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Macomb County Child Care Coalition

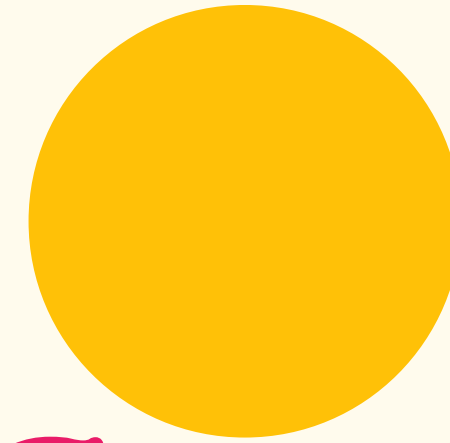


TODAYS Agenda

-  Introductions in Affinity Groups
-  Child Care: A Wicked Problem Part 1
-  Child Care: A Wicked Problem Part 2
-  Marketing & Social Media
-  Parent and Provider Payment



Coalition



Mission & Goals

Families have equitable access to care that is affordable, high quality, and meets their needs and preferences.

Planning Phase 2023

- ✦ What is the Problem
- ✦ Why is the Problem Happening ←
- ✦ Who is involved in the Problem
- ✦ What Should be Done to Solve the Problem (root cause analysis)
- ✦ How Could We Do It (final report)

Coalition Structure

Working Coalition



Affinity Groups



Affinity Groups

Early Childhood System

Municipality

Parents and Caregivers

Employer

Child Care Providers

Economic Development
Organization

Building Affinity

What is your name?

What unique perspective do you bring?

How does child care impact people in your role?

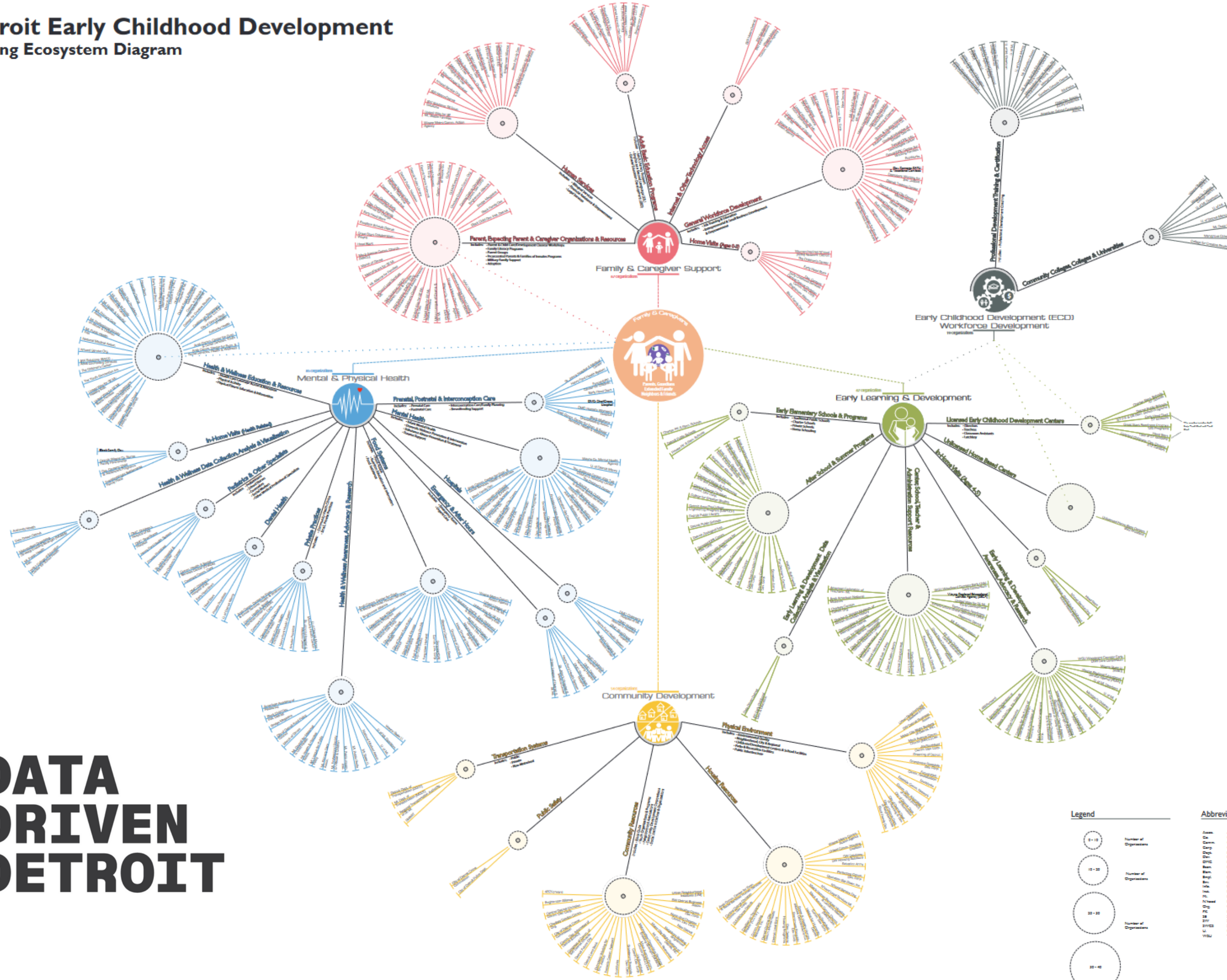
How does your work/life impact child care?

Why is child care a wicked problem?



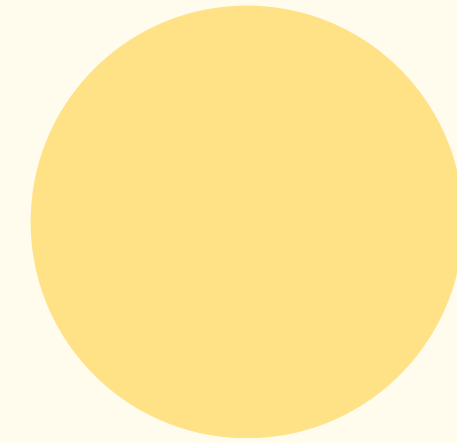
Part 1

Detroit Early Childhood Development Existing Ecosystem Diagram



Legend		Abbreviations	
	Number of Organizations	City	City
	Number of Organizations	Comm	Community
	Number of Organizations	Dep	Department
	Number of Organizations	DepC	Department
		DepFC	Department (Federal Center)
		DepH	Department
		DepM	Department
		DepU	Department
		DepV	Department
		DepW	Department
		DepX	Department
		DepY	Department
		DepZ	Department
		DepAA	Department
		DepBB	Department
		DepCC	Department
		DepDD	Department
		DepEE	Department
		DepFF	Department
		DepGG	Department
		DepHH	Department
		DepII	Department
		DepJJ	Department
		DepKK	Department
		DepLL	Department
		DepMM	Department
		DepNN	Department
		DepOO	Department
		DepPP	Department
		DepQQ	Department
		DepRR	Department
		DepSS	Department
		DepTT	Department
		DepUU	Department
		DepVV	Department
		DepWW	Department
		DepXX	Department
		DepYY	Department
		DepZZ	Department

The child care ecosystem is situated within community



Additional layers of complexity:

- Population changes
- Economic forces
- Housing/building access
- Public services
- Regulatory burdens

Population

Wide Angle



Child care is an essential human service provided directly to children & families.



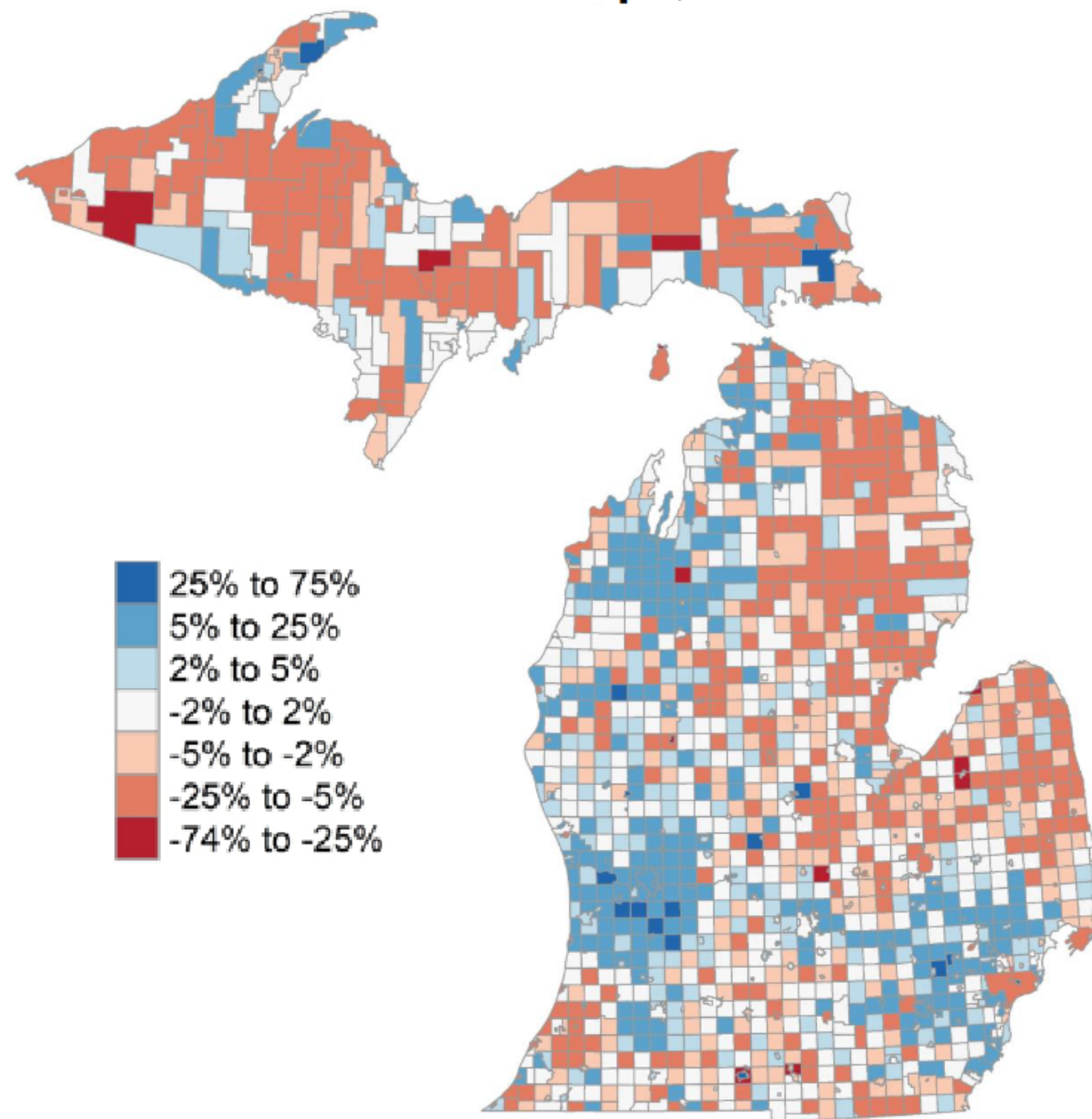
Population

A Shifting Landscape

Michigan's population growth is centered around Traverse City, Grand Rapids, and Southeast Michigan.

Population decline is occurring across the Upper Peninsula, Northeast Lower Peninsula, and the Thumb.

Percent Change in Population of Michigan's Cities and Townships, 2010–2020

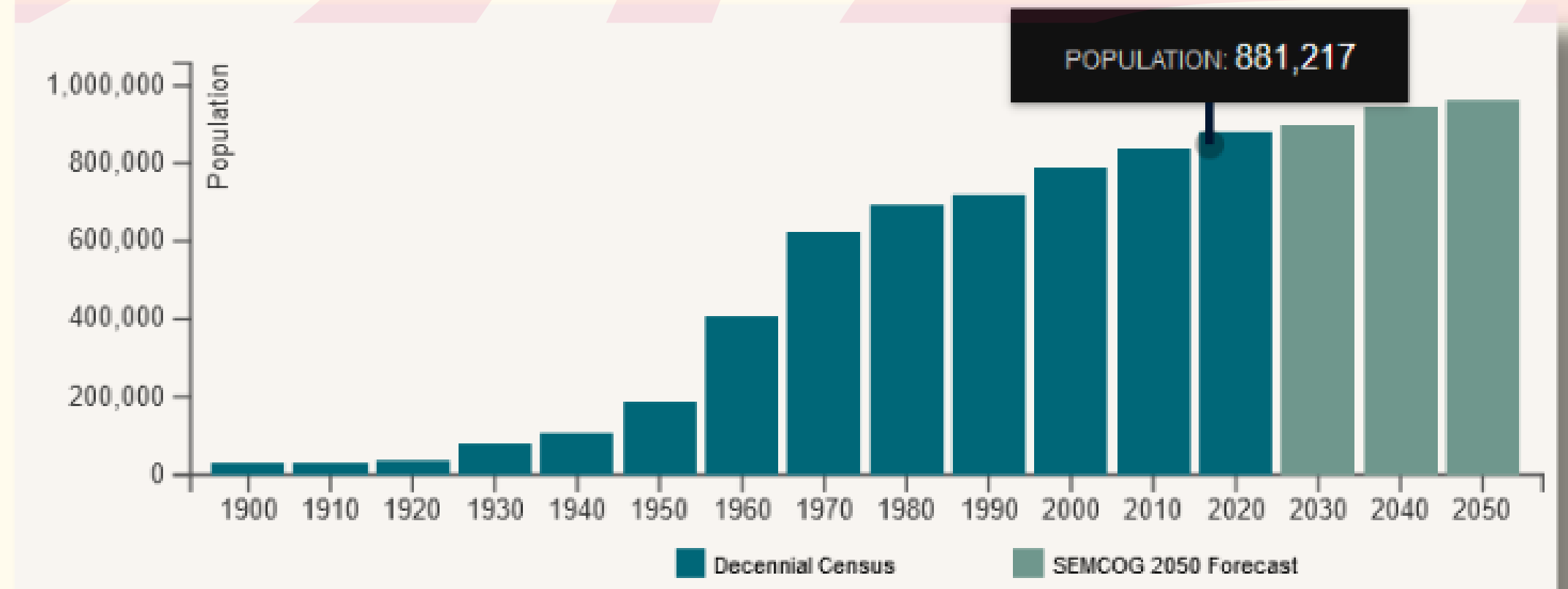


Source: 2010 and 2020 PL File, U.S. Census Bureau

Macomb County Population Trends

Since around the 1970s, Macomb county has steadily increased in population.

Trends are forecast to continue but the components of growth are important.



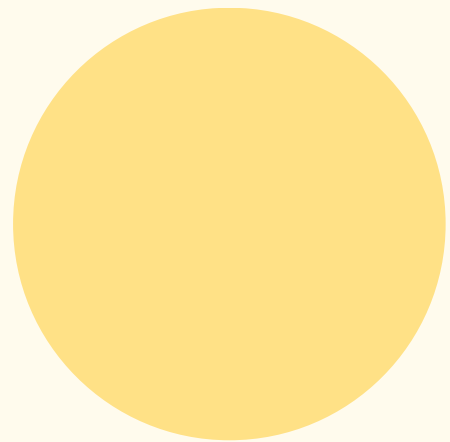
Source: U.S. Census Bureau, Decennial Census, and 2017-2021 American Community Survey 5-Year Estimates

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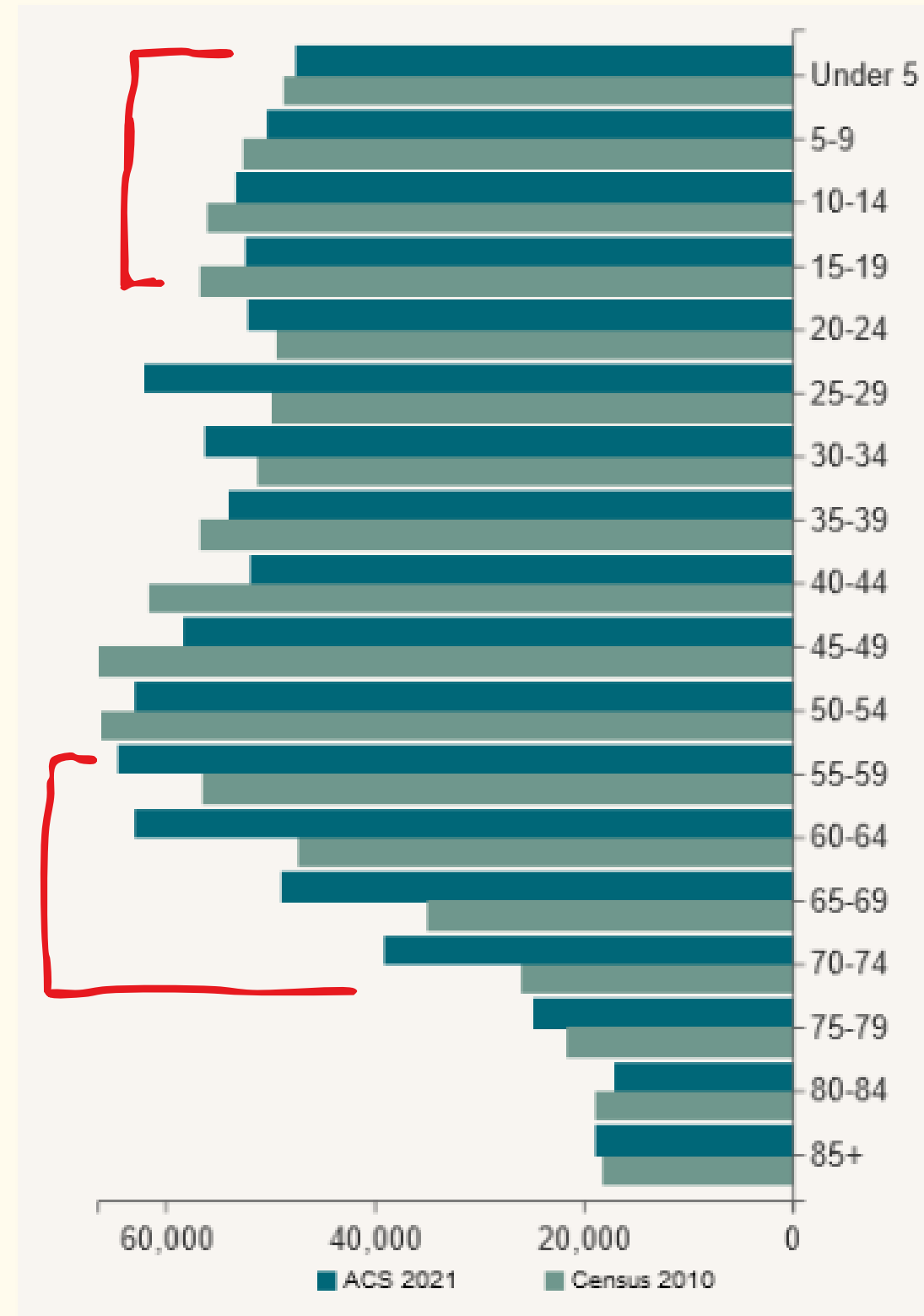
SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

Population

Is Graying



Macomb's decreasing birth rate means that our economy and workforce must depend more and more on migration.



Source: U.S. Census Bureau, Decennial Census, and 2017-2021 American Community Survey 5-Year Estimates

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Macomb County

Unpacking Population Change

Components of Population Change	2000-2005 Avg.	2006-2010 Avg.	2011-2018 Avg.
Natural Increase (Births - Deaths)	3,437	2,057	749
Births	12,168	9,607	9,265
Deaths	8,731	7,550	8,516
Net Migration (Movement In - Movement Out)	4,686	386	3,540
Population Change (Natural Increase + Net Migration)	8,123	2,443	4,289

Source: U.S. Census Bureau, Decennial Census, and 2017-2021 American Community Survey 5-Year Estimates

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SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

The broad strokes:

- Decreasing birth rate
- Steady death rate
- Varying (but positive) migration
- Nearly 5:1 migration gain vs child births

Macomb County Implications

Macomb's migration-heavy population growth is associated with a graying population:

- Largest growth is 65+
- Followed by working age without children
- Largest decrease is households with children

Household Types	Census 2010	ACS 2021	Change 2010-2021	Pct Change 2010-2021	SEMCC
With Seniors 65+	88,550	109,722	21,172	23.9%	
Without Seniors	243,117	241,993	-1,124	-0.5%	
Live Alone, 65+	36,554	45,320	8,766	24%	
Live Alone, <65	56,439	60,241	3,802	6.7%	}
2+ Persons, With children	105,088	97,932	-7,156	-6.8%	
2+ Persons, Without children	133,586	148,222	14,636	11%	
Total Households	331,667	351,715	20,048	6%	

Source: U.S. Census Bureau, Decennial Census, and 2017-2021 American Community Survey 5-Year Estimates

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SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

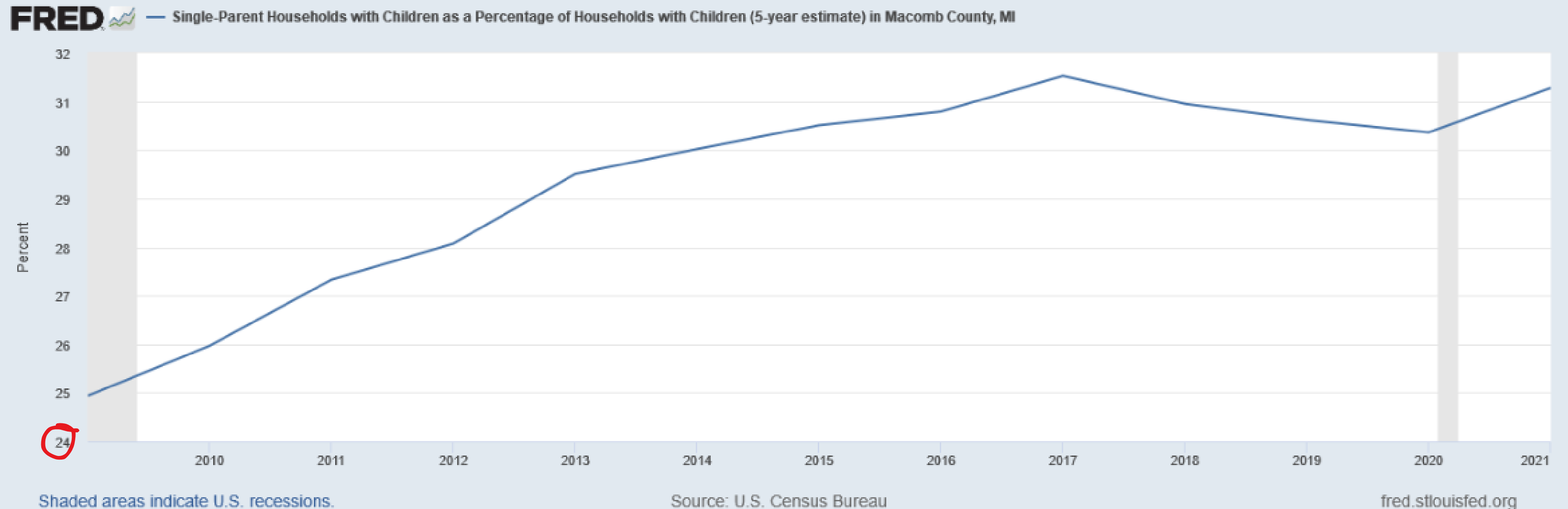
Macomb County

Implications

Approx.
31,000

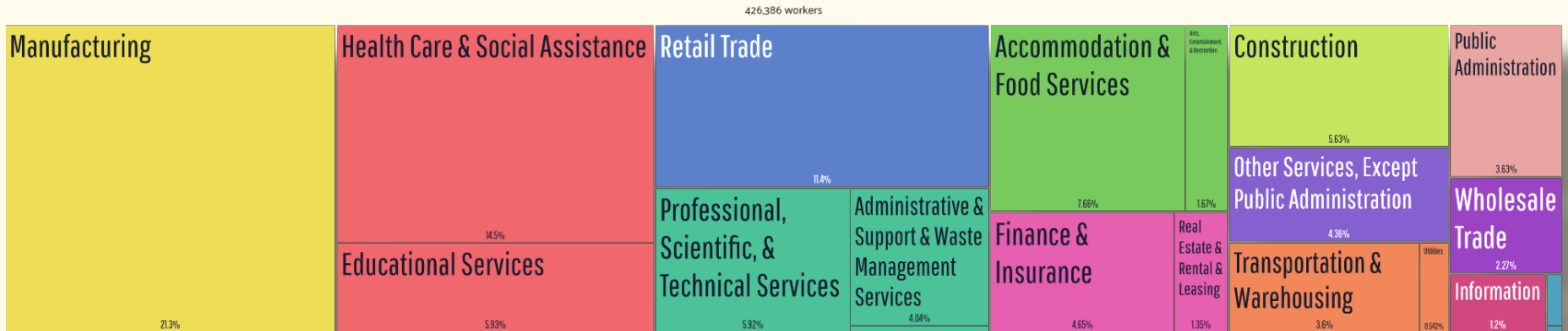
Almost 1/3 of households with children are run by a single parent.

Participating in the workforce necessitates child care solutions.



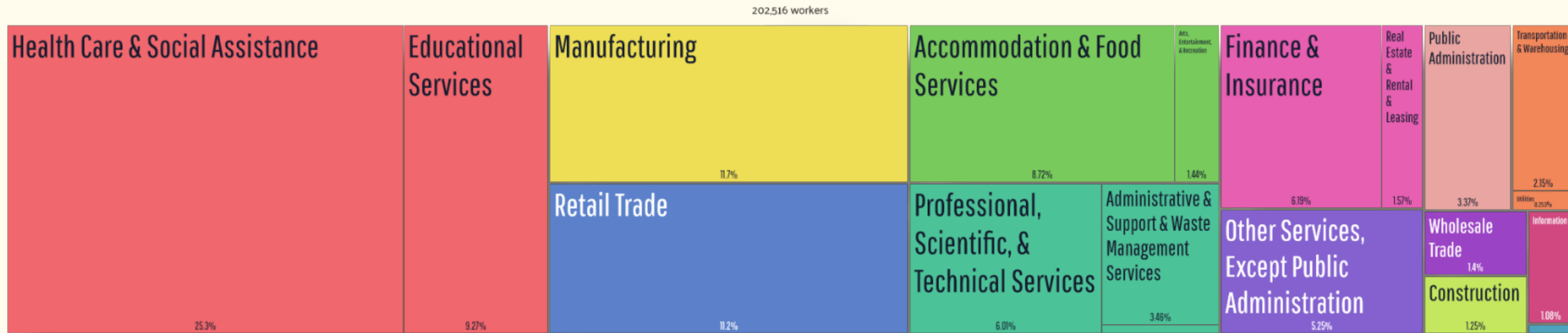
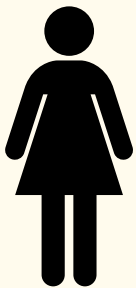
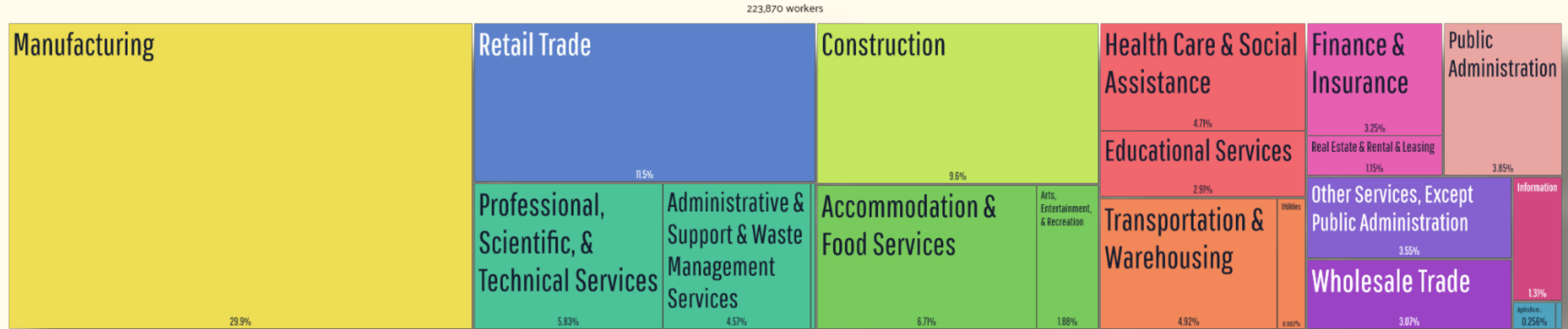
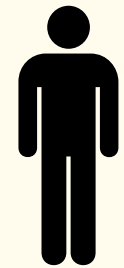
Workforce

At a Glance



DATA USA: Macomb County, MI Data from [the Census Bureau ACS 5-year Estimate](#).

Workforce Gender norms impact our work.



Population

What about the children???

2000 to 2021

Under 5 **-3,405**

5 to 9 **-3,712**

Age Group	Census 2010	Change 2000-2010	ACS 2021	Change 2010-2021
Under 5	48,815	-2,247	47,657	-1,158
5-9	52,758	-1,367	50,413	-2,345
10-14	56,245	2,380	53,392	-2,853
15-19	56,807	8,122	52,558	-4,249

Source: U.S. Census Bureau, Decennial Census, and 2017-2021 American Community Survey 5-Year Estimates

SEMCOG

SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

Break Out

Discussion



What population trends stood out to you?



How has what you heard **changed** or **supported** your thinking about why child care is a wicked problem?



What do you think is important for us to try to dig into more deeply?

Why is child care a wicked problem?



Part 2

Child Care

Definitions

June 9, 2023

479 Licensed Providers
28,038 Licensed Slots

Licensed Center (295): A licensed center-based setting usually with multiple classrooms, including child care, preschool, cooperative, Early Head Start, Head Start and Great Start Readiness Programs.

Licensed Family Home (115): A licensed home-based setting for up to 7 children.

Licensed Group Home (64) :A licensed home-based setting for up to 14 children.

School Age Only Care: A center-based program licensed to only serve children ages 4 years 9 months to 12 years.

License-Exempt Providers: are related and unrelated, provide care in their home or the child's and cannot care for more than 6 children at a time.

Friend, Family and Neighbor: Anyone who provides care for children of any age for parents, they are not regulated by the state and can be considered illegal care.

Child Care Providers

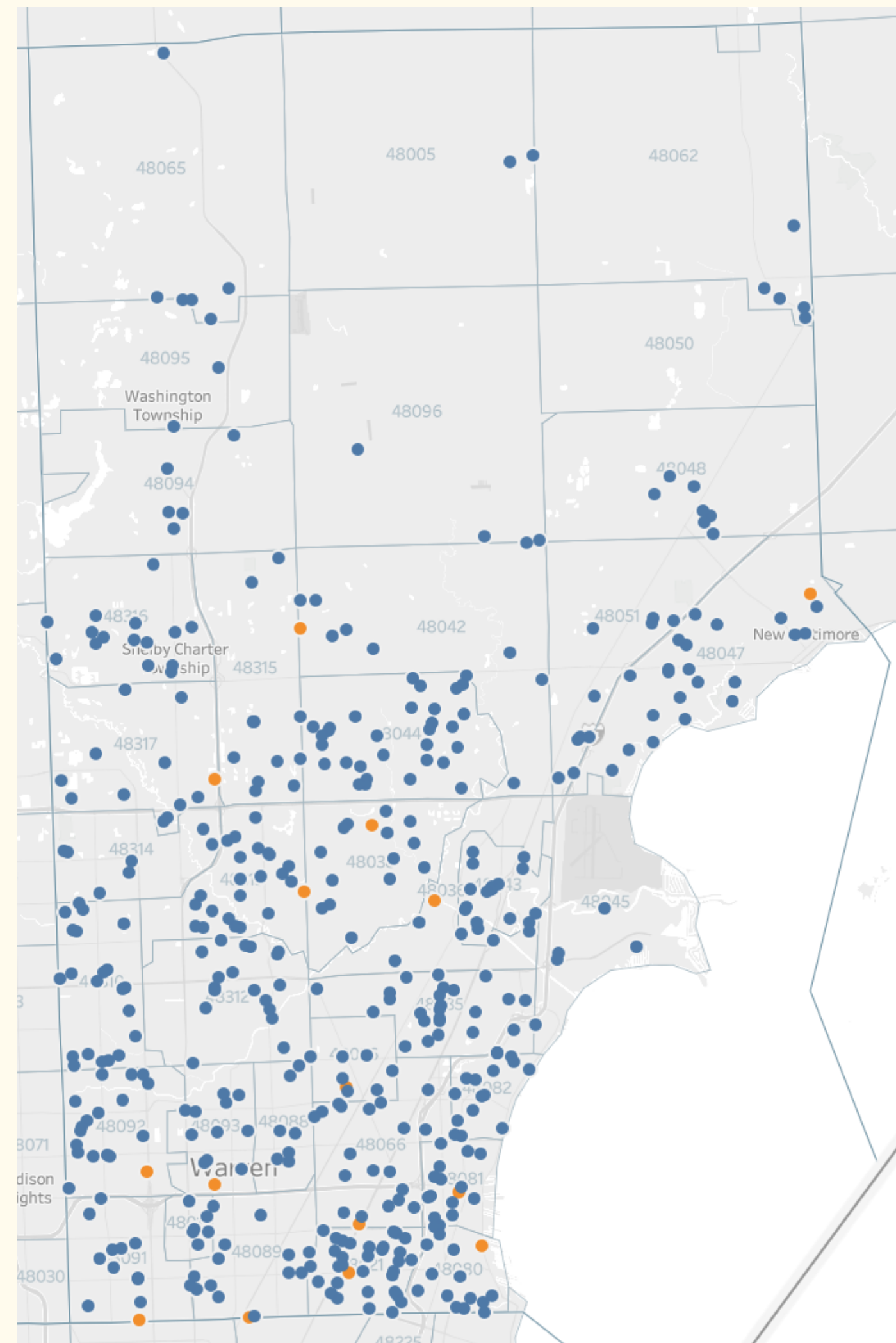
July 19, 2023

Coalition Members

14

Licensed Providers

474



Child Care Providers

July 19, 2023

Coalition Members

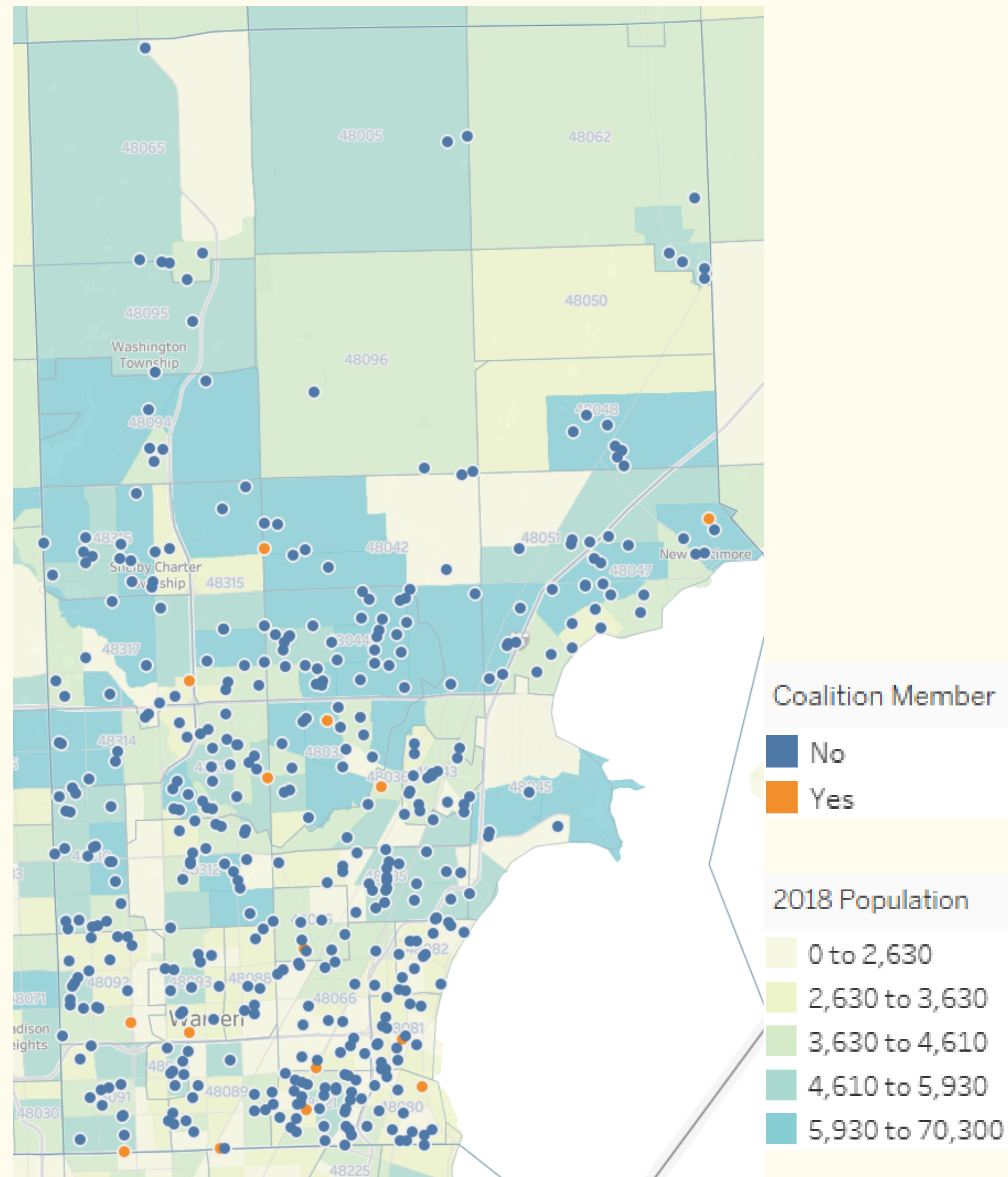
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Licensed Providers

474



Supporting Excellence in Early Education



Child Care Providers

July 19, 2023

Coalition Members

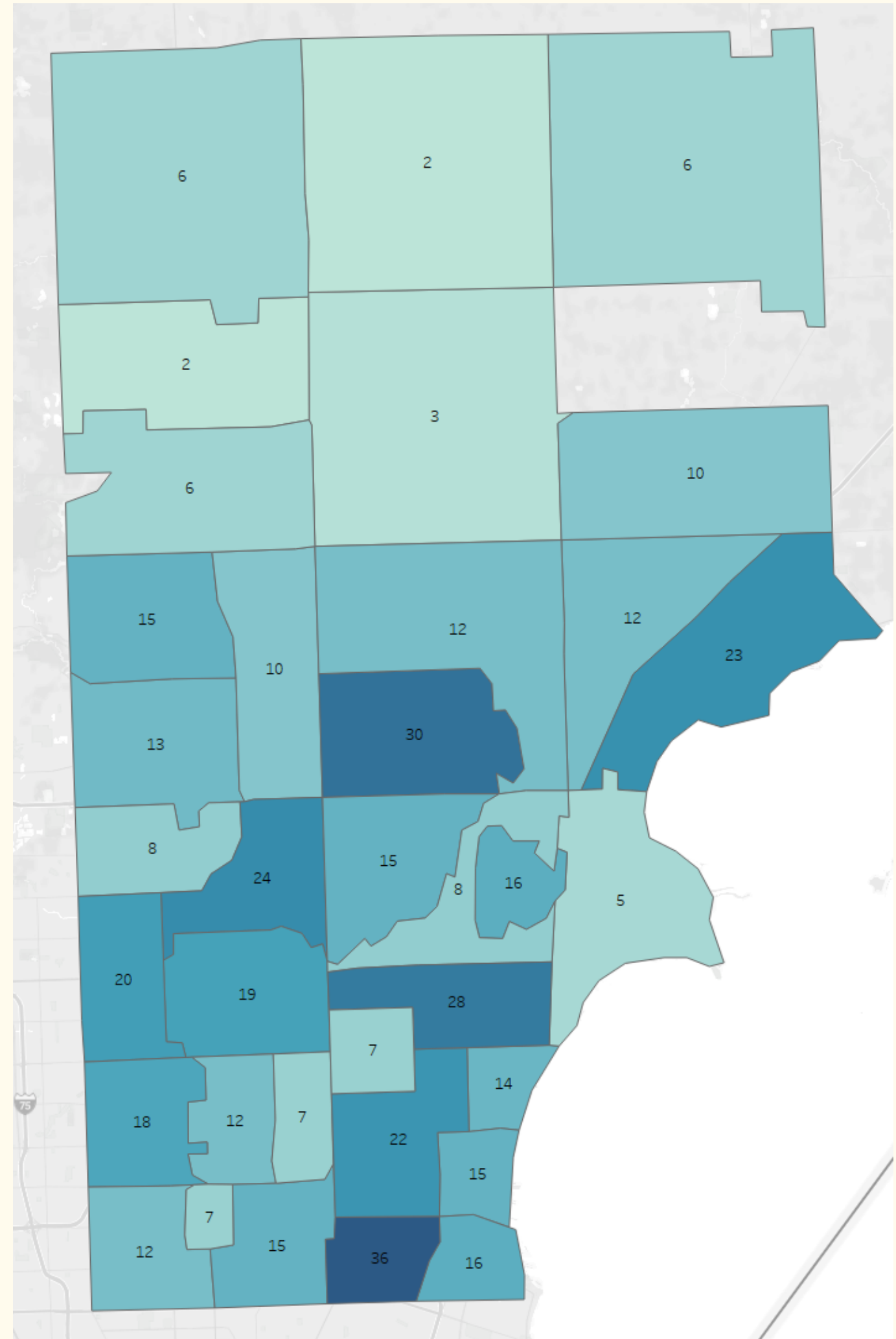
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Licensed Providers

474



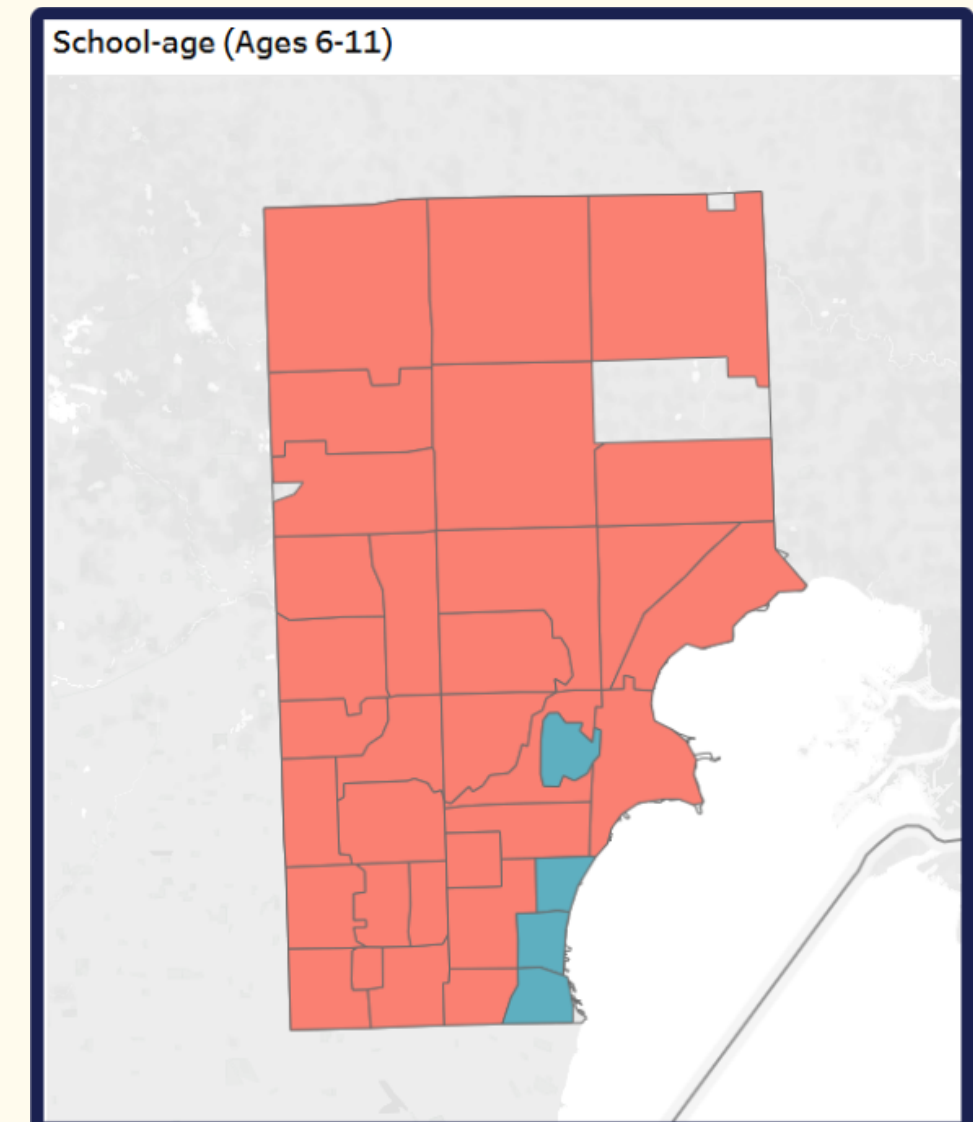
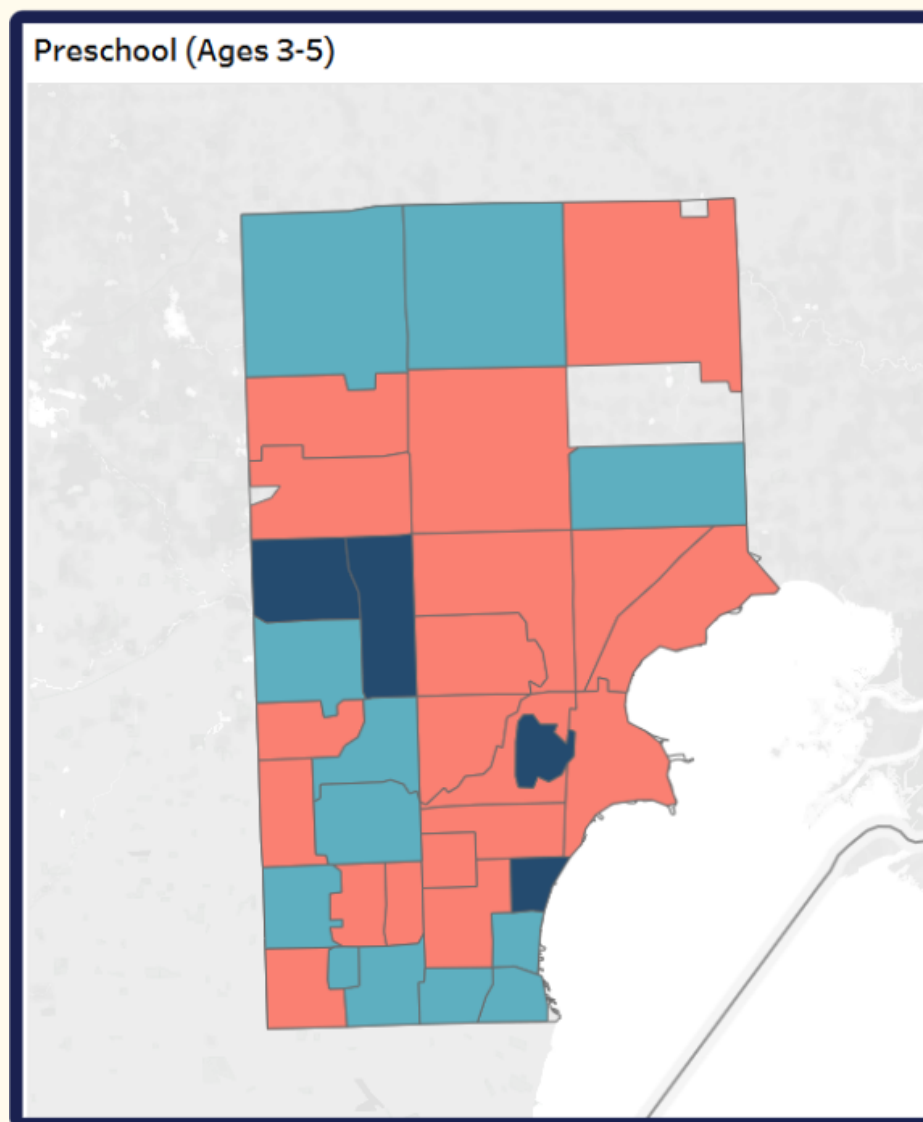
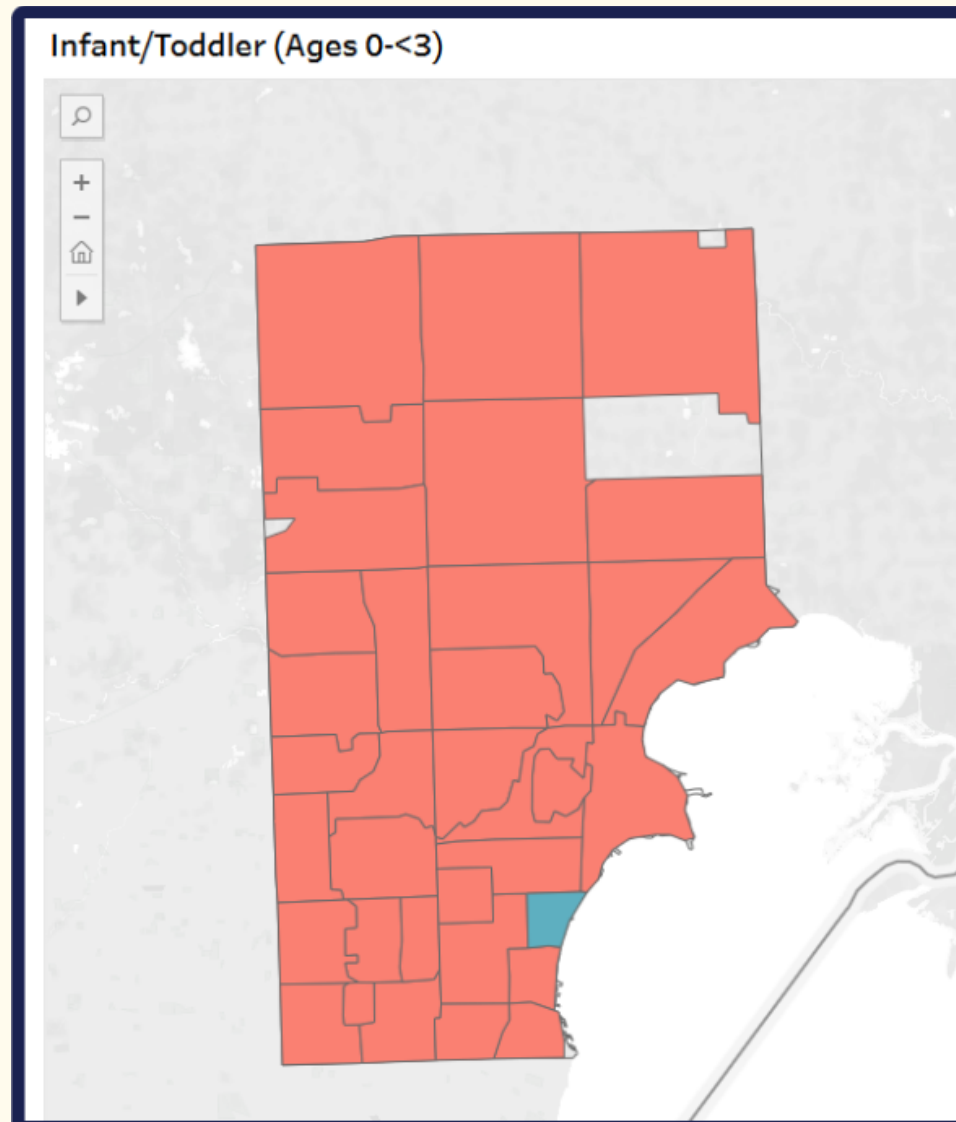
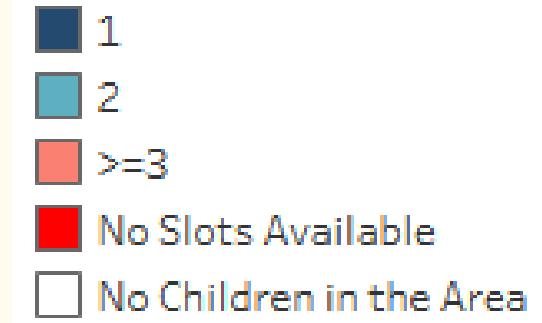
Supporting Excellence in Early Education



Population

Children & Capacity

Number of Children Competing for a Slot



Population of Providers

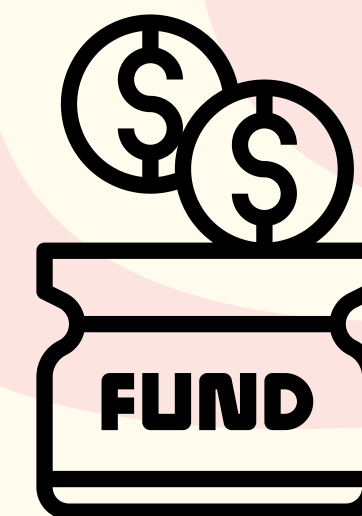


**Closures Since
July 2019:**

**241 Licensed Providers
6,052 Licensed Slots**

4-Year Closure Rate:

50.31%



Child Care Providers

CHILD CARE PROVIDERS CAN OFFER HIGH QUALITY CARE AND EDUCATION WITH FAMILY SUPPORTING WAGES AND BENEFITS FOR ALL STAFF.

High taxes and limited training on tax practices

Stress of isolation

Limited community investment in child care

Provider burnout

Limited or no business start up funding targeted at providers

Long hours outside of providing care to complete required paperwork

No guaranteed State investment until entry into Kindergarten

Cannot recruit qualified staff

Child care is not seen as a business

Cannot charge for actual cost of services

Multi-layered, duplicative and conflicting regulation requirements

No income can be generated until business is fully operational

Siloed Systems

Cannot retain qualified staff

Programs are competing for staff and resources





Child and Adult Care Food Program (CACFP)

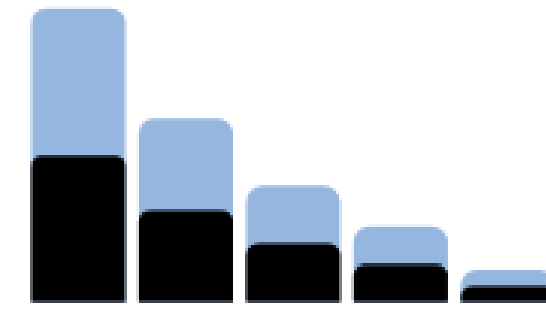


First Children's Finance



A Comprehensive Fiscal Analysis of the Prenatal to Five System in Michigan

P ▶ 5
Fiscal
Strategies



**June
2023**

50% Difficulty finding qualified staff

30% Trouble retaining staff

30% Burden of administrative tasks

46% Can't offer competitive salary/benefits

56% Difficulty supporting special needs/behavior health

22% Burden of daily operations (e.g., food prep, cleaning, shopping)



Sample Description

**n = 27 providers from Prenatal to 5 Fiscal Strategies
+
n = 45 providers from (in progress) AIR child care cost study**

Stakeholder Surveys

Soft-Launch Status

July to
Present

Parents and Families

60

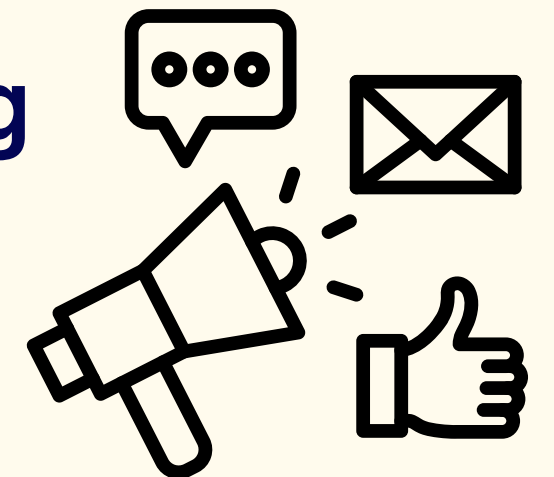
Owners/Providers

15

Employers

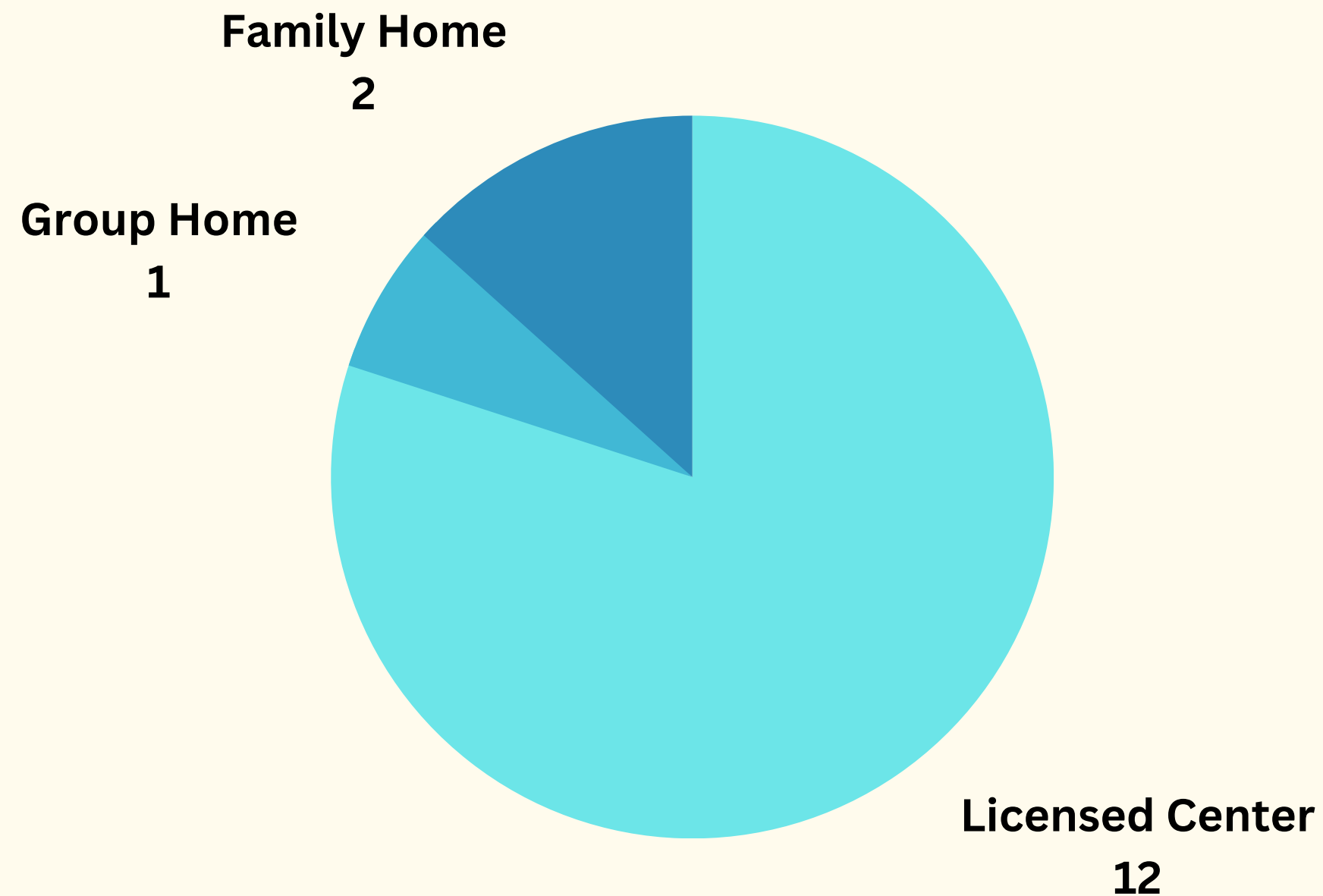
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Marketing
phase
begins
next



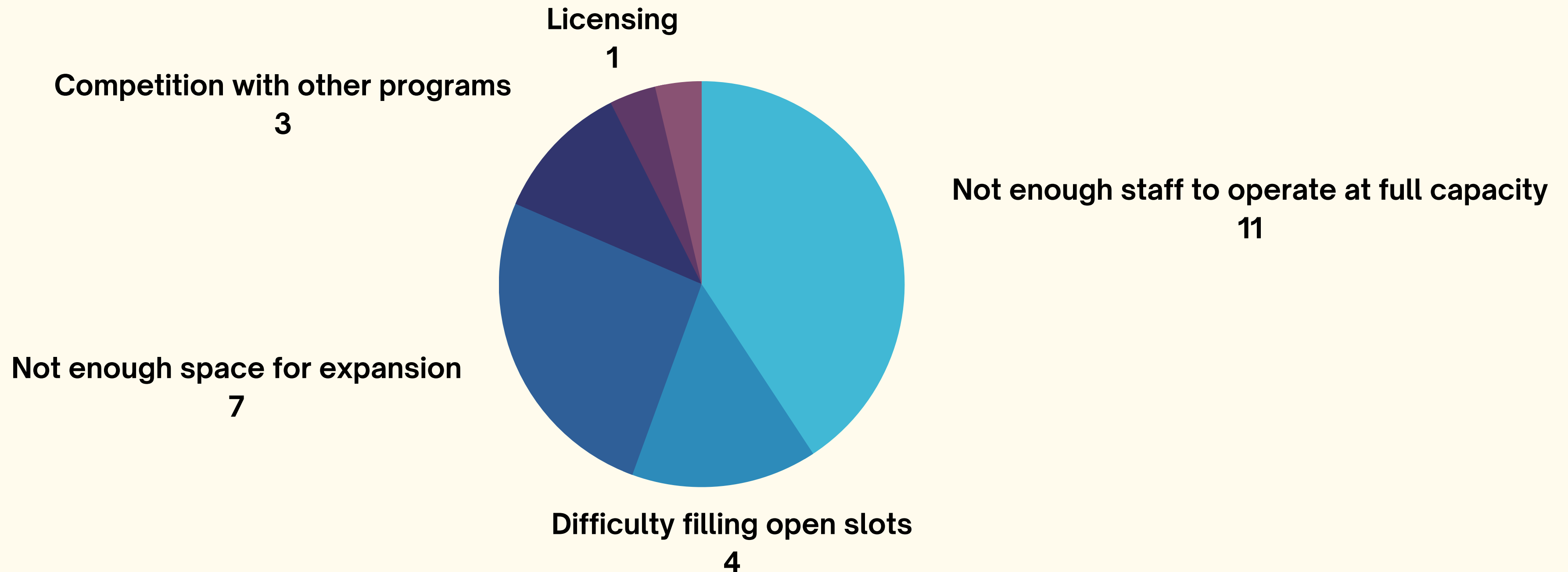
Owners/Providers

Which of the following best describes your child care setting?



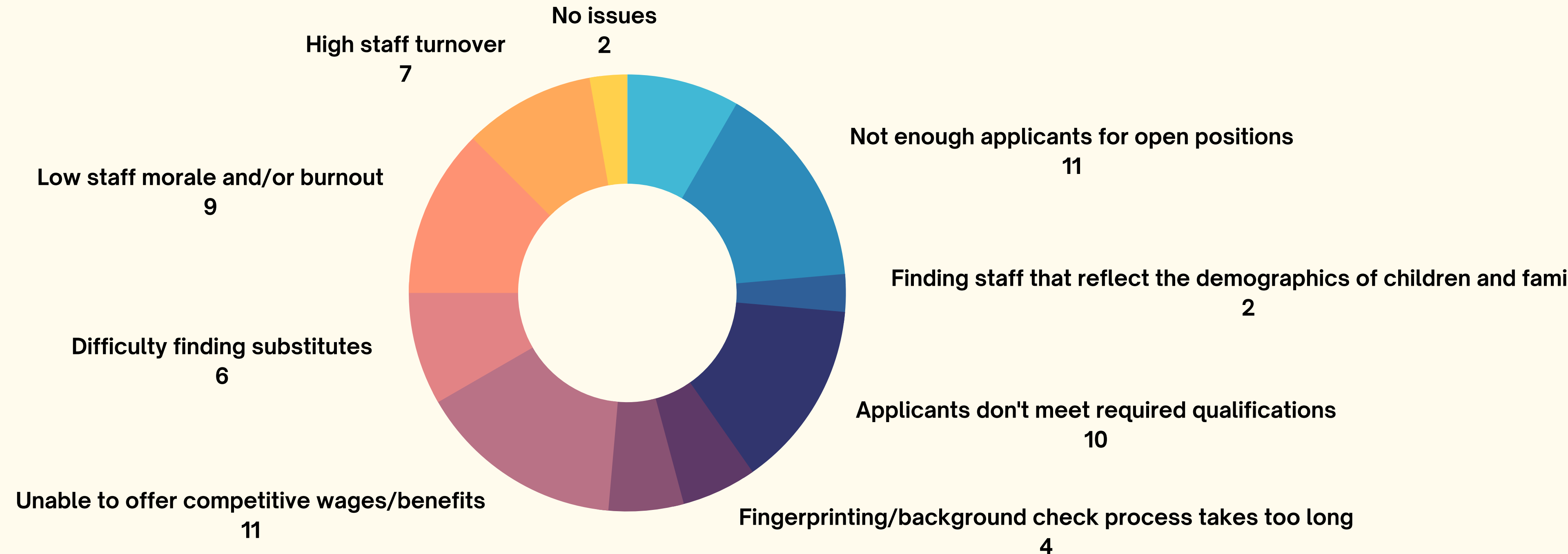
Owners/Providers

What are challenges impact enrollment/capacity?



Owners/Providers

What challenges or barriers have your program experienced relating to staffing?



Break Out

Discussion



What is something that stood out to you about the provider perspective?



How has what you heard **changed** or **supported** your thinking about why child care is a wicked problem?



What do you think is important for us to try to dig into more deeply?



Marketing and Communications

Thank You!

Our next meeting is **September 26th from 9:00 to 2:00.**

To reach us use **info@data-driven-decisions.org.**

Please remember, **the success of this work rests** on all of you fully participating, asking hard questions, and staying curious.



Parent and Provider Reimbursement Procedure