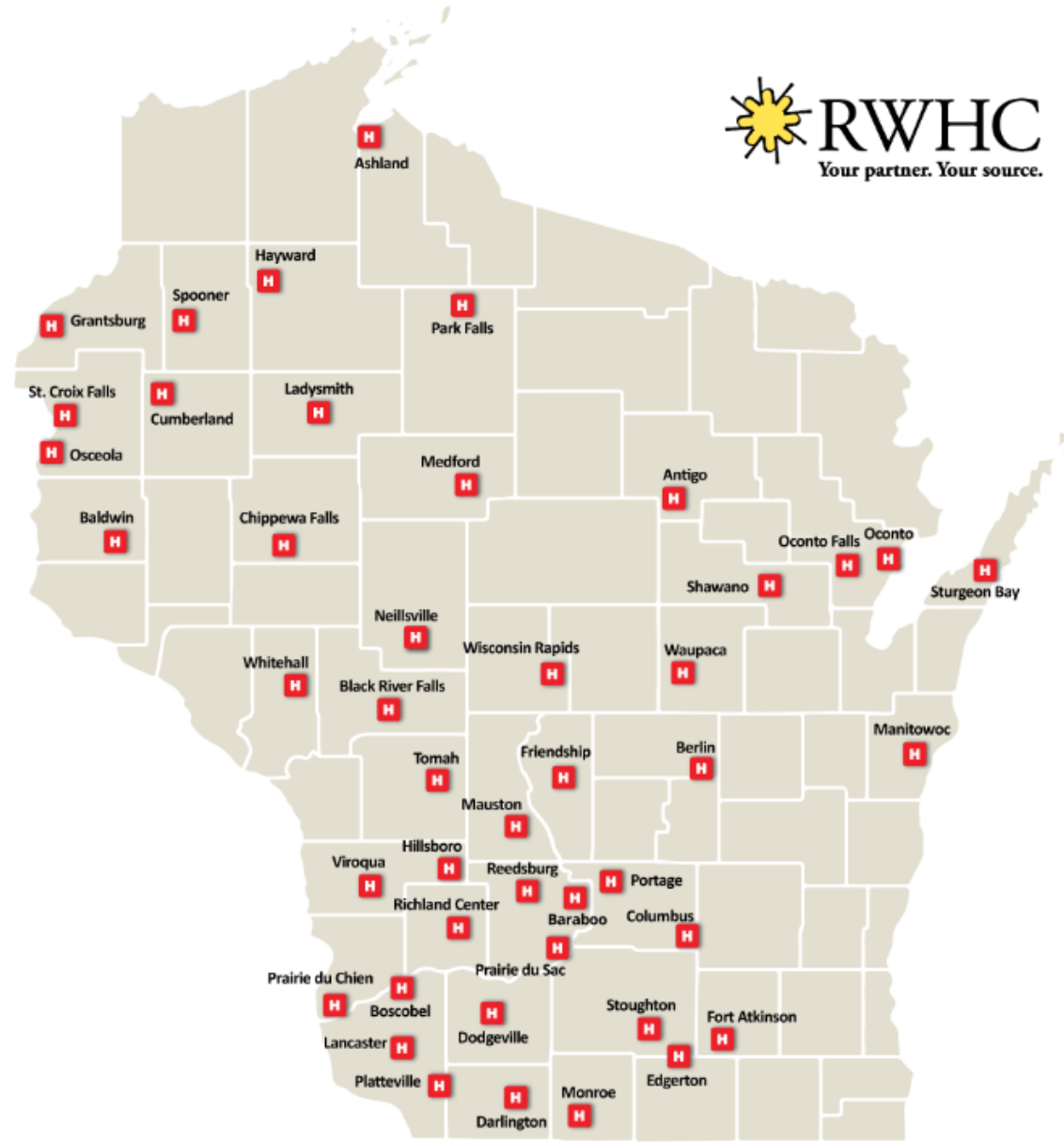


**RWHC  
COMMUNITY  
ECONOMIC  
DEVELOPMENT**





# Goals for Today

- Brief Framing of Childcare Challenges
- What does data tell us about childcare in Tomah?
- Review and Gather Input on Proposed Work Plan



WHY?

## What is the childcare “problem”?

- **Too Expensive for Parents**
  - **\$12,567/yr for infants; \$10,197/yr for 4 y/o**
- **Teachers Paid Very Low Wages**
  - **\$11 - \$13 / hour**
  - **Workforce Shortages + Limited Availability**



# Affordability

## Annual cost in Wisconsin

College: \$8,475



Housing: \$9,994



4-year-old care: \$10,197



Infant care: \$12,567



- Average annual cost of ...
  - Infant care in WI is \$12,567.
  - 4-year old care in WI is \$10,197.
  - One infant and one 4 year-old is \$22,764.
- Median family income in WI is \$67,786.
  - Care for one infant = 18.5%
  - Care for one infant and one 4 year-old = 33.6%
- Assume childcare is affordable if it costs less 7% of income...
  - It would cost \$7,523.
  - Only 6.5% of families can afford infant care at current cost.

# Existing Providers

Since Feb 2020,  
8% drop in child care employment nationally = 88,400 providers

**Primary reason for exodus is low pay and few benefits.**

8/22 WECA survey of 309 providers  
50% have unfilled slots  
33% have closed classrooms

Impact = loss of care for more than 9,900 children & their families!

In 2010, Wisconsin had 20,580 child care workers. In 2021, the state had 15,210 such workers, a drop of more than 26%.

In 1998, there were 450 child care businesses in La Crosse County. By 2015, that number dropped to 200. And in 2021, there were just 92.



<b>Current Workforce Salaries (Licensed Group Center)</b>				
<b>Position Title</b>	<b>Licensed 2 Star</b>	<b>3 Star</b>	<b>4 Star</b>	<b>5 Star</b>
Center Director	\$33,365	\$37,131	\$38,899	\$44,987
Lead Teacher	\$24,253	\$25,366	\$27,467	\$29,921
Teacher Assistant	\$21,507	\$22,152	\$23,057	\$24,534

<b>Current Workforce Salaries (Licensed Family Provider)</b>				
<b>Position Title</b>	<b>Licensed 2 Star</b>	<b>3 Star</b>	<b>4 Star</b>	<b>5 Star</b>
Teacher/Owner	\$21,397	\$23,882	\$28,696	\$28,947
Teacher Assistant	\$21,507	\$22,152	\$23,057	\$24,534

## Imagine a child care center...



Open **10**  
hours/day



**40** children



**1** director



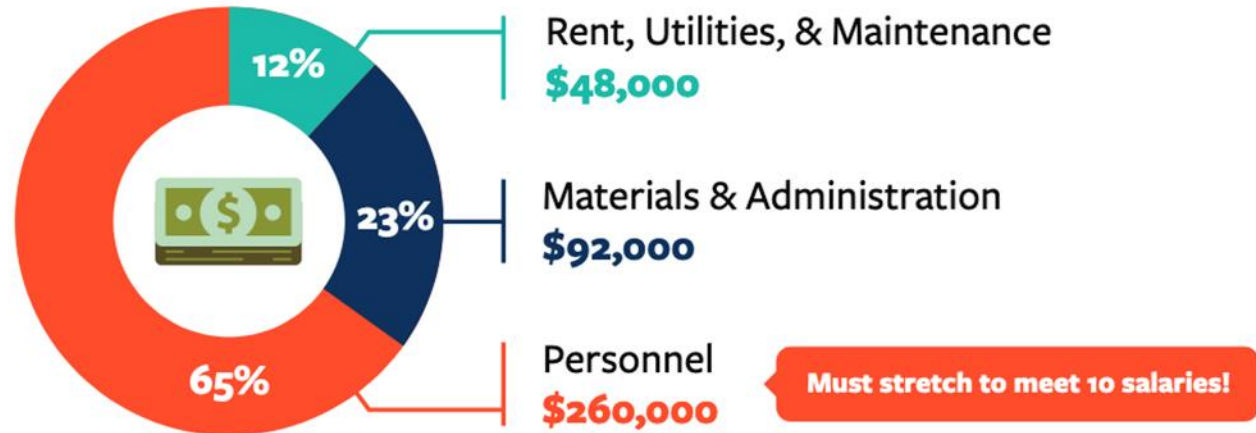
**3** lead teachers



**6** assistant  
teachers

...where parents pay an average of **\$10,000** each

**Total budget:**  
**\$400,000**

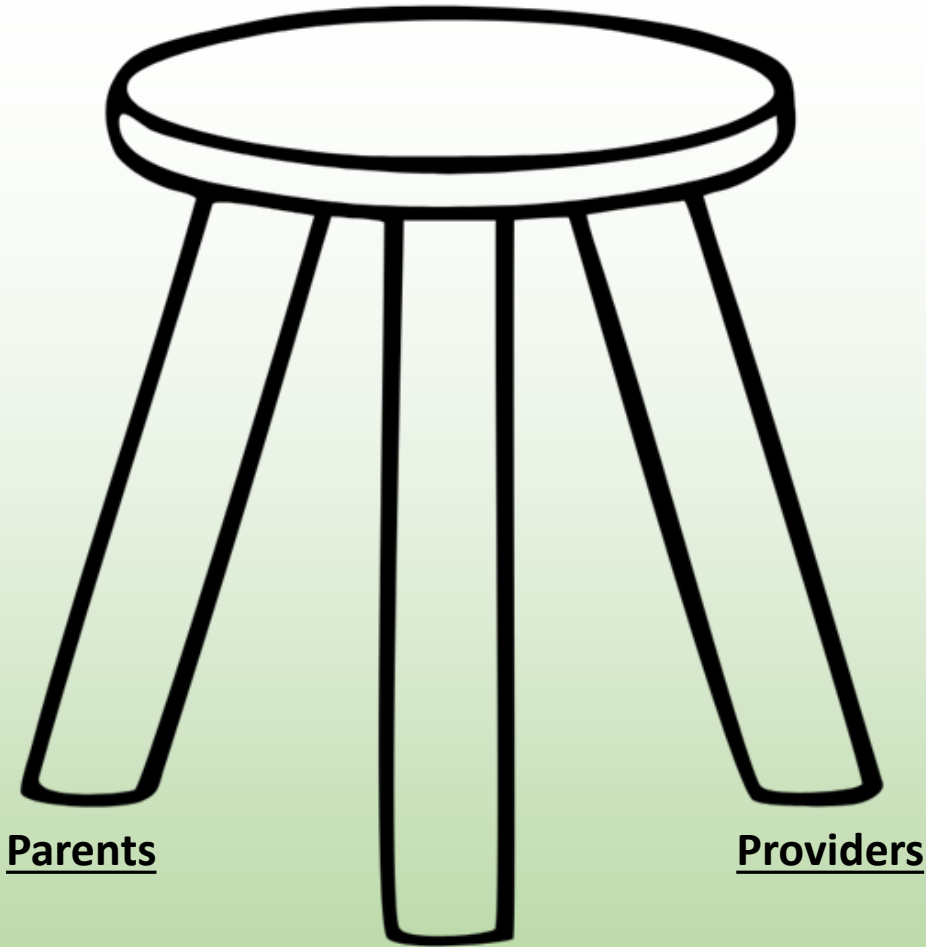


<https://cscce.berkeley.edu/>

Inspired by the video [“Why Do Parents Spend So Much on Child Care, Yet Early Childhood Educators Earn So Little?”](#)  
© 2018 Child Care Aware of America, Center for the Study of Child Care Employment



Parents + Providers



Parents

Providers

**Additional Funding / Support**

- Government (Childcare Counts, Shares, Partner Up!, ARPA, etc)
  - Business
  - Philanthropy

# Diversify funding

**Tuition, WI  
Shares, Head  
Start, 4K, etc.**

**+**

**Private funding (e.g.,  
employers),  
philanthropic funding  
(e.g., grants), state  
investment, etc.**

# GOALS:

Increase Supply  
Improve Affordability



# Government Support of Childcare Since 2020

# WI DCF ARPA Childcare Investments

- **Childcare Counts**
- **Project Growth**
  - Partner Up!
  - Dream Up!
- **Other**
  - WEESN
  - TEACH
  - REWARD
  - Birth-3
  - Infant Mental Health Consultation
  - Family Resource Centers
  - Support to Become Regulated (PALS)
  - ECE Workforce EAP
  - SEL

# Childcare Counts

- Payments direct to childcare providers for specific things such as raising staff wages, rent, paying utility bills – operating expenses

May 2020: CCC  
Emergency

Sept. 2020: CCC  
Supplementary  
Round 1

Oct – Nov 2020:  
CCC  
Supplementary  
Round 2

April 2021:  
Spring Response  
+ Relief Program

June 2021:  
Response +  
Relief Program

Nov '21 – July  
'22: CCC  
Stabilization  
Round 1

Aug '22 – Apr  
'23: CCC  
Stabilization  
Round 2

May '23 – Jan  
'24: CCC  
Stabilization  
Round 3

\*September  
2023: CCC  
Payment Shrunk

Nov. 2023:  
\$170m for CCC  
thru June 2025

Childcare Counts Payments to Providers in  
Tomah, WI from March 2020 – March 2024:  
**\$1,560,925**

# Project Growth

```
graph TD; A[Project Growth] --> B[Partner Up!]; A --> C[Dream Up!];
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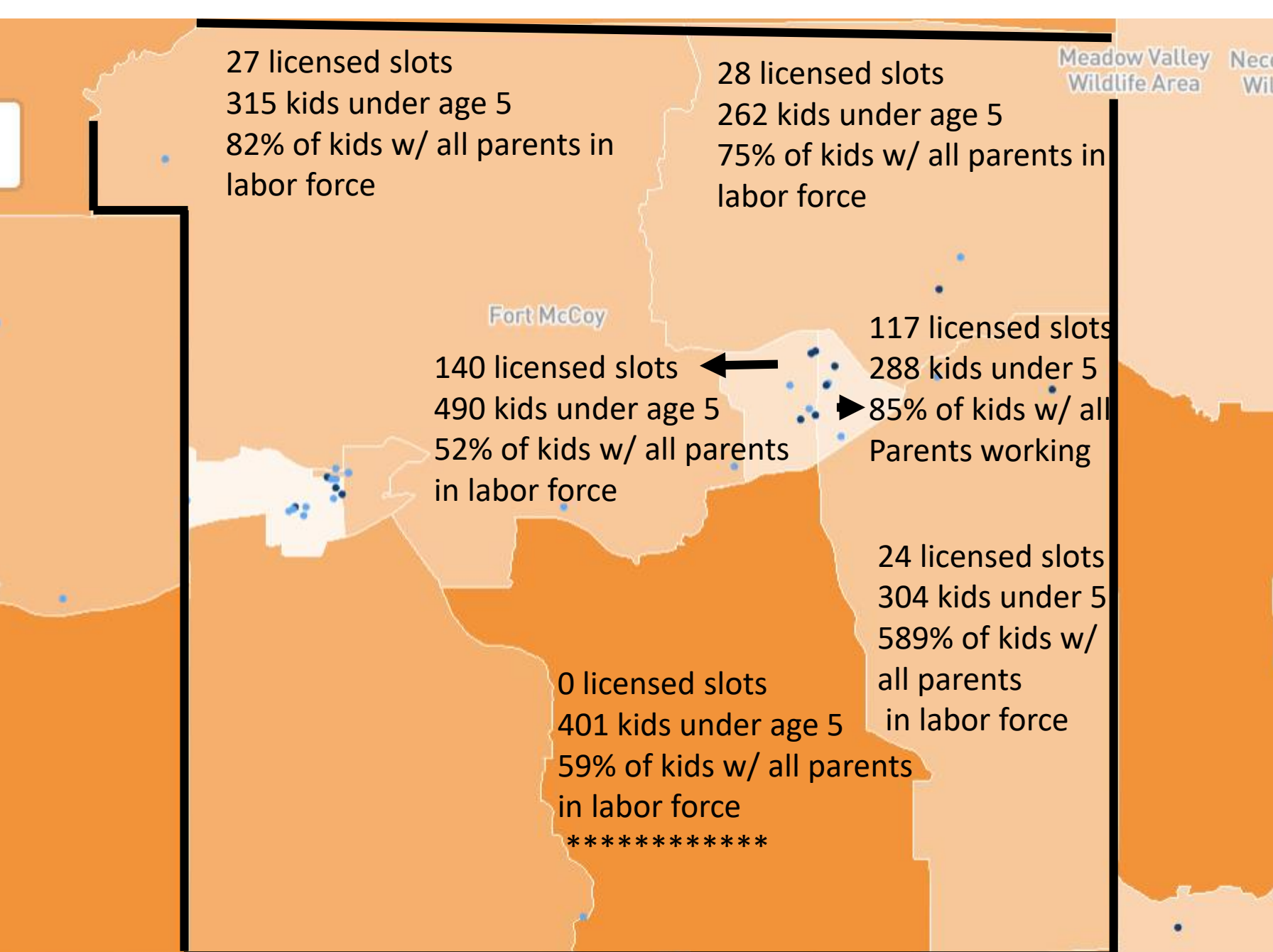
Partner  
Up!

Dream Up!

3 cohorts each  
\$30m total

# Monroe County / Tomah Childcare Data





Slots	Kids <5
28	262
117	288
24	304
0	401
140	490
27	315
336 slots	2060 kids <5

Less child care supply    More child care supply    ● Child care center    ● Family child care

Monroe County Census Tract	Childcare Capacity	Population Under 5	Children w/ All Parents in Labor Force	Maternal Labor Force Participation	Children per Licensed Childcare Slot
9505 (Tomah)	140	490	52%*	54%*	3.5**
9506 (Tomah)	117	288	85%	68%	2.46
9501	28	262	75%	71%	9.36**
9502	27	315	82%	84%	11.67**
9507	24	304	58%	72%	12.67**
9508***	0	401	59%	64%	0 providers**
<b>Total / Average</b>	<b>336</b>	<b>2060</b>	<b>68.5%</b>	<b>69.3%</b>	<b>6.13**</b>

\*Low labor force participation rates

\*\*Qualifies as a childcare desert

\*\*\*Most likely influenced by geographic prevalence of Plain/Amish community

Per the Wisconsin Department of Children and Families ([DCF](#)):

Name	Accepts Infants?	<a href="#">Quality Score (1-5)</a>	Capacity	Type
Tomah Head Start Center*	No	5	19	Licensed Group
Kids and Company Day Care	Yes	5	40	Licensed Group
Country Cabin Daycare	Yes	3	8	Licensed Family
Tomah School of Childhood	No	3	35	Licensed Group
A Little Learners Family Daycare	No	3	8	Licensed Family
Learning Ladder Family Daycare	Yes	3	8	Licensed Family
Kathryn Shisler	Yes	2	3	Certified Family
Superior Children's Learning Center	Yes	2	29	Licensed Group
Kids Kountry Learning Center	Yes	2	80	Licensed Group
Kenworthy Christian Childcare	Yes	2	3	Certified Family
Noah's Ark Christian Learning Center	No	2	50	Licensed Group
Leaps and Bounds Childcare	Yes	2	16	Licensed Group
Beatles and Butterflies Daycare	Yes	2	8	Licensed Family
Little Golden Doodlers Family Childcare	No	Not Yet Rated	3	Certified Family
Ahuco Head Start Center*	No	N/A	20	Licensed Group
<b>TOTAL/AVERAGE:</b>	<b>6 No 9 Yes</b>	<b>2.77</b>	<b>330</b>	<b>8 Group 7 Family</b>

	<b>Children Under 5</b>	<b>Childcare Slots</b>	<b>Childcare Slots w/o Income Restriction</b>	<b>Children per Licensed Childcare Slot</b>	<b>Children per Slot w/o Income Rest.</b>
City of Tomah	613	330	291	1.85	2.1
Tomah School District	985	330	291	2.98	3.38**

\*\*Qualifies as a childcare desert

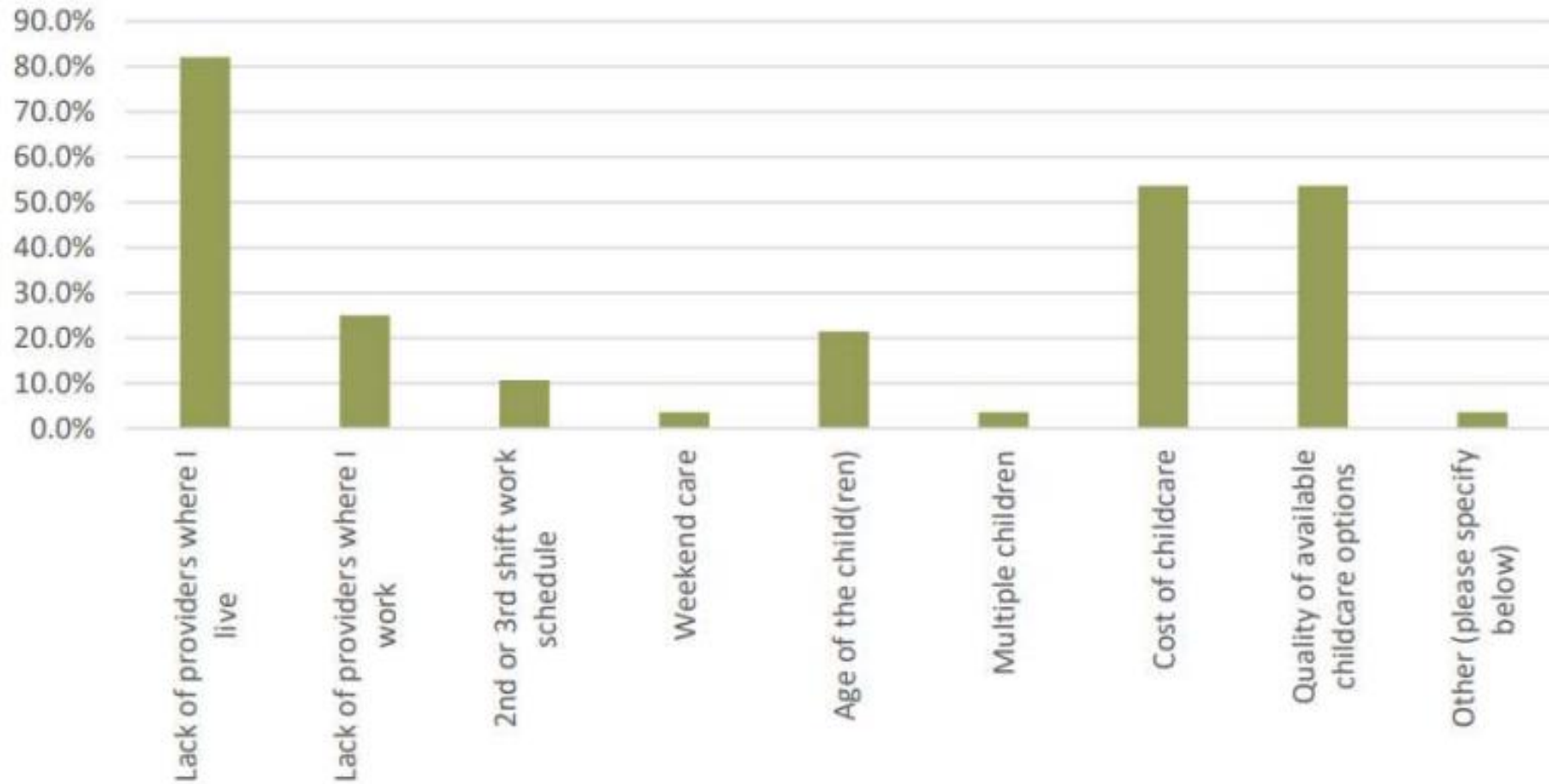
## Child Care Capacity Survey Summary Data – March 2022

County	# Of Open Positions	# of Classrooms Closed	# of Slots that Could be Added	# of Children on Waiting Lists
Monroe	6	3	50	183
Juneau	1	0	0	59
Vernon	7	0	3	39
Crawford	3	1	8	22
Richland	No Data Reported			

Source: La Crosse County Childcare Capacity (The Parenting Place)



If you are unable to find childcare that fully meets your needs, which of the following have impacted your search? (check all that apply)



Source: Childcare Gap Report Jackson, Juneau, and Monroe Counties (The Parenting Place) - June 2017



County	Estimated Under 5 Slots Needed <sup>1</sup>	Estimated School Age Slots Needed (age 5-11) <sup>2</sup>	Estimated Total Slots Needed	Total Slots Available <sup>3</sup> (Not including Boys & Girls Club)	Gap
Jackson	761	1117	1878	501	1377
Juneau	927	1360	2287	362	1925
Monroe	1810	2657	4467	1236	3231



Source: Childcare Gap Report Jackson, Juneau, and Monroe Counties (The Parenting Place) - June 2017

# Proposed Work Plan

# Phase One (Concurrent)

- Conduct Survey of Tomah Employees
  - Verify significance of childcare as a workforce issue
  - Quantify need for childcare services
  - Collect info about areas of highest need (i.e. infant, overnight, summer, etc.)
- Learn About Tomah Business Community's Childcare Perception/Action
  - Learn what, if anything, businesses are currently doing to aid employees w/ childcare
  - Synthesize any existing data businesses have on employee childcare need
  - Gauge business interest in participating in a childcare solution for their employees
- Prepare Inventory of Existing Childcare Facilities in Tomah
  - Identify existing childcare facilities serving Tomah
  - Identify capacity/interest of existing providers in expansion
  - Learn about current, local challenges in the industry

# Phase Two (Sequential)

1. Produce a brief report synthesizing info from phase 1
  - Share back to business + community members via a meeting or open forum
  - Gather feedback and question on findings; Gauge willingness for engagement
2. Develop a committed group of stakeholders willing to co-create a childcare solution for Tomah
3. Align info from Phase 1 report with childcare best practices, models, examples, etc.
  - Conduct, as necessary, outreach to other community/orgs who have implemented aligned solutions to learn more
  - Research potential solutions, best practices, etc.
4. Prepare a recommended action plan as a group and transition into implementation

# Marie Barry

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