

THE 2022

Child Care Master Plan

SOUTH SAN FRANCISCO

A PLAN FOR 2020–2030

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South San Francisco is a Leader in San Mateo County – A Family-Friendly City

- SSF was the first city in San Mateo County to implement child care developer fees in 2001 (updated in 2020) and include child care in the 1999 General Plan
- The updated General Plan (SHAPE SSF), has been coordinated with the SSF CCMP and includes multiple references to child care
- First city in San Mateo County to complete a Child Care Master Plan



Sections of the 2022 Child Care Master Plan for South San Francisco



- Articulating the Vision
- An Overview of the Landscape
 - › Components of Quality Care
- Supply and Programs
- “SSF Child Care Provider Survey”
 - › An Overview of Conditions and Needs
- “SSF Parent/Family Survey”
 - › Summary of Responses and Needs
- A Need for Workforce Development
- COVID Impacts
- Assessing Needs – Current and Future
- Recommendations to City Departments
- Legislation, Funding and Policies
- Creating a Living Plan



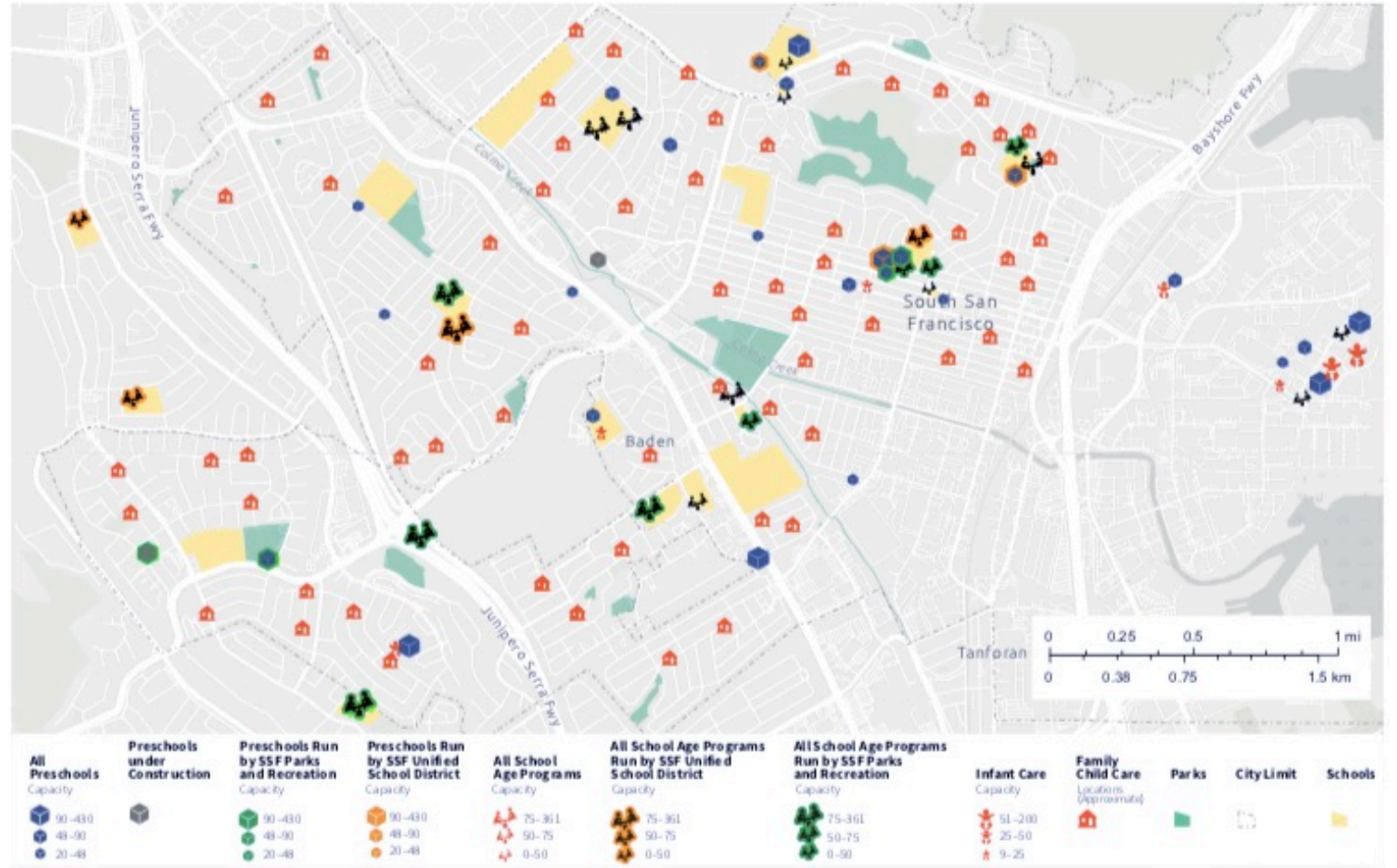
The 2022 Child Care Master Plan for South San Francisco:

- Spans 140 pages
- Offers over 100 recommendations
- Includes historical context, current conditions and future projections
- Provides links to federal, state and local resources, opportunities and policies
- Covers the period 2020-2030
- Focus is on child care services for birth to 12 years old
- Includes a GIS map of child care in SSF





Interactive Map of SSF Child Care Facilities



Enrolled Students in SSF R&R

Waiting List Students in SSF P&R

Enrolled Students in all SSF P&R



2021 SSF PARENT/FAMILY CHILD CARE SURVEY

- Assessing needs, conditions and gaps in SSF
- Providing a forum for parents and guardians
- Conducted in 2021
- Distribution through P&R, SSFUSD, childcare resources
- 1,111 respondents

Type of child care that is difficult to find in SSF?



Q11: If you utilize child care, what type of child care is/was the most difficult for you to find in SSF? Check all that apply.

Answer Choices	Responses	
	%	Number
After-school Care (elementary school-age)	54.01%	438
Summer Care (elementary school-age)	33.91%	275
Preschool Care (3-5 years old)	31.20%	253
Toddler Care (1-3 years old)	26.63%	216
Infant Care (Birth to 1 years old)	19.24%	156
Care for children in diapers (any age)	18.50%	150
Weekend, Evening, Drop-in, Occasional or Rotating Shift Care	16.40%	133
Do not utilize child care	15.17%	123
Part-Time Care	12.58%	102
Care for Children with Special Needs	5.18%	42
Total Respondents		881



What child care options would you like to be more available in SSF?

Q15: What child care options would you like to be more available in SSF? Check all that apply.

Answer Choices	Responses	
	%	Number
After-school care	66.91%	554
Full-Time care	51.57%	427
Summer Care	47.95%	397
Part-Time Care	43.00%	356
Subsidized or Reduced Cost Care	41.67%	345
Occasional, Drop-in Care	32.97%	273
Social or Playgroups	27.90%	231
Back-up Care when your provider is not available	21.26%	176
Weekend Care	17.03%	141
Care for Children in Diapers	14.61%	121
Specific Language/Culture	12.80%	106
Emergency Care	11.59%	96
Evening Care	11.23%	93
Care for Sick Children	9.54%	79
Care for Children with Special Needs	8.21%	68
Rotating Shift Care	5.07%	42
Not sure	1.81%	15
Total Respondents		828



How important is child care when choosing an elementary school?

Q13: How important is child care to you when choosing an elementary school?

Answer Choices	Responses	
	%	Number
Very important	75.42%	629
Important	13.43%	112
Somewhat important	7.67%	64
Not important	3.48%	29
Total Respondents		834

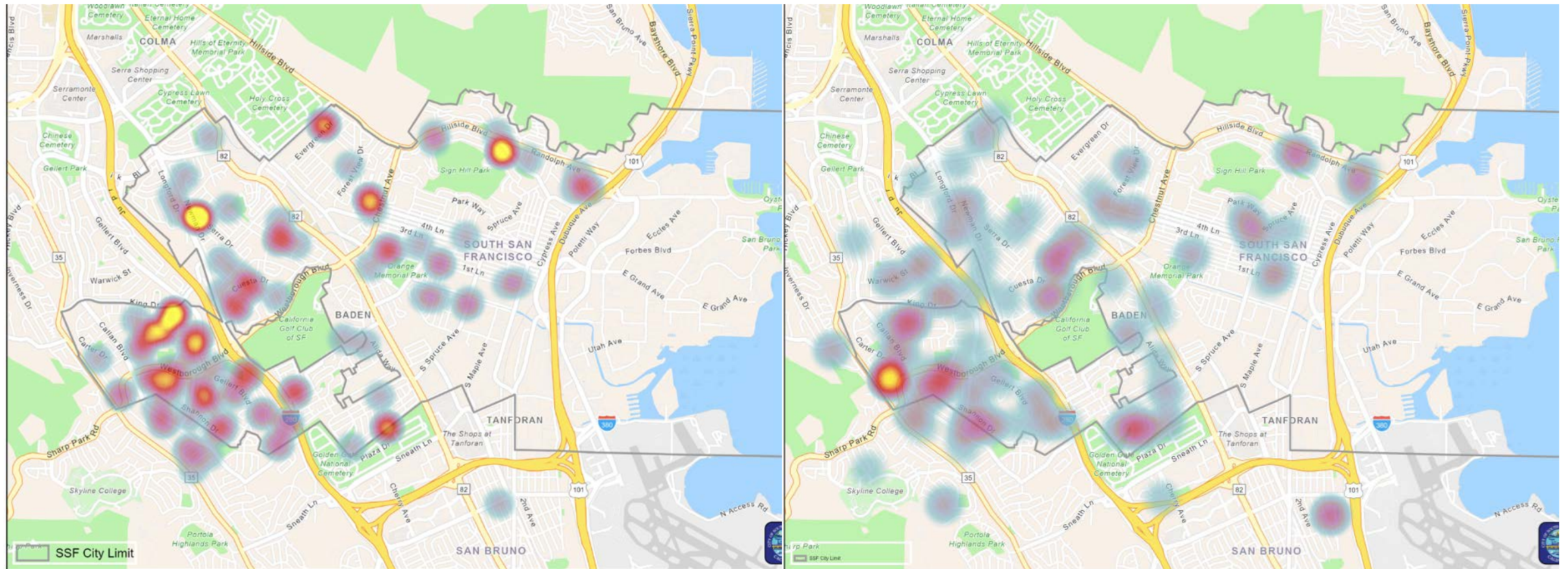
Survey participants were asked to select the types of care that were most difficult to access and could select all that applied. The response to this survey question supported the findings of the SMC CCPNA 2017 report referenced earlier, which described a shortage of school-age child care in South San Francisco as a compelling need. While participants chose infant and toddler care and care for children in diapers, as priorities, 522 times, after school and summer care for school-age children was selected 713 times total. Recommendations related to this response will be found at the end of this section. As COVID has impacted child care choices and employment participation for families with younger, unvaccinated children, once children enter formal and compulsory education, full employment becomes dependent on the availability of after-school and summer care.

As exemplified in the responses to a question about how important child care availability is in the selection of an elementary school, 741 respondents ranked it as either very important or important!

Heat Maps of Enrollments in SSF P&R Programs as of Feb. 2022

After-school Children

Preschool Children



Child Care Spaces in SSF 2017 and 2021



Child Care and Preschool Needs Assessment, 2017 Report

Exhibit XX: Child Care and Preschool Supply in Licensed Family Child Care and Centers (including exempt school-age programs) 2017, SMC CCPC Child Care and Preschool Needs Assessment, 2017 Report[†]

Age Group	Family Child Care Homes**		Child Care Centers				All Sites Total	
			Total		Subsidized			
	2017	2021	2017	2021	2017	2021	2017	2021
Infant Spaces – 0-1yrs	272	212	400	446	37	38	672	658
Preschool Spaces	341	269	2,058	2,210	395	595	2,399	2,479
*School-Aged Spaces	163	135	962	1,614	206	210 / LIC 325 / EXEMPT	1,125	1,749
Total Number of Spaces	776	616	3,420	4,270	638	1,190	4,196	4,886
Total Number of Sites	72	53	47	56	11	17	119	109

[†] Updated 2021 Supply Data – Kathleen White, CCMP

* 4,657 Children in Public and Private Elementary Schools in SSFUSD (includes Junipero Serra and Skyline in Daly City and Monte Verde in San Bruno)

** 448 Large Family Child Care Home Spaces and 168 Small Family Child Care Home Spaces

2021 SSF Child Care Provider Survey



- Survey administered over a 3-month period in 2021
- 53 survey respondents from SSF childcare centers (both licensed and exempt) and licensed family childcare homes
- 78% of the 56 childcare centers responded
- 37% of the 53 licensed family childcare homes responded
- Available in English and Spanish
- 20+ questions

Workforce challenges?



Exhibit 25: Q5: Please describe the staffing challenges for your program. Check all that apply.

Answer Choices	Responses	
	%	Number
I have a hard time finding staff.	77.27%	34
I could serve more children if I had additional staff.	45.45%	20
I have lost staff during the COVID Pandemic.	40.91%	18
I need substitutes when regular staff or I cannot come to work.	36.36%	16
It is easy for me to find staff.	9.09%	4
Total Respondents		44

South San Francisco respondents overwhelmingly described hiring difficulties as 77% indicated that they had difficulty in finding staff and 40% lost staff as a result of COVID pandemic workforce impacts. 45% would be able to increase enrollment if they had more staff, clearly linking staff shortages to restrictions of growth. Additionally, a shortage of substitutes was also noted.

Summary of Findings Specific to SSFUSD



- Workforce Development
- Pipelines and Pathways – Growing our Own
- Facilities and Shared Planning
- Dual-enrollment
- JACCCMP Participation
- Renew Child Care MOU/JUA
- Collaborative Planning for TK and ELO-P /ASES Expansion
- Participate in community-wide child care expansion and collaboration efforts
- Secure additional support for program growth



Workforce Needs

- 80% of TK-12 districts in CA report teacher shortages (STEM, SPED, TK, substitute shortages especially)
- Careers in ECE and Education are part of a career continuum
- The teacher shortage impacts all levels: ECE, TK, K-12
- Over the next 5 years, there are projected to be over 124,000 teacher openings annually in California
 - 28,000 openings annually in the San Francisco Bay region
- TK will need 11,000 new teachers and aides by 2025 in CA
 - 2,500 in the SF Bay region
- Expansion \$\$ in ELO-P /ASES after-school will impact staffing availability with 200,000 new staff needed in CA
 - 40,000 in the SF Bay region





Workforce Development Recommendations

- Develop an Educator Pathway at all three SSFUSD High Schools
- Provide Dual-enrollment, Middle College and Concurrent Enrollment opportunities in key courses
- Begin Education Career Exploration in middle school
- Implement Apprenticeships and Pre-Apprenticeships in partnership with Skyline College to provide work-based learning, employment and college completion for graduating seniors
- Develop city and school district child care sites as training sites and offer Cooperative Work Experience college credit
- Utilize available funding for pipeline and pathway development in sector
- Co-locate child care programs as training sites at campus locations
- Support parents of elementary – school children to obtain college credit to become eligible to staff available child care positions



Workforce solutions?



Exhibit 26: Q6: If finding staff is challenging for you, what assistance could you use in finding staff? Check all that apply:

Answer Choices	Responses	
	%	Number
Funding for higher wages	84.09%	37
Funding for better benefits for staff	70.45%	31
More pathways from the area colleges	59.09%	26
More pathways from the area high schools	47.73%	21
Help for parents, relatives or other adults in taking ECE or Child Development classes so they can work in my program	45.45%	20
Shared recruitment efforts	29.55%	13
Substitute pool	29.55%	13
Job fairs and outreach	22.73%	10
Other (please specify)	6.82%	3
Total Respondents:		44

Recommendations for addressing the current workforce shortages are incorporated below. Current providers of child care in South San Francisco choose from among a variety of strategies to address the workforce shortages they are experiencing. Addressing wage inequities and securing funding for improving wages and benefits received the most support, but other concerns are summarized as well.

Recommendations for Improving Child Care Landscape

- Ensure that the Joint Use Agreement and Memorandum of Understanding between SSF and SSFUSD are current and updated
- Prioritize the provision of after-school care for at least 50% of each elementary school's population
- Integrate, communicate, and coordinate school and child care enrollment processes across all programs (including summer) for seamless family scheduling
- Standardize child care availability, dates of operation and hours
- Commit to coordination and collaboration between SSF and SSFUSD to maximize available child facilities, staffing, resources, and funding



Recommendations for Improving Child Care Landscape

- Ensure that TK is expanded in SSF through a collaborative process that maximizes available resources and community preschool programs
- Consider sharing staffing opportunities, outreach efforts, job postings, benefit pools, career fairs, and programmatic opportunities for child care staff between SSF and SSFUSD
- Contribute to a city website for provider and parent resources and integrate child care offerings for ease of families searching for care
- Pro-actively seek funding for program expansion, facilities improvements, child care subsidies, workforce development funds, and COVID impacts



Recommendations for Improving Child Care Landscape

- Locate Adult /Parent Education program in the Downtown Area and co-offer college credit to serve as a workforce development portal for parents
- Begin educational, service, and child care plans for 10,000 new residents in Lindenville and east of Hwy 101
- Maximize and secure available federal, state, and local child care funds currently available
- Plan for outcome of Parcel Tax Measure, “EARLY CARE & EDUCATION FOR ALL SOUTH SAN FRANCISCO”



Coordinated Projections

Family Data from 2022 SHAPE SSF General Plan

Census Data and Population Projections – Anticipated Population, Economic and Housing Growth

Exhibit XX: Anticipated Population, Economic and Housing Growth from Census Data

	Past Totals		Projections	
	2010	2018	2030	2040
Population	64,005	64,337	85,768	107,200
Households	20,938	19,917	28,639	37,361
Jobs	38,720	56,610	97,082	137,554
Housing Units	21,814	21,428	30,193	38,959

Family, household and employment projections obtained from the preliminary 2022 SHAPE SSF General Plan, paint a picture of rapid growth, accelerated housing production and an explosion of employment opportunities.

While the Child Care Master Plan is looking at planning through

Additional existing needs include diversifying child care services including part-time, low-cost cooperative models for parents and guardians that are not in the workforce or are working part-time, expanded hour and weekend care options, expansion of care for toddlers and children in diapers, and increasing the availability of information for families, resource hubs and parent education

Ensuring a Living Plan

- Participate in the Joint Advisory Committee to the Child Care Master Plan
- JACCCMP includes representation from City of SSF staff and City Council, SSFUSD staff and Board, parents, private providers, community groups
 - › Advise on plan implementation and update recommendations
 - › Administer surveys to parents and providers
 - › Advise on actions related to child care services, workforce and facilities

