



COMMUNITY  
RESOURCES  
FOR CHILDREN

# CHILD CARE EXPANSION REPORT

NOVEMBER 2023



## EXECUTIVE SUMMARY

---

For over a decade, Napa County has grappled with a shortage of child care slots. The pandemic exacerbated this issue, as more than 22 child care businesses closed due to soaring operating costs. However, it also brought into sharp focus the vital role that child care plays in sustaining our local economy.

In July 2021, Community Resources for Children (CRC) launched the Child Care Expansion Program to expand the child care supply. Typically, in a given year in Napa County, 5 new child care businesses open. Thanks to the generous support of donors and investors, CRC has achieved remarkable success in outreach, recruitment, and support for individuals seeking to establish licensed child care businesses; between July 2021 and October 2023, the program has created 25 new family child care businesses and assisted in the expansion of 5 existing businesses, adding a total of 236 new child care slots to our community, enabling more than 261 adults to either maintain their employment or enter the workforce.

Another 8 new child care businesses are in the pipeline; by June 2024, CRC anticipates having 300 new child care slots and 33 new family child care businesses established in Napa County since July 2021.



## OUR MISSION & VISION

### OUR MISSION:

Community Resources for Children provides adults who care for children with the knowledge, tools and resources so that children thrive and continue to learn.


### OUR VISION:

Every child has a path to a brighter future through a supportive network of parents, caregivers and community partners.

## THE NEED

There is currently a deficit in the number of child care slots needed to meet demand, especially for infant child care and child care outside of traditional work hours. According to CRC's annual survey released in May 2023, 53% of families reported that the lack of child care impacted their ability to find or keep a job.

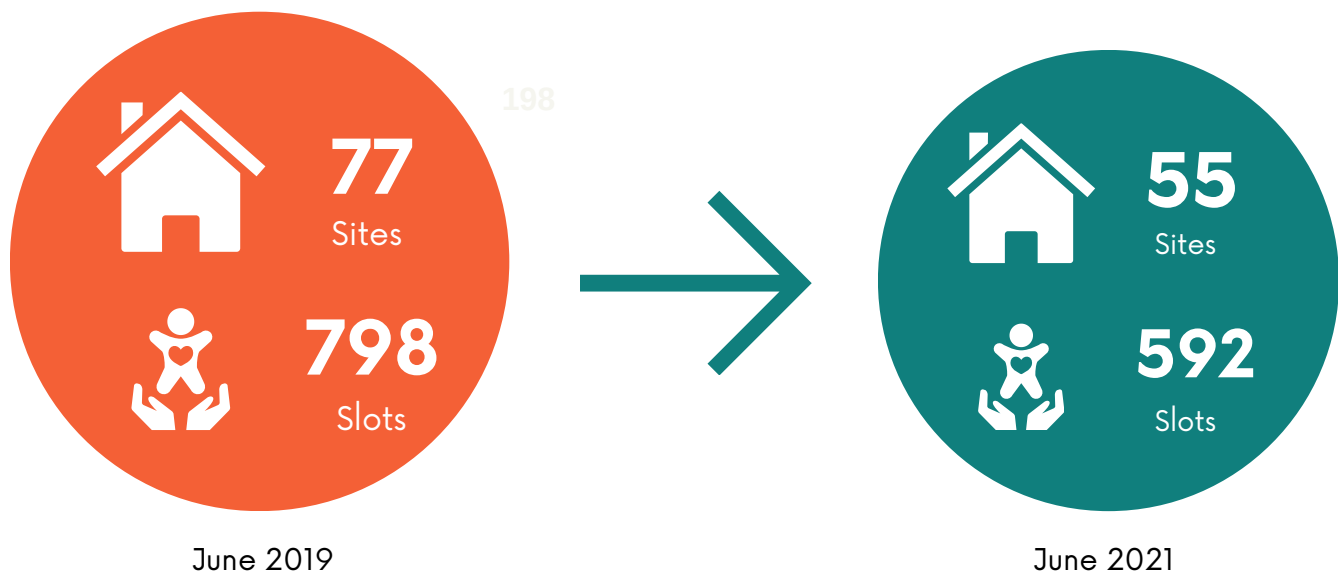
### LACK OF CHILD CARE SLOTS

 **1 in 4** children ages 0-5 have access to a licensed child care slot

 **1 in 10** infants have access to a licensed child care slot

### COVID PANDEMIC EFFECT ON CHILD CARE

The COVID pandemic wreaked havoc on an already fragile child care sector; 22 family child care home (FCCH) businesses permanently closed due to escalating costs and reduced enrollment, which resulted in the loss of 206 child care slots.



## PROGRAM GOALS

The primary goal of the Child Care Expansion Program is to increase the number of licensed child care slots in Napa County to at least pre-pandemic levels. Between July 2021 and June 2023, our goal was to add 15 to 20 new licensed Family Child Care Home (FCCH) sites and between 120 and 160 new child care slots. Additional goals include increasing the number of infant slots and the number of sites providing after-hours care, and strengthening child care businesses overall.



1  
INCREASE NUMBER OF  
LICENSED FCCH SLOTS IN  
NAPA COUNTY TO AT LEAST  
PRE-PANDEMIC LEVELS



2  
INCREASE NUMBER OF  
INFANT SLOTS AND SITES  
PROVIDING CARE AFTER  
HOURS

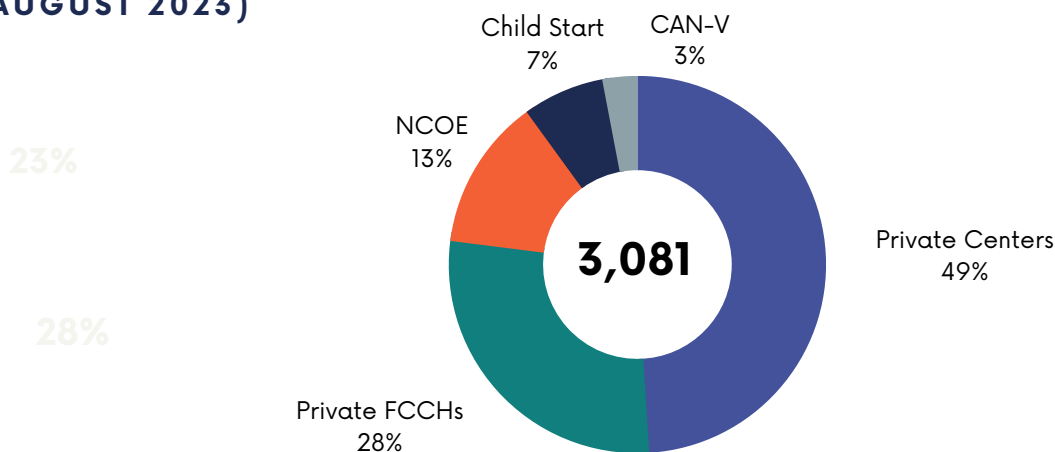


3  
STRENGTHEN CHILD CARE  
BUSINESSES TO PROTECT THEM  
FROM FUTURE ECONOMIC  
DOWNTURNS

## THE IMPORTANCE OF INCREASING FCCH SLOTS




The Napa County licensed child care sector is made up of publicly funded slots and private child care slots served by CRC. Private child care slots are either in Centers or in Family Child Care Homes (FCCH) and are primarily women-owned businesses. Family Child Care Homes are vital to our child care sector because they account for 28% of Napa County's total supply of licensed child care slots and they are more likely to provide care outside of traditional work hours.

### NAPA COUNTY LICENSED CHILD CARE SLOTS BY TYPE (% OF TOTAL) (AUGUST 2023)



## OUR STRATEGY

At the core of our strategy is 1:1 case management and support with navigating the complex and highly regulated licensing process. With assistance from a bilingual and bicultural (Spanish) case manager, prospective child care providers are able to access technology workshops, required training, professional development webinars, connections to local food, mental health and housing resources, as well as start-up stipends to help cover licensing fees, training, materials, equipment, and marketing expenses.

GOAL	STRATEGY	DETAILS
<p>Increase number of licensed FCCH slots</p> 	<p>Recruit individuals to open Family Child Care Home (FCCH) businesses</p> <p>Expand existing Family Child Care Home (FCCH) sites</p>	<p>Individualized support, coaching, training, and stipends of \$6,000 were made available to individuals starting family child home businesses</p> <p>Coaching and \$4,000 stipends were made available to small FCCHs (serving 8) who expanded to large (serving up to 14)</p>
<p>Increase number of licensed infant slots</p> 	<p>Provide training in caring for infants and incentivize creation of infant slots and after hour care</p>	<p>Provided training in caring for children of multiple ages and a stipend of \$2,000 for providers agreeing to either care for infants or provide after hours care.</p>
<p>Strengthen child care businesses</p> 	<p>Provide training and stipends</p>	<p>Provided training in business fundamentals, tax preparation, marketing, CPR &amp; First Aid, Anti-Bias Education, Trauma-Informed Care, supporting children with special needs and more.</p>

## THE IMPACT

Through personalized case management, coaching and training, CRC helped establish 25 new child care businesses between July 2021 and October 2023. To date, the project has created 236 additional child care slots, many of them for low-income families, enabling over 261 adults to enter or remain in the workforce. Of the 236 new slots, 69 are for infants.

### 100% WOMEN-OWNED NEW & EXPANDED BUSINESSES

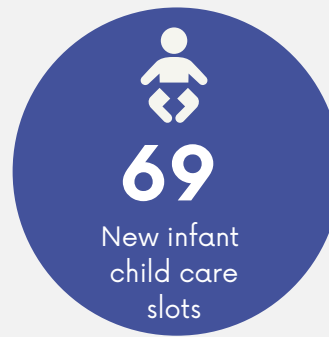


**25** New women-owned businesses

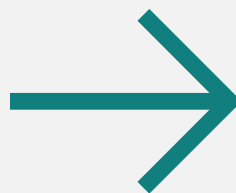


**5** Expanded women-owned businesses

### SUMMARY OF RESULTS SINCE JUNE 2021



**DIRECT IMPACT  
OF NEW CHILD  
CARE SLOTS**



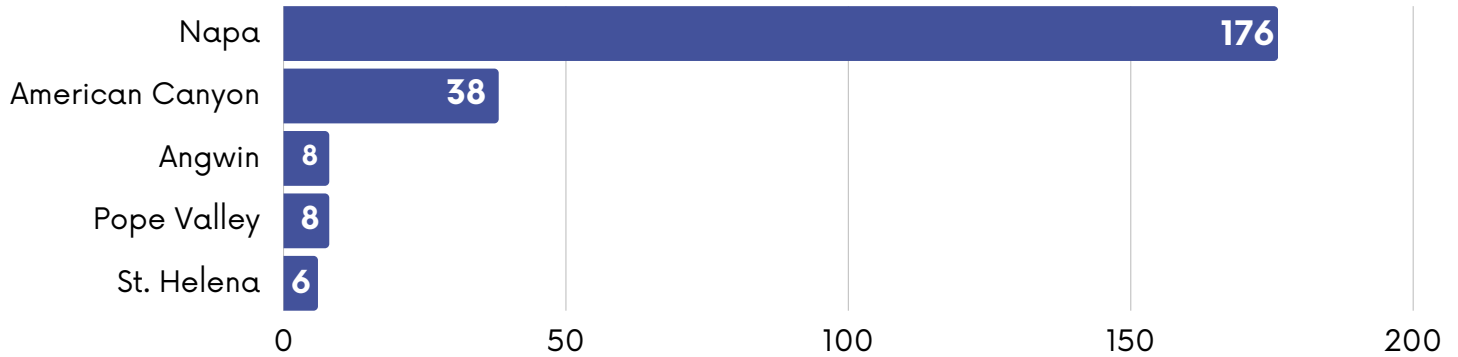
**261**

Adults remain in or  
enter workforce



## DEMOGRAPHICS

### NEW CHILD CARE SLOTS BY CITY

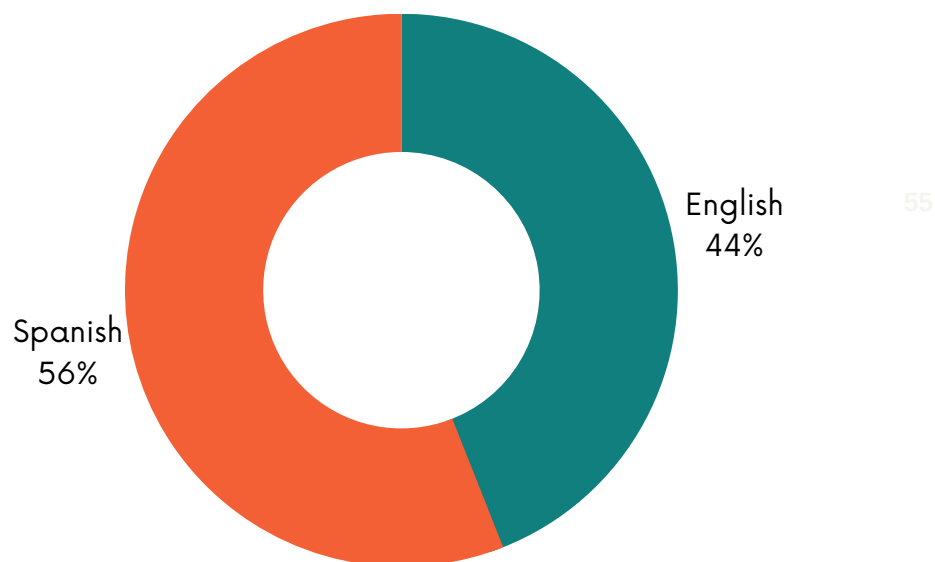


### 66% BIPOC-OWNED CHILD CARE BUSINESSES



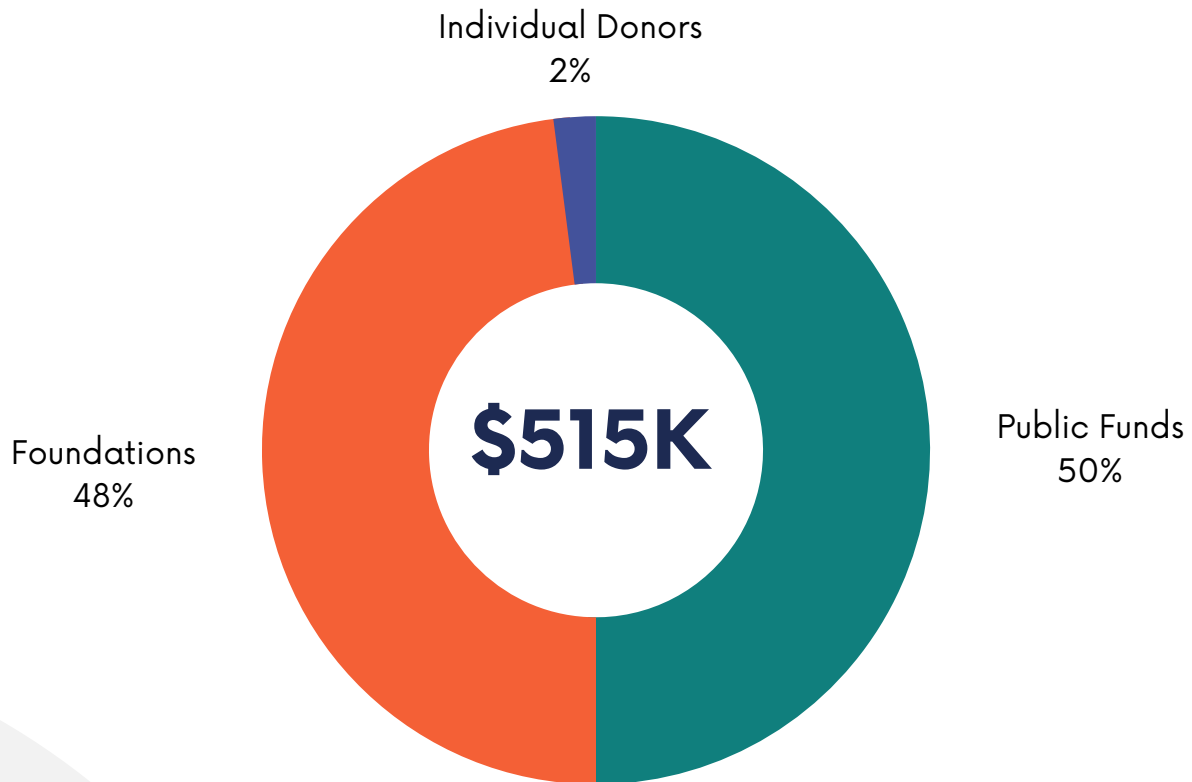
**2 in 3** new child care businesses are owned by BIPOC women

### PRIMARY LANGUAGE SPOKEN BY NEW CHILD CARE PROVIDERS



## THE COST OF CHILD CARE EXPANSION

### BREAKDOWN OF FUNDING RECEIVED



### COST PER CHILD CARE SLOT



**\$2,183**

investment  
per slot



## PARTICIPANT STORY - PETRA ELENA PULIDO

---

Petra Elena's involvement with CRC came full circle this year when she became a licensed child care provider. More than 10 years ago, she was referred to CRC to apply for child care financial assistance for her young daughter. Elena is a single parent and when her daughter was young, she struggled to find child care providers that could care for her daughter during the evening and on weekends when she had to work. She reported being so stressed at times and concerned about who would care for her daughter that she was brought to tears.

When she found CRC, she received child care financial assistance and referrals to child care providers in her area and reported feeling supported and relieved. She always knew she could depend on CRC to help her find child care. Now that her daughter is older, Elena decided it was her opportunity to take a leap and open her own child care business, something she always dreamed of doing.

She started working with CRC staff in January, 2023, receiving 1:1 assistance and support through the long licensing process. Elena received her child care license in May 2023 and is currently caring for three infants in her Family Child Care Home.



"This is my opportunity to give back to my community that supported me when I most needed the help."

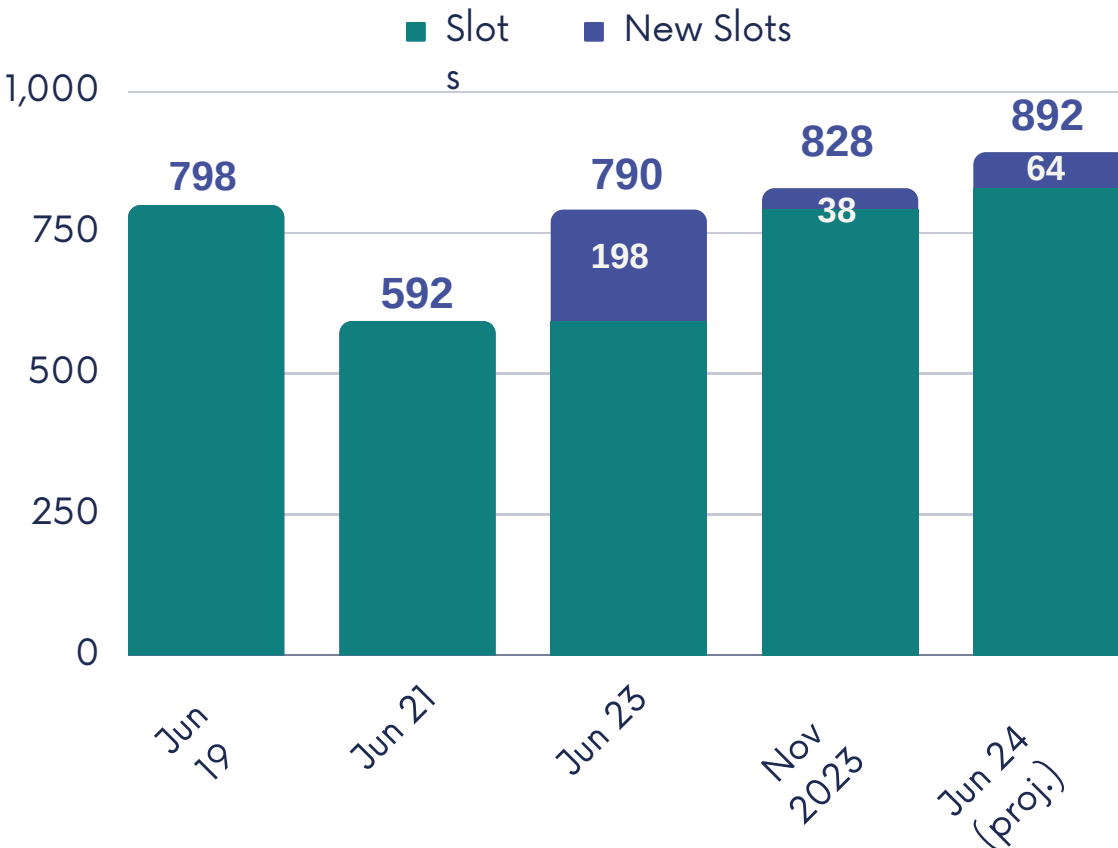
## PROJECTIONS & INVESTMENT OPPORTUNITY

Even after our successes in recruiting and training child care providers, there is still a deficit in the number of child care slots in Napa County. We currently have 8 individuals in the pipeline who have started their training to become licensed child care providers. With your support we will be able to create 64 additional child care slots by June 2024 and continue expanding our child care supply beyond pre-pandemic levels. Please get in touch with us if you would like to invest in the additional child care slots that our community desperately needs.



## NUMBER OF FCCH CHILD CARE SLOTS

Pre COVID through June 2024 (projected)



3 year  
Projected  
Cumulative  
Results

**300**  
New FCCH  
Child Care  
Slots

# Acknowledgements

We thank the following donors for their investment in the CRC Child Care Expansion Program:

- Bright Futures Fund, a Field of Interest Fund of Napa Valley Community Foundation
- California Childcare Initiative Project (CCIP)
- Freed Family Fund, a Donor Advised Fund of Napa Valley Community Foundation
- Mrdulla Gnanadesikan
- Napa Valley Vintners

For more information or to find out how you can support child care and our economy please contact:

**ERIKA LUBENSKY**

Executive Director  
elubensky@crcnapa.org  
(707) 603-3298

**EVA SIMONSSON**

Associate Director  
esimonsson@crcnapa.org  
(707) 346-6987



**COMMUNITY  
RESOURCES  
FOR CHILDREN**

**Community Resources for Children**

3299 Claremont Way, Suite 1  
Napa, CA 94558

info@crcnapa.org | www.crcnapa.org