



How Will the Money Be Spent?

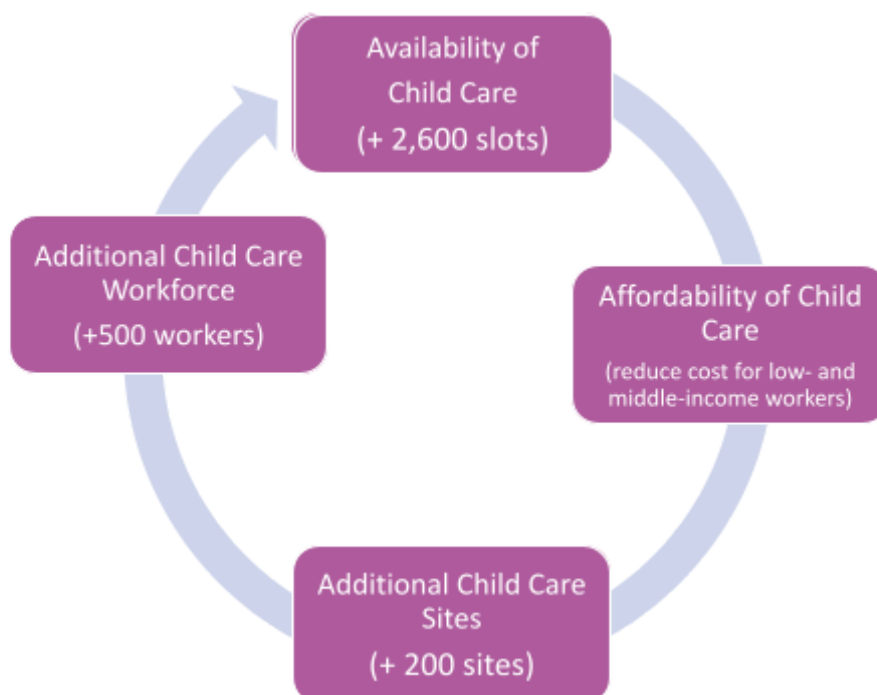
When identifying their top local concerns, parents often mention how they struggle to balance their need to earn money for their households with their need for safe, affordable, quality child care. Monterey County is an expensive place to raise children *and* an expensive place to offer child care.

The problem is evident. Monterey County employers report that residents are not applying for jobs at a time of a significant labor shortage. One reason often given by parents interested in entering the workforce is a lack of appropriate child care options.

Infants and toddlers require professional care based on specialized training and child-to-adult ratios that ensure safety and social interaction. Quality child care is not cheap!

It's time we all worked together to do something about it. We need to develop meaningful solutions that take into account the complex problem of availability and affordability that leverage and supplement other ongoing efforts to make quality child care more accessible to Monterey County parents. Additional funding for child care from the state and federal government is expected, and we need local dollars to qualify for, match, and maximize those dollars.

Overall 10 Year Goals: The Safe, Affordable, Quality Child Care Act will fuel efforts to address the complex problem of child care.



The **Safe, Affordable, Quality Child Care in Monterey County Act** injects locally-originated, locally-controlled funding into the most challenging aspects of providing quality child care in Monterey County. The Act's Oversight Committee will help prioritize the implementation of projects, based in part on plans such as the Bright Beginnings Master Plan for Child Care Infrastructure. Here are a few examples of how the money may be spent:

Workforce Training and Development

Partnerships with our County's colleges for professional training. This includes the development of hands-on, earn-as-you-learn apprenticeships and enhanced career pathways. Partnering with our colleges will help attract and retain more people in the field, and ensure there are qualified, professional educators/providers with real-world experience and up-to-date training.

Affordability

Business grants to prepare and maintain the basic interior structure and operations of facilities. This is an often-ignored but significant cost for child care providers and can be a barrier for providers to continue or expand their services. It also increases the cost to parents, especially as it relates to infant and toddler care. This is particularly needed for home-based family child care providers to be able to remain open.

Innovative business solutions to offset the expenses of providing safe, quality child care and education, which supports the business and also improves affordability for working families. This includes adopting models that further economies of scale through cooperative procurement across child care businesses, potentially reducing costs for supplies, materials, equipment, and staffing. This may help solve the problem of liability insurance - a major barrier to entry for some.

Availability

Partner with other local public agencies to convert existing publicly owned properties into child care and education centers, such as working with city and county governments and school districts. This could be renovation of existing buildings or development on unbuilt properties. State and federal dollars for facilities cover some but not all the costs of development. Local funding can be used to fill the gaps needed to leverage those dollars to support the development and/or renovation of child care centers, in a way that meets our local needs.

Incentivize employer-sponsored child care by supporting businesses in opening child care on or near work sites. Provide financial incentives for basic rehabilitation of unused or underused buildings to convert into child care facilities. This is especially important to address the unique needs of Monterey County, such as the need for flexible hours during agricultural and hospitality high seasons.

This supplemental funding and the local oversight and accountability of the **Safe, Affordable, Quality Child Care in Monterey County Act** will leverage state and federal dollars and drive effective solutions.