

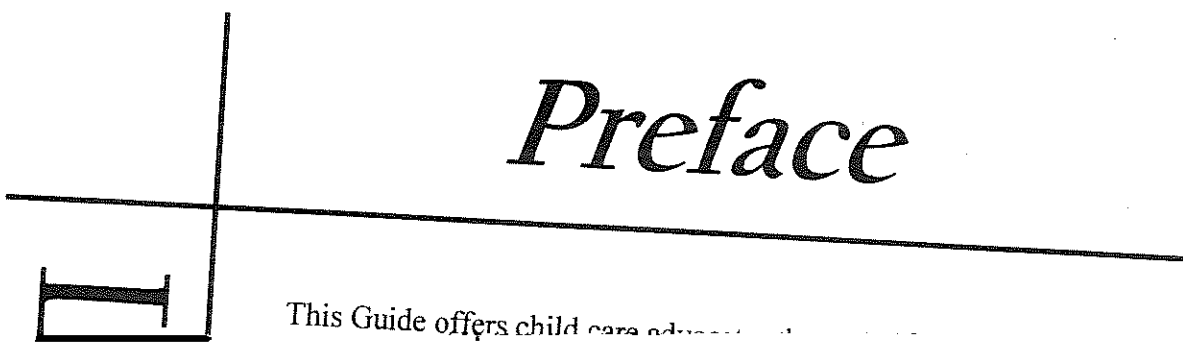
A PLANNING GUIDE.



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Preface



This Guide offers child care advice...

Preface

- Incorporating child care into local economic development planning and General Plans;
- Financing child care facility development;
- Providing technical assistance for child care facility development.

- Developing child care providers' business skills.

It will outline how to pursue each strategic impact area by setting the **context** for the work

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Introduction

Introduction

INTRODUCTION

- Inclusion of child care concerns in long-term land-use planning and transportation policies; and
- Livable wages for the industry's workforce.

This surge in jobs and population will not only create the need for new investments in the industry, it will also place added stress on an already overburdened industry.

Furthermore, to be fully successful in meeting these needs, California and the country as a whole need a radical shift in our public consciousness, one that begins to view the child care

Introduction

HOW TO USE THIS GUIDE

This Guide is designed to introduce local child care leaders, in the community or in government, to creative solutions for addressing barriers to child care facilities and business development. It is written from the perspective of, and uses models from, projects that have been implemented at the county and city level, but could be utilized on a smaller or larger geographical scale.

Impact Areas

This Guide introduces child care advocates to six major strategic impact areas that can have the greatest effect on economic development planning:

- ***Changing perceptions of child care:*** This impact area will provide the underpinning for most of your work. It involves researching, then spreading the word about the

- ***Business development and Technical Assistance (TA)***: Many entities, including a statewide network of Small Business Development Centers and others, provide small businesses with assistance in financial and business planning, marketing and

Introduction

which for a full time employee amounts to about \$3,400 per year. This program, along with

*Changing Perceptions
About Child Care*

Chapter I: Changing Perceptions About Child Care

changing perceptions about the child care field. It is through repetition of simple concepts that a message is transformed from abstract to concrete. A traditional weakness of advocacy in social services is fragmented communication. When government or business leaders hear about a problem in their communities – but also hear conflicting information on how to address it – they will turn away from the issue more often than go to the trouble of figuring out the best and fairest solutions. Conversely, if they hear consistent information over a period of time about why and how to address a problem, along with the concrete benefits to

Table 1.1

This chapter will provide guidance on *how* to get your message out, through the following three strategies:

1. Develop **materials**;
2. **Participate** in meetings and planning, and **present** information on child care in diverse forums; and
3. Host **events/summits** to raise awareness publicity around particular issues.

Within each strategy area, your target audiences will be discussed along with any important information about how to tailor your message to that audience.

STRATEGY #1: DEVELOP MATERIALS

Because your issue/project will

Chapter 1: Changing Perceptions About Child Care

At the least, you want to include information on the number of child care establishments, the

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attention. You will want to provide the media with enough materials to allow them to understand the essence of your project without overwhelming them. A brochure and issue sheets will probably be adequate if you are trying to create a general interest in your project. If you are highlighting a current issue or event, be sure to provide background material.

Chapter 1: Changing Perceptions About Child Care

Board of Supervisors and City Council, County and City Planning Departments, and County Social Services Agency. The materials you develop for elected officials must be very concise and clear, framing the issue broadly and relying on a minimum number of statistics and data.

_____ child care and business development

Chapter 1: Changing Perceptions About Child Care

Chapter 1: Changing Perceptions About Child Care

these policy changes until you have convinced strategic government officials of their importance.

Meetings or hearings about economic development or community planning are an obvious target for participation and presentations. Keep in mind that these meetings and hearings are

Who should participate?

The answer to this question depends on the issue area you are highlighting and the outcomes you hope to achieve. In general, events are very conducive to cross-jurisdictional learning

Chapter 1: Changing Perceptions About Child Care

Chambers of Commerce

Good entrée to the business community. Start by

Chapter 1: Changing Perceptions About Child Care

small businesses, and trade associations. Its purpose is to represent these organizations in lobbying local government, advocating in the courts and publicizing members' activities. It often offers special member benefits and discounts.

CH 110 - Business and Referral Agencies Mandated by the state government, these

| *Leveraging Economic*
Development

Chapter 2: Leveraging Economic Development Resources

7. Land Implementation Strategies

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Chapter 2: Leveraging Economic Development Resources

- Aid in the prevention or elimination of slums or blight; or
- Meet other urgent community needs. At least 70% of all funds must be used toward the first goal to benefit low- and moderate-income persons.²

Which areas qualify for CDBG funding?

In addition to entitlement areas, the CDBG program also grants funds to states for

Chapter 2: Leveraging Economic Development Resources

expanding economic opportunity for low- and moderate-income persons, and therefore members of the child care sector should be included in future citizen participation plans.

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- What process is used to allocate the money?
- Is child care listed among the funding priorities?
- How are CDBG funds currently being used?
- How have CDBG funds been used in the past?
- Are Section 108 loan guarantees being used and, if so, for what activities?
- How is the office meeting its public participation requirements?

EMPLOYMENT ZONES AND DISTRICTS

Chapter 2: Leveraging Economic Development Resources

one program in 1996.⁷ Their provisions are detailed below.

Chapter 2: Leveraging Economic Development Resources

3. What major projects, if any, are going on in the zone?
4. What types of businesses are being assisted?
5. How has child care been taken into account within the zone?

Chapter 2: Leveraging Economic Development Resources

applied for a grant under this program to create a microenterprise incubator, which would assist tenants operating businesses out of their homes to expand those businesses.

How to work with Public Housing Programs

Chapter 2: Leveraging Economic Development Resources

2024-2025

Chapter 2: Leveraging Economic Development Resources

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|---|--|--|--|--|
| Rural Housing Programs | | | | |
| Rural Business Enterprise Grants | | | | |

Resources and Key Players

The key players in building strong links between the child care industry and the greater economic development community include:

| | |
|------------------------------------|--|
| County Board of Supervisors | These elected officials are responsible for determining policy throughout your county, including unincorporated areas. |
|------------------------------------|--|

Chapter 2: Leveraging Economic Development Resources

| | |
|----------|---|
| City and | See Land Use Chapter (3) for more information |
|----------|---|

Chapter 2: Leveraging Economic Development Resources

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|----------------------------------|--|
| Private Organizations | <i>American Economic Development Council</i> <i>California Association for Local Economic Development</i> <i>California Association for Microenterprise Opportunity (CALMEO)</i> |
|----------------------------------|--|

Chapter 2: Leveraging Economic Development Resources

4. Maintains accountability to low income community residents by:

- income neighborhoods, and
- b. Providing a formal process for low income, program beneficiaries to advise the organization in its decisions regarding the design, siting, development, and

Chapter 2: Leveraging Economic Development Resources

1. Is organized under state or local law;

2. Has no part of its net earnings in any year inuring to the private in-
dividuals of any one person;

3. Is neither controlled by, nor under the direction of, individuals or entities seeking to derive profit or gain from the organization; and

4. Has a tax exempt ruling from the Internal Revenue Service under Section 501(c)(3).



Chapter 3: Land Use Policies and Child Care

Here is an outline of State laws affecting zoning regulations for child care providers:¹