One Childhood, One Chance

Santa Cruz County Master Plan

For Early Care and Education

2013 - 2018
INTRODUCTION AND PURPOSE

On behalf of the Santa Cruz County Child Care Planning Council (the Council), it gives us great pleasure to present the 2013 Santa Cruz Master Plan for Early Care and Education. The plan, which is updated every five years, sets out the guiding principles that ground our vision for early child care services, and the resources that will be needed to bring our vision to life.

The 2013 Master Plan reflects our vision that every child in Santa Cruz County has access to quality, affordable early care and education. Our strategies for achieving this vision are deeply rooted in decades of neuroscience and economic research - that rich experiences in a child’s earliest years ensure healthy brain development, prepare children for school, and can help close the education achievement gap.

The $1 billion in budget cuts in the state of California since the last Master Plan was drafted in 2008, resulted in a loss of over 110,000 children losing child care and the opportunities that prepare them for success in school and in life. With President Obama’s recent statements of strong support for investing in early education, as well as the passage of Proposition 30 by California taxpayers, our fiscal outlook is improving, but it is more important than ever that lawmakers understand the critical importance of quality early care, not only to school readiness, but to the state’s sustained fiscal recovery. Child care is one of the building blocks to California’s long term success because it allows parents to work, to contribute to the tax base, and to be less dependent on public assistance.

As California looks forward to more prosperous times, the Council continues to lead with its core values - that the well-being of our state’s children is the foundation for a more prosperous future for all of us. The guiding principles of this master plan are driven by our collective years of experience working directly with families and with the dedicated educators who spend each day striving to prepare children for a better future. Over the next five years, we continue to be committed to facilitating the professional growth of early care educators, and advocating at all levels of government to treat child care as an essential service.

We hope that you will join us in making the needs of young children your highest priority. We need to work together to support a responsible state budget and avoid making short-term cuts that have long-term consequences for our children, families and communities.
The Santa Cruz County Master Plan is revised every five years and serves as a guide for developing and maintaining quality early care and education opportunities, as well as after school programs, in Santa Cruz County. Revisions to the 2013 plan unfolded in several stages.

First, Santa Cruz County Office of Education (SCCOE) staff reviewed the existing Master Plan to determine which activities can still be conducted despite reductions in state funding. Three overarching principles, each representing an area of critical focus, emerged from this effort. SCCOE staff also drafted an Introduction that highlights the ongoing cuts to early care and education services, as well as the importance of these programs to the community.

Next, SCCOE staff presented these revisions to the Council for review. For each principle, members made suggestions for goals and activities the Council will undertake over the next five years, and offered written and verbal input to the Introduction. At this meeting, the Council also revised and approved new Vision and Mission statements.

From there, SCCOE staff incorporated the Council’s input into a revised plan which was taken to the Planning Council’s Executive Committee for review and approval. An ad hoc Committee edited the Introduction, and selected data to be included in the 2013 Plan.

In the final phase, the Council’s Executive Committee presented a draft plan to the full Council for final review and approval. Through this process, the Council has ensured the plan is manageable, accurate, and inclusive.
OUR MISSION

We are a unified voice for an early care and education system that meets the needs of all children and families in Santa Cruz County.

The Santa Cruz County Child Care Planning Council is a group of parents, community members, educators and child care professionals who come together to assess child care needs and set local priorities for the use of state and federal child care funds. Appointed by the County Board of Supervisors and the County Superintendent of Schools, the Council influences policy decisions regarding quality early care and education, and advocates on behalf of children and the child care profession.

OUR MEMBERS

Vicki Boriack, First 5 Santa Cruz County
Naomi Brauner, Community Bridges
Dana Cox, Santa Cruz County Office of Education
Larry Drury, Go Kids, Inc.
Sohyla Fathi, UCSC Early Education Services
Irene Freiberg, First 5 Santa Cruz County
Jean Gallegher-Heil, Cabrillo College
Barbara Griffin, Campus Kids Connection
Karen Hamman, PVUSD Child Development
Elaine Henning, Santa Cruz County Parents Association
Christina Herrera, Child Development Resource Center
Jim Hopper, Child Care Ventures
Linda Kishlansky, Special Education Consultant
Leticia Mendoza, YWCA of Watsonville
Sita Moon, Child Development Resource Center
Ellen Ortiz, Child Care Consultant
Tricia Pastor-Cross, Live Oak Child Development
Denise Ruso, Child & Family Development Programs, Head Start
Hendrika Sheldon, Santa Cruz County Family Child Care Association
Jerri Winner, Child & Family Development Programs, Head Start
Ann Wise, San Lorenzo Valley
Nicole Young, Optimal Solutions
What the Numbers Tell Us...

Our data focuses on Cost and Availability of Child Care, Unmet Need, and Unprecedented State Cuts. The numbers are drawn from the National Association of Child Care Resource and Referral Database, Department of Finance Budget Charts, and from local state-funded agencies 801A finance reports.

The data shows that while there are several subsidized child care options available throughout Santa Cruz County, the demand for a space in a licensed early care program continually exceeds the supply. Unprecedented cuts to subsidized space and early care programs have gravely impacted working families, leaving two thirds of county children without access to child care.

COST OF CARE

The cost of child care represents a significant expense for many families, second only to housing in most cases. Parents require child care in order to obtain or maintain employment, yet the high cost makes child care unaffordable for many working families. Child care services are priced according to the age of the child receiving care and the hours per week that care is provided.

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Birth to 24 months</th>
<th>2 through 5 years old</th>
<th>School-Age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Full-time</td>
<td>Full-time</td>
<td>Full-time</td>
</tr>
<tr>
<td>Child Care Centers</td>
<td>$1,271.47</td>
<td>$856.96</td>
<td>$696.40</td>
</tr>
<tr>
<td>Family Child Care Homes</td>
<td>$845.80</td>
<td>$769.91</td>
<td>$715.04</td>
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</table>

Child Development Resource Center (Resource & Referral Agency 2012)
## UNMET NEED

Eligibility requirements differ between programs, but every zip code in Santa Cruz County shows unmet need.

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>eligible</th>
<th>enrolled</th>
<th># un-served</th>
<th>% un-served</th>
<th>eligible</th>
<th>enrolled</th>
<th># un-served</th>
<th>% un-served</th>
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</thead>
<tbody>
<tr>
<td>95003</td>
<td>120</td>
<td>24</td>
<td>96</td>
<td>81.70%</td>
<td>341</td>
<td>59</td>
<td>282</td>
<td>82.70%</td>
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<tr>
<td>95005</td>
<td>40</td>
<td>7</td>
<td>33</td>
<td>82.50%</td>
<td>115</td>
<td>19</td>
<td>96</td>
<td>83.50%</td>
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<tr>
<td>95006</td>
<td>49</td>
<td>14</td>
<td>35</td>
<td>71.40%</td>
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<td>23</td>
<td>168</td>
<td>88.00%</td>
</tr>
<tr>
<td>95010</td>
<td>34</td>
<td>28</td>
<td>6</td>
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<td>161</td>
<td>34</td>
<td>127</td>
<td>78.90%</td>
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<tr>
<td>95017</td>
<td>8</td>
<td>4</td>
<td>4</td>
<td>50.00%</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75.00%</td>
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<tr>
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<td>25</td>
<td>35</td>
<td>58.30%</td>
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<td>14</td>
<td>127</td>
<td>90.10%</td>
</tr>
<tr>
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<td>68</td>
<td>47</td>
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<tr>
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<td>0</td>
<td>30</td>
<td>100.00%</td>
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<td>1</td>
<td>19</td>
<td>95.00%</td>
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<td>110</td>
<td>306</td>
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<td>213</td>
<td>727</td>
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<td>95062</td>
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<td>243</td>
<td>93</td>
<td>27.70%</td>
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<td>30</td>
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<td>95065</td>
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<td>23</td>
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<td>166</td>
<td>83.00%</td>
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<tr>
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<td>11</td>
<td>39</td>
<td>78.00%</td>
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<td>141</td>
<td>82.90%</td>
</tr>
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<td>95073</td>
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<td>12</td>
<td>53</td>
<td>81.50%</td>
<td>141</td>
<td>45</td>
<td>96</td>
<td>68.10%</td>
</tr>
<tr>
<td>95076</td>
<td>1484</td>
<td>800</td>
<td>684</td>
<td>46.10%</td>
<td>4498</td>
<td>1558</td>
<td>2940</td>
<td>65.40%</td>
</tr>
<tr>
<td>TOTALS</td>
<td>2917</td>
<td>1369</td>
<td>1548</td>
<td>53.00%</td>
<td>8574</td>
<td>2519</td>
<td>6066</td>
<td>71.00%</td>
</tr>
</tbody>
</table>

Santa Cruz County Child Care Planning Council Priorities Report, 2012

There is currently only enough licensed child care to serve **31%** of the children ages 0-12 with working parents.¹

On average, approximately **1,200** eligible children are on a waitlist to receive a child care subsidy.²

¹ Total licensed slots divided by number of children with parents in the labor force (Resource Center Referral Agency)
² CA Centralized Eligibility Report, June 2012
California’s Child Care and Development system has been subject to consistent and significant decreases in funding since the 2008-2009 fiscal year. As a result of these cuts, Santa Cruz County lost more than 5 million dollars in overall funding for child care, leaving approximately 1100 children without space in a child care facility. The table below shows an estimated 30% reduction in both child care funding and child care spaces.

### Santa Cruz County Child Care Funding (in millions) and Enrollment Reductions (2008-2013)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CalWORKs Child Care</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stage 1 (HSD)¹</td>
<td>$4.82</td>
<td>$2.40</td>
<td>($2.42)</td>
<td>-50%</td>
<td>674</td>
<td>331</td>
<td>-343</td>
<td>-51%</td>
</tr>
<tr>
<td>Stage 2 (APP)²</td>
<td>$1.75</td>
<td>$0.98</td>
<td>($0.77)</td>
<td>-44%</td>
<td>194</td>
<td>168</td>
<td>-26</td>
<td>-13%</td>
</tr>
<tr>
<td>Stage 3 (APP)</td>
<td>$1.47</td>
<td>$0.53</td>
<td>($0.95)</td>
<td>-65%</td>
<td>238</td>
<td>48</td>
<td>-190</td>
<td>-80%</td>
</tr>
<tr>
<td><strong>CalWORKs Subtotal</strong></td>
<td>$8.04</td>
<td>$3.91</td>
<td>($4.14)</td>
<td>-52%</td>
<td>1,106</td>
<td>547</td>
<td>-559</td>
<td>-51%</td>
</tr>
<tr>
<td><strong>Non-CalWORKs Child Care</strong>³</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State Preschool</td>
<td>$2.59</td>
<td>$4.82</td>
<td>$2.23</td>
<td>86%</td>
<td>602</td>
<td>945</td>
<td>343</td>
<td>57%</td>
</tr>
<tr>
<td>General Child Care</td>
<td>$3.15</td>
<td>$1.55</td>
<td>($1.60)</td>
<td>-51%</td>
<td>481</td>
<td>229</td>
<td>-252</td>
<td>-52%</td>
</tr>
<tr>
<td>Alternative Payment</td>
<td>$3.24</td>
<td>$2.45</td>
<td>($0.78)</td>
<td>-24%</td>
<td>482</td>
<td>248</td>
<td>-234</td>
<td>-49%</td>
</tr>
<tr>
<td>Other Child Care</td>
<td>$1.22</td>
<td>$0.48</td>
<td>($0.74)</td>
<td>-61%</td>
<td>331</td>
<td>245</td>
<td>-86</td>
<td>-26%</td>
</tr>
<tr>
<td><strong>Non-CalWORKs Subtotal</strong></td>
<td>$10.20</td>
<td>$9.30</td>
<td>($0.90)</td>
<td>-9%</td>
<td>1,896</td>
<td>1,667</td>
<td>-229</td>
<td>-12%</td>
</tr>
<tr>
<td>Quality Improvement</td>
<td>$0.61</td>
<td>$0.43</td>
<td>($0.18)</td>
<td>-30%</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Total Child Care Funding</strong></td>
<td>$18.85</td>
<td>$13.64</td>
<td>($5.22)</td>
<td>-28%</td>
<td>3,002</td>
<td>2,214</td>
<td>-788</td>
<td>-26%</td>
</tr>
</tbody>
</table>

¹ HSD: Santa Cruz County Human Services Department, Final October 2008 and 2012 State Report.
² APP: Alternative Payment Program, Santa Cruz County Parents Association, Final October 2008 and 2012 801-A enrollment reports (CAPP, C2AP, and C3AP)
The child care industry is crucial to the economic development of communities. Less than a third of children in Santa Cruz County with parents in the workforce have access to space in a licensed child care center or home. (Community Assessment Project 2012) Additionally, economic difficulties impact families across the full spectrum of the population. High unemployment rates, decreased household incomes, and high foreclosure levels coupled with the high cost of living in Santa Cruz County have negatively impacted the ability of families to access quality child care. The Child Care Planning Council provides data and expertise so that local policy-makers can address the need for more adequate space and funding.

**GOAL:**
To engage community partners to advocate for adequate funding and facilities that support early care and education for children 0-12.

**OBJECTIVES:**
- Track, update and analyze data that documents the need for early care and education
- Match the community’s early care and education needs with the supply of available space
- Support a strong child care industry by developing the business acumen of local early care providers

**ACTIVITIES:**
- Produce an annual Child Care Expansion Priorities Report for the California Department of Education Child Development Division
- Draft Child Care Planning Council Needs Assessment as new data becomes available
- Support the implementation of the local Developer Fees Loan Program
- Coordinate regular trainings and workshops in small business administration
- Communicate with government agencies at all levels to make recommendations on how local funding can best be utilized
- Facilitate the state-mandated Voluntary Temporary Transfer of Funds (VTTF) process working with state-funded partners to maximize services to children and families
- Support new child care providers through the state licensing process
- Advocate for restoration of funding for after school programs
**PRINCIPLE #2: QUALITY PROGRAMS THROUGH PROFESSIONAL DEVELOPMENT**

Quality early care and education programs are the key to school readiness. Many second and third-grade students are below self-sufficiency in English language arts and math, but readiness gaps exist at the start of kindergarten. Quality programs are created through appropriate child/adult ratios, close connections with families, an educational curriculum that is both developmentally and culturally appropriate, and a playful and positive atmosphere. Because of the complexity of these early learning environments, quality early care and education programs depend on a highly skilled and specifically trained workforce.

**GOAL:**

*To work with community partners to strengthen the early care and education workforce through professional growth and career development.*

**OBJECTIVES:**

- Identify training needs of the child care community to create programs that are inclusive, culturally appropriate and meet the needs of special populations (special needs, dual language learners, incarcerated parents, Oaxacan children, etc.)
- Inform/educate the public on the attributes of a quality program
- Promote quality standards within the early care and education community
- Support the developmentally appropriate countywide Transitional Kindergarten (TK) programs
- Support articulation between early care programs, kindergarten, and TK programs
- Utilize state and federal funding to provide professional development to early educators and to develop a quality improvement system for subsidized early care programs

**ACTIVITIES:**

- Provide professional development on social/emotional development, nutrition, and physical activity for early educators to help put children on a healthy track for life
- Coordinate the Early Care and Education Retention Project (Assembly Bill 212) which provides education awards to educators who attend professional development trainings
- Organize the Together for Kindergarten forum which brings together early care professionals, kindergarten teachers, TK and K-12 leaders to create a smooth transition to kindergarten for children and their families
- Offer workshops and technical assistance opportunities that help early care providers and facilities to become licensed
- Play an advisory role in Cabrillo College’s Career Pathways in Early Education
- Coordinate the annual Central Coast Early Care and Education Conference for child care professionals
- Partner with California Pre-School Instructional Network to provide professional development to early care educators, and Transitional Kindergarten (TK) teachers
- Circulate “ASAP, All Succeed with Access to Pre-school,” a comprehensive guide on the benefits of pre-school, written by the Child Care Planning Council of Santa Cruz County
PRINCIPLE #3: EDUCATE AND ADVOCATE

The Santa Cruz County Child Care Planning Council is a clear and consistent voice for the early care and education of our children. Our ongoing message is designed to shape public policy so that the needs of young children come first. Our role as a council is to make the case that providing a safe and nurturing early learning environment for children - before and after school - so that parents are able to work, or further their education, is critical to the financial health of our community. Based on solid data, as well as our collective experience as early care educators, we want the public and policy-makers at all levels to know what we know - that investing in the early care and education of our children yields life-long benefits.

GOAL: To clearly articulate the importance of quality early care and education.

OBJECTIVES:

- Present a clear and consistent message on the value of quality care and education and the need for equitable and adequate funding
- Educate parents, government officials, and community members about the importance of quality care and education, including brain research and social/emotional development
- Provide information to the public on how to identify and access quality early care
- Support families to be their child’s first teacher

ACTIVITIES:

- Maintain the Child Care Planning Council website (childcareplanning.org) with information about programs, and links to other child care related agencies and information
- Advocate to maintain and increase local, state, federal and private funding for early care and education programs
- Develop effective messaging to educate parents, the general public and elected officials about the importance of early care and education
- Write opinion pieces for local news organizations, letters to elected to local, state and federal elected officials in order to build a strong foundation of understanding and support for early care and education
- Create a video that elevates the importance of investing in early care and education that members can use when meeting with non profits, business leaders, and government officials
- Offer early education administrators and providers the most up-to-date information on emergency preparedness
OUR PARTNERS

In order to be fully effective, the Council forms strong partnerships with both public and private agencies. Each group involved becomes empowered to share their ideas and concerns during the local planning process. We’ve received letters of support, like the one below, from each of our local partners.

February 20, 2013

Re: Partnership between Go Kids, Inc., and the Child Care Planning Council

As Executive Director of Go Kids, Inc., it gives me great pleasure to offer my strong support for the Master Plan for Early Care and Education, 2013-18.

Go Kids, Inc., is a child development agency providing child care for over 1200 children within a network of 135 family home providers for infants through school age children in South Santa Clara, Santa Cruz, Monterey and San Benito Counties. SCPC’s vision “that every child has access to quality early care and education” aligns perfectly with Go Kids, Inc., a child development agency committed to providing children the support they need to reach their highest potential.

The Master Plan for Early Care and Education is not just words on a page. I am convinced through my years of experience working with the team of early care professionals who make up the Child Care Planning Council that every activity laid forth in the Master Plan will make a real difference in the lives of children and families.

There are dozens of child care agencies in Santa Cruz County, each with its own goals and priorities, each filling in a piece of the puzzle. But it is the Master Plan that helps the many become one so that we can truly be a unified voice for early care and education. Go Kids is proud to partner in this endeavor and wholeheartedly supports the Master Plan for Early Care and Education.

Sincerely,
Larry Drury,
Executive Director, Go Kids, Inc.

To read our letters of support, link to our more than sixty partners, or to become a partner with the Santa Cruz County Child Care Planning Council, visit us online at: childcareplanning.org
Our Grandma, Paula Mahoney, helped write this Master Plan.

My Mom, Diane Oyler, helped collect the data for this plan.

Our grandma, Tina Dinsmore, did the layout and design.

My Nana, Carole Mulford, worked really hard on this project.