

# *Child Care Links* ANNUAL REPORT



*Providing resources  
that strengthen and  
support children and  
their families*

# 2004



# Resources

## Dear Child Care Links Parents, Providers and Community Partners:

Fiscal year 2003-2004 was one of vision, collaboration and successes. Child Care Links continues to focus on the agency mission of strengthening and supporting children and families through resource and referral, child care subsidies, health and nutrition programs and trainings for parents and providers.



While it has presented some challenges, this past year has been one of positive change and streamlining of agency programs. The CalWORKs Stage 1 child care program has begun to level off after seven years and staff is now able to develop and implement new processes and provide more intensive case management for families. In addition the agency entered into a collaborative effort with Davis Street Family Resources Center and Alameda County Social Services to provide employment services for CalWORKs families. This is a first step towards the agency vision of the LFTS Program (Linking Families to Success). The Health and Nutrition Program and the Accounting Department implemented new software that has increased program efficiency for both child care providers and the agency.

Child Care Links continues to provide trainings for parents and providers, offer early literacy for families and respond to community needs regarding child care issues. In 2005-2006 the agency will move forward with more community and legislative interaction in order to educate and support the need for quality, safe child care for all children.

The agency would like to thank all of our community partners who have assisted Child Care Links this past year. Your dedication to our programs and the community at large enables the agency to continue to develop and implement successful programs that will ensure a means of helping families reach their full potential. Child Care Links will continue to promote effective collaboration within the community, strengthen and streamline services and make wise choices for the future.

The staff and Board of Directors looks forward to our continued relationships in 2005-2006 as the agency works through financial challenges and seizes opportunities to continue to strengthen and support children and families.

Sincerely,  
Carol Thompson  
Executive Director

### Our Community Partners

Davis Street Community Center • San Leandro Chamber of Commerce  
Alameda County First 5 • BANANAS • 4C's of Alameda County  
California Child Care Resource & Referral Network • KOED  
California Alternative Payment Program Association (CAPPAA) • City of Dublin  
City of Livermore • City of Pleasanton • Alameda County Child Care Fund  
Local Investment in Child Care (LINCC) • NACCRA  
Alameda County Child Care Planning Council

**Special Thanks** to New Start Children's Center/Monique Williams-Dixon of Dublin and JFK Childcare/Linda Ross of Livermore, for providing photos.

## Subsidy & CalWORKS

Parental choice is the focus of Child Care Links' Subsidy and CalWORKS programs. Funding for child care payments is available to eligible families based on income and family need for services. The child care subsidy follows the child. This means that if work hours change, the family moves, or a child needs a different setting, the parent is able to choose new care.

### LFTS Collaborative

Linking Families To Success (LFTS) is part of a strategic alliance with Davis Street Family Resource Center located in San Leandro. The project, that began in July 2004, is funded in part through Alameda County Social Services Welfare to Work Program. LFTS is designed to assist families in obtaining and retaining gainful employment. LFTS offers CalWorks eligible clients employment services and opportunities and connects them with local service providers to address barriers to their employment. The vision for this project includes the addition of other needed services for these families, including, but not limited to issues around housing, transportation, domestic violence, criminal record clearance, medical and mental health and legal concerns.

### First 5 Alameda County funded programs

#### Family Read Night

Enhances family literacy by offering an evening of stories, crafts, activities and snacks. The program is open to families with children birth through 4 years old and is free of charge. Each child participating in the program receives a book to take home, as well as one for their child care provider.

#### Child Development Corps

Rewards early childhood staff and providers that continue ECE training and working in the field through stipends; and to advance the field of Early Childhood professionals at local and national levels.

## Community Services

**Resource & Referral** provides free child care resource and referral information to parents seeking care in the Tri-Valley area. Parents are given information on the full range of child care options so they may make informed choices in selecting and monitoring their child care. Families may also obtain information on other community agencies and support services.

**The Health & Nutrition Program** reimburses licensed family child care home providers for a portion of their costs to provide nutritious meals and snacks to the children in their care. Providers in Child Care Links' program receive special resources such as publications that focus on nutrition and opportunities to attend Child Care Links sponsored workshops and seminars.

**Community Links** is a provider and family education and support services program available to families enrolled in CalWORKS or other subsidized child care programs and to their chosen child care providers. This program was created to help parents and providers, both licensed and license exempt, achieve the highest level of safe, quality child care.

**Child Care Initiative Project (CCIP)** is a quality and capacity building project funded by the California Department of Education, administered by the California Resource & Referral Network and implemented by Child Care Links. Licensed and license-exempt child care providers are encouraged to participate. CCIP participants receive:

- Training, technical assistance and support
- Support materials
- Assistance in paying for licensing related fees for providers who become licensed
- The chance to earn safety equipment and gift certificates for child development materials

## Subsidized Child Care

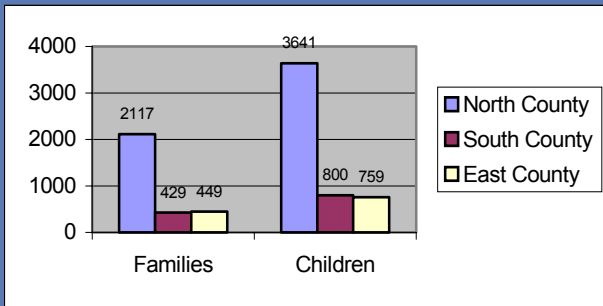


Chart A: Number of families receiving child care assistance from CCL by geographic area

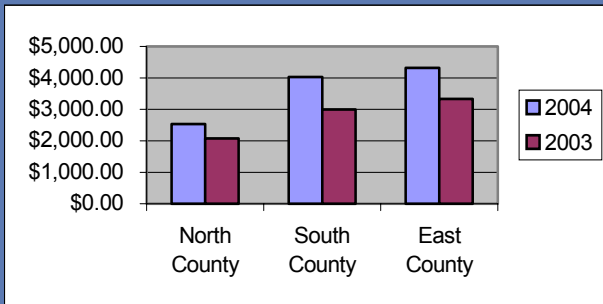


Chart B: Average cost of child care (per child) for CCL families by geographic area

Parental choice is the focus of Child Care Links' Subsidy and CalWORKs programs. Funding for child care payments is available to eligible families based on income and family need for services. The child care subsidy follows the child. This means that if work hours change, the family moves, or a child needs a different child care setting, the parent is able to choose new care. Child Care Links administers CalWORKs Stage 1 in Oakland, Alameda, Albany, Berkeley, Emeryville, Livermore, Pleasanton, Dublin and Sunol. CalWORKs Stage 2 & 3 and State Subsidy programs are provided in Fremont, Newark, Union City, Livermore, Pleasanton, Dublin and Sunol.

Child Care Links served nearly 3,000 families in FY 2003-2004, providing child care services for more than 5,000 children. The average cost of child care per child rose 19% for North county families, 23% for East County families and 26% for South County families from 2003 to 2004.

*"This program has been a lifesaver. By providing me with child care I have been able to pursue my education while building a career in theatre arts for myself. I am becoming a successful member of society which is enabling me to give back to the children of our community." -Parent*



## Statement of Financial Position

<b>Assets</b>	
Total Current Assets	\$2,734,063
Fixed Assets	\$216,868
Deposits	\$42,404
<b>Total Assets</b>	<b>\$2,993,335</b>

<b>Liabilities and Net Assets</b>	
Total Current Liabilities	\$2,382,151
Net Assets	\$611,184
<b>Total Liabilities &amp; Net Assets</b>	<b>\$2,993,335</b>

## Statement of Activities

<b>Support &amp; Revenue:</b>	
Total Support & Revenue	\$23,274,725
Total Expenses	\$23,359,319
<b>Change in Net Assets</b>	<b>-\$84,594</b>

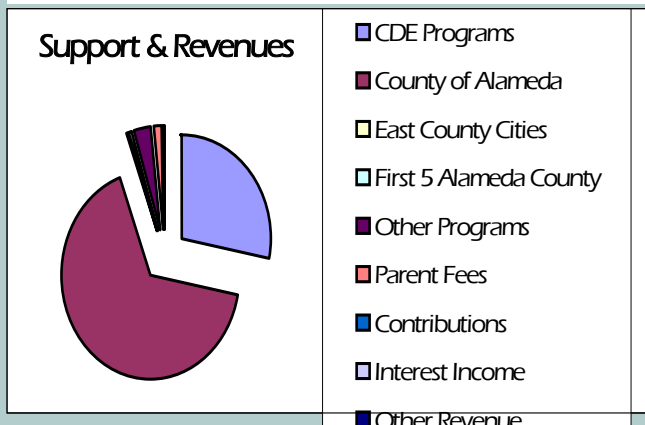


Chart C: Program Support & Revenues for FY03-04



### LFTS Program

Child Care Links' LFTS Program (Linking Families To Success) is part of a strategic alliance with Davis Street Family Resource Center located in San Leandro that started in July 2004. The project is funded in part through the Alameda County Social Services Welfare to Work Program.

This collaborative bridges geographic, cultural and linguistic gaps in East County, South County and East Oakland by offering CalWORKs eligible clients an expanding pool of employment services and opportunities to most of the county.

The LFTS Program in part is designed to assist families to obtain and retain gainful employment and is diligent about following up with families in order to

ascertain that they have linked up with service providers in Alameda County to address barriers to their employment.

*"I've always worked in fast food, now I'm working in a hotel as a Front Desk Clerk. Thank you for believing in me"*

-LFTS Client

*"I never felt so confident even though I don't have my high school diploma".*

-LFTS Client

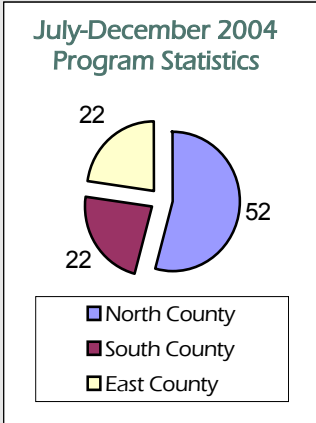


Chart D: LFTS Program

### Family Read Night

The developing relationship and social interaction between the parent and child attending Family Read Night is a significant achievement. Several fathers will sit down and participate in the craft or activity, not by doing the craft for their child but by making it for themselves. One week we sewed construction paper hats together. One father made his own so that he and his daughter could be "shipmates". Another father made a "straw" plane and then had a race with his son and other children participating that evening.

Both parents and child care providers like having the opportunity to experience new ideas that they can share. Many families have commented that they appreciate when our activity includes items that are recycled or can be easily found around the house because they like to repeat the activities at home or with friends. Some child care providers who attend have commented that they use some of our activities with the children in their care.

#### Feedback from Family Read Night Parents:

*"Family Read Nights have been a very valuable experience for my two girls. Their attention span has increased to a level that is appropriate for school-aged kids."*

*"It (FRN) encourages him to enjoy books and reading. He is now initiating having to read books before going to bed."*

*"The Family Read Night Program has encouraged my son a lot to read stories...I saw his improvement in participating during discussions."*

*"The bonus is that they get a book to take home and it reinforces the love of reading."*

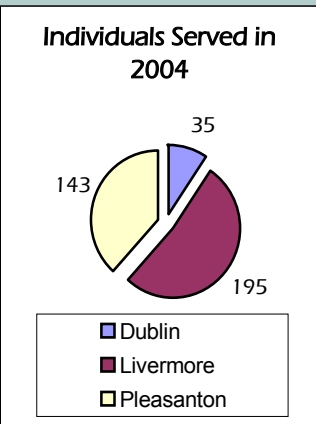
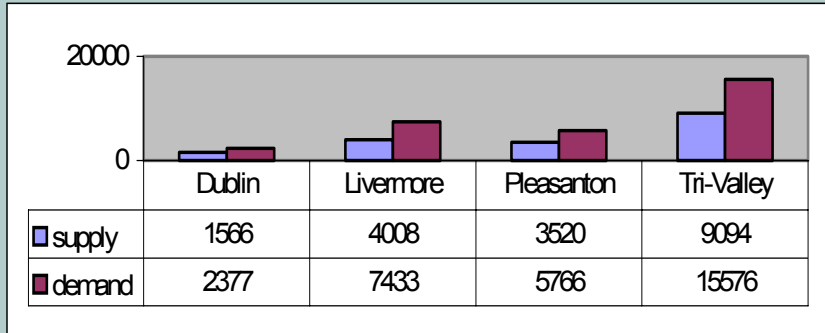


Chart E: Family Read Night attendance by city

## Supply

Child Care supply includes all full time programs designed to provide child care while parents work. Family Child Care, licensed Child Care Centers, School-Age Programs and full-time Preschool programs are included. Drop-in and part-day programs are not included.



## Demand Methodology

Child Care Links has employed the following methodology in identifying demand for this report. Census 2000 has provided more detailed demographic data. The specialized data on percentage of families with both parents working outside the home has provided us new insight into the child care needs of working families.

**Chart F: Child Care Supply and Demand by city**

Demand has been determined based on the probability that 75% of families where both parents work outside the home will need licensed child care. Arguably there are a significant number that may use alternative arrangements, however this is balanced by the many families with only one parent working outside the home that use licensed care. Additionally, Census 2000 population estimates are out of date as there has been significant population growth in certain areas. Therefore, the demand data is regarded as a "conservative estimate".



## Child Care Trends

**Vacancy Rates** remained relatively flat for the Tri-Valley from 2003 to 2004. A small vacancy rate increase is noted in Dublin and Livermore while Pleasanton experienced a small decrease in their vacancy rate. Changes in area employment rates could take up to one year to be reflected in child care vacancy rates.

### Family Child Care vacancy rate changes from 2002 to 2004

Vacancy Rate	2002	2003	2004
Dublin	23%	28%	29%
Livermore	20%	30%	32%
Pleasanton	23%	31%	27%
Tri-city	22%	30%	29%

## Referrals by E-mail

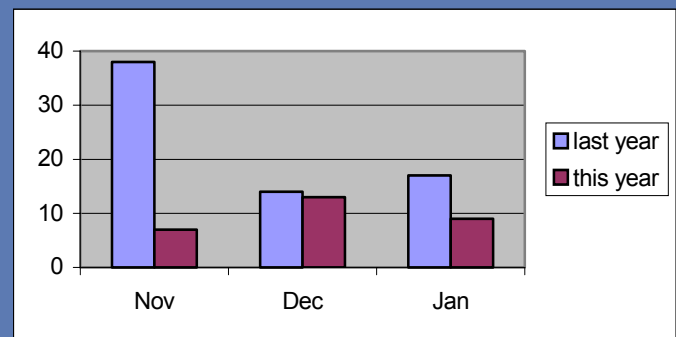
While the number of parents requesting referrals through Child Care Links' website increased only slightly from 2003 to 2004, the number of parents requesting their referral list be delivered by e-mail has nearly doubled. E-mail plays a vital role in the exchange of information between referral counselors and parents seeking child care.

	2003	2004
Email	46%	72%
Fax	5%	2%
Phone	37%	10%
Mail	10%	14%
Walk-in	2%	2%

## Licensing Changes Threaten Child Care Capacity

As part of a major reorganization, Community Care Licensing has made several changes to the Family Child Care licensing orientation process including reducing the number of orientations in some counties and implementing a new fee for attendance. At Child Care Links, Community Care Licensing continues to host a monthly orientation. Since the implementation of the \$25 fee in November 2004, attendance has dropped significantly. For the same period of time last year (November/December/January), an average 46% decline in orientation attendance has been noted.

Ongoing declines in orientation attendance could produce a significant decrease in licenses issued which could in turn threaten the overall child care supply.



**Chart G: Community Care Licensing Orientation Attendance**

Referral Success Rates

Child Care Links' referral staff conducts random call backs to 10% of clients on a monthly basis to determine success of the referrals offered. Parents are interviewed and staff offers additional referrals if care has not been located. These calls provide an opportunity for both following and providing additional resources as well as collecting valuable data.

The questions asked of each parent contacted include:

- Did you find child care?
- Were you referred by CCL?
- If you didn't find care, what was the reason?

Staff tracks 8 possible reasons and an "other" category. The most common reasons are typically lack of openings at the preferred program and finding a program location that is convenient to the parent. Staff works individually with parents to identify barriers and review options.

Outcome	Pleasanton	Livermore	Dublin
Parent found care	75%	85%	85%
Referred by CCL	65%	65%	68%
Did not find care because:			
chose familiar caregiver	3%	4%	13%
facility was unacceptable	8%	11%	0%
location	11%	14%	20%
no openings	11%	13%	20%
not working	8%	8%	7%
other	3%	4%	7%
scheduling	11%	13%	20%
still interviewing	25%	17%	13%
too expensive	20%	16%	0%

Data collected in these calls also suggests that affordability is of particular concern in Pleasanton which is reflected in the lower success rate and high rate of parents stating affordability as the barrier to finding care. The Dublin data suggests capacity issues with location, scheduling and lack of openings as the leading barriers to finding care. Livermore parents found affordability and location to be the main barriers to finding care.

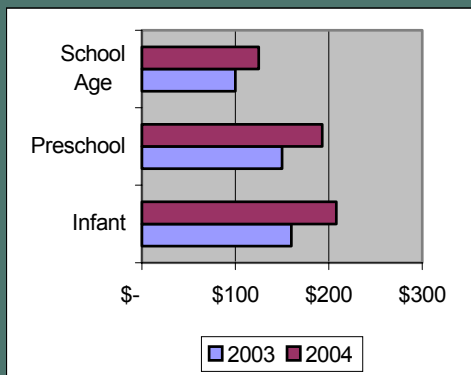


Chart H: E. Dublin Family Child Care Rates

Eastern Dublin Child Care Project

Developing child care facilities in high cost land areas has long been a challenge for local advocates. Lack of child care options in Eastern Dublin has driven up the cost by 23% for infant care and 20% for school-age care from 2003 to 2004. Though demand remains high, supply has been unstable with no full service center-based child care available and a high turnover rate among new family child care providers. As development continues at a rapid pace, a second school is slated to open in Fall of 2005. Demand for school-age child care is so great now that Dougherty Elementary EDCC program has operated at capacity since it opened.

The project focused on recruiting potential family child care providers in FY 2003-2004. New Community Care licensing fees and staffing decreases along with local economics have created recruitment and retention barriers. In 2005, the project will continue to focus on recruitment with an emphasis on retaining existing providers by facilitating greater communication and networking. Working in conjunction with the city, county partners and advocates- the project will also focus on child care center development to address the rapidly increasing demand. Statistics show family child care in the city of Dublin has a vacancy rate three times higher than center-based child care and it constitutes 18% of the overall slots available.

Current Eastern Dublin Child Care Capacity

- Family Child Care: 24
- Child Care Center: 0
- Preschool Program: 0
- School-age Program: 66

\*Eastern Dublin = East of Dougherty Road



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Family Child Care Full Time Weekly Rates

Neighborhood School	Capacity	Infant 0-2 years	Preschool 2-5 years	School-age 5+ years
Dougherty	24	\$208	\$193	\$125
Dublin	48	\$171	\$171	\$115
Frederiksen	126	\$180	\$165	\$108
Murray	80	\$199	\$178	\$107
Nielsen	21	\$200	\$188	\$100
<i>Dublin</i>	<b>293</b>	<b>\$192</b>	<b>\$179</b>	<b>\$111</b>
Altamont Creek & Croce	166	\$175	\$154	\$106
Arroyo Seco	121	\$186	\$163	\$113
Jackson	135	\$181	\$163	\$112
Marylin	92	\$169	\$152	\$113
Michell	137	\$183	\$166	\$109
Portola	82	\$192	\$177	\$112
Rancho	201	\$186	\$169	\$110
Smith	121	\$184	\$171	\$106
Sunset	71	\$190	\$175	\$98
<i>Livermore</i>	<b>1126</b>	<b>\$183</b>	<b>\$166</b>	<b>\$107</b>
Alisal	61	\$180	\$171	\$94
Donlon	196	\$192	\$181	\$121
Fairlands	119	\$200	\$176	\$109
Hearst	48	\$193	\$188	\$131
Lydiksen	54	\$183	\$148	\$98
Mohr	84	\$208	\$188	\$113
Valley View	11	n/a	\$175	\$100
Vintage Hills	49	\$196	\$176	\$100
Walnut Grove	136	\$190	\$179	\$98
<i>Pleasanton</i>	<b>758</b>	<b>\$193</b>	<b>\$176</b>	<b>\$109</b>
<b>East County average</b>	<b>2177</b>	<b>\$189</b>	<b>\$173</b>	<b>\$109</b>

Methodology

Family Child Care rates are averages of the rates charged by Family Child Care Providers in a specific neighborhood. The neighborhoods are based on the closest elementary school to the provider. There may be several providers in a school neighborhood, however, those providers do not serve infants. Full-time Child Care Center, Preschool and School Age Programs are averaged by city.

Family Child Care Child Care Cost Trends

Family Child Care rates rose an average of 5% in both Dublin and Livermore. Pleasanton rates experienced an average 5% decrease. The sharpest decreases were noted in neighborhoods with an unstable supply (Valley View and Vintage Hills). The sharpest rate increase was for infant and school age care in Eastern Dublin, where family child care is in limited supply and there are only 66 center-based school age slots (see prior page for details). The average rate increase was 5%.

Rates decreased in one third of neighborhoods in the Tri-Valley over the last year, a phenomenon not seen in recent years. Causes could include higher priced providers leaving the business and/or a shrinking of the gap between supply & demand.

*Case Study:* A Pleasanton family with a 6 month old and a pre-school age child using full-time family child care would spend about \$18,140 per year for Family Child Care. This constitutes 15% of a Pleasanton family's budget (median family income- \$121,500).

Child Care Center Cost Trends

Child Care Center rates rose 3% on average, with 8% increases for infant and school-age care in Dublin. Livermore experienced a 6% increase in infant and preschool age slots. Pleasanton experienced a slight decrease in rates.

*Case Study:* A Livermore family with a 6 month old and a pre-school age child using full-time center-based child care would spend about \$23,400 per year. This constitutes 28% of the average Livermore family's budget. (median family income- \$82,421).

Center-Based Program Full-time Rates

Child Care Center Weekly Cost by age	0-2	2-5	5+
Dublin	\$301	\$194	\$110
Pleasanton	\$288	\$194	\$139
Livermore	\$257	\$193	\$114

School Age Program	Weekly Cost
Dublin	\$95
Pleasanton	\$88
Livermore	\$83

Preschool Program	Weekly Cost
Dublin	\$202
Pleasanton	\$201
Livermore	\$161

