

CITY OF DAVIS
2010-2011 COMMUNITY DEVELOPMENT BLOCK GRANT APPLICATION

Organization Name: City of Davis, Child Care Services

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(Be sure to list the **best contact** to get information to the organization as quickly as possible.)

Total Proposal Request: **\$ 31,093**

(Check one) On-going Support New Project

CDBG Eligible Category: Special Economic Development
(See List A)

National Objective Compliance/Low and Mod Benefit: Limited Clientele
(See List B)

City Council Identified Critical Needs: (See List C)

- 1) Economic Development/Child Care
- 2) _____
- 3) _____

PUBLIC SERVICE

NON-PUBLIC SERVICE

Beneficiary Information:

35 Total number of beneficiaries in program
35 Number of beneficiaries in program to be served with **CDBG** funds
100% Percentage of the **CDBG** beneficiaries with low/moderate income
\$888.00 Cost (\$) per **CDBG** beneficiary (CDBG Request/CDBG Beneficiaries)

PROJECT NARRATIVE

a. Need

This grant will teach low-income residents how to operate a small professional business in their home as a Licensed Family Child Care Provider by assisting them with the licensing process, paying licensing and required training fees and providing business and child care trainings.

The Yolo County 2008 Child Care Needs Assessment highlights a need for affordable, quality care that is flexible and affordable to meet family's needs. The report states there are only five spaces available for every 100 children, 0-12 in small Family Child Care homes. At this time, center based care costs 21% more for pre-schoolers and 66% more for infants than family child care homes. The report also stated that in Yolo County, only 1% of centers provide care during non-traditional hours as opposed to 24% of family child care homes. The report recognized family child care as playing a critical role in the overall child care market in Yolo County. Child Care Services (CCS) understands that there is a critical need for Family Child Care to fulfill the growing need of families for quality, flexible, affordable child care. In these difficult economic times, family child care homes are becoming an even more important part of the child care field. The Economic Opportunity Institute reported that "at the regional level, it is time we recognize the importance of child care as an economic sector in its own right. The challenge is to move forward to improve the quality and productivity of the child care sector". With this funding, CCS is prepared to support the development of quality Family Child Care.

b. Benefit

The economic benefits of this grant are threefold. The primary focus is on the low income resident who chooses to become a licensed family child care provider. Through this grant, residents will have a CCS staff assist them with the process of becoming licensed. Participants will receive funding to pay for all licensing and training fees. Residents will be able to attend onsite activities and trainings to teach them how to operate a successful small business as a Family Child Care provider. In the end, CDBG participants will gain a new profession that will allow them to achieve self-sufficiency for themselves and their family. Many studies have recognized child care as a major contributor to the economic development of the community, creating jobs and opportunities for financial independence. The Economic Opportunity Institute has reported that "Investments in child care profit business's bottom line". The National Study of Child Care for Low-Income Families, 2007 stated "income from child care makes a substantial contribution to household income. On the average, income from child care constituted more than half of household income." Second, this grant will provide more choices to working parents, enabling them to explore career ladders and be more productive at work, knowing their children are safe. Third, this grant offers the community a long term investment by assuring children enter school healthy and ready to learn. Whether or not a resident becomes a Licensed Family Child Care Provider, they will increase their skills in basic business practices, marketing activities, administering a small business and understanding proven child development best practices and how to provide quality child care.

c. Other Resources and Collaboration

CCS will collaborate with two affordable housing agencies, Community Housing Opportunities Corporation (CHOC) and Sacramento Mutual Housing Association (SMHA) which partners with Yolo Mutual Housing Associations (YMHA). Together we will enhance the opportunities for the residents to develop jobs skills and learn how to become Family Child Care Providers. CHOC and YMHA will provide free space for our Play Day/Information Events, meetings with residents and participant workshops. Their staff will perform most of the marketing and outreach activities with the residents. These organizations provide a variety of other services for their residents. YMHA hires staff organizers to develop programs for their residents, such as social events, savings programs, children's programs and educational programs. CHOC provides educational programs, recreation programs and employment opportunities. Their services will compliment our grant program but will not duplicate services.

With funding received from the State and Federal government, CCS hosts the Community Care Licensing Family Child Care Orientation. CDBG participants would have access to this Orientation. CCS also hosts a yearly “Taxes for Family Child Care Providers” training. CCS would expand the class to include our CDBG participants. CCS will provide to all interested participants an informational booklet “Welcome to the Business of Family Child Care”.

d. Organizational Capacity

Child Care Services is part of the City of Davis, Community Services Department. We have been receiving grants to provide services for over 30 years. We receive grants from the State and Federal Government, Yolo County Department of Employment and Social Services, First 5 Yolo, UC Davis and the California Resource and Referral Network. Our program provides child care subsidies, a county wide database for those waiting for subsidized child care, a referral service for those needing assistance locating child care and a variety of other programs to increase the quality of child care throughout our county. Almost 80% of our funding goes directly to the community in the form of payments to child care providers, grants to enhance the quality of child care and stipends to increase the educational level of child care providers. CCS employs a full time Financial Supervisor with four staff. The City of Davis Financial Department has the responsibility for issuing all checks and making banking deposits. We are subject to an annual Child Care Services Audit in addition to the overall City audit. Our Child Development fund was determined by the auditing firm of Damore, Hamric and Schreider Inc to be a low risk audit. Our Board of Director’s is the Davis City Council. They approve all Child Care Services contracts.

Child Care Services is the Resource and Referral Program (R&R) and Alternative Payment Program (APP) for Yolo County. Except in very large counties, the State only funds one R&R and APP in each county. This provides our program with a unique ability to work with all child care providers; center based, family child care, and licensed exempt providers. Our multilingual staff can address the linguistic needs of the Davis Community. We are the contact agency for the State of California Child Care Licensing Division. Licensing staff connect with CCS to host child care orientations, request information on child care issues happening in our area and keep us informed about the status of all child care programs in Yolo County.

SCOPE OF SERVICES

a. Project Description

Child Care Services collaborated with CHOC and YMHA to develop a program to assist low-income residents living in affordable housing complexes to become licensed Family Child Care Providers. This grant will assist participants with the licensing process; paying for orientation and licensing fees. It will assist participants complete and pay all fees for the required Health and Safety classes. It will offer an educational program to model quality child care and age appropriate activities. It will provide trainings on operating a Family Child Care Program and establishing and marketing a small business. CCS staff will be available to assist participants complete the entire licensing process.

The program will begin with hosting six to eight Play Day/Informational Events at three to four affordable Housing Units utilizing community rooms. CCS will provide these events from August to December. CHOC and YMHA will carry out most of the outreach activities to all the residents of their affordable housing complexes. Interested residents would attend Play Day with their children. Play Day is a two hour session set up as a model early education experience. Child Development specialists will present age appropriate activities and model best practices consistent with child development education. Activities will be available for children of all ages. This provides residents with practical knowledge and hands on experience, helping residents learn about quality child care for children of all ages. At the completion of each Play Day, residents will receive a packet of age appropriate activities to take home and complete with their children. As needed, this material will be translated into Spanish.

Toward the end of each Play Day session, residents will be asked to complete a pre-survey measuring their

knowledge of child development, child care and basic business practices. It will gauge their interest in becoming a Family Child Care Provider. CCS staff will provide onsite support and information about the new grant program. If the resident expresses an interest, CCS staff will follow up with the resident and offer services. CCS will encourage all residents interested in becoming a Family Child Care Provider to continue to attend Play Day to learn more about the basics of providing quality child care.

The next step will be to set up the resident, now a CDBG grant participant, to attend a Family Child Care Licensing Orientation. These orientations are presented by Community Care Licensing Division of the Department of Social Services. Child Care Services hosts the meeting every other month. At Orientation, the participant will learn the steps to becoming licensed. CCS will provide each resident with the required licensing forms. Participants may attend the orientation in January, March or May. If the participant attends they will be reimbursed the \$25.00 registration fee.

In addition to basic licensing, participants are required to obtain 15 hours EMSA approved Health and Safety Training, First Aid CPR, a TB test, and a Department of Justice Fingerprinting Clearance. CCS is collaborating with "On Scene Safety" to provide the Health and Safety training and First Aid CPR at one of the housing complexes. If a participant is unable to attend the onsite Health and Safety training, CCS staff will assist them in locating another course through an EMSA approved agency. The grant will pay the fees associated with completing the course. CCS will continue to assist participants through the licensing process; helping them with the paperwork and locating a clinic to receive a low-cost TB test. Many participants may also be able to use their own medical insurance to get a free or low-cost TB test. The grant will pay the \$12.00 cost of the fingerprinting for the Child Care Provider. The participant will need to pay for any other household members (over 18) who need to be fingerprinted.

The ongoing PlayDay/Informational Events will continue to recruit residents who may be interested in becoming family child care providers through December.

Beginning in January, participants will attend one workshop a month to learn about operating a Family Child Care Business. Our workshop series will be as follows:

- Family Child Care 101 January
This workshop will cover all aspects of becoming a licensed provider and discuss how to develop child care policies. This training will provide group discussion about how to discuss difficult topics with parents such as, injuries, payments and fees, discipline and special needs.
- It's Your Business/Let's Set it Up Workshop February
This workshop will help providers understand the business side to becoming a professional child care provider. Participants will learn how to write a child care parent contract and determine their child care rates and payment policies. The workshop will include general business practices for operating a small Family Child Care.
- Marketing and Outreach Workshop March
This workshop will help providers learn how to market their Family Child Care business. Participants will learn how to develop a marketing binder for parents who visit their home. They will learn what resources are available for low cost advertising and how to emphasize the uniqueness of their Family Child Care program. There will also be group discussion on how to talk to a perspective parent on the phone and in person.
- Tax Workshop May
This workshop will be presented by a tax professional. The information will be geared toward small Family Child Care operations and small business practices. The workshop will give providers basic knowledge of how to keep records for their yearly taxes.

These workshops are not required to become a licensed family child care provider but prepare individuals to operate a successful Family Child Care business.

CCS will continue to work with participants to complete all of their licensing requirements. The program will pay the \$66.00 fee to apply for the State Small Family Child Care License. In addition, all participants who receive their license will be awarded a stipend of \$50.00 to purchase quality age appropriate child development toys and activities at a local Davis business. In June CCS will ask participants to complete a post survey to determine the benefits of the grant on all participants.

b. Target Group

Our target population will be the adult residents of the CHOC and YMHA housing units. The income of the families at these housing units varies but they will fall below 80% of the CDBG Moderate Income level. Our grant will give priority to residents at the lower incomes levels. CCS understands that most of the units in these complexes house families with children. We anticipate some resident's primary language is Spanish and CCS will need to provide written and verbal translation. CCS will give low and moderate income families in Davis the opportunity to start their own small business as a Family Child Care Provider. A National Study for Child Care for Low-income Families reports the motivation for becoming a Family Child Care Provider is the ability to work at home while raising their own children. CCS will work with the staff at both housing organizations to choose three/four housing complexes that have a community room suitable for the Play Day program and Training events. Most of our events will be held at these complexes but residents from all 12 affordable housing sites will be eligible to participate in the program. If a low-income person not living in the CHOC and YMHA housing complexes wanted to participate in the program they will have second priority.

Our goal is to license 10-15 CDBG participants as Small Family Child Care Providers. CCS will host six to eight Play Day/Informational events. We anticipate attendance of 7-12 adults with 12-15 kids attending each Play Day for a maximum of 96 adults and 120 children participating. We will encourage residents to attend as many Play Days as possible in order to learn more about how to provide quality child care. We will present five trainings, with 10-15 participants at each training. We anticipate meeting with participants outside of the trainings two to four times during the year to help them through the licensing process for a maximum of 60 visits. We also anticipate a number of phone calls to our participants and on behalf of our participants.

c. Outreach

Our largest outreach will be for the Play Day/Informational Events. CCS wants to give the residents the opportunity to see how a quality child care program could be set up and operated. We want to give residents time to decide if they want to become a licensed Family Child Care Provider. CCS will provide CHOC and YMHA with informational flyers about the program. CHOC and YMHA will perform the majority of our outreach activities. Their staff has already identified residents who are providing unlicensed child care in their units. Additionally, they are aware of residents who are currently looking for employment and have spoken to residents who currently need child care. CHOC and YMHA will provide outreach to all 12 of their housing units. CHOC has already authorized three hours of staff time for Play Day outreach activities. Their staff will also target individuals they feel have an interest in becoming a child care provider. CCS will advertise the program in our quarterly newsletter, on our website, and if necessary, through our Child Care Subsidy Program. Our subsidy allows parents to use unlicensed care and currently have 43 unlicensed providers receiving a subsidy. CCS can outreach to those individuals if our response at the Play Days is not sufficient. Our CHOC and YMHA partners expect us to have more than enough residents interested in participating in the program.

Once our core group of interested participants is identified, we will provide outreach to them through the CHOC, YMHA, mailings, phone, e-mail and in person.

PERFORMANCE SCHEDULE

Work Plan

List Activity

Completion Date

Six to eight Play Days/Informational Events	December 2010
Participant Pre and Post Survey	December 2010 - June 2011
Individual Visits with participants at the Housing Units and by Phone or e-mail to set them up for Orientation, and assist through licensing process	Ongoing
Host Community Care Licensing Orientations	Every other month
Family Child Care 101 Workshop	January 2011
It's Your Business/Let's Set it Up Workshop	February 2011
Marketing and Outreach Workshop	March 2011
Host Health and Safety and First Aid CPR Training	March 2011
Tax Workshop	May 2011
Set up payment for Orientation Fees, Licensing Fees and Health and Safety Training Fees	January – June 2011

PERFORMANCE MEASUREMENTS

ACTIVITY	INDICATOR	OUTCOME
Provide Play Day Pre-School Informational Event that models a quality child care program and provides basic information about becoming a Family Child Care Provider to interested low-income persons	Host 6 to 8 Play Day/Informational Events at 3/4 Low-Income Housing Units with attendance of 7-12 residents and their children	35 residents will be interested in learning more about becoming a Family Child Care Provider and operating a small business Enhance knowledge of age appropriate activities for children and how to provide quality child
Host Community Care Licensing Family Child Care Orientation Class every other month	10-15 CDBG Participants will attend a Family Child Care Orientation	CDBG Participants will learn the State requirements of Family Child Care Licensing
Host Health and Safety and First Aid CPR Training	10-15 CDBG Participants will attend the Health and Safety trainings	CDBG Participants will learn basic first aid and CPR
Provide training on becoming a Family Child Care Provider and operating a small business	10-15 CDBG Participants will attend workshops: Family Child Care 101, It's Your Business/Let's set it Up, Marketing and Outreach and Taxes	Participants will learn about setting up and operating a family child care business Participants will learn about setting up a small business, including general business skills, marketing their business and the tax requirements
Reimburse CDBG participants for the Licensing Orientation fee, Health and Safety Class fee, Fingerprint fee and Family Child Care Licensing fee.	10-20 CDBG participants will attend and complete Family Child Care requirements. 10-15 CDBG participants will receive license.	Participants will become licensed Family Child Care Providers with information on licensing, Health and safety for children, age appropriate activities for children and operating a small business
Provide pre and post survey for participants to complete regarding their knowledge of child development, child care and basic business practices	35 participants will complete the pre and post survey	Participants will indicate an increased knowledge of child development best practices, child care business and basic business practices

**CITY OF DAVIS
COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM**

BUDGET SUMMARY FOR PROPOSED PROJECT*

Budget Category	Proposed Project "CDBG Portion"	Other Sources In-kind Contributions	Total
A. Salaries and Wages	\$12,415		\$12,415
B. Fringe Benefits	\$9,183		\$9,183
C. Consultant/Contract Services	\$250		\$250
<i>TOTAL PERSONNEL BUDGET</i>	\$21,848		\$21,848
D. Office Rent	\$317		\$317
E. Utilities, Insurance, and Audit	\$369		\$369
F. Telephone and Internet	\$2,312		\$2,312
G. Office and Program specific supplies	\$1,425		\$1,425
H. Equipment	\$111		\$111
I. Printing, Duplication and Mailing	\$170		\$170
J. Travel/Conferences	\$100		\$100
K. Other: Child Care License Fees	\$990		\$990
L. Other: Family Child Care Orientation	\$500		\$500
M. Other: Health & Safety Class	\$1,650		\$1,650
N. Other: Fingerprinting Fee	\$180		\$180
N. Other: Facility Room Rentals	\$0	\$4,500	\$4,500
O. Other: Outreach	\$0	\$1,200	\$1,200
P. Other: Incentives	\$750		\$750
Q. Other: City Administrative Costs	\$371		\$371
<i>TOTAL NON-PERSONNEL BUDGET</i>	\$9,245	\$5,700	\$14,945
TOTAL PROJECT BUDGET	\$31,093	\$5,700	\$36,793