SAN DIEGO COUNTY
WORKING FAMILIES INITIATIVE PROPOSAL

Child Care is Everyone’s Business
Challenges – Parents Perspective

Productivity and performance at work
As a result of child care problems have you ever:

- Had problems participating in work-related education/training: 25%
- Been reprimanded by a supervisor: 20%
- Had your pay or hours reduced: 13%
- Been let go or fired: 8%
- Been demoted or transferred to a less desirable position: 7%

ReadyNation: Want to Grow the Economy? Fix the Child Care Crisis, 2019
Challenges – Parents Perspective

Percent of parents who report leaving the workforce for the following reasons:

- Unable to find childcare solutions that meet needs: 58%
- Health and safety concerns: 48%
- Desire to spend more time with children: 35%
- Cannot afford childcare: 26%

U.S. Chamber of Commerce Foundation: The Importance of Childcare, 2020
89% of employers are looking for solutions to child care for their frontline workers but don’t feel equipped to take the next steps.

U.S. Chamber Foundation Survey 2020

ReadyNation: Want to Grow the Economy? Fix the Child Care Crisis, 2019
Child Care and the Economy are Linked

Parents
- Lost earnings now from lower productivity and less work experience
- Extra costs of job search for alternative work and child care arrangements
- Lost earnings in the future from lower productivity, less work experience, and lower skills upgrading

Businesses
- Lost revenues now from lower output
- Extra costs to rehire quits and cover absenteeism
- Extra costs to manage disrupted workers
- Lost revenues in the future from lower output

Taxpayers
- Lost tax revenue now from lower GDP
- Lost sales and consumption tax revenue
- Lost tax revenue in the future
- Increased social costs for parents who drop out of the workforce

ReadyNation: Want to Grow the Economy? Fix the Child Care Crisis, 2019
The Business Case

- Employee Performance
- Organizational Growth
- Recruitment & Retention
- Community Standing
- Brand Impact
Six Family Friendly Practices

1) Company Support for Working Parents
2) Flexible & Predictable Work Schedules
3) Dependent Care Flexible Spending Accounts (FSA)
4) Lactation Support
5) Paid Parental Leave
6) Child Care Assistance: On-site or Financial
## Six Critical Support Recommendations for Business

<table>
<thead>
<tr>
<th>Supports for Working Parents</th>
<th>Flexible &amp; Predictable Work Schedules</th>
<th>Dependent Care Flexible Spending Accounts (FSA)</th>
<th>Lactation Support</th>
<th>Paid Parental Leave</th>
<th>Child Care Assistance</th>
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<tbody>
<tr>
<td>• Indicate that a company is inclusive and supportive of families</td>
<td>• Make work hours/schedules as predictable as possible</td>
<td>• Dependent care flexible spending account and/or dependent care assistance plans</td>
<td>• Support workplace lactation beyond the requirements of the law: since 2002, California has required employers of 50+ employees to provide reasonable time and location for employees for lactation</td>
<td>• Provide paid leave for new parents (mothers, fathers, partners)</td>
<td>• On-site or work-adjacent child care that is provided at a discount and/or waitlist preference for your employees</td>
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<td>• Understanding of needs and challenges of employee parents</td>
<td>• Make earnings more consistent week-to-week to help families</td>
<td>• Flexible schedule when returning from leave</td>
<td>• Adopt lactation policies</td>
<td>• Augment or extend the leave provided by California’s paid family leave program</td>
<td>• Provide direct financial assistance</td>
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<td>• Provide peer-to-peer support for employees who are juggling the needs of employment and parenthood</td>
<td>• Use of PTO to care for sick family members</td>
<td>• Flexibility or unpaid leave to attend school conferences or events</td>
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<td>• Provide a conduit of parenting resources to families</td>
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First 5 San Diego Working Families Initiative

Educate
- Six Family Friendly Practices
- Business Case/Mutual Benefit
- Cross-Sector Partners

Encourage
- Promote
- Cross-Sector Partners
- Support and Assist

Recognize
- Family Friendly Employers
- Supporter: Achieve 3
- Champion: Achieve 5 or more
Potential Partners

- Child and Family Advocacy Organizations
- Parent Organizations
- Business/Trade Organizations
- Chambers of Commerce
- Economic Development Councils
- Workforce Organizations
- Philanthropic Organizations
- Community Organizations
First 5 San Diego Strategic Plan

**Vision**
All children ages 0 through 5 are healthy, are loved and nurtured, and enter school as active learners.

**Values**
Inclusion | Partnership | Families | Children | Communities | Prevention | Results

**Mission**
First 5 San Diego builds the early care and education systems and supports needed to ensure our County’s youngest children are safe, healthy and ready to succeed in school and life.

**Core Functions**
- Investing in systems change
- Advocating for policy change
- Convening experts and partners
- Building capacity

**Strategic Directions**
- Resilient Families
- Coordinated Systems of Care
- Integrated Leadership
- Sustained Funding
Recommendation

- Adopt Concept: San Diego Working Families Initiative
- First 5 San Diego as Convener, Catalyst, and Organizer
- Next Steps:
  - First 5 San Diego Staff Further Develop Concept
  - Cross-Sector Partners
  - Landscape Scan of Supporting Programs and Activities
  - Identify Resources Required and Sources
QUESTIONS?

Thank you