforts, job postings, benefit pools, career fairs, and programmatic opportunities for child care staff between SSF and SSFUSD
- Support implementation of CCMP Recommendations in SSF City Departments
 - Human Resources
 - Planning and Zoning
 - Economic and Community Development
 - Parks and Recreation
- Begin planning process for outcome of Parcel Tax Measure, “Early Care and Education for All – South San Francisco”

Next Steps for the 2022 Child Care Master Plan for SSF



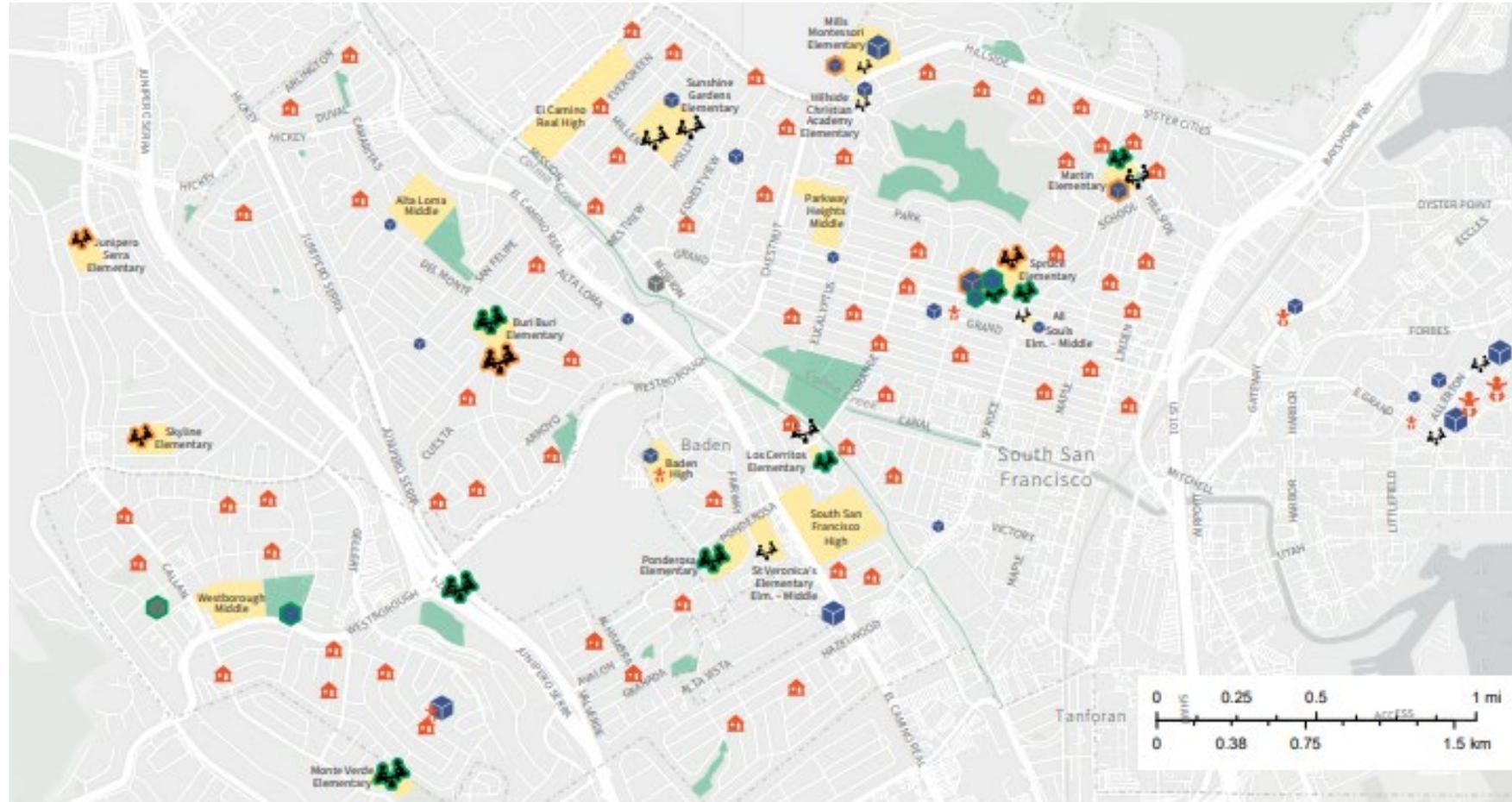
- Commit to aggressive workforce pipeline development in SSF that includes representatives from high school, City, School District, community colleges, and private providers ›
 - “Grow our Own” efforts
- Explore creation of recommended incentives to support child care development East of Hwy 101 for new employees
- Support SSFUSD in obtaining new child care funding (barriers due to Community Funding / Basic Aid status)
- Begin educational, service, and child care plans for 10,000 new residents in Lindenville and east of Hwy 101

Ensure a Living Plan



- Create the Joint Advisory Committee to the Child Care Master Plan (JACCCMP)
- The JACCCMP includes representation from City of SSF staff and City Council, SSFUSD staff and Board, parents, private providers, community groups
 - Advise on plan implementation and update recommendations
 - Administer surveys to parents and providers
 - Advise on actions related to child care services, workforce, and facilities

South San Francisco Child Care Facilities (2022)



How can the City best support families utilizing child care?

Answer Choices	Responses	
	%	Number
Provide information on SSF website on how to find child care	70.63%	582
Support the growth of more affordable child care options	60.92%	502
Elevate child care as a priority in SSF	60.92%	502
Support the expansion of all child care throughout the City of SSF	59.34%	489
Continue to provide and expand city-sponsored child care programs	57.16%	471
Help child care providers improve, renovate, expand, and update their programs	56.31%	464
Assist families with the cost of child care	54.00%	445
Share information on how to get help paying for child care	50.73%	418
Increase support for child care staffing and workforce needs	50.61%	417
Provide a seamless enrollment process throughout the year from one kind of program to another	47.57%	392
Share information on how to access waiting lists for subsidized care	44.54%	367
Support individuals entering the child care profession	38.23%	315
Provide information for families on what to look for when searching for child care	35.68%	294
Encourage SSF employers to provide child care	32.16%	265
Share information on family leave policies	18.69%	154
Total Respondents		824

The answers to questions #15, 17 and 20 asked for specific information regarding the types of child care components needed by respondents, the values they placed on specific attributes and how the City of SSF could best support families utilizing child care. Responses will be utilized in the "Recommendations" portion of this section (found below).

What are your greatest child care challenges?

Answer Choices	Responses	
	%	Number
Affordability/Cost of Care	73.86%	585
Currently on waiting lists	46.46%	368
Inconvenient hours or schedule	33.21%	263
Concerned about using child care during COVID Pandemic	26.89%	213
Unable to find care appropriate for my child	21.34%	169
Need drop-in or occasional care	21.21%	168
Want to keep siblings together	18.06%	143
Need social programs or playgroups for my child	18.06%	143
Cannot find temporary or emergency back-up care	15.03%	119
Unable to find a caregiver or program that I like	13.38%	106
Inconvenient child care location	12.50%	99
Dissatisfied with quality of care	10.48%	83
Lack of care for infants or children in diapers	9.47%	75
Unable to find care for sick child	8.59%	68
Child needs fewer children present or more adults	7.07%	56
Child needs a different environment or program type	5.30%	42
Lack of care for children with special needs	4.80%	38
Total Respondents		792

The question related to child care challenges experienced by respondents revealed that finding affordable care, inconvenient available schedules, being placed on waiting lists and COVID concerns were the most frequently listed challenges.

Importance of child care when choosing a school

Answer Choices	Responses	
	%	Number
Very important	75.42%	629
Important	13.43%	112
Somewhat important	7.67%	64
Not important	3.48%	29
Total Respondents		834

Survey participants were asked to select the types of care that were most difficult to access and could select all that applied. The response to this survey question supported the findings of the SMC CCPNA 2017 report referenced earlier, which described a shortage of school-age child care in South San Francisco as a compelling need. While participants chose infant and toddler care and care for children in diapers, as priorities, 522 times, after school and summer care for school-age children was selected 713 times total. Recommendations related to this response will be found at the end of this section. As COVID has impacted child care choices and employment participation for families with younger, unvaccinated children, once children enter formal and compulsory education, full employment becomes dependent on the availability of after-school and summer care.

As exemplified in the responses to a question about how important child care availability is in the selection of an elementary school, 741 respondents ranked it as either very important or important!

Child Care and Preschool Needs Assessment

Child Care and Preschool Supply in Licensed Family Child Care and Centers (including exempt school-age programs) 2017, San Mateo County Child Care Partnership Council *Child Care and Preschool Needs Assessment, 2017 Report*^{†10}

Age Group	Family Child Care Homes**		Child Care Centers				All Sites Total	
			Total		Subsidized			
	2017	2021	2017	2021	2017	2021	2017	2021
Infant Spaces – 0–1 years	272	212	400	446	37	38	672	658
Preschool Spaces	341	269	2,058	2,210	395	595	2,399	2,479
*School-Aged Spaces	163	135	962	1,614	206	210 / LIC 325 / EXEMPT	1,125	1,749
Total Number of Spaces	776	616	3,420	4,270	638	1,190	4,196	4,886
Total Number of Sites	72	53	47	56	11	17	119	109

How can the city of SSF support your childcare business?

Answer Choices	Responses	
	%	Number
Help families living in SSF find child care	69.57%	32
Provide financial support to families that cannot afford child care	65.22%	30
Elevate child care as a vital service in SSF	65.22%	30
A website for SSF child care	54.35%	25
Assistance in finding and paying staff	52.17%	24
Connect SSF child care programs to resources	50.00%	23
Provide financial support to child care centers and family child care homes for child care equipment, materials, renovation or facilities	47.83%	22
Inform employers in SSF about child care options for their employees	43.48%	20
Provide more information on operating a child care business in SSF	32.61%	15
More multi-lingual resources	21.74%	10
Other ideas (please specify)	0.00%	0
Total Respondents:		46

Responses clearly fell into two primary categories. 69% of respondents prioritized helping families find child care with a range of requests related to providing more information, resources and advocacy for local programs. 65% prioritized helping families find child care resources to help them pay for child care services. Findings have been utilized to formulate recommendations at the end of this section.

What are your workforce challenges?

Answer Choices	Responses	
	%	Number
I have a hard time finding staff.	77.27%	34
I could serve more children if I had additional staff.	45.45%	20
I have lost staff during the COVID Pandemic.	40.91%	18
I need substitutes when regular staff or I cannot come to work.	36.36%	16
It is easy for me to find staff.	9.09%	4
Total Respondents		44

South San Francisco respondents overwhelmingly described hiring difficulties as 77% indicated that they had difficulty in finding staff and 40% lost staff as a result of COVID pandemic workforce impacts. 45% would be able to increase enrollment if they had more staff, clearly linking staff shortages to restrictions of growth. Additionally, a shortage of substitutes was also noted.

THANK YOU
FOR JOINING US TODAY



Title of the Presentation
City of South San Francisco